




**Wakefield Road, Athersley  
Proposed Residential Development  
Travel Plan**

**September 2017 (Initial Issue)**

**Prepared on behalf of  
Harworth**

# Quality Management

Wakefield Road Athersley - Travel Plan Project No: 17053				
<b>File reference</b>	O:\Wakefield Road, Athersley\TEXT\REPORTS\170928 Wakefield Road- Barnsley TP.docx			
<b>Issue/revision</b>	<b>Initial Issue</b>	<b>Revision 2</b>	<b>Revision 3</b>	<b>Revision 4</b>
<b>Remarks</b>	Final			
<b>Date</b>	29 <sup>nd</sup> September 2017			
<b>Prepared by</b>	R Murphy			
<b>Signature</b>				
<b>Checked by</b>	M Whittaker			
<b>Signature</b>				
<b>Authorised by</b>	R Murphy			
<b>Signature</b>				

This document has been prepared for the exclusive use of the Client and unless otherwise agreed in writing by them or by Optima Highways and Transportation Ltd, no other party may use, make use of or rely on the contents of this document. This document cannot be assigned or transferred to any third party without the express written agreement of both Optima Highways and Transportation Ltd and the Client.



---

## Contents page

1. Introduction .....	1
2. Existing Conditions & Site Accessibility .....	2
3. Objectives and Scope of the Plan .....	2
4. Roles and Responsibilities .....	10
5. Travel Plan Measures.....	11
6. Implementation / Communication .....	15
7. Monitoring and Review .....	19

### IMAGES

Image 2.1	Site Location.....	<b>Error! Bookmark not defined.</b>
-----------	--------------------	-------------------------------------

### TABLES

Table 2.1	Bus Service Summary.....	<b>Error! Bookmark not defined.</b>
Table 3.1	Summary of Census Mode Splits .....	9
Table 6.1	Pedestrian/Cycle/Motorcycle Measures .....	16
Table 6.2	Car Share/Car Club Measures .....	17
Table 6.3	Public Transport Measures .....	17

### FIGURES

Figure 1	Strategic Site Location Plan
Figure 2	Local Site Location Plan
Figure 3	Pedestrian Accessibility
Figure 4	Cycle Accessibility

### APPENDICES

Appendix A	Architects Masterplan
------------	-----------------------



---

# 1. Introduction

1.1.1 This Travel Plan (TP) document has been undertaken by Optima on behalf of Harworth. The TP should be read in conjunction with the Transport Assessment (TA) that has been produced to accompany the outline planning application for the proposed residential development.

1.1.2 The application is for up to 220 dwellings. The attached Figures 1 and 2 show the application Site in relation to the strategic and local highway networks respectively. The scheme proposals are illustrated on the drawing contained in Appendix A.

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, whilst also achieving a number of other benefits for residents.

1.1.4 This TP provides details of measures to be incorporated into the overall design of the development to encourage residents to use sustainable transport along with a range of initiatives to be adopted to encourage the use of sustainable modes. Following the introduction, this TP contains the following elements:

- An assessment of existing conditions for access to the Sites 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;
- Details of the implementation and communication strategy; and
- Proposals for regular monitoring and review schedules to measure progress against objectives and targets.

1.1.5 This report is intended to outline the obligations on the housebuilder that implements any forthcoming outline permission to fulfil the principles of the strategy. The document provides measures led by the developers/management companies to encourage residents to use more sustainable means of transport.

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

1.1.7 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.



## 2. Existing Conditions & Site Accessibility

2.1.1 This chapter describes the Site and considers the existing conditions on the surrounding highway network for a range of transport modes. It includes a review of traffic count information and accident data.

### 2.2 EXISTING SITE

2.2.1 The Site is located in Athersley which is approximately 2.7km north of Barnsley Town Centre. The location of the proposed Site is shown on Figures 1 and 2 in relation to the strategic and local highway networks.

2.2.2 An extract of Figure 2 showing the proposed development in relation to the wider Athersley area is shown in Image 2.1.

Image 2.1 Extract of Local Site Location Plan



---

## 2.3 EXISTING LOCAL HIGHWAY NETWORK

2.3.1 Vehicular access is proposed to be taken via Wakefield Road (A61) which has an average carriageway width of 9m along the site frontage. Wakefield Road is subject to a 30mph speed limit.

2.3.2 To the south of the existing farm access the footway abutting the boundary exceeds 2.0m in width along the entire site frontage.

2.3.3 To the north of the existing farm access the footway fluctuates between 1.8m and 2.0m, in this location the footway is set behind a grass verge that segregates the footway from the carriageway. This verge is 1.2m at its narrowest point next to the existing access and flares gradually to reach a maximum width of 7.5m at the entry to the roundabout to the north of the site.

2.3.4 On Wakefield Road opposite the site frontage there is a footway of 1.1m, however, the crossing points and the pedestrian provision on the southern flank of Wakefield Road ensures that the main pedestrian desire lines are catered for within the wider footway provision to the west. It should also be noted that improvements to the pedestrian connectivity are proposed as part of the application – these are discussed further in subsequent sections of this report.

2.3.5 Wakefield Road provides vehicular connection to the south to Barnsley Town Centre and to the north through the residential areas of Athersley and Staincross before continuing on to Wakefield which is approximately 14km north of the proposed development.

2.3.6 Image 2.2 below shows Wakefield Road looking south from the location of the proposed access position.

**Image 2.2 Wakefield Road – View looking South**



2.3.7 To the south of the Site, Wakefield Road first connects to Carlton Road (east) before connecting to Smithies Lane (west). The traffic is managed along this corridor through these two junctions by linked traffic signals.

2.3.8 Carlton Road which connects to Wakefield Road also joins Rotherham Road to the east of Wakefield Road. It connects via a signalised cross roads arrangements.

2.3.9 The A633 Rotherham Road meets Wakefield Road (A61) to the north of the site in the form of a roundabout.

2.3.10 Rotherham Road provides a route to the eastern outskirts of Barnsley.

## 2.4 EXISTING PEDESTRIAN AND CYCLE FACILITIES

2.4.1 The nearest local amenities are located to the north of the proposed development in the vicinity of the Wakefield Road/Laithes Lane junction. At this location there is a small shopping centre which includes a post office, supermarket, health centre, cash machine and several schools.

2.4.2 Access by foot to these services is provided by appropriate footway widths and signalised crossing facilities.

2.4.3 Footpath Number 1 that is a defined public right of way routes along the western boundary of the proposed development as shown in the image below. Links to this are proposed as part of the development with full details provided in subsequent sections of this report.

**Image 2.3 Public Right of Way (Extract from BMBC website)**



2.4.4 It has been identified that the existing pedestrian connectivity, whilst considered to be satisfactory at present, would benefit from being improved by an additional signalised across Wakefield Road to the north of the roundabout with Rotherham Road. It should be noted that an additional crossing is not required to mitigate the impact of the proposed development, however the proposals do offer the opportunity to enhance the existing provision for the local community.

2.4.5 The nearest local cycle route running west to east is available along Laithes Lane and connects to B6132. Furthermore many of the local roads are lightly trafficked and facilitate access for pedestrians and cyclists alike into, and around the Barnsley Town Centre.



2.4.6 The enclosed Figure 4 shows the vast populous areas that can be reached within a comfortable cycle distance of 30 minutes.

## 2.5 EXISTING BUS SERVICES/FACILITIES

2.5.1 The nearest bus stops are located on Doncaster Road approximately 200m southeast from the centre of the Site. The bus stops are located at the midpoint between the junction of Wakefield Road (A61) /Rotherham Road (A633) and Wakefield Road (A61)/ Carlton Road – both have a pole and timetables. The southbound bus stop is equipped with shelter and seating.

2.5.2 Bus services 1, 11 and 193 operate along Wakefield Road. A summary of the service routing past the bus stops on Wakefield Road (bus stop references 37050537 Northbound and 37055298 Southbound) is provided in Table 2.1 and 2.2.

**Table 2.1 Wakefield Road (A61) Bus Service Summary NB**

Service	Route	Service Frequency (One Way)	Days of Operation
<b>Stop Brunswick Close - Stop ID: 37050537</b>			
1	Barnsley, Interchange - Staincross	6 per hour	Weekday
		4 per hour	Saturday
		2 per hour	Sunday
11	Barnsley, Interchange - Staincross	6 per hour	Weekday
		4 per hour	Saturday
		2 per hour	Sunday
193	Barnsley - Wakefield	7 Service During Day (7:00 -17)	Weekday
		7 Service During Day (7:00 -17)	Saturday
		No Service	Sunday
478	Shaw Lane – Smithies (School Day Only)	3 Services from 15:09 to 16:09	Weekday
		No Service	Saturday
		No Service	Sunday
	<b>Total services</b>	13	Weekday
		9	Saturday
		4	Sunday



**Table 2.2 A61 Wakefield Road SB**

Service	Route	Service Frequency (One Way)	Days of Operation
<b>Stop Rotherham Road - Stop ID: 370555298</b>			
1	Staincross – Barnsley, Interchange	6 per hour	Weekday
		4per hour	Saturday
		2 per hour	Sunday
11	Staincross – Barnsley, Interchange	6 per hour	Weekday
		4per hour	Saturday
		2 per hour	Sunday
193	Wakefield - Barnsley	7 Service During Day (7:00 -17)	Weekday
		7 Service During Day (7:00 -17)	Saturday
		No Service	Sunday
478	Smithies - Shaw Lane (School Day Only)	3 Services from 15:09 to 16:09	School Day Only
		No Service	Saturday
		No Service	Sunday
	<b>Total services</b>	13 per hour	Weekday
		9 per hour	Saturday
		4 per hour	Sunday

2.5.3 During the weekday the services on Wakefield Road combine to provide an overall hourly frequency of 13 buses in each direction i.e. 26 bus services per hour two-way. These services operate for the vast majority of the day. Furthermore, the services provide regular connections to Barnsley, Interchange and hence onwards regional and national travel by both bus and rail.

2.5.4 On a Saturday the services combine to provide an overall hourly frequency of 9 bus in each direction i.e. 18 bus services per hour two- way.

2.5.5 On a Sunday the services combine to provide an overall hourly frequency of 4 bus in each direction i.e. 8 bus services per hour two-way.

2.5.6 In addition to the services on Wakefield Road adjacent to the Site, a further frequent service to and from Barnsley Interchange is available some 650m south of the Site, near to Wakefield Road / Smithies Lane Junction. Table 2.3 indicates additional bus services frequency.

**Table 2.3 Wakefield Road / Smithies Lane Bus Service Summary**

Service	Route	Service Frequency	Days of Operation
12	Smithies Lane – Barnsley Interchange	4 per hour	Weekday
		3 per hour	Saturday
		2 per hour	Sunday
12	Smithies Lane – Athersley South	4 per hour	Weekday
		3 per hour	Saturday
		2 per hour	Sunday

2.5.7 These additional bus services provide regular connections to the interchange in Barnsley. Further connections to the rest of the region and beyond are available from Barnsley.



---

2.5.8 It is concluded, based on the timetable information contained above, coupled with the convenient locations of the bus stops that are served by the aforementioned services, that buses provide a convenient alternative to car travel.

## **2.6 RAIL FACILITIES**

2.6.1 Barnsley Rail Station is located approximately 2.5km to the South of the Site. The station provides connection to Leeds, Sheffield every 20 minutes in each direction i.e. 6 two way connections per hour

2.6.2 Following connection to Leeds, Wakefield and Sheffield onward travel to national destinations is available.

2.6.3 From the proposed development connection to the station can be achieved by a 30 minute walk, a 10 minute cycle ride or a by a short 7 minute bus ride.

2.6.4 The station benefits from seating, shelters, ATM, a help point, timetable information and ramp access. A car park next to the station provides free car park for rail users only which includes 76 spaces plus 8 disabled parking spaces. Motorcycle spaces and cycle parking also provided.

2.6.5 Based on the information above it is clear that train travel provides a quick and convenient alternative for commuters who are travelling beyond the local area.



---

## 3. Objectives and Scope of the Plan

### 3.1 INTRODUCTION

3.1.1 This residential Travel Plan shall, by containing appropriate measures, help to improve the environment by seeking to reduce the number of trips made to and from the development by the private car. All residents shall be made aware of the measures included within the Travel Plan in order that positive benefits can be delivered and the number of trips undertaken by public transport, walking or cycling are increased.

3.1.2 In order to ensure that the measures contained within the Travel Plan are capable of delivering a sustainable travel demand pattern for the development it is important to identify some key objectives for the residential land use.

### 3.2 TRAVEL PLAN OBJECTIVES

3.2.1 The overall travel management objectives for the development are:

- Promoting walking, cycling and public transport as the primary modes of travel;
- To deliver mode shift from car journeys to alternative modes including multi-occupancy vehicle trips;
- To reduce vehicle emissions through the take up of alternative transport modes; and
- To deliver education and promotion of walking and cycling as options for a healthier lifestyle.

### 3.3 TRAVEL PLAN TARGETS

3.3.1 This Travel Plan in conjunction with Barnsley Council aims to promote travel choice for residents of the development, and hence increase the use of sustainable transport modes. Overarching targets are to be set once baseline travel surveys have been carried out. Any targets set for the Travel Plan will need to be 'SMART' i.e. they must be:-

- Site-specific;
- Measurable;
- Achievable;
- Realistic; and
- Time related.

3.3.2 In order to provide a set of Site specific targets indicative modal split targets have been produced for the development. These need to be reviewed once actual mode share information is available from travel surveys.



3.3.3 National Statistics census data from 2011 provides an indication of existing residential journey to work mode split data for the local output areas adjacent to the proposed development Site. Averaged journey to work mode split data for Barnsley super output areas (middle layer) 007 are summarised in Table 3.1.

**Table 3.1 Summary of Census Mode Splits**

	Driving a car or van	Passenger in a car or van	Taxi	Cycle	Walk	Bus	Rail	Motor cycle	Work from home	Total
Trips %	59.48%	8.97%	0.76%	1.44%	11.65%	14.40%	1.31%	1.41%	0.00%	100%

### 3.4 OVERARCHING GOALS AND TARGETS FOR THE TRAVEL PLAN

3.4.1 The mode split target proposed should be no more than 56.51% (59.48% X 0.95) of residents' journeys to work as a car driver (subject to the findings of the initial travel survey).

3.4.2 For schools the target is for a maximum of 30% of school children to be taken to school by car. Once the targets have been achieved the level of single occupancy car journeys to work and the level of children going to school by car must be maintained or reduced further. The Travel Plan Co-ordinator must not omit or change the targets without prior consultation with Barnsley Council.

3.4.3 Whilst the initial modal split of residents at each application Site may be higher it is anticipated that the targets would be reached within 3 years from occupation of the Site. This provides an appropriate timescale against which to measure progress against the target modes split. 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 time and 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.

### 4.2 TRAVEL PLAN CO-ORDINATOR

4.2.1 The Travel Plan Co-ordinator (TPC) will be appointed by the housebuilder that acquires the site from Harworth. The TPC will be appointed 3 months prior to occupation and retained for a minimum period of 5 years post full build out of the Site. The travel plan coordination role would then be passed to a residents group.

4.2.2 Prior to the commencement of the initial marketing of the residential units the Travel Plan Co-ordinator shall be appointed and acquire all relevant supporting information required and review the overall content of the document to ensure its currency and relevance.

4.2.3 At the same time the TPC will inform Barnsley Council team of the date that this work has commenced.

### 4.3 THE DUTIES OF THE TRAVEL PLAN CO-ORDINATOR WILL INCLUDE:

- Acting as a single point of contact for all transport, access and travel related issues for the residents;
- Obtaining and providing residents with up to date details of information relating to access to the site via sustainable modes;
- Liaison with Barnsley Council, SYPTTE and other key stakeholders;
- The TPC will work closely with the Housing Association provider to ensure that all residents are aware of the Travel Plan; and
- Ensuring that a copy of the Travel Plan is provided within the residential Welcome Packs given to all new residents.

4.3.1 This TP will provide the basis for the development of the TP that will be finalised following the collation of the baseline surveys. Measures and initiatives will be tailored on the basis of the results of these surveys. The detailed Travel Plan, including the baseline information for residents, will be provided to the Travel Plan Officer for BMBC within 6 months of occupation.



---

## 5. Travel Plan Measures

### 5.1 INTRODUCTION

5.1.1 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.

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

### 5.2 WALKING AND CYCLING MEASURES

5.2.1 The initial outline layout is designed to encourage and prioritise the movements of pedestrians/cyclists over the use of the car to/from the Site to the nearby amenities.

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](http://www.bikebudi.com)), ‘walkbudi’ ([www.walkbudi.com](http://www.walkbudi.com)) and ‘walkit’ ([www.walkit.com](http://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.sheffield.gov.uk/cycling>; and
- Provide details of the DfT Cycle to Work scheme available at so individuals can request that their employers provide the scheme  
<http://www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732>

5.2.3 The Travel Plan Co-ordinator shall ensure that the above information is obtained and provided within the Sustainable Travel Leaflet (STL) for each resident. The information shall be updated by the co-ordinator as and when required.

5.2.4 The Travel Plan Co-ordinator shall encourage walking and cycling through providing details of third party walking and cycling organisations such as bikebudi ([www.bikebudi.com](http://www.bikebudi.com)), ‘walkit’ ([www.walkit.com](http://www.walkit.com)) and Cycle Streets ([www.cyclestreets.net](http://www.cyclestreets.net)).

5.2.5 The Travel Plan Co-ordinator shall promote and encourage walking and cycling to work, through events such as ‘Bike to Work Day’ and ‘Bike Week’ ([www.bikeweek.org.uk](http://www.bikeweek.org.uk)), to heighten awareness.



---

### 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 responsibility for obtaining the most up to date information regarding public transport rests with the Travel Plan Co-ordinator. 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](http://www.travelsouthyorkshire.com) , and bus operators;
- Details of the personalised public transport journey planner facility provided at [www.yorkshiretravel.net/](http://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.

5.5.2 The Travel Plan Co-ordinator shall ensure that the above information is obtained and included within the STL for residents. The information shall be updated by the co-ordinator as and when required.

## 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 ELECTRIC CAR CHARGING POINTS

5.7.1 All garages/driveways will be provided with electricity points which are capable of charging electric vehicles. The developer will provide an IP65 rated domestic 13amp socket, directly wired to the consumer unit with 32amp cable to an appropriate RDC. This socket should be located where it can later be changed to a 32amp EVCP accessible parking space.

5.7.2 Full details on the location of electric charging points and the best option to install can be found at [www.zap-map.com](http://www.zap-map.com).

## 5.8 SCHOOL TRAVEL

5.8.1 The responsibility for obtaining the most up to date travel information regarding local schools rests with the Travel Plan Co-ordinator. This package of information will include school location, distance from the Site, appropriate safe pedestrian/cycle routes to the school and details of public transport services.



---

5.8.2 To encourage sustainable transport to schools the TPC will investigate the possibility of setting up 'Walking Buses' groups.

5.8.3 The TPC will liaise with the BMBC team to encourage cycling to school, scoot to school initiatives and school bus provision for the existing schools as well as walking buses. Information on school buses is available at [www.travelsouthyorkshire.com/Brightbus/](http://www.travelsouthyorkshire.com/Brightbus/).

## **5.9 HOME DELIVERY SERVICES**

5.9.1 The Travel Plan Co-ordinator will promote the use of home delivery services including providing details of local grocery stores and providing information on stores which provide home delivery services. This measure will assist in reducing the need to travel for residents of the development.

## **5.10 FLEXIBLE WORKING PRACTICES**

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

## **5.11 PERSONALISED TRAVEL PLANNING**

5.11.1 In addition to the implementation of the measures above the TPC will provide personalised travel planning advice to new residents on initial occupation. This will include supplying all of the available information relating to travel by sustainable modes included in the STL to residents and advising on alternative modes to the private car for a range of trips including journeys to work, journeys to local schools 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 56.51% 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	Deliverability and Responsibility
Provision of Pedestrian Refuge to the south of the site access	On occupation	High	To encourage Public Transport Trips	High level of deliverability.
Provision of new formal crossing across Wakefield Road to the north of the Wakefield Road roundabout	On occupation	High	To encourage pedestrians	High level of deliverability.
Provision of Pedestrian Connections	Determined through phasing plan	High	To encourage pedestrians/cyclists	High level of deliverability. Developer to Implement
Provision of local cycle maps and public transport information in induction packs & Developer website	On occupation	High	To encourage cyclists and public transport users by raising awareness of travel options	High level of deliverability. TP Co-ordinator to provide, and maintain information
TPC to promote health and financial benefits of walking and cycling in induction packs	On occupation	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by TP Co-ordinator
Promote Walkit, BikeBUDi	On occupation	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by TP Co-ordinator
Details of Local Cycle shops to be provided	On occupation	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by TP Co-ordinator
The TPC shall encourage events such as Bike Week ( <a href="http://www.bikeweek.org.uk">www.bikeweek.org.uk</a> )	6-8 weeks prior to event	High	To encourage pedestrians/cyclist	High level of deliverability by TPC
Provide Personalised Travel Planning	On occupation and as required	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by TP Co-ordinator



**Table 6.2 Car Share/Car Club Measures**

Measures	Guideline Timescale	Priority	Reasoning/ Comments	Deliverability and Responsibility
Promote car share database	On occupation	High	To increase use of the car sharing database	High level of deliverability and implementation. TPC to implement
Electric Charging Points on all driveways/ garages	Prior to occupation	High	To reduce vehicle emissions	High level of deliverability. Developer to Implement
Carry out travel surveys	On occupation	High	To establish residents that would consider car sharing	High level of deliverability. 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.	On occupation	High	Lack of information can be a barrier to using public transport.	High level of deliverability. 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 i.e. as an initiative; fliers may be provided on buses for bus users or on car windscreens for car drivers to raise awareness.

## 6.5 PUBLICITY MATERIAL WILL INCLUDE THE FOLLOWING:

- Details of the site's accessibility by sustainable modes on the development;
- The 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 induction 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.

6.5.1 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.



---

## 6.6 MAINTAINING INTEREST

6.6.1 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 initial objective of the travel plan is to achieve a mode split target of less than 56.51% of residents accessing the site by single occupancy vehicle within 3 years of initial occupation.

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. It should be noted that the surveys must also address journeys to school in order to assess if the targets are being met for this journey type.

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:

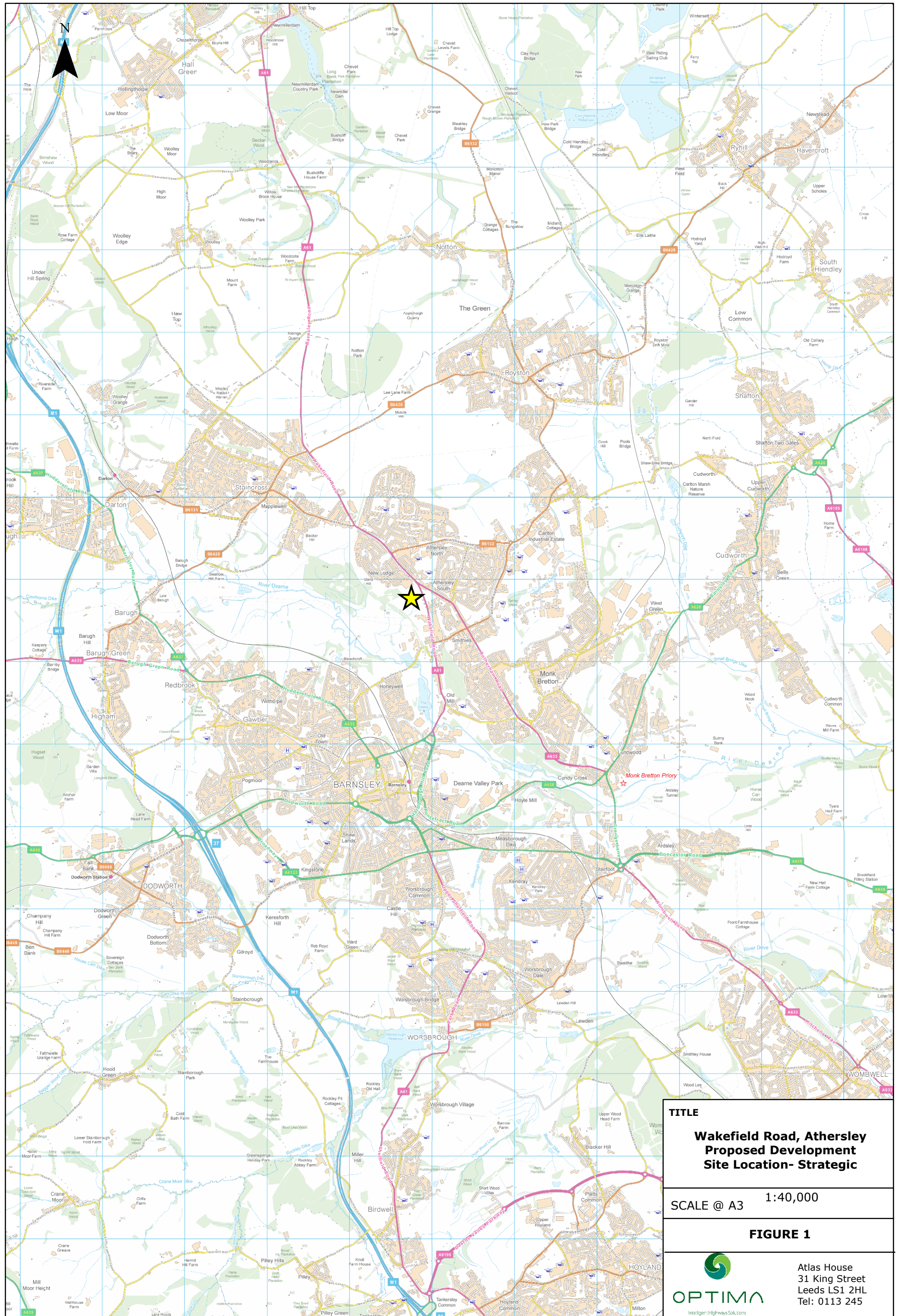
- Arrange for a local cycle store to provide a troubleshooting/maintenance day on selected weekends through the year. Promotion of this through marketing would be coordinated by the TPC;
- Seek to arrange a discount for residents at a local cycle store. Promotion of this through marketing would be coordinated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





**TITLE**  
**Wakefield Road, Athersley  
Proposed Development  
Site Location- Strategic**

**SCALE @ A3** 1:40,000

**FIGURE 1**

  
Intelligent Highways Solutions

Atlas House  
31 King Street  
Leeds LS1 2HL  
Tel: 0113 245

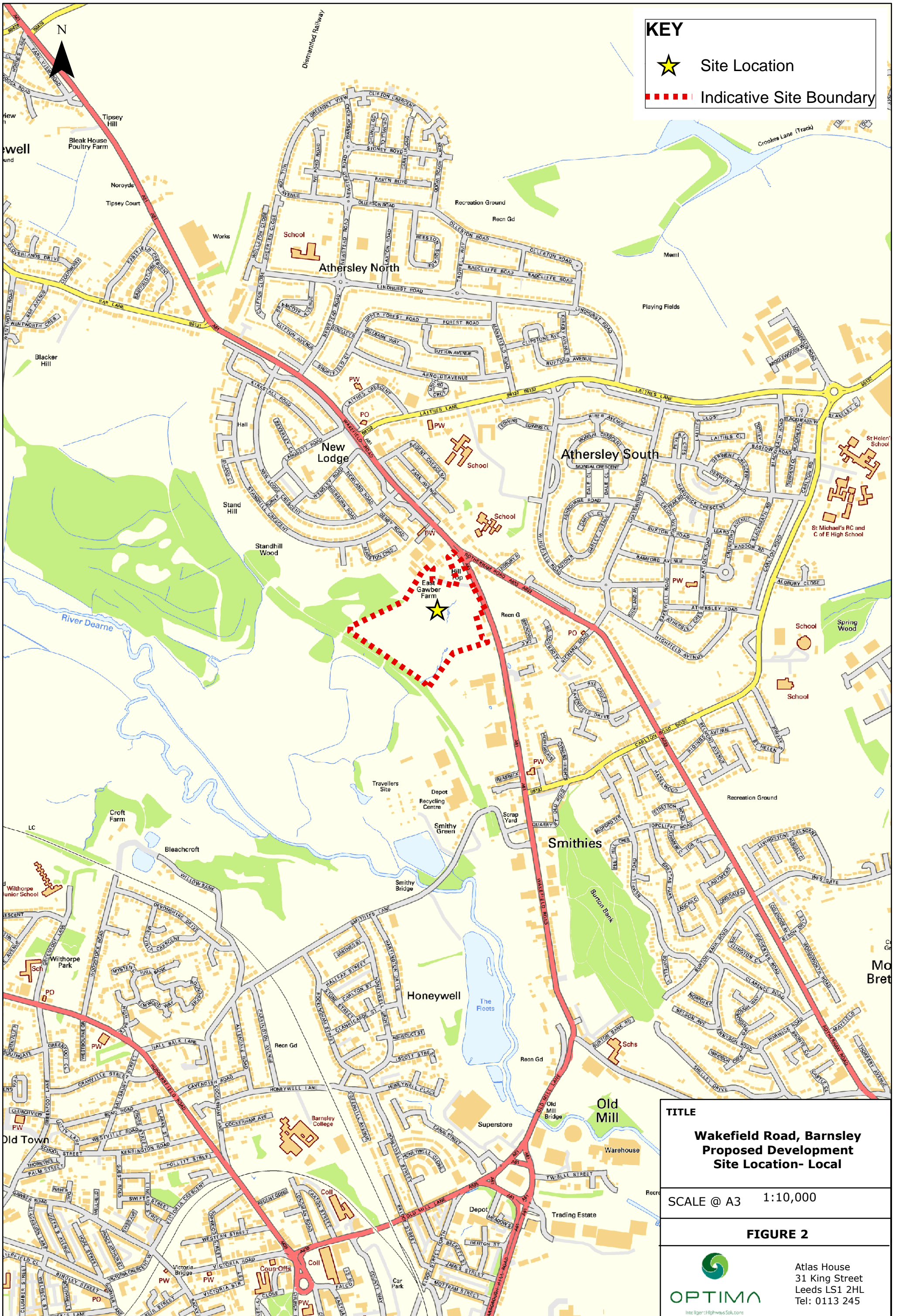
**KEY**




Site Location

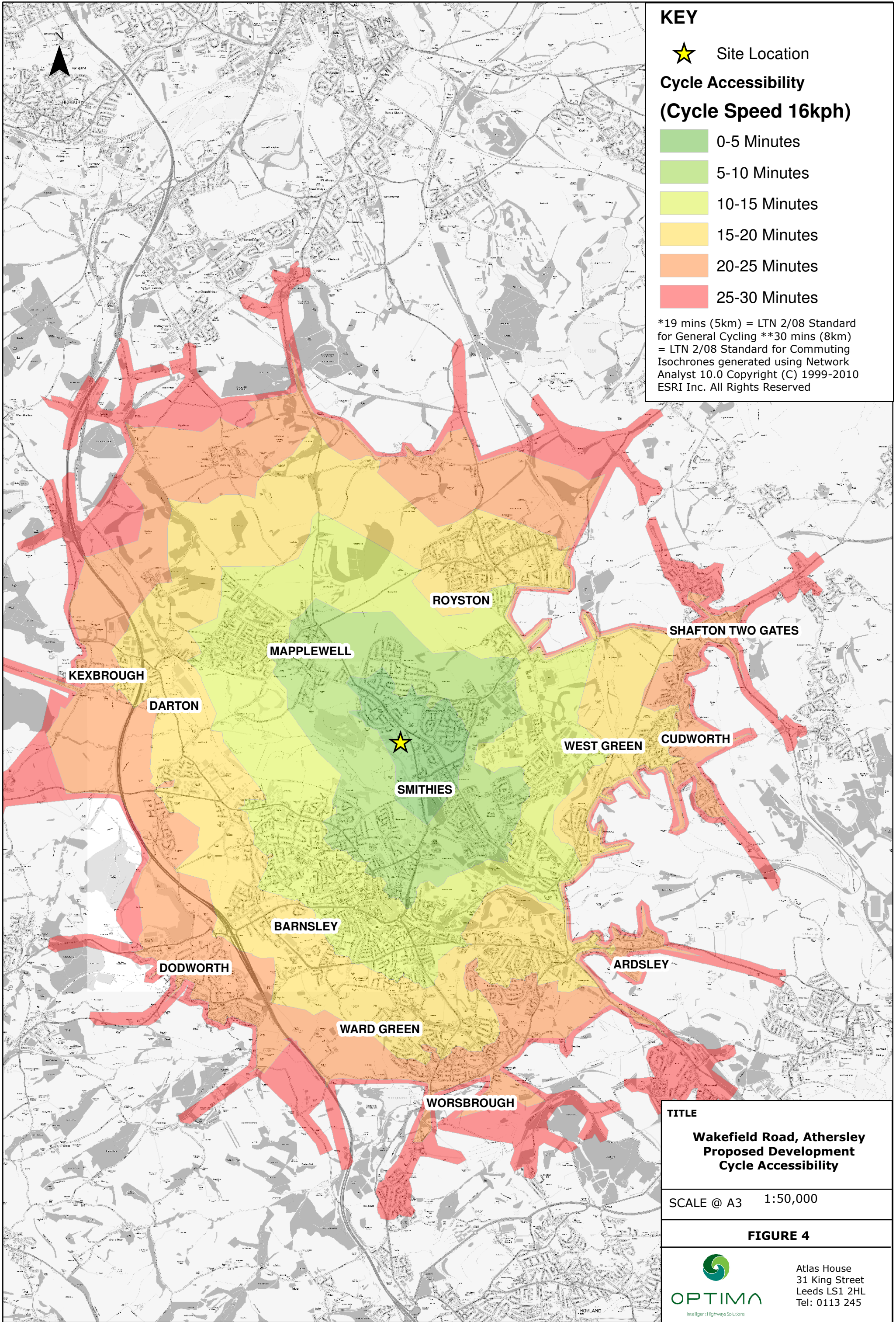


Indicative Site Boundary



Path: C:\Wakefield Road, Athersley\DRAWINGS\GIS\ARCEDITOR\Site Location - Local1.mxd

<b>TITLE</b>	
<b>Wakefield Road, Barnsley Proposed Development Site Location- Local</b>	
<b>SCALE @ A3</b>	<b>1:10,000</b>
<b>FIGURE 2</b>	
	
Atlas House 31 King Street Leeds LS1 2HL Tel: 0113 245	



**KEY**

★ Site Location

**Cycle Accessibility  
(Cycle Speed 16kph)**

0-5 Minutes

5-10 Minutes

10-15 Minutes

15-20 Minutes

20-25 Minutes

25-30 Minutes

\*19 mins (5km) = LTN 2/08 Standard for General Cycling \*\*30 mins (8km) = LTN 2/08 Standard for Commuting Isochrones generated using Network Analyst 10.0 Copyright (C) 1999-2010 ESRI Inc. All Rights Reserved

Path: O:\Wakefield Road, Athersley\DRAWINGS\GIS\ARCEDITOR\Cycle Accessibility.mxd

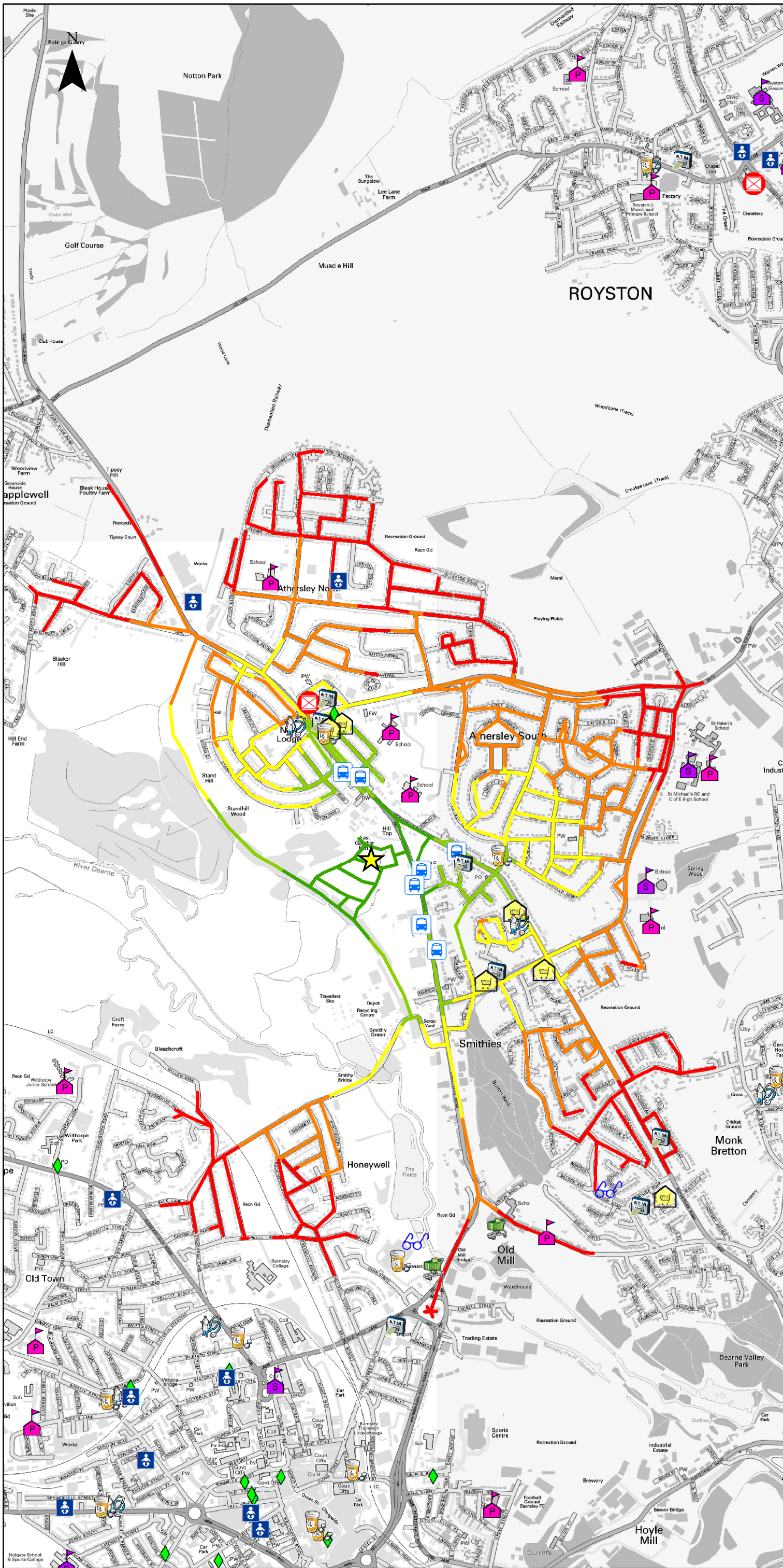
**TITLE**  
Wakefield Road, Athersley  
Proposed Development  
Cycle Accessibility

SCALE @ A3 1:50,000














**FIGURE 4**







Atlas House  
31 King Street  
Leeds LS1 2HL  
Tel: 0113 245



**KEY**

-  Site Location
-  Nurseries
-  Primary School
-  Secondary School
-  Pharmacies
-  Dentists
-  GPs
-  Supermarket
-  Convenience Store
-  ATM
-  Post Office
-  Bus Stop
-  Opticians

**Pedestrian Accessibility  
(Walk Speed 4.8kph)**

-  0-5 Minutes
-  5-10 Minutes
-  10-15 Minutes
-  15-20 Minutes
-  20-25 Minutes

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

**TITLE**  
**Wakefield Road, Athersley  
 Proposed Development  
 Pedestrian Accessibility**

**SCALE @ A3 1:15,000**

**FIGURE 3**



Atlas House  
 31 King Street  
 Leeds LS1 2HL  
 Tel: 0113 245

---

# Appendices



---

# Appendix A Architects Masterplan





10m WIDTH WOODLAND BUFFER TO REDUCE VISUAL IMPACT OF DEVELOPMENT TO VIEWS FROM THE NORTH AND PROVIDE ECOLOGICAL BENEFIT, MITIGATING THE EFFECTS OF VEGETATION REMOVAL ELSEWHERE ON THE SITE

STREET PATTERN AND ARRANGEMENT OF DWELLINGS DESIGNED TO RUN ALONG THE CONTOURS, MINIMISING GRADIENTS AND STEPS IN BUILT FORM

POTENTIAL CONNECTIONS TO PUBLIC FOOTPATH ON FORMER RAILWAY LINE

SERIES OF STEPPED SURFACE WATER ATTENUATION BASINS POSITIONED IN THE LOWEST PART OF THE SITE

FOOTPATH LINK TO DEFINITIVE PUBLIC FOOTPATH ROUTE ON BOUNDARY OF SITE

DENSELY VEGETATED FORMER RAILWAY CORRIDOR PROVIDES A SUBSTANTIAL SCREEN TO THE LOWER PARTS OF THE SITE

EXISTING POND RETAINED WITHIN OPEN SPACE

GATEWAY OPEN SPACE - RETAINING VIEWS OF EAST GAWBER HALL FROM THE MAIN ROAD JUNCTION

A MAXIMUM OF 5 PROPERTIES FRONTING WAKEFIELD ROAD TO BE SERVED BY A SHARED PRIVATE DRIVE

EXISTING PRIVATE ACCESS RETAINED TO No's 29 & 30

PRIMARY VEHICLE ACCESS POINT ON WAKEFIELD ROAD, APPROXIMATELY 45m SOUTH OF THE EXISTING ACCESS

EXISTING VEGETATION TO BE RETAINED WITHIN OPEN SPACE WHERE PRACTICAL

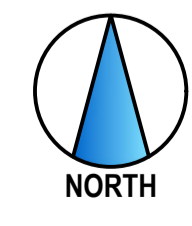
DWELLINGS FACING SITE BOUNDARY AND COMMERCIAL USES TO PROVIDE REAR GARDENS PROTECTED FROM NOISE

LOCATION OF PLAY SPACE

AREA OF VALLEY LANDFORM CONTAINING WATERCOURSE TO BE DEDICATED AS OPEN SPACE, RETAINING AND ENHANCING EXISTING ECOLOGICAL FEATURES

SUBSTANTIAL TREE BELT TO SOUTHERN BOUNDARY TO BE RETAINED TO PROVIDE SCREENING OF DEVELOPMENT AND NEIGHBOURING COMMERCIAL LAND USES

# 03 / ILLUSTRATIVE MASTERPLAN



CLIENT: HARWORTH ESTATES  
 PROJECT: ATHERSLEY  
 DRAWING: ILLUSTRATIVE MASTERPLAN

DRAWING NUMBER: P17 5091 03  
 SCALE @ A1: 1:1250  
 DRAWN: L.B.  
 CHECKED: DATE: DATE:

14 MARINER COURT / CALDER PARK / WAKEFIELD / WF4 3FL  
 01924 383322 / www.jpassoc.co.uk / info@jpassoc.co.uk  
jpassoc is a trading style of John R. Peay Associates Limited