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Proposed Residential Development
at Hay Green Lane, Birdwell
for Harworth Group
Travel Plan

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Quality Management

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Prepared by	K Griffiths			
Signature				
Checked by	R Murphy			
Signature				
Authorised by	S Phillips			
Signature				

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Contents

1. Introduction.....	1
2. Baseline Conditions	2
3. Objectives and Scope of Travel Plan	10
4. Roles and Responsibilities	12
5. Travel Plan Measures.....	14
6. Implementation / Communication.....	18
7. Monitoring and Review.....	22

IMAGES

Image 2.1	Site Location.....	2
Image 2.2	Parking Bay on Hay Green Lane.....	3
Image 2.3	School Parking Restrictions	3
Image 2.4	School Parking Restrictions	4
Image 2.5	Pedestrian Refuge Island on Sheffield Road	4
Image 2.6	BMBC Public Rights of Way Extract.....	5
Image 2.7	Extract of BMBC Cycle Map.....	5
Image 2.8	Northbound Bus Stop	6
Image 2.9	Southbound Bus Stop	6
Image 2.10	Extract taken from the Barnsley Public Transport Network	8

TABLES

Table 2.1	Local Bus Services.....	7
Table 3.1	Baseline Mode Split for Barnsley 028.....	11
Table 6.1	Pedestrian/Cycle/Motorcycle Measures.....	19
Table 6.2	Car Share/Car Club Measures.....	19
Table 6.3	Public Transport Measures	20

FIGURES

Figure 1	Site Location Plan
Figure 2	Pedestrian Accessibility
Figure 3	Cycle Accessibility
Figure 4	Bus Stop Accessibility

APPENDICES

Appendix A	Masterplan
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1. Introduction

1.1.1 This Travel Plan (TP) has been prepared on behalf of Harworth Group to support a planning application for a residential development on a site south of Hay Green Lane, Birdwell.

1.1.2 The scheme proposals which are illustrated on the Architects Plans in Appendix A comprises:

- Up to 118 dwellings;
- Vehicular Site access via Hay Green Lane;
- Public Open Space; and
- Design of internal layout to a maximum speed of 20mph.

1.1.3 A Travel Plan (TP) 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.

1.1.4 This TP provides details of measures to be incorporated into the overall design of the development to encourage residents and guests to use sustainable transport along with a range of initiatives to encourage sustainable modes of travel.

1.1.5 Following the introduction, this TP contains the following elements:

- An assessment of existing conditions for accessing the Site by a range of modes;
- Objectives and scope of the Plan, including indicative Travel Plan targets;
- Description of roles and responsibilities;
- Measures to encourage, promote and increase the use of public transport, cycling and walking and to reduce the level of single occupancy vehicle trips; and
- Suggestions for regular monitoring and review schedules of progress against objectives.

1.1.6 This report is intended to detail the obligations on the development to fulfil the principles of the strategy. It is structured to provide a generic toolkit approach to the development listing those travel management measures that are applicable to the site.

1.1.7 This document comprises a variety of measures i.e. initiatives aimed at encouraging and supporting the occupying residents to make more sustainable travel choices and at the Management company who will be responsible for ensuring that this plan is successfully delivered.

1.1.8 In seeking to influence the modal split for the development, the Travel Plan will assist in achieving and delivering the aims of the South Yorkshire Local Transport Plan as well as complying with both local and national policies.

1.1.9 This Travel Plan has been prepared in accordance with guidance relating to transport statements prepared and issued by the Department for Communities and Local Government (DCLG).

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

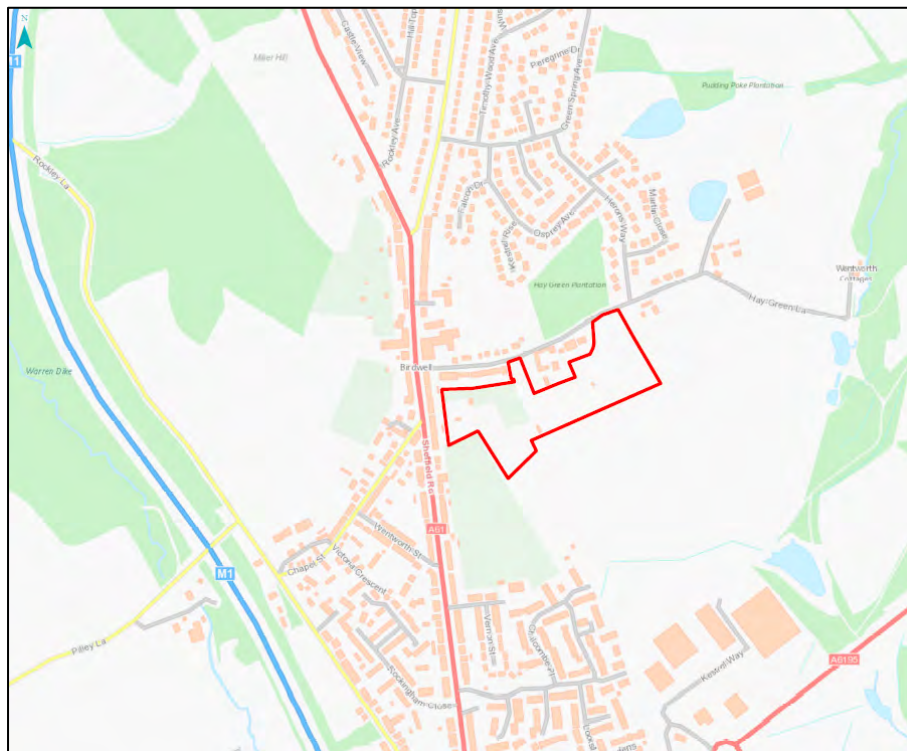
2.2.1 The development Site is located approximately 7.3km south of Barnsley, located within the Barnsley Local Authority Boundary.

2.2.2 The Site is bound by existing dwellings to the north and west and agricultural fields to the south and east.

2.2.3 The Site is allocated within the emerging core strategy under reference HS59 for residential use.

2.2.4 The Site in relation to the strategic and local transport networks is shown on Figure 1. An extract of Figure 1 is shown in Image 2.1.

Image 2.1 Site Location



2.3 Existing Local Highway Network

2.3.1 Hay Green Lane is a single carriageway road with a width of circa 5.7m with a circa 1.8m footway on either side of the highway, with the exception of the proposed Site access where the westbound carriageway footway is reduced to under 1m in width.

2.3.2 Hay Green Lane is street lit. It is subject to a 30mph speed limit.

2.3.3 There are two staggered parking bays on the northbound and southbound carriageway on Hay Green Lane, approximately 45m and 60m in length respectively, as shown in Image 2.2.

Image 2.2 Parking Bay on Hay Green Lane



2.3.4 A simple priority junction connects Hay Green Lane to Sheffield Road to the east of the Site. An unsignalized crossing with tactile paving is provided on Hay Green Lane at the junction with Sheffield Road, as seen in Image 2.3.

Image 2.3 School Parking Restrictions



2.3.5 Sheffield Road is single carriageway road with a width of circa 9.8m with a circa 2.3m footway on either side of the highway. Sheffield Road is subject to a 30mph speed limit and is street lit. The only parking restrictions in place are outside the school (Mon-Fri, 8am-5pm) which is located on the northern arm of the junction, as seen in Image 2.4.

Image 2.4 School Parking Restrictions



2.3.6 There is an unsignalised pedestrian crossing with pedestrian refuge island located approximately 35m south of the junction with Hay Green Lane with the provision of tactile paving, which is shown in Image 2.5.

Image 2.5 Pedestrian Refuge Island on Sheffield Road



2.4 Existing Public Rights of Way

2.4.1 The Public Rights of Way in the vicinity of the Site are shown in Image 2.6.

Image 2.6 BMBC Public Rights of Way Extract

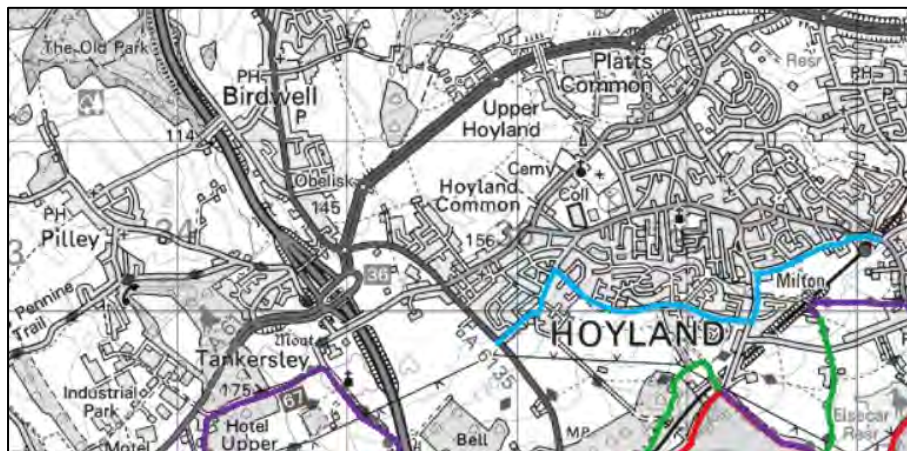


2.4.2 There is a public right of way that runs in close proximity to the eastern extent of the Site. A pedestrian link will be provided within the development proposals to connect to the public right of way.

2.5 Existing Cycle Infrastructure

2.5.1 BMBC have a network of cycle infrastructure in addition to the national cycle network. The cycle infrastructure in the vicinity of the Site is shown on Image 2.7.

Image 2.7 Extract of BMBC Cycle Map



2.6 Existing Bus Services/Facilities

2.6.1 The nearest bus stops to the Site are located on Sheffield Road some 400m west of the Site access junction. The northbound bus stop (37055027) is provided with a shelter, seating and timetable information. The southbound bus stop (37055401) is provided with a bus shelter and timetable information. The bus stops are shown in Images 2.8 and 2.9, with a summary of the services available in Table 2.1 and a plan showing the location in Figure 4.

Image 2.8 Northbound Bus Stop



Image 2.9 Southbound Bus Stop



Table 2.1 Local Bus Services

Service	Route	Day of Operation	Time of Operation	One Way Service Frequency
2 / X2	Barnsley - Sheffield	Weekday	06:07 – 22:55	2 per hour
		Saturday	07:37 – 22:55	2 per hour
		Sunday	08:49 – 22:55	1 per hour
2 / X2	Sheffield - Barnsley	Weekday	05:57 – 23:13	2 per hour
		Saturday	06:20 – 23:13	2 per hour
		Sunday	09:21 – 23:13	1 per hour
66	Barnsley Interchange – Barnsley Interchange via Elsecar	Weekday	06:00 – 23:40	4 per hour
		Saturday	06:20 – 23:40	4 per hour
		Sunday	08:30 – 23:40	2 per hour
67/67b/67c	Barnsley - Wombwell	Weekday	05:25 – 23:15	2 per hour
		Saturday	05:25 – 23:15	2 per hour
		Sunday	08:17 – 22:34	1 per hour
67/67b/67c	Wombwell - Barnsley	Weekday	04:25 – 23:15	2 per hour
		Saturday	04:25 – 23:15	2 per hour
		Sunday	08:35 – 23:32	1 per hour
X17	Barnsley – Sheffield - Matlock	Weekday	06:50 – 20:48	1 per hour
		Saturday	07:15 – 20:48	1 per hour
		Sunday	09:40 – 14:47	1 per hour
X17	Matlock – Sheffield - Barnsley	Weekday	06:05 – 22:50	1 per hour
		Saturday	08:14 – 22:50	1 per hour
		Sunday	09:14 – 19:14	1 per hour

2.8 Walk Accessibility

2.8.1 The 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 IHT document 'Providing for Journeys on Foot'.

2.8.2 Using GIS Network Analyst software typical walk times (up to 30 mins) to specific local facilities situated in close proximity to the proposed Site are shown on Figure 2. This figure demonstrates that:

- Two supermarkets are within a 20 minute walking distance;
- There are five bus stops within a 200m walking distance of the western boundary of the Site;
- Two Primary Schools are within a 20 minute walking distance, one of which is opposite the Site ; and
- One Secondary School is within a 25 minute walking distance.

2.9 Cycle Accessibility

2.9.1 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 3. This figure shows that:

- The Site is within a 25 minute cycle ride from 5 train stations;
- Barnsley City Centre is within a 25 minute cycle ride of the Site;
- The Site is located within a 15 minute cycle distance of the national cycle network, providing access across Barnsley and surrounding areas;
- Hoyland North Masterplan area is within a 5 minutes cycle.

2.9.2 It is also considered that the more active residents will choose to cycle further than this guideline distance.

2.9.3 It is therefore concluded that the proposed Site, will provide cycle accessibility to a range of local services within a 25 minute cycle, whilst large employment areas are accessible in a 30 minute cycle ride.

3. Objectives and Scope of Travel Plan

3.1 Objectives and Scope of the Plan

3.1.1 This TP 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 residents, and where possible guests, shall be made aware of the measures included in the TP 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 TP can deliver a sustainable travel demand pattern for the development it is important to identify some key objectives.

3.1.4 The overall travel management objectives are:

- Promoting walking, cycling and public transport as the primary modes of travel for residents;
- To deliver agreed targeted mode shift from car journeys to alternative modes including multi-occupancy vehicle trips for residents;
- To encourage more sustainable deliveries and use of eco-driving techniques by residents if applicable; and
- To deliver better informed journey planning through personalised travel planning.

3.2 Travel Plan Targets

3.2.1 This Travel Plan aims to promote travel choice for the residents and guests to increase the use of sustainable transport means. Overarching objectives and targets for the site 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, detailed travel surveys will be undertaken when the Site has 50% occupation.

3.2.4 The baseline mode splits set out below have been taken from the journey to work 2011 census information for the Barnsley 028 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.

Table 3.1 Baseline Mode Split for Barnsley 028

Mode	Work from Home	Train	Bus	Taxi	M'cycle	Car Driver	Car Passenger	Cycle	Foot	Other
Baseline mode share	3.65%	0.87%	6.74%	0.28%	0.69%	74.84%	6.82%	0.64%	5.47%	0.36%

3.2.6 In advance of the detailed travel surveys being undertaken it is proposed that an interim target should be set for trips made by residents. The interim mode shift target should be a reduction of single occupancy car trips by 5% from baseline i.e. **71.10%** (74.84×0.95).

3.2.7 Once the targets have been achieved the level of single occupancy resident car journeys must be maintained or reduced further. The Travel Plan Co-ordinator must not omit or change the targets without prior consultation with BMBC.

3.2.8 Whilst the initial modal shift target may be ambitious it is anticipated that they would be reached within 3 years from occupation. This provides an appropriate timescale against which to measure progress. Further details of monitoring are provided in Section 7 of the report.

4. Roles and Responsibilities

4.1 Introduction

4.1.1 An important aspect of a successful TP 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.

4.2 Developer

4.2.1 Prior to the commencement of the initial marketing of the residential units the Management Group will appoint a Travel Plan Co-Ordinator.

4.3 Travel Plan Co-ordinator

4.3.1 Three months prior to occupation of the Site, the Management Group will be required to provide details of their TPC to BMBC.

4.3.2 The TPC will be responsible for reducing single car occupancy. The TPC is to be appointed by the development company 3 months prior to first occupation and will remain in place for three years from first occupation.

4.3.3 Following implementation of the plan, the completion of the initial surveys and agreement of the baseline mode splits.

4.3.4 These surveys will capture details of individual circumstances, travel patterns and preferences etc. For new residents' completion of the survey would be part of the moving in 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 online (enabling efficient collation of data) or can be paper based. Surveys must be complete within 6 months of first occupancy.

4.3.5 Prior to initial occupation the 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.

4.3.6 As the TPC is yet to be appointed the contact at this stage will be Mosodi on behalf of Harowrth Group. The TPC must be in place 3 months prior to first occupation. BMBC must be advised of any changes in TPC.

4.3.7 The duties of the TPC will include:

- Oversee the gathering of information, e.g. the travel questionnaire. The TPC will agree a template with the relevant authorities prior to issue to residents;
- The TPC will be required to coordinate the survey process ensuring that appropriate monitoring and data gathering procedures are in place;
- Liaison with the residents 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 residents to walk, cycle or use public transport to travel to and from the Site. Hence residents 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 Steering Group;
- Liaison with stakeholders with respect to coordinating meetings, TP initiatives, the development of the plan, evaluation of monitoring and the setting of targets for modal shift etc; and
- Produce a sustainable travel leaflet for all new residents to highlight the sustainable travel options available from the Site and the current travel planning measures being promoted.

4.3.8 The suggested travel management measures included in this TP are not an exhaustive list and should be subject to on-going review.

5. Travel Plan Measures

5.1.1 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.

5.1.2 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 measures that will be considered by each tenant of the development.

5.1.3 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.

5.2 Walking and Cycling

5.2.1 The proposed masterplan which is contained in Appendix A is designed to promote movement of pedestrians and cyclists, the key details of which are:

- A segregated pedestrian/cyclist access to the Site;
- Direct pedestrian link from the Site to the Birdwell Community Park; and
- Pedestrian link from the Site to the Public Right of Way to the east of the development.

5.2.2 The responsibility for obtaining the most up-to-date information relating to the following walking/cycling aspects will fall to the Travel Plan Co-Ordinator:

- A plan showing the key pedestrian routes to the site including any crossing facilities;
- A plan showing the key cycling routes to the site including any crossing facilities and details/locations of cycle parking (this information may be combined with the pedestrian plan);
- Details of nearby cycle shops including location, contact information and those that may offer discounts on cycles and repairs/maintenance;
- Provide details of third party walking and cycling organisations such as 'bikebudi' (www.bikebudi.com), 'walkbudi' (www.walkbudi.com) and 'walkit' (www.walkit.com);
- Provide details of cycling events throughout the year;
- Promote and encourage walking and cycling to work, through events such as 'Bike to Work Day' and 'Bike Week', to heighten awareness;
- Promote cycle groups through <https://www.barnsley.gov.uk/services/tourism-sports-and-leisure/cycling/cycle-clubs-and-events/> ; and
- Provide details of the DfT Cycle to Work scheme available at so individuals can request that their employers provide the scheme

www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementation/5732 .

5.3 Walking (Text taken from NHS Choices)

5.3.1 Walking is underrated as a form of exercise but walking is ideal for people of all ages and fitness levels who want to be more active. Regular walking has been shown to reduce the risk of chronic illnesses, such as heart disease, type 2 diabetes, asthma, stroke and some cancers.

5.3.2 The NHS provides a guide at <http://www.nhs.uk/Livewell/getting-started-guides/Pages/getting-started-walking.aspx> the aids novice walkers to increase the amount of walking every day week by week to maximise the health benefits irrespective of age or ability.

5.4 Cycling (Text taken from NHS Choices)

5.4.1 Regular cycling can help you lose weight, reduce stress and improve your fitness. A great variety of information can be found at <http://www.nhs.uk/Livewell/fitness/Pages/Cycling.aspx>.

5.4.2 Cycling is the third most popular recreational activity in the UK with an estimated 3.1 million people riding a bicycle each month.

- Recommended physical activity levels:
 - Children under five should do 180 minutes every day.
 - Young people (aged 5-18) should do 60 minutes every day.
 - Adults (aged 19-64) should do 150 minutes every week.
 - Older adults (65 and over) should do 150 minutes every week.

5.4.3 As a form of exercise, cycling has broad appeal. Toddlers, pensioners, the able-bodied or people with disabilities can all enjoy cycling if they have the right equipment. A guide on the purchase of the correct equipment can be found at <http://www.nhs.uk/Livewell/getting-started-guides/Pages/getting-started-cycling.aspx>

5.4.4 Cycling is one of the easiest ways to fit exercise into your daily routine because it's also a form of transport. It saves you money, gets you fit and is good for the environment.

5.4.5 It's a low-impact type of exercise, so it's easier on your joints than running or other high-impact aerobic activities. But it still helps you get into shape. For example, someone who weighs 80kg (12st 9lb) will burn more than 650 calories with an hour's riding, and tone their legs and bottom. If you ride up hills or off-road, you'll also work your upper body.

5.4.6 The best way to build your cardiovascular fitness on the bike is to ride for at least 150 minutes every week. For example, you could cycle to work a few days a week or do a couple of shorter rides during the week with a longer ride at the weekend. You'll soon feel the benefits.

5.4.7 Recommended activity levels can be found at the NHS Choices website.

5.5 Public Transport

5.5.1 The site is located very closely to public transport services. It lies within a comfortable walk distance of 400m of the nearest bus stops.

5.5.2 Local bus stops are shown on Figure 4.

5.5.3 The responsibility for obtaining the most up to date information regarding public transport rests with the Travel Plan Coordinator. This package of information will include the following:

- Bus services, routes, destinations, times/frequencies. Realtime bus information available at <https://www.travelsouthyorkshire.com/livedeparturesearch/> will also be promoted to residents;
- Bus stop locations adjacent to the Site;
- Contact details for Travel South Yorkshire, including the website www.travelsouthyorkshire.com , and bus operators;
- Details of the personalised public transport journey planner facility provided at www.yorkshiretravel.net/;
- Promote bus travel smart phone apps including [www.firstgroup.com/south-yorkshire/plan-journey/first-travel-apps](http://www.firstgroup.com/south-yorkshire/plan-journey/first-travel-apps;);
- Bus/Rail promotional offers; and
- Contact details of taxi operators

5.6 Car Sharing

5.6.1 The website <https://liftshare.com/uk/community/southyorkshire> will be promoted by the Travel Plan Co-ordinator to all residents as a database for potential car sharers. This website contains details of people who are living in and working for different companies throughout Barnsley and therefore maximises the opportunity for potential matches to be made.

5.6.2 There are currently no plans to provide a private car share database nested within the <https://liftshare.com/uk/community/southyorkshire> website. However, this is something which could be considered by the site management company in the future if there was sufficient demand based on travel survey results

5.7 Car Club

5.7.1 A Car Club is an organisation which removes the drawbacks of owning a car, whilst allowing members of the car club to access a vehicle 24 hours a day, 365 days of the year. The car club provides cars which can be booked in advance in convenient locations that can be hired for as little as half an hour. Members will then only pay for the time and mileage that they use in addition to the joining fee. Further information on the scheme is available at <https://www.enterprisecarclub.co.uk/>.

5.8 Flexible Working Practices

5.8.1 The development will provide the infrastructure/cabling for access to high speed broadband to make it easier for people to work from home.

5.9 Personalised Travel Planning

5.9.1 In addition to the implementation of the measures above it is also proposed that the TPC will provide personalised travel planning advice to residents on initial occupation. This will include supplying all of the available information relating to travel by sustainable modes included in the welcome packs and advises on alternative modes to the private car for a range of trips including journeys to work and journeys to other local amenities etc. This will serve to re-enforce the objectives of the Travel Plan and raise awareness of the alternatives to the private car for a range of trips.

6. Implementation / Communication

6.1 Introduction

6.1.1 This Travel Plan sets out the travel management obligations on the Travel Plan Co-ordinator.

6.1.2 The Travel Plan 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.

6.2 Questionnaire Survey

6.2.1 A critical element of the information gathering exercise for the Travel Plan is to carry out a questionnaire survey of the residents. This will provide details of individual circumstances, travel patterns and preferences etc. The survey also increases the residents' awareness of travel issues.

6.2.2 A full travel survey of all residents will take place one year after first occupation of the development.

6.2.3 Prior to undertaking the survey the Travel Plan Co-ordinator will seek agreement with BMBC on a travel survey questionnaire for the site. The use of a standard travel survey questionnaire will simplify the production of the future monitoring reports.

6.2.4 The survey is likely to include details of work locations as well as means of travel for residents and visitors to/from the Site, opinions on alternative modes of transport and journey times, travel costs, travel patterns and travel preferences. Measures most likely to encourage non-car transport usage and car sharing are also to be incorporated.

6.2.5 The Travel Plan Co-ordinator shall collate the results of the survey and forward the information to BMBC within 6 weeks of the surveys being undertaken. Within 3 months of the date of the survey the co-ordinator shall seek to agree the following Travel Plan items with BMBC prior to implementation:

- Any revised site 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.

6.3 Implementation

6.3.1 This TP clarifies the role of the co-ordinator and sets out their 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 71.10% of residents accessing the site by single occupancy vehicle.

6.3.2 An action plan will be developed to set out a clear plan for the implementation of the Travel Plan measures. This section summarises the proposed measures to influence travel behaviour, and sets out a schedule for their implementation in the following tables:

Table 6.1 Pedestrian/Cycle/Motorcycle Measures

Measures	Guideline Timescale	Priority	Reasoning/ Comments	Responsibility
Provision of local cycle maps and public transport information in welcome packs	Prior to occupation	High	To encourage cyclists and public transport users by raising awareness of travel options	TP Coordinator to provide and maintain information
TPC to promote health and financial benefits of walking and cycling in welcome packs	Prior to occupation	High	To encourage pedestrians/cyclists	Promotion by TP Coordinator
Provision of local cycle maps and public transport information on development website	Prior to occupation	High	To encourage cyclists and public transport users by raising awareness of travel options	TP Coordinator to provide and maintain information
Details of Local Cycle shops to be provided	Prior to occupation	High	To encourage pedestrians/cyclists	Promotion by TP Coordinator
The TPC shall encourage participation in events such as Bike Week (https://www.cyclinguk.org/bikeweek)	6-8 weeks prior to event	High	To encourage pedestrians/cyclist	Promotion by TP Coordinator
Provide Personalised Travel Planning	As required	High	To encourage pedestrians/cyclists	Promotion by TP Coordinator

Table 6.2 Car Share/Car Club Measures

Measures	Guideline Timescale	Priority	Reasoning/ Comments	Deliverability and Responsibility
Promote car share database	Prior to occupation	High	To increase use of the car sharing database	TPC to implement
Promote the existing car club and include information on the development website	Prior to occupation	High	To reduce the reliance on the privately owned car	Promotion by TP Coordinator
Carry out travel surveys	On occupation and annually thereafter	High	To establish staff that would consider car sharing	Implementation TPC

Table 6.3 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	High	Lack of information can be a barrier to using public transport.	TPC to arrange.

6.4 Communication

6.4.1 When raising awareness of the Travel Plan, consideration should be given to different groups that should be targeted.

6.4.2 Publicity material will include the following:

- Details of the site's accessibility by sustainable modes on the development;
- Any development website will also include links to relevant twitter feeds that have regular daily travel updates;
- Providing details of the site's accessibility by sustainable modes within any newsletters;
- Ensuring that a copy of the Travel Plan is available to all residents;
- Leaflets on sustainable travel to be displayed in the sales office / show home;
- Cycle route and bus timetable information in welcome packs; and
- A travel plan email/newsletter – for example a leaflet detailing the launch of a new measure, the advantages of this and who to contact to find out more.

6.4.3 Yorkshire Travel and First Group South Yorkshire should be contacted regarding the provision of appropriate leaflets, timetables and posters as they are able to provide these for letter drops.

6.4.4 The travel plan marketing will be regular and ongoing.

6.4.5 Social media / intranet options will be used to help promote travel plan measures.

6.4.6 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.

6.5 Maintaining Interest

6.5.1 In order for the TP co-ordinator to maintain interest in the Travel Plan 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 Travel Plan;
- Ensure that there is regular communication to keep the Travel Plan 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 staff is always up to date; and
- Develop a successful feedback mechanism.

7. Monitoring and Review

7.1.1 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 TPC and will be distributed to tenants with guidance.

7.1.2 A critical element of the information gathering exercise for the Travel Plan is to carry out a questionnaire survey of the residents. This will provide details of individual circumstances, travel patterns and preferences etc. The survey also increases the residents' awareness of travel issues.

7.1.3 A full travel survey of all residents will then take place annually one year after first occupation of the development.

7.1.4 Prior to undertaking the survey the Travel Plan Co-ordinator will seek agreement with the BMBC on a standardised travel survey questionnaire for the site.

7.1.5 The survey should include details of work locations as well as means of travel for residents and visitors to/from the site, opinions on alternative modes of transport and journey times, travel costs, travel patterns and travel preferences. It is also necessary that the travel survey collects information regarding journeys to the local schools. Measures most likely to encourage non-car transport usage and car sharing are also to be incorporated.

7.1.6 The Travel Plan Co-ordinator shall collate the results of the survey and forward the information to BMBC within 6 weeks of the surveys being undertaken. Within 3 months of the date of the survey the co-ordinator shall agree the following Travel Plan items with BMBC prior to implementation i.e. an action plan for the next 12 months:

- Any revised specific measures to reduce the numbers of car-borne trips;
- The persons responsible for delivering the changed specific measures;
- The target dates for the implementation of these measures; and
- Any revisions to the modal split targets for the residents as a result of carrying out the baseline survey.

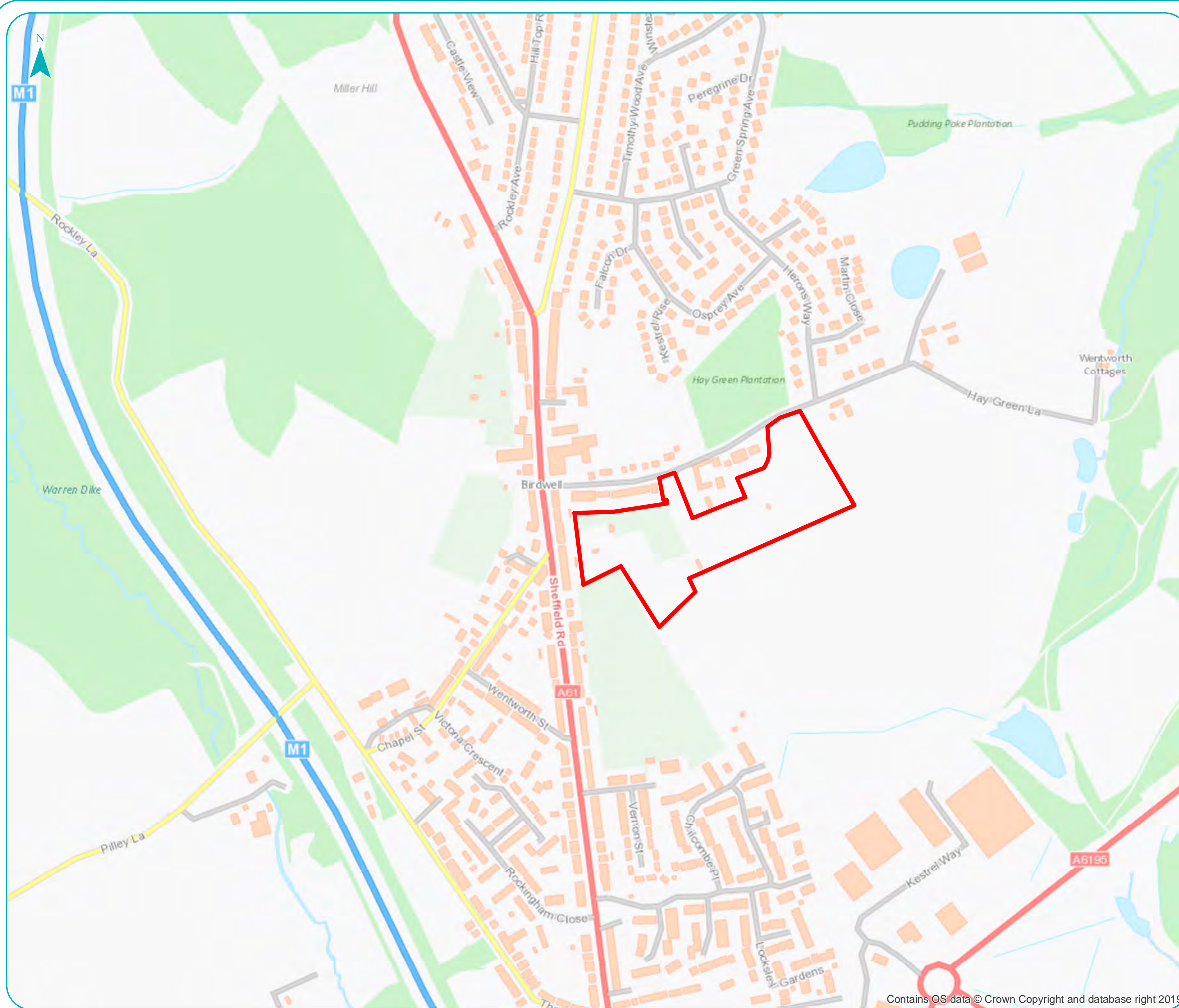
7.1.7 Following the initial surveys on occupation travel surveys will then be carried out on an annual basis.

7.1.8 The monitoring report will 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 Travel Plan Co-ordinator to the relevant external organisations.. Following the annual monitoring report the Travel Plan will be reviewed as appropriate and any further actions/measures will be identified and implemented to progress and if necessary improve the Travel Plan to meet objectives and targets. This review should be undertaken in consultation with all relevant stakeholders. Potential secondary measures/actions could include the following for which the TPC would be responsible:

- Arrange for a local cycle store to provide a troubleshooting/maintenance day on selected weekends through the year. Promotion of this through marketing would be coordinated by the TPC;
- Seek to arrange a discount for residents at a local cycle store. Promotion of this through marketing would be coordinated by the TPC;

- Seek to arrange a discount for residents at a local running/sportswear store to try and increase the number of people walking/running to local services/employment.

Figures



Key

- Indicative Site Boundary
- ★ Site Location

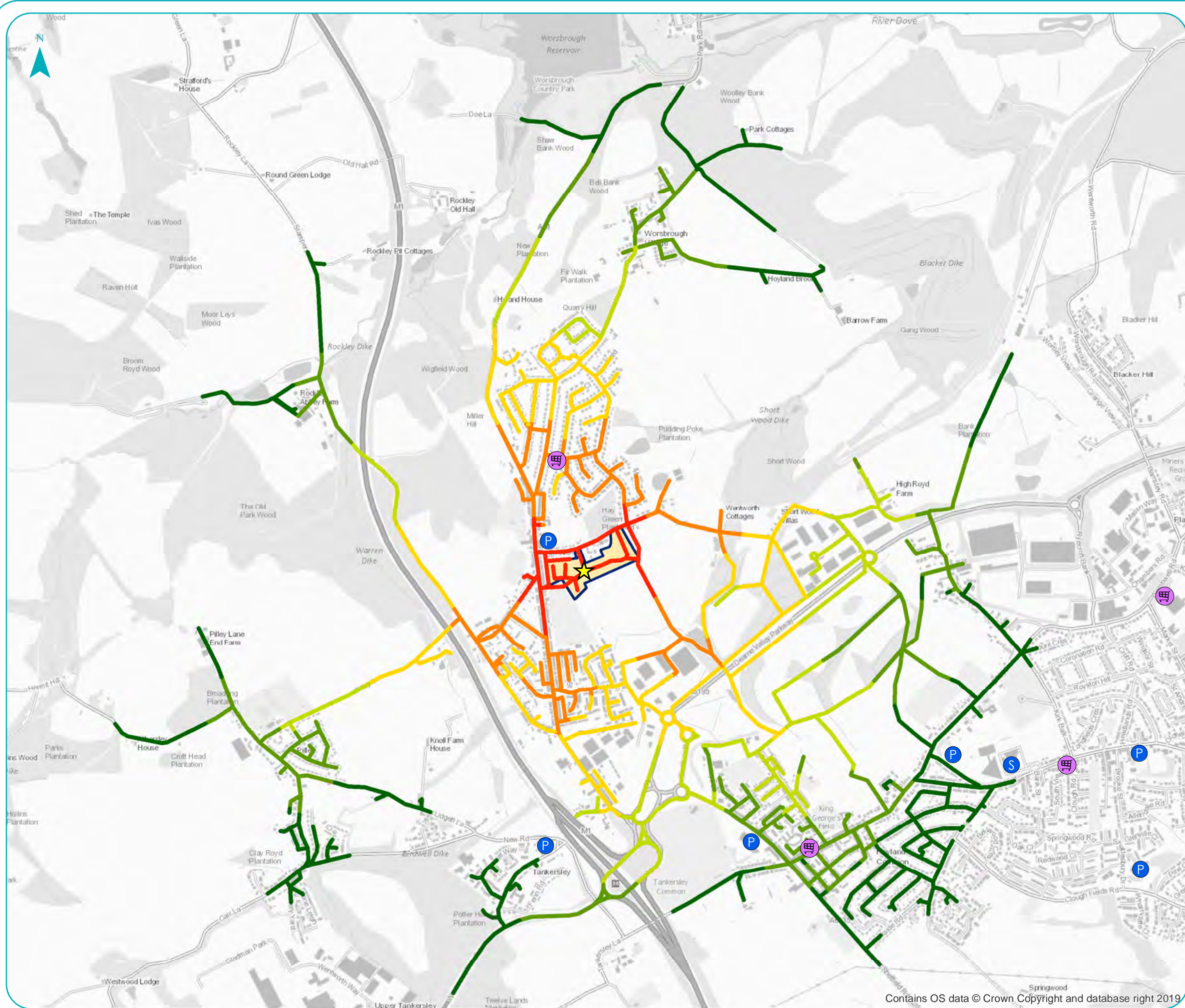


Hay Green Lane, Birdwell Residential Development Site Location Plan

Figure 1

Scale @ A3 1:5,000





- Key**
- Indicative Site Boundary
 - ★ Site Location
 - ⌘ Supermarkets
 - + GP
- Schools**
- All Through
 - N Nursery
 - P Primary
 - S Secondary
 - C College
- Walk Accessibility (4.8kph)**
- 0-5 Minutes
 - 5-10 Minutes
 - 10-15 Minutes
 - 15-20 Minutes
 - 20-25 Minutes
 - 25-30 Minutes

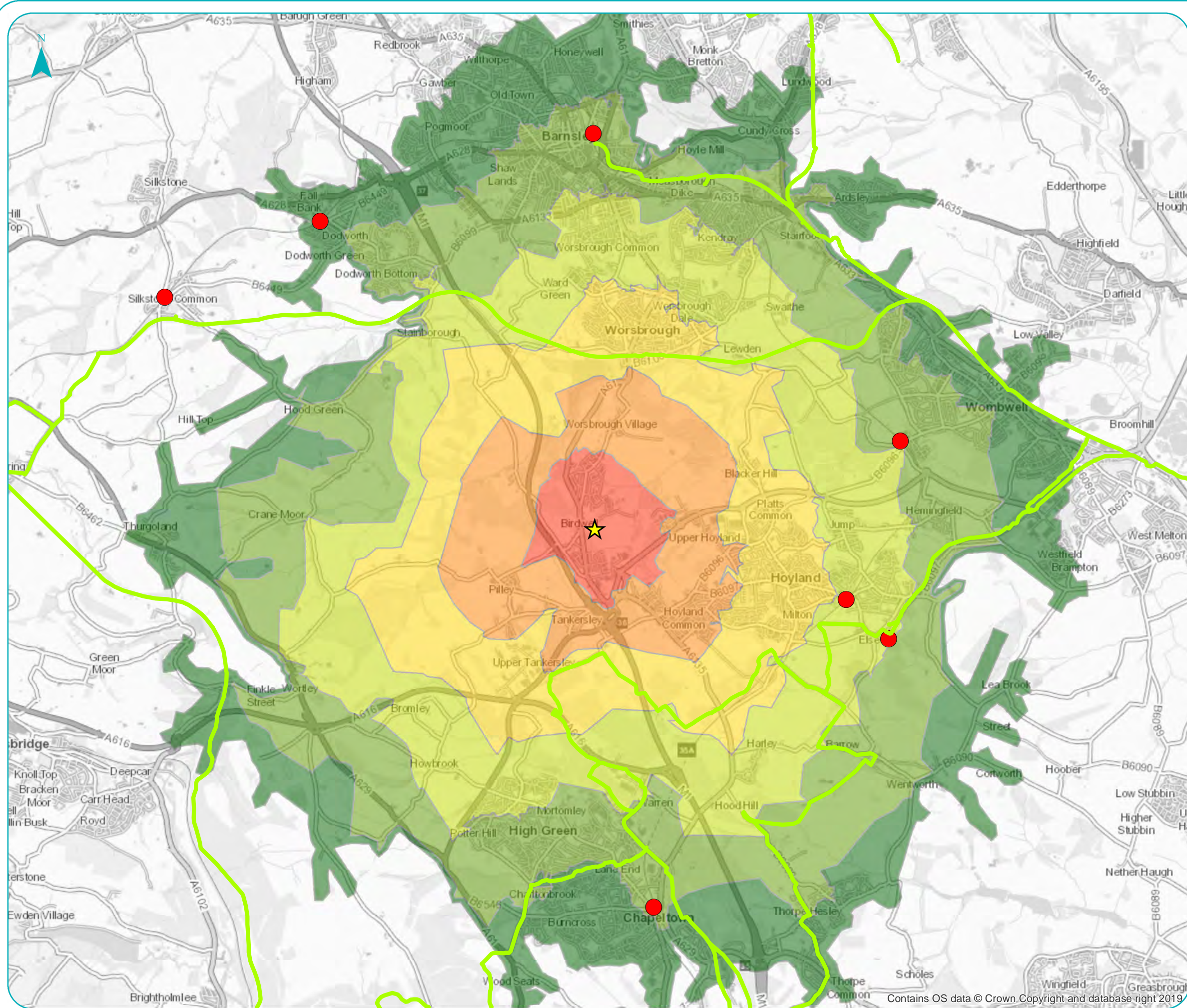
Hay Green Lane, Birdwell Residential Development Pedestrian Accessibility

Figure 2

Scale @ A3 1:15,000



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- Key**
- ★ Site Location
 - Railway Stations
 - National Cycle Routes
- Cycle Accessibility (16kph)**
- 0-5 Minutes
 - 5-10 Minutes
 - 10-15 Minutes
 - 15-20 Minutes
 - 20-25 Minutes
 - 25-30 Minutes

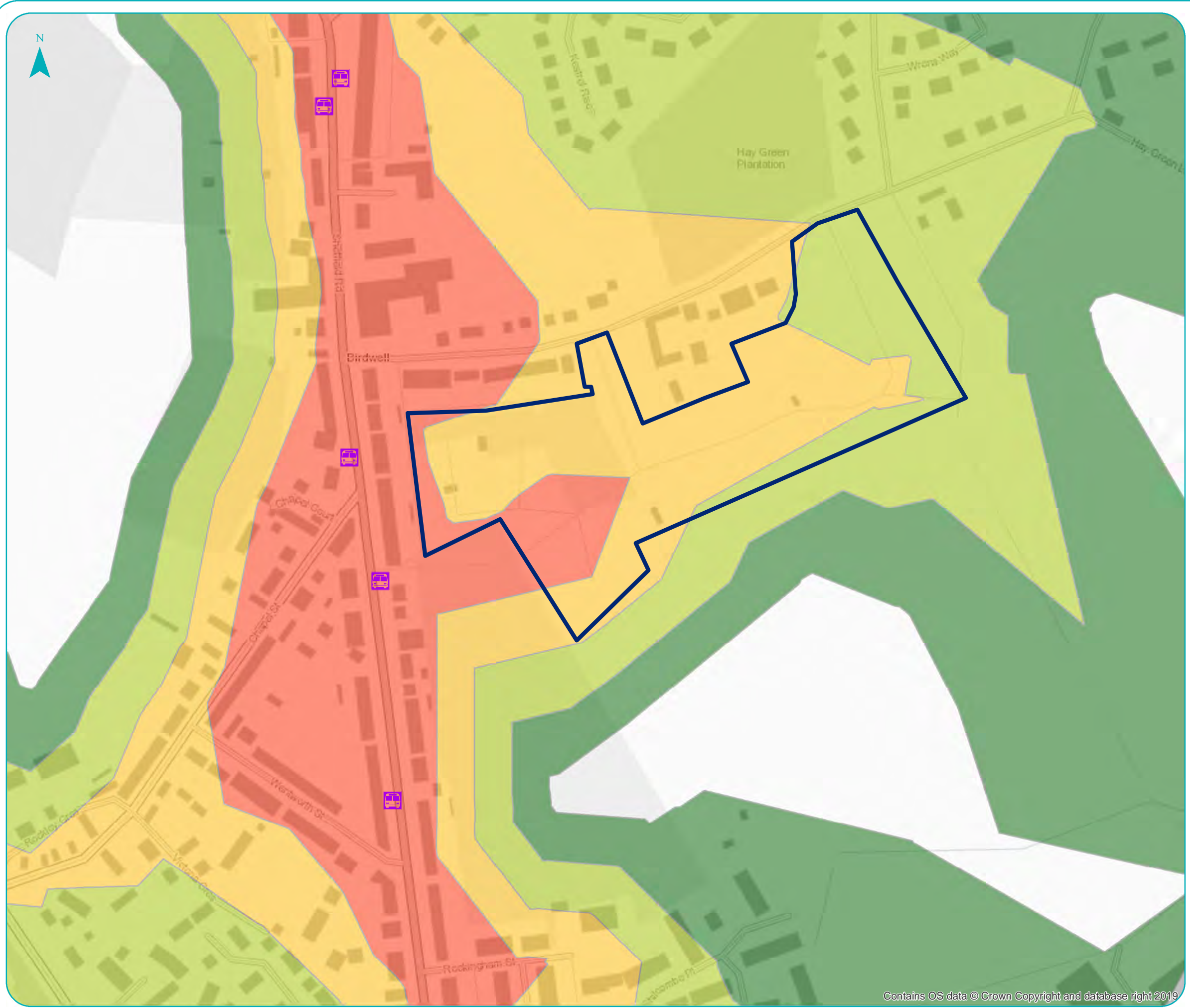
Hay Green Lane, Birdwell Residential Development Cycle Accessibility

Figure 3

Scale @ A3 1:50,000



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Key

- Indicative Site Boundary
- 🚌 Local Bus Stops
- Bus Stop Distance
- 0-200m
- 200-400m
- 400-600m
- 600-800m

Hay Green Lane, Birdwell Residential Development Bus Stop Accessibility

Figure 4

Scale @ A3 1:2,500



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Appendices

Appendix A Masterplan



RESIDENTIAL (118 UNITS @ 42 DWELLINGS PER HECTARE)	2.77 HECTARES
PUBLIC OPEN SPACE (15% POLICY REQUIREMENT = 0.54 HECTARES)	0.33 HECTARES
BASIN AMENITY AREA	0.29 HECTARES
ASH TREE AMENITY AREA	0.05 HECTARES
FOOTPATH/ CYCLEWAY AMENITY AREA	0.09 HECTARES
SWALE AREA	0.06 HECTARES
GROSS SITE AREA	3.59 HECTARES



PROPOSED HEDGE PLANTING TO INFILL GAPS AND COMPLETE BOUNDARY

PUBLIC OPEN SPACE TO FORM AN EXTENSION TO BIRDWELL COMMUNITY PARK

VEHICLE ACCESS

PEDESTRIAN & CYCLE ACCESS

ASH TREE RETAINED WITH SUITABLE STAND-OFF TO DWELLINGS

SURFACE WATER ATTENUATION BASIN WITH POTENTIAL BIODIVERSITY BENEFITS

PEDESTRIAN LINK TO PUBLIC FOOTPATH

SWALE COLLECTING SURFACE WATER

EXISTING HEDGES RETAINED

DWELLINGS OVERLOOKING RECREATION GROUND

OAK TREE FORMS A FOCAL POINT

PEDESTRIAN LINK TO COMMUNITY PARK

D	25.04.20	PROW TO WESTERN BOUNDARY ADJUSTED TO REFLECT EXISTING ROUTE AS SHOWN ON PROW PLAN & AREAS ADJUSTED	LS	LB
C	17.04.20	DETAILED MASTER PLAN FORMULATED SHOWING POTENTIAL EXTENTS OF HOUSING DEVELOPMENT.	LS	LB
B	31.01.20	OPEN SPACE AMENDED TO ACCOMMODATE 30m STAND-OFF TO POTENTIAL NEAP EXTENSION OF EXISTING PLAYSPACE	LB	TS
A	30.01.20	MASTERPLAN REVISED IN RESPONSE TO PRE-APP: OPEN SPACE LOCATED ADJACENT TO COMMUNITY PARK. RED LINE AMENDED TO BE COMPLETELY WITHIN ALLOCATION. EMERGENCY LINK REMOVED.	LB	TS

REV	DATE	DESCRIPTION	BY	CHECK
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CLIENT: HARWORTH GROUP

PROJECT: HAY GREEN LANE BIRDWELL

DRAWING: ILLUSTRATIVE MASTERPLAN

DRAWING NUMBER: 17 5085 12

SCALE @ A1: 1:1000

DRAWN: LB DATE: 06.11.19

CHECKED: TS DATE: 06.11.19



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14 MARINER COURT / CALDER PARK / WAKEFIELD / WF4 3FL
 01924 383322 / www.jpassoc.co.uk / info@jpassoc.co.uk
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