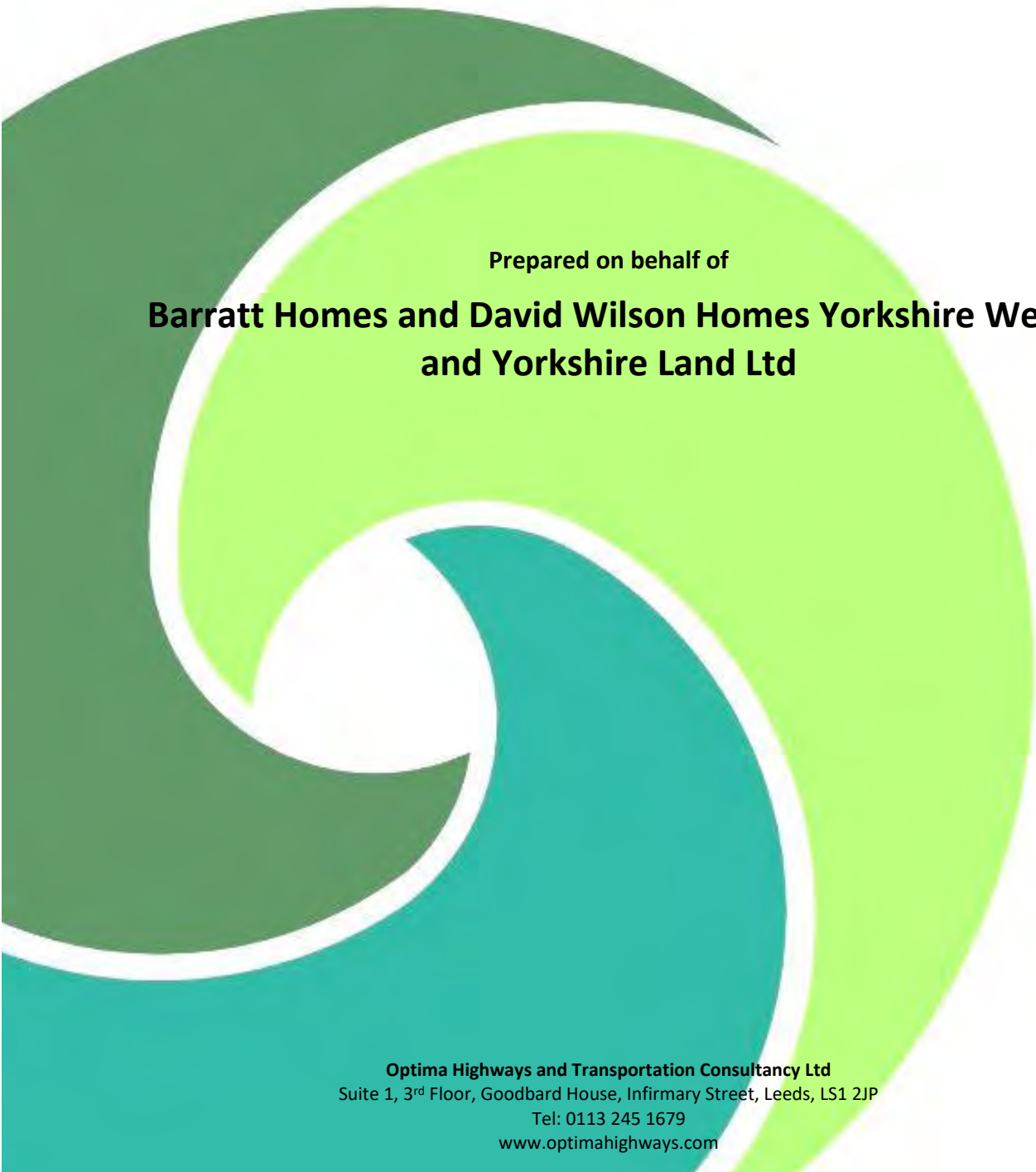


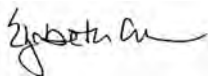
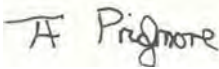
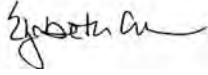
**Land South of Halifax Road, Penistone
Proposed Residential Development
Residential Travel Plan**

March 2020 (Initial Issue)



Prepared on behalf of
**Barratt Homes and David Wilson Homes Yorkshire West
and Yorkshire Land Ltd**

Quality Management

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APPENDICES

Appendix A Development Layout



1. Introduction

1.1 BACKGROUND

1.1.1 Optima Highways and Transportation Consultancy Ltd (Optima) has been appointed by Barratt Homes and David Wilson Homes Yorkshire West and Yorkshire Land Ltd to prepare a Residential Travel Plan (RTP) in respect of proposals for a residential development of 459 dwellings on land to the south of Halifax Road in Penistone.

1.1.2 A Travel Plan is a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner and healthier 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 such as a healthier lifestyle.

1.1.3 This RTP should be read in conjunction with the Transport Assessment (TA) that has been produced to accompany the planning application for the proposed residential development.

1.1.4 The Site is situated some 1,000m to the north of Penistone Town Centre on land currently given over to agricultural uses. The site location in its local context is shown in Figure 2 (Figure 1 shows the location of the site in a wider context) with an extract from Figure 2 shown in Image 1.1.

Image 1.1 Site Location – Local Context



1.2 THE TRAVEL PLAN VISION

1.2.1 The vision for this Residential Travel Plan is:

To make the development a place where residents can make fully informed travel choices for all journeys they make, and in doing so can reduce their reliance on the private car and the resultant impact on the local environment.

1.3 TRAVEL PLAN AIMS AND OBJECTIVES

1.3.1 To achieve this vision, the aims of this Residential Travel Plan are to:

- Maximise the attractiveness of the development to potential residents by highlighting the accessibility of the Site by a range of sustainable travel options; and
- Minimise the effect the development has on the environment and the local highway network by promoting the use of these sustainable travel options ahead of less sustainable modes such as single person trips by car / van.

1.3.2 The objectives of the Travel Plan are therefore to:

- Identify the range of travel options available to residents;
- Maximise the use of sustainable modes by residents through effective promoting and engagement; and
- Use suitable monitoring and reporting mechanisms to assess, over time, the impact of travel plan measures at the Site.



2. The Site and Accessibility

2.1 SITE CONTEXT

2.1.1 The Site is situated immediately to the south of the A629 Halifax Road on the northern side of Penistone. It is located approximately 8 miles to the west of Barnsley, 14 miles north west of Sheffield and 13 miles south east of Huddersfield. Its location relative to the local highway network is shown in Figure 2 and an extract is shown in Image 1.1, Figure 1 shows its location in a more strategic setting.

2.1.2 The Site has an overall area of approximately 14.8 hectares (36.6 acres) and is given over to agricultural uses. The Site is bound to the north by A629 Halifax Road, to the east partly by the Penistone Line (the rail line between Huddersfield, Penistone, Barnsley and Sheffield), partly by Well House Lane and partly by the rear of existing properties that front on to Well House Lane, with its south west boundary being denoted by existing field boundaries.

2.2 THE PROPOSED DEVELOPMENT

2.2.1 The scheme proposals are shown on the STEN Architecture drawing 2001.01 Rev B, a copy of which is contained at Appendix A. The proposals are for:

- 459 residential units comprising a mix of terraced, semi-detached and detached properties; and
- Associated access and parking; and landscaping including areas of Public Open Space (POS).

2.2.2 Two points of vehicular access will be provided into the Site; a priority junction with ghost island right turn holding lane will be the means of access from A629 Halifax Road and a simple priority junction will provide access from Well House Lane.

2.2.3 There will be a separate pedestrian / cycle access out on to Well House Lane at the south east corner of the development at the location of the existing field access adjacent No. 15.

2.3 ACTIVE TRAVEL OPTIONS

Pedestrian and Cycle Routes

2.3.1 There is a continuous footway on the eastern side of Well House Lane from the railway bridge south to the junction with A628 Barnsley Road. The footway on the west side of Well House Lane starts to the south of the Site frontage and this will be extended along the frontage to connect with the pedestrian infrastructure within the development. At the southern end of Well House Lane pedestrians and cyclists can cross A628 Barnsley Road and continue in a southerly direction down Water Hall Lane into Penistone Town Centre.

2.3.2 This route which is designated as a Public Bridleway (Footpath Number 75) leads through Water Royd Park and on to Wentworth Road before following a route on to B6462 Bridge Street.

2.3.3 There are also continuous footways on both sides of A628 Barnsley Road leading B6462 Huddersfield Road and the traffic signal controlled junction with B6462 Bridge Street. There is a controlled pedestrian crossing facility on the A628 Barnsley Road arm of the junction. A footway continues up the western side of B6462 Huddersfield Road to Penistone Grammar School.



2.3.4 Image 2.1 shows an extract from Barnsley MBC Public Rights of Way Map which highlights the routes located within close proximity to the Site. There are numerous Public Rights of Way (PRoW) and Bridleways that run throughout Penistone including;

- Bridleway 63 – Acre Lane Path which runs northbound from Halifax Road, continuing the line of Well House Lane towards Cat Hill;
- Footpath number 17 – North from Halifax Road at the north west corner of the Site connecting with Bridleway 63;
- Footpaths 18 and 57 – leading from the nearby B6462 Huddersfield Road heading in a south west direction to Thurlstone; and
- The Trans Pennine Trail forming part of the National Cycling Network (Route 62) running through the centre of Penistone (Bridleway 102).

Image 2.1 Extract of Barnsley MBC Public Rights of Way Map



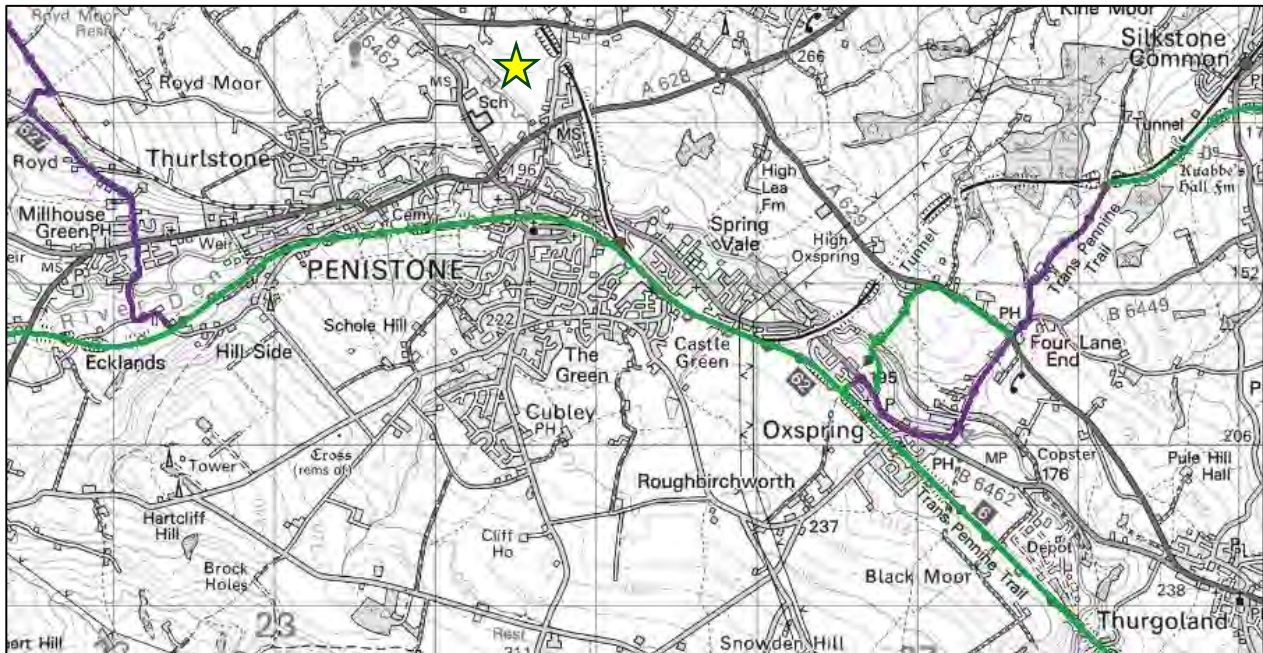
2.3.5 As well as on-road routes for cycles, Penistone lies on the National Cycle Network Route 62. National Route 62 connects Fleetwood in the Fylde region of Lancashire with Selby in North Yorkshire. It forms the west and central sections of the Trans Pennine Trail which is a long-distance path running coast to coast across northern England. To the west of Penistone is the on-road Route 627 which starts in Kirkburton and goes through Shepley and Millhouse Green before connecting to the Trans Pennine Trail off Shore Hall Lane.

2.3.6 This section of the Trans Pennine Trail follows the route of a disused railway and, to the east of Penistone, in Oxspring the route splits. One spur of the route continues to follow the disused railway line to the south towards Sheffield and Rotherham and another spur continues to the north east towards Barnsley before heading north to Wakefield and Leeds.



2.3.7 An extract from BMBC's cycle route network map is shown below in Image 2.2 with traffic free routes shown in green and on road routes shown in purple.

Image 2.2 Extract of Barnsley MBC Cycle Map



Public Transport - Bus

2.3.8 There is a bus stop on both sides of A628 Barnsley Road close to the junction with Well House Lane. Both stops are equipped with a shelter, seating and timetable information. There is a pedestrian refuge in the middle of Barnsley Road which allows safer crossing to and from the bus stop on the southern side of the road. These bus stops are used by Service 20 Barnsley Centre – Cubley.

2.3.9 Whilst these are not evident on the ground, up-to-date Bus Service Timetable information for 23, 23a, 24, 24a shows that there are bus stops on Well House Lane which are used by Service 24 Barnsley Centre - Ingbirchworth.

2.3.10 Penistone Market Place is the interchange location for bus travel in and around Penistone and all services use the stop in Market Place with some using the nearby stop outside Penistone Church on Shrewsbury Road.

2.3.11 An extract from Barnsley Bus Partnership's Barnsley Bus Map showing the bus services in Penistone is shown in Image 2.3 below with details of the services provided in Table 2.1.



Image 2.3 Penistone Bus Services

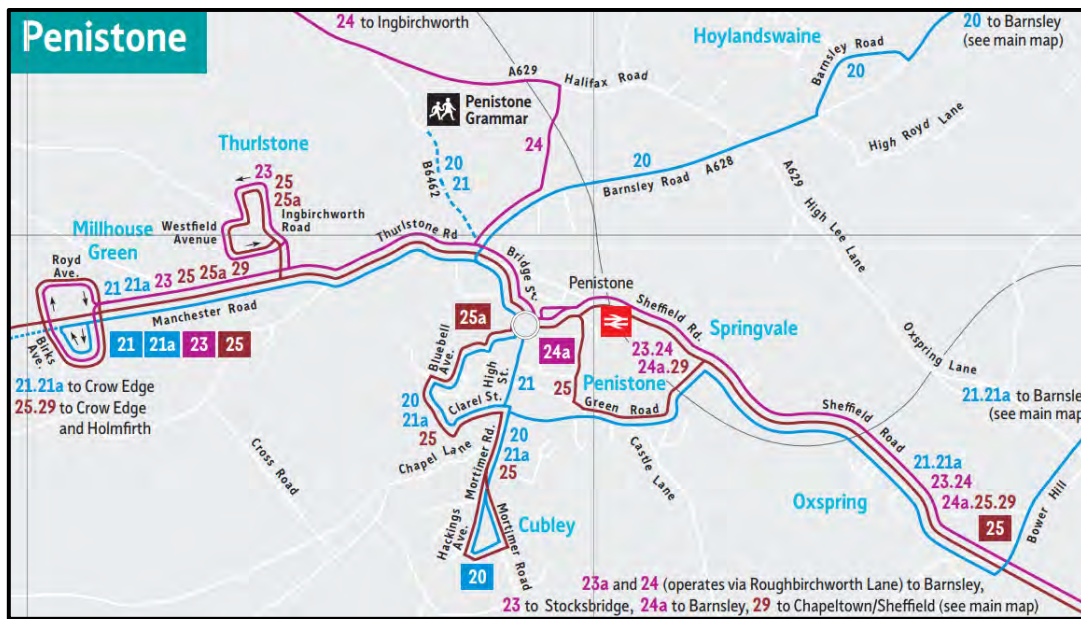


Table 2.1 Summary of Bus Services in Penistone

Service	Route	Days of Operation	Approx. Frequency Each direction	Time of Operation
20	Barnsley Interchange - Pogmoor - Dodworth - Silkstone - Hoylandswaine - Penistone - Cubley	Mon - Fri	1 per hour	07:45-18:30
		Sat	1 per hour	08:50-18:00
		Sun	No Service	-
21 / 21a	Barnsley Interchange - Pogmoor - Dodworth - Silkstone - Silkstone Common - Oxspring - Spring Vane - Penistone - Thurlstone - Millhouse Green - Hazlehead - Crow Edge	Mon - Fri	1 per hour	06:30-22:14
		Sat	1 per hour	07:32-22:14
		Sun	1 per hour	09:57-22:14
23	Millhouse Green - Thurlstone - Penistone - Spring Vane - Oxspring - Thurgoland - Wortley - Deepcar - Stocksbridge	Mon - Fri	1 every 2 hours	09:02-15:46
		Sat	1 every 2 hours	09:02-15:46
		Sun	No Service	-
24/24a	Barnsley Interchange - Kingstone - Gilroyd - Stainborough - Hood Green - Thurgoland - Crane Moor - Thurgoland - Green Moor - Oxspring - Spring Vale - Penistone - Ingbyrchworth	Mon - Fri	1 every 2 hours	06:20-22:00
		Sat	1 every 2 hours	07:09-22:00
		Sun	1 every 2 hours	09:00-22:00
29	Sheffield - Burngreave - Chapeltown - High Green - Wortley - Thurgoland - Penistone - Millhouse Green - Dunford Bridge - Holmfirth	Mon - Fri	1 every 3 hours	07:10-23:07
		Sat	1 every 3 hours	07:15-23:07
		Sun	1 every 2 hours (Chapeltown-Penistone)	08:57-23:07

Public Transport - Rail

2.3.12 Penistone Railway Station is located approximately 1.2 km straight line distance to the south east of the Site. Penistone is on the Northern Huddersfield to Sheffield (Penistone Line) which



provides services between Penistone and Huddersfield, Barnsley, Meadowhall and Sheffield. Between Peniston and Huddersfield the local stations of Denby Dale, Shepley, Stocksmoor, Brockholes, Honley, Berry Brow and Lockwood are served.

2.3.13 The Penistone Line provides 1 train per hour in each direction, Monday to Saturday (06:20-23:26) and 1 train per hour in each direction on Sunday (09:41-20:23).

2.3.14 The station has cycle storage for 16 bicycles which is covered by CCTV and a free car park for 15 vehicles.

2.4 PEDESTRIAN ACCESSIBILITY

2.4.1 The DfT residential design guide 'Manual for Streets' (MfS) advises that *"walkable neighbourhoods are typically characterised by having a range of facilities within ten minutes (up to about 800m) walking distance of residential areas..."* (ref para 4.4.1). However, this is not regarded as an upper limit in MfS and reference is also made to walking offering *"the greatest potential to replace short car trips, particularly those under 2km"*. The acceptability of walking trips up to 2km (an approximate 25 minute walk time) is also supported in the CIHT document 'Providing for Journeys on Foot'.

2.4.2 The Department for Education (DfE) statutory guidance document, 'Home to School Travel and Transport', July 2014, defines an even greater maximum walking distance to schools of 2 miles (3.2km) and 3 miles (4.8km) for children under and over 8 years respectively.

2.4.3 Using GIS Network Analysis software, typical walk times (up to 25 minutes which equates to a distance of 2km) from the centre of the Site are shown on Figure 4 with an extract provided in Image 5.1 below. Figure 4 demonstrates that the Site is within an easy walking distance of the following:

- Saint John the Baptist Primary School and Saint John the Baptist Church of England (VC) Infant School along with Spring Vale Primary School, within a 20-25 minute walk;
- Penistone Grammar School, within a 15-20 minute walk;
- The local shops and services including NatWest Bank, a Post Office, Tesco, The co-operative Food and a Spa, within a 15-20 minute walk; and
- Local medical facilities including Penistone Group Practice, a Dental Practice, several pharmacies and Auckland Opticians are within a 5-15 minute walk.

2.4.4 There is a good selection of takeaways, restaurants, public houses and cafes no more than 15 minutes' walk and local employment opportunities in Penistone Town Centre and Spring Vale are also within a 15 minute walk.

2.4.5 It is therefore concluded that the Site will be provided with good accessibility on foot to a range of local services and facilities provided in the surrounding area. This should help reduce the need to travel by private car.

2.4.6 The SYRDG also contains guidelines for accessibility and, in this regard, it is considered that Penistone is a central area (smaller town). The residential area should therefore be a 20 minute walk to local services, a 5-10 minute walk to a bus/tram stop and a 20 minute walk/30 minute journey to primary health/education. It has been demonstrated that the proposed development will meet these local accessibility criteria.



2.5 ACCESSIBILITY BY CYCLE

2.5.1 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 DfT). However, the same guidance also refers to commuting cycle trips of up to 8km. Using GIS Network Analyst software typical cycle times from the Site are shown on Figure 5. This figure shows that:

- Penistone Grammar School is no more than a 5 minute cycle from the centre of the Site. Nursery and primary education are also within 5-10 minutes cycle time;
- The numerous shops and facilities within Penistone Town Centre can be accessed within a 5-10 minutes cycle time from the Site all accessed by back streets avoiding the main roads through the town; and
- Penistone Railway Station is within a 5-10 minute cycling time.

2.5.2 It is therefore concluded that the Site will be provided with good accessibility by cycle to a wide range of local services and facilities within a comfortable 5-10 minute cycle ride.

2.6 ACCESSIBILITY BY PUBLIC TRANSPORT

Bus

2.6.1 An analysis has been undertaken of the walk distances and accessibility to the proposed local bus stops. Figure 6 illustrates the walk distances from these stops to the Site and shows that entire development can be reached within 200-600m walk distance.

2.6.2 The most frequent bus services are accessed from the stops on A628 Barnsley Road where there is one bus an hour to Barnsley Town Centre and return. The bus stops in Market Place and Shrewsbury Road which provide additional services are approximately 15 minutes' walking distance from the proposed development.

2.6.3 It is therefore concluded that the Site will be provided with fair accessibility by bus to a key local destinations with wider employment opportunities and that for a rural town such as Penistone bus services and current levels of connectivity are sufficient to allow residents access to neighbouring settlements, towns, employment zones for wider journeys to be made sustainably.

Rail

2.6.4 Penistone Railway Station is best accessed on foot or by cycle although there is a free car park with a limited number of spaces. The following destinations can then be reached by rail:

- Barnsley: 15-16 minutes, with onward connections to Wakefield (15 minutes) and Leeds (35 minutes);
- Sheffield: 45 minutes; and
- Huddersfield: 31 minutes, with timely connections through to Leeds (20 minutes) and Manchester (30 minutes).



3. Travel Plan Measures

3.1 INTRODUCTION

3.1.1 This section sets out the measures proposed to influence 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.

3.1.2 In order to persuade people to change their mode of travel it is necessary to introduce a varied mix of incentives. For the Site the proposed range of transport related measures are described in this section.

3.2 TRAVEL PLAN MANAGEMENT

3.2.1 It is recognised that an important element of the success of this RTP will be the appointment of a Travel Plan Coordinator (TPC) prior to first occupation and, following that, for at least a 5 year period. It is understood that Barnsley MBC may look to the TPC responsibilities being taken over by a Residents Group after the first TPC's appointment has ended.

3.2.2 The TPC will have overall responsibility for the development, implementation and management of the RTP throughout their tenure.

3.2.3 The TPC will be appointed prior to the commencement of the initial marketing of the residential units and, at that time, the TPC will inform Barnsley MBC that this work commenced and provide all relevant contact details. At the planning stage, the TPC duties are being covered by Elizabeth Green of Optima.

3.2.4 The role of the TPC will include (but not be limited to):

- Managing the development of the RTP;
- Sourcing the correct information for each of the relevant measures and keeping this updated;
- Travel updates via email and other social media;
- Responding to travel issues/queries;
- Conducting the baseline travel survey following the occupation of the 50th dwelling and updating the RTP in line with Barnsley MBC Transport Team requests; and
- Carrying out an annual travel survey for 4 years post baseline survey, producing the monitoring report and liaising with Barnsley MBC Transport Team, with any surveying beyond 5 years agreed between Barnsley MBC and the housebuilder.

3.3 TRAVEL PLAN MARKETING AND COMMUNICATION

3.3.1 The principal task of the TPC will be to ensure that the available travel options are effectively promoted to all residents and prospective residents at the development.

Travel Information Leaflet

3.3.2 Immediately on taking up the role, the TPC will prepare a Travel Information Leaflet which will be available via the Sales Office and to download from the Development Website to ensure that residents are able to consider their travel options prior to purchase. Additional guides will then be distributed to each household upon first occupation.



3.3.3 The Travel Information Leaflet will contain details of (not exhaustive):

- Site location information;
- Local cycle routes, cycle shops and adult cycle training opportunities;
- Local pedestrian routes to nearest bus stops, schools and other key facilities including safe places to cross busy roads;
- Public transport maps, timetables and destination information;
- Links to local and national travel information websites including any car share databases; and
- Contact information for the Travel Plan Coordinator.

Development Website

3.3.4 The Developer's website contains a section that lists all the current developments. The Travel Information Leaflet will be available to download by residents and prospective residents.

Social Media and Email

3.3.5 The TPC will look into providing information to residents via the sales teams through email or social media. This is an ideal way of promoting local and national events such as Bike Week, Clean Air Day, Cycle to Work Day, Walk to Work Day and Catch the Bus Week alongside any specific programmes of Barnsley MBC and Sheffield City Region Combined Authority.

3.4 WALKING AND CYCLING MEASURES

3.4.1 Walking contributes towards maintaining fitness levels and research indicates that walking at least 30 minutes a day strengthens the heart and prevents cardiovascular diseases. Walking also improves circulation and is thought to be good for mental health.

3.4.2 Walking is also the most sustainable form of transport as it is 'zero carbon' and does not use public transport capacity. The TPC will promote walking through the RTP as a primary mode of travel for local journey purposes including travel to and from school.

3.4.3 Cycling also has many benefits in terms of health, fitness, mental wellbeing and reliability. In periods of traffic congestion and over short distances cycling offers competitive journey times against motorised transport, and also has a low impact upon highway capacity and the environment. The TPC will promote cycling through the TP as primary mode of travel for local journey purposes.

3.4.4 The site is well located in relation to its proximity to local food stores, nurseries and schools. The physical measures proposed which will positively influence trips by foot and cycle include:

- Several boundary connections with the existing highway network, two of which on Well House Lane will facilitate trips into Penistone;
- Numerous internal links and pedestrian routes; and
- Secure cycle facilities provided at every dwelling.

3.4.5 Walking and cycling will be marketed through the communication channels outlined above and the marketing material will promote and contain details of:

- Online walking and cycling journey planning tools;
- National and local walking and cycling groups, schemes and initiatives; and



- Details of the DfT Cycle to Work scheme available at <http://www.dft.gov.uk/pg/sustainable/cycling/cycletoworkschemeimplementat5732> in order that residents may raise this measure with their employer where appropriate.

3.5 PUBLIC TRANSPORT MEASURES

3.5.1 The public transport opportunities afforded by the location of the development have been outlined in Section 2 of this RTP. However, new and prospective residents at the development may initially be unaware of their public transport options. Information on the public transport opportunities will be made available to residents via the communication channels identified earlier and updated annually.

3.5.2 Furthermore, with the range of user friendly initiatives available including online journey planning tools and live travel updates, planning a journey by public transport is very easy and convenient and residents will be given assistance with this through provision of up-to-date information such as:

- Journey planning, timetable finder and live departure information for public transport in Penistone - <https://www.travelsouthyorkshire.com/>
- Contact details for bus operators in South Yorkshire - <https://bustimes.org/regions/Y>
- Details of bus services for each settlement in Barnsley MBC - <https://bustimes.org/districts/240>
- Details of the personalised public transport journey planner facility - <https://tsy.yorkshiretravel.net/lts/#/travelInfo>
- Barnsley public transport map – <https://www.travelsouthyorkshire.com/BarnsleyBusNetworkMap/>
- Bus/Rail promotional offers including 'Greener Journeys' <https://greenerjourneys.com/>; and
- Contact details of taxi operators.

3.6 SUSTAINABLE CAR USE MEASURES

Car Sharing

3.6.1 Car sharing is when two or more people share a journey by car and travel together. It allows people to take advantage of the benefits of using the car, whilst at the same time reduces the overall number of vehicle trips made, and subsequently the impact on the environment and road congestion. On a personal level, car sharing reduces the cost of travelling by car.

3.6.2 The TPC will promote the website <https://liftshare.com/uk/community/southyorkshire> to all residents as a database for potential car sharers.

Eco-driving

3.6.3 Eco-driving is the practice of driving in such a way as to minimise fuel consumption and the emission of carbon dioxide. A trial carried out by the AA some years ago where staff drove normally for a week and then followed eco-driving advice for a second week resulted in an average saving of 10% on a weekly fuel bill.



3.6.4 The TPC will promote eco-driving to residents through the already noted communication channels.

Electric Cars

3.6.5 Electric vehicle charging points will be provided at a rate of one per dwelling in line with Barnsley MBC's Sustainable Travel Supplementary Planning Document, adopted in November 2019. The TPC will make residents aware of the economic and environmental benefits of electric cars.

3.7 IMPLEMENTATION

3.7.1 This RTP clarifies the role of the TPC and sets out the responsibilities in terms of ensuring that the series of measures and initiatives identified are delivered in order to help reduce the reliance on the private car and achieve the target mode share of less than 69.2% of residents accessing the site by single occupancy vehicle (see 4.2 Travel Plan Targets).

3.7.2 An action plan will be developed with Barnsley MBC Transport Team given its experience of local characteristics, previous programme development and forthcoming initiatives to set out a clear plan for the implementation of the Travel Plan measures. The proposed measures to influence travel behaviour and a schedule for their implementation are summarised in the following tables.

Table 3.1 Pedestrian/Cycle/Motorcycle Measures

Measure	Guideline Timescale	Priority	Reasoning/ Comments	Deliverability and Responsibility
Provide connections throughout the Site and external exits	Prior to occupation of each phase	Agreed	To encourage cycling / walking	High level of deliverability -Developer to Implement.
Provision of local cycle maps and public transport information in induction packs	Prior to occupation and continually updated with promotions / initiatives	High	To encourage cyclists and public transport users by raising awareness of travel options	High level of deliverability. TPC to provide, and maintain information
TPC to promote health and financial benefits of walking and cycling in induction packs – especially for local journeys preventing school run by car	Prior to occupation and continually linking in with initiatives / NHS Local Choices Program	High	To encourage pedestrians/cyclists – reduce journeys, reduce local air pollution, improve health	High level of deliverability. Promotion by TPC and partners
Promote Walkit, BikeBUDI and other local programs inc. Cycle Penistone C.I.C. or fitness apps	Prior to occupation and continually	Med	To encourage pedestrians/cyclists especially targeting short, heavily polluting school run trips	High level of deliverability. Promotion by TPC and partners
Liaise with local schools and parents regarding establishment of 'walking buses' to school or 'kids pelotons'	Upon occupation and continually	High	Of particular importance to make the first journey out of the house sustainable	High level of deliverability. Promotion by TPC and partners



Measure	Guideline Timescale	Priority	Reasoning/ Comments	Deliverability and Responsibility
The TPC shall encourage events such as Bike Week (www.bikeweek.org.uk)	6-8 weeks prior to event	Low	To encourage pedestrians/cyclist	High level of deliverability by TPC with partners
Provide Personalised Travel Planning	Prior to occupation and continually (as required)	Low	To encourage pedestrians/cyclists	Promotion by TPC
Active Travel Leaflet within Welcome Pack and on Development Website	Prior to occupation and continually update	High	To encourage active travel	High level of deliverability. Promotion by TPC and partners
Maintain working relationship with Barnsley MBC & promote their website / initiatives	In advance of occupation and continuous until targets are obtained	High	To encourage active travel	High level of deliverability. Promotion by TPC and partners

Table 3.2 Car Share Measures / Monitoring

Measures	Guideline Timescale	Priority	Reasoning/ Comments	Deliverability and Responsibility
Promote car share website / app Liftshare	Prior to occupation and continually	Med	To increase use of the car sharing database	High level of deliverability
Carry out travel surveys annually	Prior to occupation and continually	High	To establish residents travel habits and attitudes	High level of deliverability. TPC to arrange

Table 3.3 Public Transport Measures

Measures	Guideline Timescale	Priority	Reasoning/ Comments	Deliverability and Responsibility
Provide up to date public transport information, bus route maps, stop locations, public transport promotions.	Prior to occupation and continually	High	Lack of information can be a barrier to using public transport.	High level of deliverability. TPC to arrange

3.8 MAINTAINING INTEREST

3.8.1 In order for the TPC to maintain residents' interest in the RTP there are a few key points that will help assist in ensuring that people are not discouraged. These are as follows:

- Ensure that measures implemented work, this will maintain confidence in the RTP;
- Ensure that there is regular communication to keep Travel Plan issues in people's minds;
- Easily contactable assistance will be available to seek to solve any problems they have in changing mode;
- Make sure information provided to housebuilder's staff is always up to date; and



- Develop a successful feedback mechanism.



4. Travel Plan Targets, Monitoring and Review

4.1 INTRODUCTION

4.1.1 In order to understand the impact of the Travel Plan it is important to consider the number of trips made by single occupancy car / van as a proportion of trips being made from the Site and how these change over time. To this end, A monitoring and review strategy is set out below which details how the success of the Travel Plan will be recorded and reported, and how the details of the plan may be amended to achieve the targets set.

4.2 TRAVEL PLAN TARGETS

4.2.1 Targets are essential to ensure everyone involved in the travel plan process knows what needs to be done and to enable progress to be assessed. Targets should be 'SMART':

- Specific
- Measurable
- Achievable
- Realistic and
- Time related

4.2.2 Targets need to be quantifiable against which the effectiveness of the RTP, in achieving its stated aims and objectives, can be measured. To set targets, it is first necessary to have a 'baseline' modal split against which progress can be assessed.

4.2.3 In the absence of a baseline travel survey from the development, Journey to Work mode split data has been obtained for the Barnsley 024 super output area mid-layer (MSOA). The Site is within 2011 Barnsley 016 MSA; however, this is a predominantly rural area and therefore Barnsley 024 has been selected as this covers Penistone and its main residential areas.

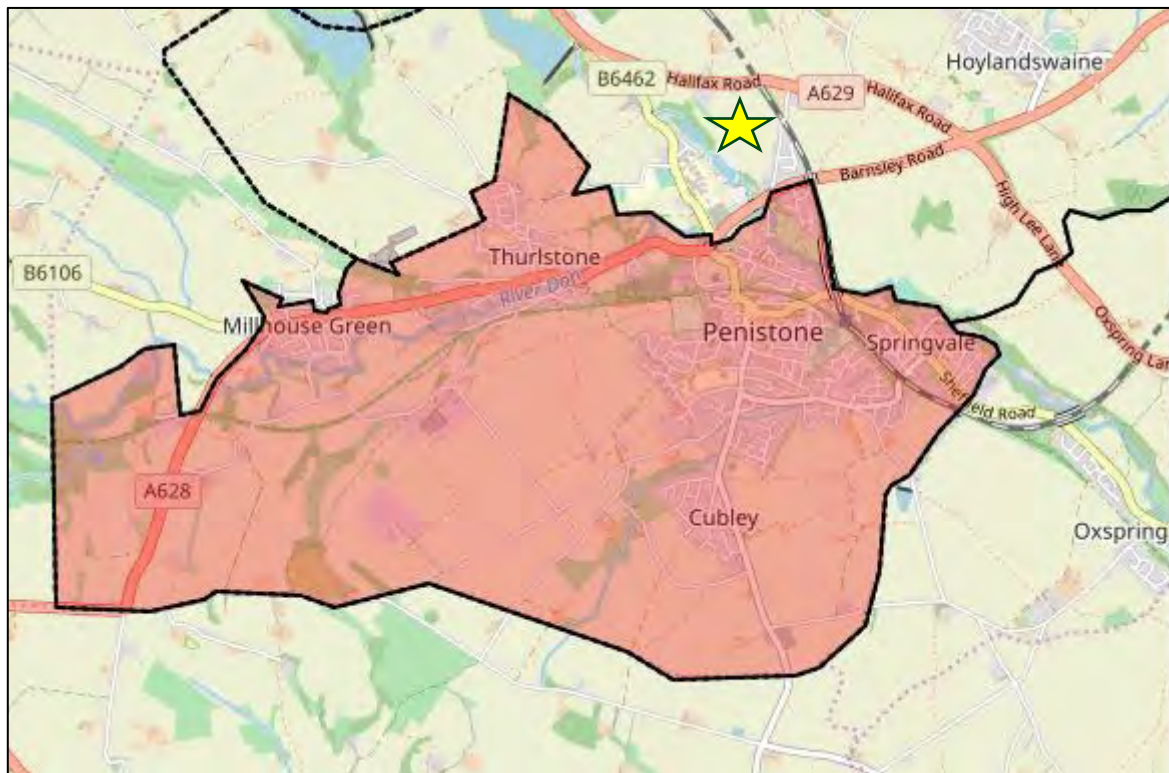
The data is summarised in Table 4.1 and Image 4.1 shows the extent of the MSA.

Table 4.1 Residential Census Mode Split (Barnsley 024 MSA)

Method of Travel to Work	Total Residents in SOALL	Percentage
Work Mainly at or From Home	228	4.6%
Underground, Metro, Light Rail or Tram	9	0.2%
Train	117	2.4%
Bus, Minibus or Coach	114	2.3%
Taxi	7	0.1%
Motorcycle, Scooter or Moped	34	0.7%
Driving a Car or Van	3571	72.8%
Passenger in a Car or Van	258	5.3%
Bicycle	37	0.8%
On Foot	509	10.4%
Other	22	0.4%
Total	4118	100%



Image 4.1 Barnsley 024 MSOA



4.2.4 The initial mode split target proposed is that no more than 69.2% ($72.8\% \times 0.95$) of residents' journeys to work are by single occupancy car (subject to the findings of the initial travel survey – the above target is based on a 5% reduction in the percentage of Car / Van Driver trips).

4.2.5 Whilst the initial modal split of residents may be higher it is anticipated that the target would be reached within 3 years from phased occupation. This provides an appropriate timescale against which to measure progress against the target mode split.

4.3 TRAVEL PLAN MONITORING

Baseline Residents Travel Survey (Year 1)

4.3.1 A baseline survey will be undertaken at the development after the first 50 dwellings are occupied. This will seek to identify not only how residents travel but the reason for this. The survey which will ideally take the form of an online questionnaire will be administered by the TPC and will be promoted by the communication methods noted in Section 3. If necessary, a questionnaire will be posted or hand-delivered to every resident to ensure as wide a response as possible, though it is considered best practice to utilise online survey tools to obtain a greater response rate.

4.3.2 The results of the survey will be shared with Barnsley MBC within 6 weeks of the survey deadline. Within 6 months from the survey deadline the TPC shall agree the following Travel Plan items with the Barnsley MBC Transport Team prior to implementation:

- Any revised specific measures to reduce the numbers of car-borne trips; and
- Any revisions to the modal split targets for the residents as a result of carrying out the baseline survey.



Follow Up Surveys (Years 2 to 5)

4.3.3 Following the initial baseline travel survey, a further travel survey will be undertaken annually to the 5th year after the baseline survey. These surveys will review the impact of Travel Plan measures, monitor the travel behaviour of residents and identify any issues that prevent residents from travelling by their preferred mode of sustainable transport. Where appropriate the TPC will follow up on comments made by residents.

4.3.4 Again, the results of these surveys will be shared with Barnsley MBC and within 6 weeks of the survey deadline.

Monitoring Report and Action Plan

4.3.5 An annual monitoring report will be prepared by the TPC and submitted to Barnsley MBC. The monitoring report will, in addition to providing the results of the surveys, review the progress that has been achieved in implementing measures against the modal shift targets over the preceding twelve month period. The report will note any travel or transport related issues that have arisen in the local area and will reaffirm the commitment of the housebuilder to continuing to promote sustainable travel options at the development.

4.4 TRAVEL PLAN REVIEW

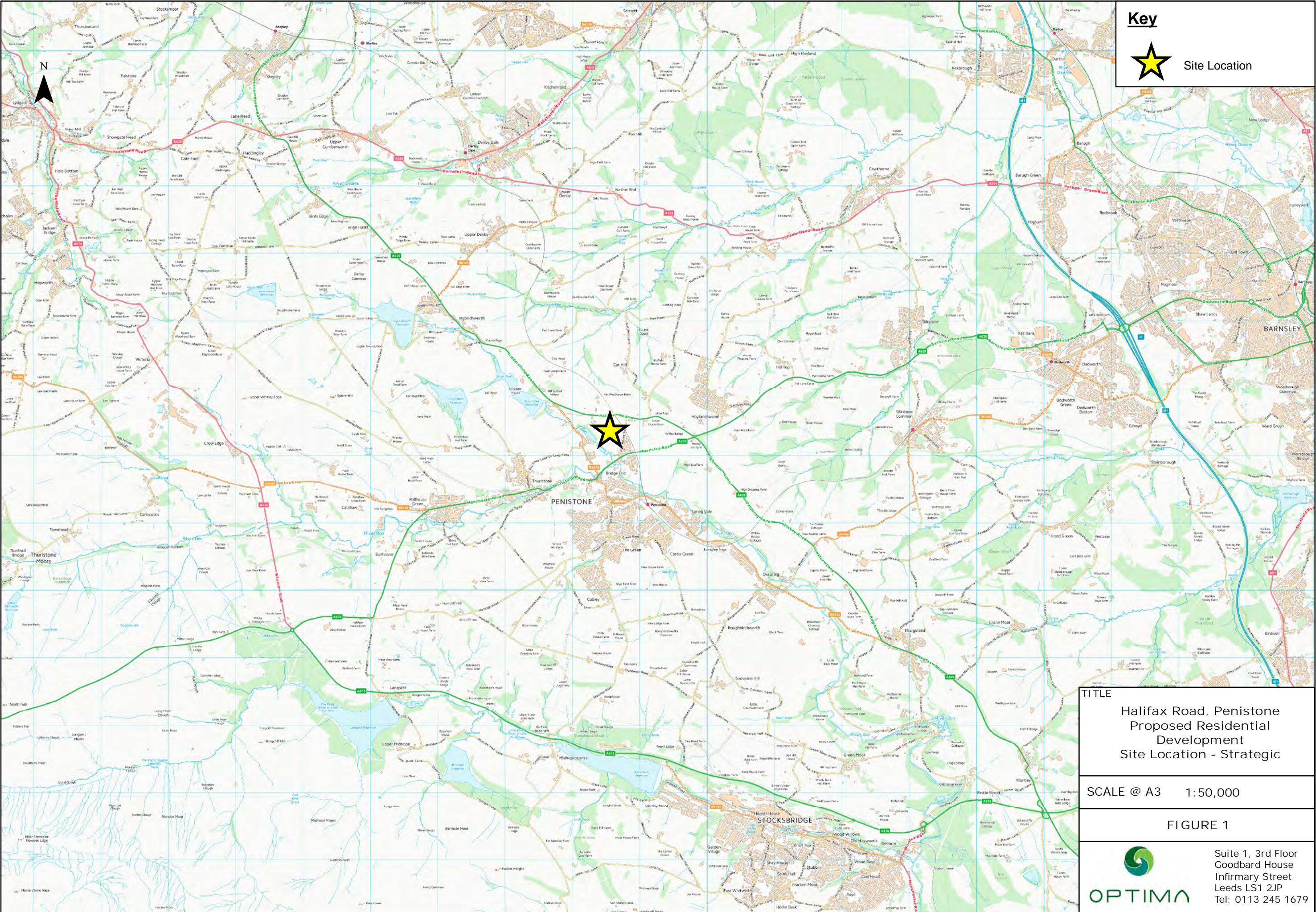
4.4.1 Following the annual monitoring report, the RTP will be reviewed as appropriate and any further actions / measures will be identified and implemented to progress and, if necessary, improve the Travel Plan in meeting its aims, objectives and targets. This review should be undertaken in consultation with the Barnsley MBC and any other relevant stakeholders.



Figures



Path: O:\Halifax Road, Penistone\DRAWINGS\GIS\ARCEDITOR\Figure 1 - Site Location - Strategic.mxd



Key

 Site Location

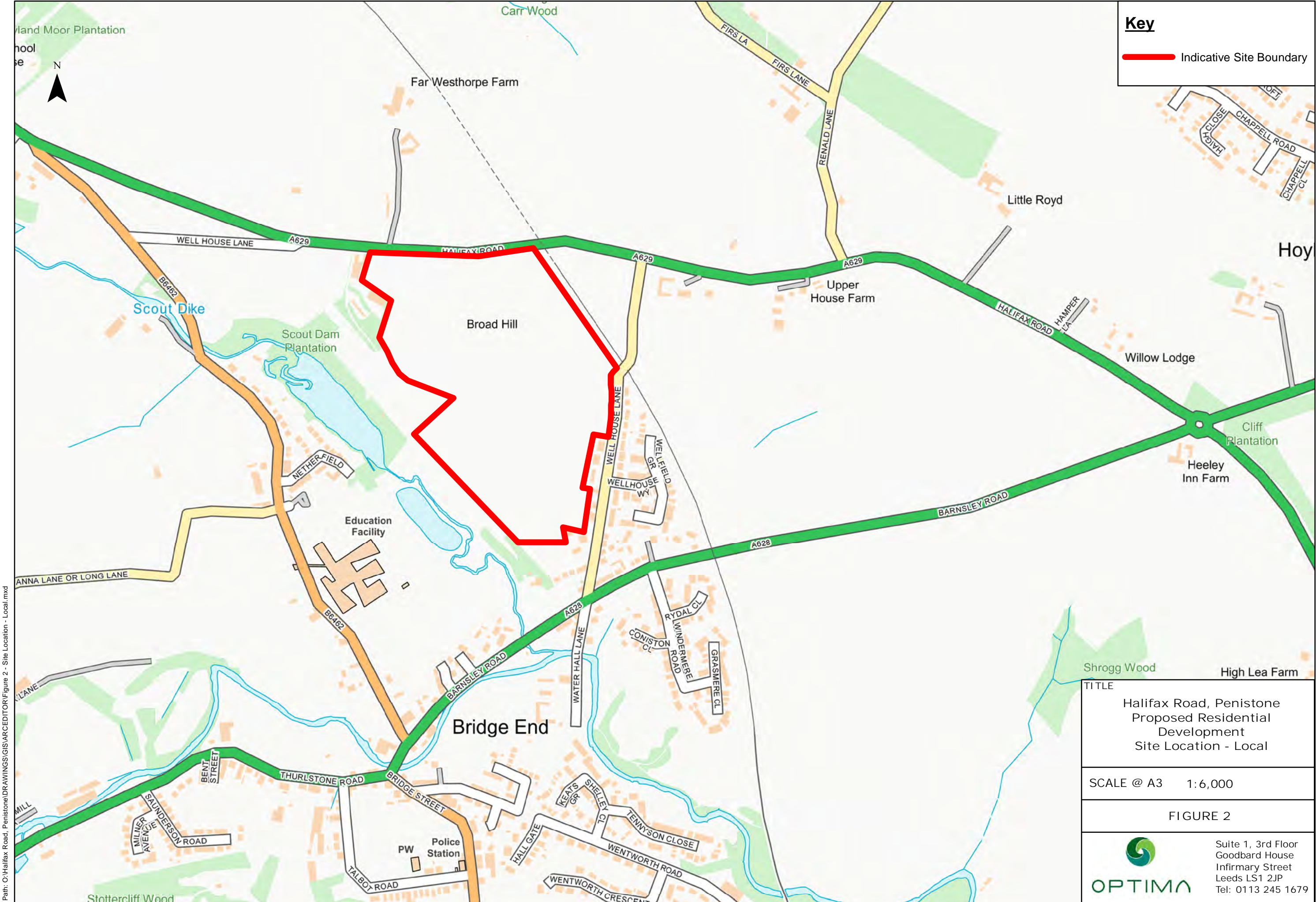
TITLE

Halifax Road, Penistone
Proposed Residential
Development
Site Location - Strategic

SCALE @ A3 1: 50,000


FIGURE 1

 Suite 1, 3rd Floor
Goodbard House
Infirmary Street
Leeds LS1 2JP
Tel: 0113 245 1679



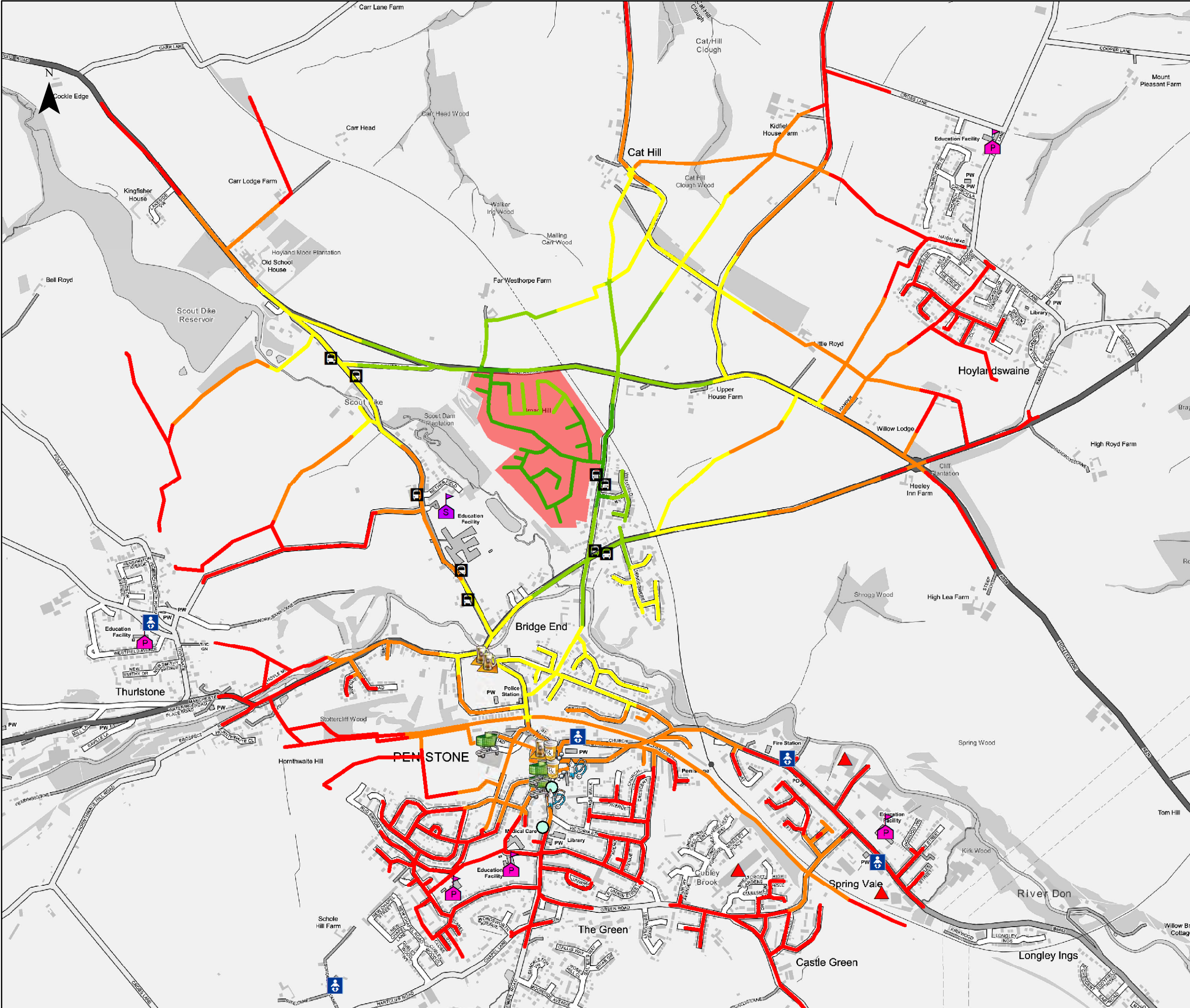
Key

— Indicative Site Boundary

<p>TITLE</p> <p>Halifax Road, Penistone Proposed Residential Development Site Location - Local</p>	
<p>SCALE @ A3 1:6,000</p>	
<p>FIGURE 2</p>	
	<p>Suite 1, 3rd Floor Goodbard House Infirmary Street Leeds LS1 2JP Tel: 0113 245 1679</p>

Path: O:\Halifax Road, Penistone\DRAWINGS\GIS\ARCEDITOR\Figure 2 - Site Location - Local.mxd

Path: O:\Halifax Road, Penistone\DRAWINGS\GIS\ARCEDITOR\Figure 3 - Pedestrian Accessibility.mxd



Key

Indicative Site Area

Pedestrian Accessibility
(Walk Speed 4.8 kph)

0-5 Minutes

5-10 Minutes

10-15 Minutes

15-20 Minutes

20-25 Minutes*

Existing Local Bus Stops

Nurseries

Primary School

Secondary School

GPs

Dentists

Pharmacies

Food Store

Local Public House

Employment

*25 mins (2km) = IHT Standard in 'Providing for Journeys on Foot'
Isochrones generated using Network Analyst 10.0 Copyright (C) 1999-2010 ESRI Inc. All Rights Reserved

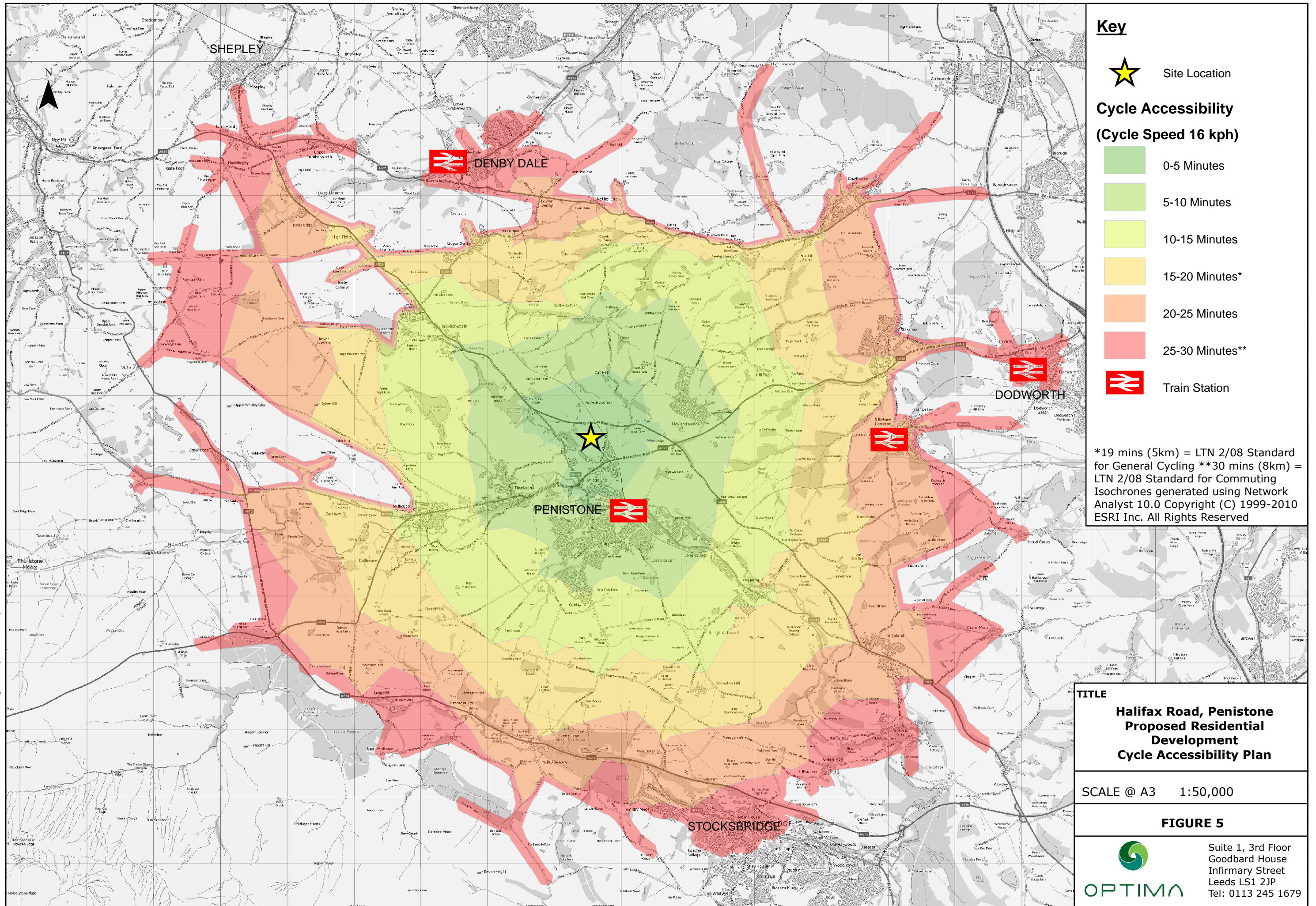
TITLE

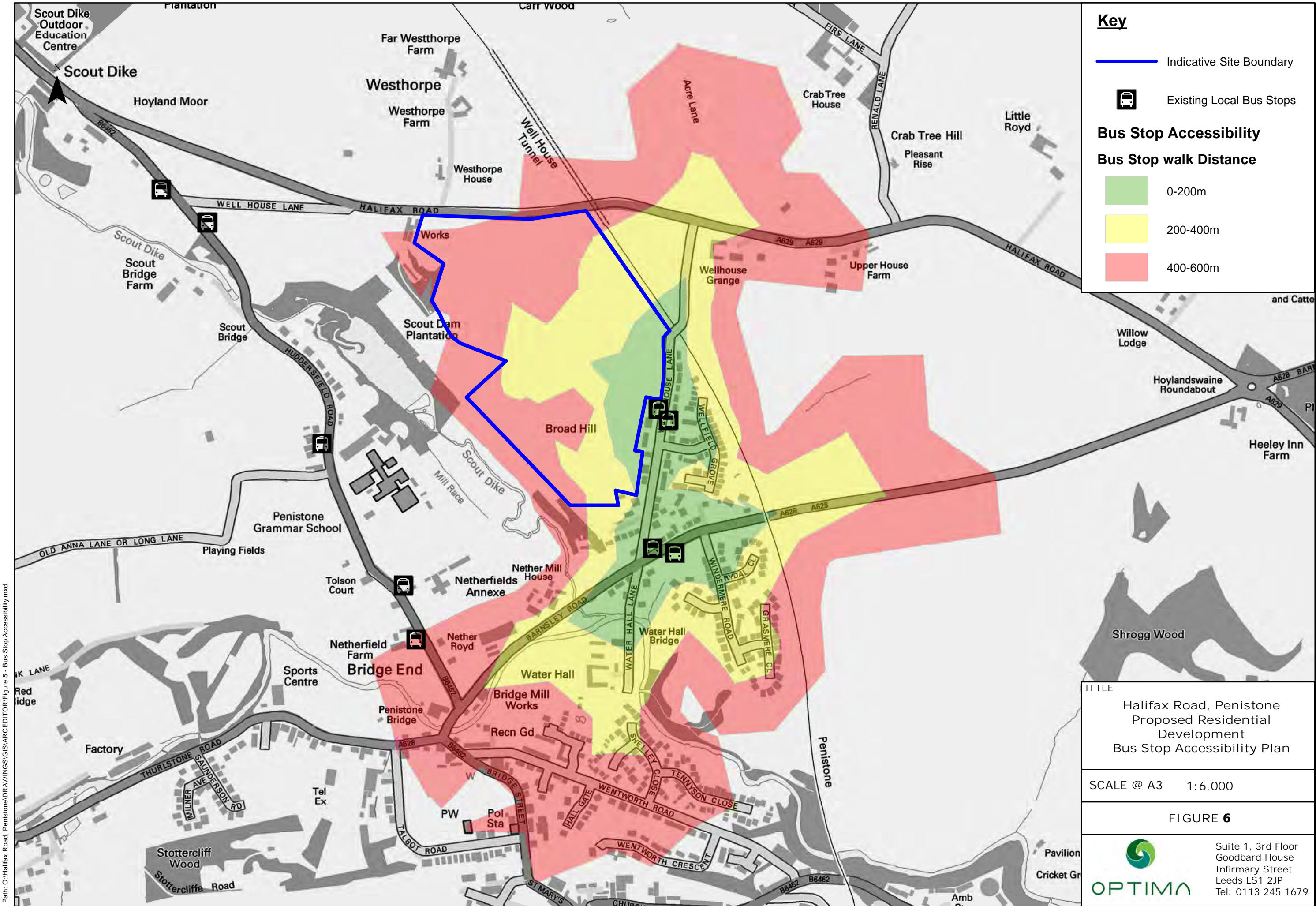
**Halifax Road, Penistone
Proposed Residential
Development
Pedestrian Accessibility Plan**

SCALE @ A3 1:12,500

FIGURE 4

Suite 1, 3rd Floor
Goodbard House
Infirmary Street
Leeds LS1 2JP
Tel: 0113 245 1679






Path: O:\Halifax Road, Penistone\DRAWINGS\GIS\ARCEDITOR\Figure 5 - Bus Stop Accessibility.mxd

TITLE

Halifax Road, Penistone
Proposed Residential
Development
Bus Stop Accessibility Plan

SCALE @ A3 1:6,000

FIGURE 6



OPTIMA

Suite 1, 3rd Floor
Goodbard House
Infirmary Street
Leeds LS1 2JP
Tel: 0113 245 1679

Appendices



Appendix A Development Layout





Private Barratt		
Name	Beds	Total Units
Kentley End	2	8
Kentley Mid	2	3
Maddstone Semi	3	3
Maddstone End	3	6
Maddstone Mid	3	4
Elerton Semi	3	24
Elerton End	3	4
Elerton Mid	3	3
Moorby Det	3	11
Moorby Semi	3	5
Dent	3	38
Windermere	4	43
Kentley	4	22
Alderny	4	11
Total		215

Private DW		
Name	Beds	Total Units
H433 Cornhill	4	10
H437 Brookgate	4	25
H456 Avoirdale	4	10
H469 Holden	4	23
H497 Chaworth	4	19
H421 Winstone	4	19
Total		106

Affordable		
Name	Beds	Total Units
Kentley	2	13
Maddstone	3	9
Elerton	3	15
Type 67	2	61
Type 69	3	40
Total		138
Total		459

REV: DESCRIPTION

BY: DATE:

STEN
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CLIENT:

Barratt Homes and
David Wilson Homes
Yorkshire West
(Trading names of BDW Trading Limited)

SITE:

Penistone

TITLE:

Planning Layout

SCALE AT A3:

DATE:

DRAWN:

CHECKED:

PROJECT NO:

DRAWING NO:

REVISION:

1:500

11.02.20

TS

SL

2001

2001.01

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