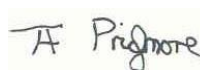


**Lee Lane, Royston
Proposed Residential Development
Travel Plan**

January 2019

Prepared on behalf of
Bellway Homes (Yorkshire)

Quality Management

Lee Lane, Royston Travel Plan Project No: 18085				
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Content page

1. Introduction	1
2. Existing Conditions & Site Accessibility	2
3. Objectives and Scope of the Plan	9
4. Roles and Responsibilities	11
5. Travel Plan Measures.....	12
6. Implementation / Communication	16
7. Monitoring and Review	20

IMAGES

Image 2.1 Site Location Plan	Error! Bookmark not defined.
Image 2.2 Extract of Barnsley Council PRow Map.....	4
Image 2.3 Existing Bus Routes.....	6

TABLES

Table 2.1 Royston Bus Service Summary	6
Table 3.1 Summary of Census Mode Splits	10
Table 6.1 Pedestrian/Cycle/Motorcycle Measures.....	17
Table 6.2 Car Share/Car Club Measures.....	18
Table 6.3 Public Transport Measures.....	18

FIGURES

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

APPENDICES

Appendix A Architects Masterplan



1. Introduction

1.1.1 Optima Highways & Transportation has been appointed by Bellway Homes (Yorkshire) to prepare this Travel Plan to accompany a planning application for a residential development on land to the south of B6428 Lee Lane in Royston, Barnsley.

1.1.2 The scheme proposals, which are illustrated on STEN architectures Site Plan, a copy of which is contained in Appendix A, can be summarised as follows:

- 250 new dwellings;
- Access via Lee Lane; and
- Associated parking, landscaping and infrastructure.

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 developers/development management companies of the proposed schemes 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’ and other appropriate guidance.



2. Existing Conditions & Site Accessibility

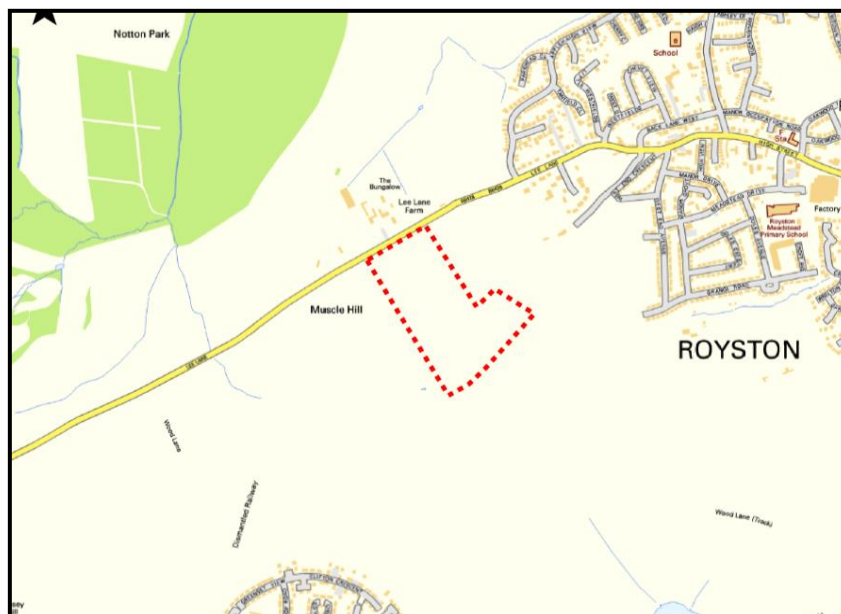
2.1 INTRODUCTION

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 existing accident data and describes the existing local facilities.

2.2 EXISTING SITE

2.2.1 The application Site is situated on land to the south of B6428 Lee Lane, Royston on the fringe of the village, some 5.9km north east of Barnsley Town Centre. The proposed development in relation to the strategic and local transport networks is shown in Figures 1 and 2 respectively. The indicative Site boundary is illustrated in Image 2.1.

Image 2.1 Site Location



2.2.2 The Site is approximately 8.69 hectares (21.47 acres) and is proposed to accommodate 250 residential dwellings. It presently incorporates two fields, which are currently in agricultural use.

2.2.3 The Site is bound by open fields on all side with Lee Lane forming the northern boundary to the Site. There are ongoing residential developments to the north of Lee Lane within the vicinity of the development Site, with Barratts currently building houses under their permission 2016/1490. The Site also forms part of a wider residential Site allocation.

2.3 EXISTING LOCAL HIGHWAY NETWORK

2.3.1 Lee Lane runs west to east from its junction with Wakefield Rd (A61) to its junction with Church Street and Station Road in the east. It does however change its name to High Street when it reaches Royston.

2.3.2 Lee Lane is therefore a connector road and acts as a route from Royston towards the M1 corridor, via Junction 38. It should be noted that there is a gully between the Site and Lee Lane and this will need to be culverted for any access. At the present time the speed limit past the Site boundary is the National Speed Limit (60mph). This is likely to change as the residential development moves towards the west for Royston centre. The speed limit change to 30mph at the



present time is close to where the new roundabout to the Barratts development is presently being built.

2.3.3 The carriageway on Lee Lane measures between 7.1m and 7.25m in width. There is a footway on the southern side of Lee Lane, which measures between 1.25m and 1.35m in width.

2.3.4 Image 2.2 shows Lee Lane looking west from the Site boundary, while Image 2.3 shows Lee Lane looking east from the Site boundary, towards Royston.

Image 2.2 Lee Lane Looking West



Image 2.3 Lee Lane Looking East



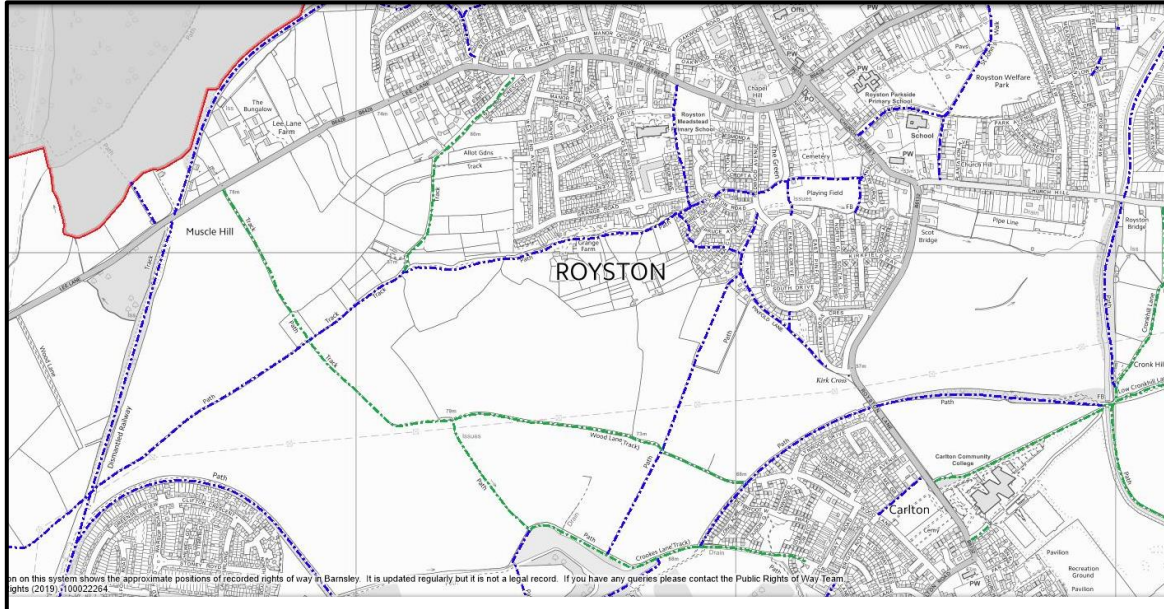
2.3.5 There are no traffic regulation orders preventing parking, waiting or loading in the immediate vicinity of the Site or along Lee Lane, until the centre of Royston.



2.4 EXISTING FOOTWAY INFRASTRUCTURE

2.4.1 An extract of the Barnsley Council PROW Map shown in Image 2.2, which shows PROW including footpaths (blue), bridleways (green) and restricted byways (purple).

Image 2.4 Extract of Barnsley Council PROW Map



2.4.2 There are is a single Public Right of Way (PROW) numbered Footpath 10 that runs along the western boundary of the site as shown on the drawing above. This links into Footpath 8 that offers a link towards Royston centre and Meadstead Primary School.

2.5 ACCESSIBILITY BY FOOT

2.5.1 As described in the Transport Assessment (TA), the measures proposed which will positively influence trips by foot include:

- One boundary connections with the existing highway network to facilitate trips out of the Site;
- Basic internal links and one PROW route passing along the western boundary of the site, with a multitude of public footpaths, bridleways and byways for alternative access and leisure pursuits; and
- Provision of footways along Lee Lane/High Street to the village centre.

2.5.2 In addition to the proposals described above further measures within the Travel Plan will also have a positive influence on the sustainable travel choices made by residents of the development Site.

2.5.3 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'.

2.5.4 Using GIS Network Analyst software typical walk times (up to 25 mins) to specific local facilities situated in close proximity to the proposed Site are shown on Figure 4. This figure demonstrates that:

- The nearest nurseries are Little Nippers, Wise Owl and Bethel Church pre-school. These are located in Royston, and are 1.5km, 1.6km and 1.6km from the Site;
- Meadstead Primary Academy School is situated to the east of the Site and is 1.1m away from the centre of the Site. Summerfields Primary Academy is also to the east and is 1.3km from the centre of the Site;
- Outwood Academy (Carlton) Secondary School is located some 2.8km south-east of the centre of the Site and can be reached within a 35 minute walk;
- Craven and Partners GP surgery is located to the east of the Site, on High Street and within a 15 minute walk of the centre of the Site. A pharmacy is also provided there;
- Royston Leisure Centre is located to the east of the Site in Royston centre within a 20 minute walk of the centre of the Site; and
- There are a number of local retail opportunities, with the Lifestyle Express convenience store located just 950m from the centre of the Site, which equates to a 12 minute walk. The Co-op in the centre of Royston is 1.5km from the centre of the Site with the Asda store being 2km away. The remainder of the independent shops with the centre of Royston can be found within 1.6km of the centre of the Site, which equates to a 20 minute walk.

2.5.5 It is therefore concluded that the proposed Site is located in a sustainable area with the majority of services located within acceptable active travel time standards of the Site.

2.6 ACCESSIBILITY BY CYCLE

2.6.1 An acceptable and comfortable distance for general cycling trips is considered to be up to 5 kilometres / 19-minutes 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 / 30-minuts for commuting. Using GIS Network Analyst software typical cycle times from the Site are shown on Figure 6. This figure shows that:

- All three primary schools in Royston can be reached within a 10 minute cycle from the centre of the Site;
- The closest secondary school can be cycled in a 10 minute cycle;
- Royston centre is within a 5 minute cycle ride of the Site;
- Both Darton and Barnsley Railway Stations are within a 25 minute cycle journey. Secure cycle parking is available at both;
- Potential employment opportunities within the Industrial Estate at Carlton can be cycled within 15 minutes, with Barnsley town centre 25 minutes cycle distance away from the Site; and
- From the development Site the 8km cycle catchment area (30 minutes) extends to include Barnsley town centre, Darton, Royston and Mapplewell.



2.6.2 It is therefore concluded that the proposed Site(s), will provide excellent cycle accessibility to a range of local services and facilities within a 10-minute cycle ride as well as employment opportunities beyond the immediate local area – including the opportunity to ‘bike and rail’.

2.7 EXISTING BUS SERVICES/FACILITIES

2.7.1 The closest bus services to the Site operate along Lee Lane within 850m of the Site. With the development of the Barratts Site and the applicants Site, there is the possibility that additional services travelling further along Lee Lane may become more commercially viable in the future.

2.7.2 A summary of the existing services within the vicinity of the Site can be found in Tables 2.1.

2.7.3 The existing bus routes in the vicinity of the Site are shown on Image 2.3.

Image 2.5 Existing Bus Routes

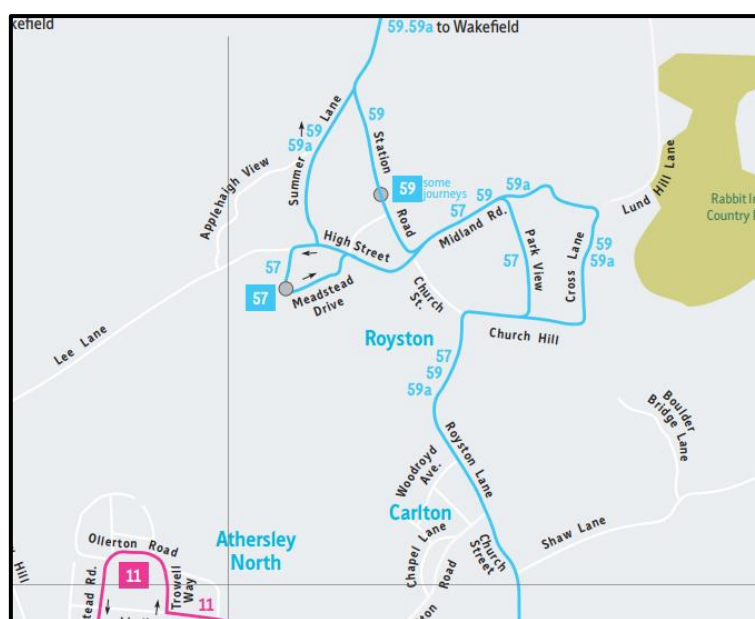


Table 2.1 Royston Bus Service Summary

Service	Route	Operator	Days of Operation	Typical Approx. Frequency
57	Barnsley – Monk Bretton – Carlton – Royston	Stagecoach	Monday – Friday	4 per hour
			Saturday	4 per hour
			Sunday	-
57	Royston – Carlton – Monk Bretton – Barnsley	Stagecoach	Monday – Friday	4 per hour
			Saturday	4 per hour
			Sunday	-
451	Darton – Royston – Carlton – Holy Trinity School	Globe Coaches	Monday – Friday	1 per day (term time only)
			Saturday	-
			Sunday	-
451	Holy Trinity School – Carlton – Royston – Darton	Globe Coaches	Monday – Friday	1 per day (term time only)
			Saturday	-
			Sunday	-



2.7.4 As can be seen from Table 2.1, the existing bus services provide regular journeys into Barnsley from which the bus station offers connections to all areas of South Yorkshire and further afield.

2.7.5 The bus services also allow residents to be able to interchange with rail services in Barnsley at Barnsley Interchange.

2.7.6 In summary it is concluded that the proposed development Site provides good accessibility by foot, cycle and public transport and as such is in a sustainable location.

2.8 ACCESSIBILITY BY BUS

2.8.1 The proposed Site access provides a direct and convenient walking route between the development Site and the bus stop on Lee Lane. As set out in Chapter 2 these stops, deliver a decent frequency of buses to important local destinations.

2.8.2 Indicative journey times from the local bus stop, (taken from timetable information) to the following destinations are as follows:

- Carlton – 12 minute journey on the 57 bus service;
- Monk Bretton – 20 minute journey on the 57 bus service; and
- Barnsley – 31 minute journey on the 57 bus service.

2.8.3 Therefore the regular bus services in proximity to the Site will provide residents with quick and direct access to Barnsley town centre and other local destinations.

2.8.4 Furthermore in order to encourage the use of the bus, all households are to be provided with a travel plan fund which could be used towards the purchase of a residential Travelcard or bus ticket.

2.9 EXISTING RAIL SERVICES/FACILITIES

2.9.1 The local stations to the Site are Barnsley (accessible by bus or cycle) and Darton (accessible by cycle). Barnsley is one of the key rail stations in South Yorkshire.

2.9.2 The station in Barnsley is managed by Northern and all services that stop there are also Northern services. As an interchange station (its attached to the bus station) it has the following facilities available:

- Staffed ticket office;
- Cashpoint;
- Left Luggage facilities;
- Shops;
- Toilets;
- 24 covered cycle stands; and
- PlusBike cycle hire.

2.9.3 Darton is a much smaller station but does have 18 covered cycle stands and CCTV, along with a shelter.



2.10 ACCESSIBILITY BY RAIL

2.10.1 From Barnsley station there are four trains an hour to Sheffield, two of which are express services and only call at Meadowhall. The two express services pass through Sheffield and extend to Worksop, Retford and Lincoln and to Chesterfield and Nottingham. To the north there are three trains an hour to Leeds, two of which only call at Wakefield Kirkgate and one train per hour to Huddersfield.

2.10.2 Indicative quickest journey times from Barnsley Station, (taken from timetable information) to the following destinations are as follows:

- Leeds - 35 minute journey time;
- Sheffield - 23 minute journey time;
- Meadowhall - 15 minute journey time;
- Wakefield - 16 minute journey time;
- Huddersfield - 47 minute journey time;
- Nottingham - 81 minute journey time; and
- Lincoln - 104 minute journey time.

2.10.3 Darton rail station is in cycling distance from the Site and offers one train per hour to Wakefield and Leeds to the north and Barnsley and Sheffield to the south. These services also call at Barnsley.

2.10.4 Furthermore in order to encourage the use of the train, all households are to be provided with a Travel Plan Fund which could be used towards the purchase of a Travelcard for bus or train travel.



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 Transport team aims to promote travel choice for residents of the development, and hence increase the use of sustainable transport modes. Overarching targets for both Sites 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 Sites. These would need to be reviewed once actual mode share information was 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. Journey to work mode split data for the Barnsley 001 super output area (middle layer – E02001509) are summarised in Table 3.1.



Table 3.1 Summary of Census Mode Splits

Method of Travel to Work	Total Residents in SOAML	Percentage
Work Mainly at or From Home	0	0.00%
Train & Tram	27	1.13%
Bus, Minibus or Coach	134	5.61%
Taxi	3	0.13%
Motorcycle, Scooter or Moped	33	1.38%
Driving a Car or Van	1805	75.55%
Passenger in a Car or Van	180	7.53%
Bicycle	26	1.09%
On Foot	181	7.58%
Total	2389	100.00%

3.4 OVERARCHING GOALS AND TARGETS FOR THE TRAVEL PLAN

3.4.1 The mode split target proposed should be no more than **71.77%** ($75.55\% \times 0.95$) of residents' journeys to work as a car driver (subject to the findings of the initial travel survey). This target is proposed in order for the Travel Plan to have a realistic target for the changing use of the area and represents a reduction in the number of people travelling to work by car by 5%.

3.4.2 For schools, the target is for a maximum of 25% of school children to be taken to school by car. The targets are to be achieved within 5-years of initial occupation of the application Site. Once the target has 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 the Barnsley Council Transport team.

3.4.3 Whilst the initial modal split of residents at the Site may be higher, it is anticipated that the target would be reached within 5-years from occupation. 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 An appointed site management company will act as the Travel Plan Co-ordinator (TPC). The TPC will be in place for a period of 5-years post completion of the development until the travel plan is then passed to a resident's 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 the Barnsley Council Transport 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 residential units within the development;
- Obtaining and providing residents with up to date details of information relating to access to the site via sustainable modes;
- Liaison with Barnsley Council, SYPTE and other key stakeholders;
- Ensuring that a copy of the Travel Plan is provided within the residential marketing information packs sent out to potential buyers as well as providing details of the site's accessibility by sustainable modes on the development websites and within any newsletters; 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 Barnsley Council Transport team within 6-months of occupation. The key stakeholders in this Travel Plan will include Barnsley Council and Bellway Homes (Yorkshire) Ltd.

4.3.2 The contact details of the person at Belway who will be responsible for the appointment of a Travel Plan Co-ordinator prior to the initial marketing of the development is as follows:

Mr Paul Thornton
 Belway Homes (Yorkshire)
 First Floor
 Unit 2150
 Century Way
 Leeds
 LS15 8ZB
 Telephone: 0113 3900 800



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 Site 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 crossing facilities;
- A plan showing the key cycling routes to the Site including crossing facilities (this information can be combined with the pedestrian plan). It should be noted that a multitude of cycle route maps for Barnsley can be downloaded via:
<https://www.barnsley.gov.uk/barnsley-maps/national-cycle-network/>
- For full Barnsley Council cycling information
<https://www.barnsley.gov.uk/services/sports-and-leisure/cycling/cycle-lanes-and-routes/>
- Details of nearby cycle shops including location, contact information and those that may offer discounts on cycles and repairs/maintenance.
- Cycle to work scheme
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/11305/cycle-to-work-guidance.pdf; and
- Free walking journey planners can be found at www.walkit.com.

5.2.3 The Travel Plan Co-ordinator shall ensure that the above information is obtained and provided within the Travel Plan as well as being included within Welcome Packs 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), 'walkit' (www.walkit.com) and Cycle Streets (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), 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 site is located in close proximity to existing public transport services.

5.5.2 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 <http://yorkshire.acisconnect.com/> will also be promoted to residents;
- Bus stop locations adjacent to the Site;
- Contact details for Travel South Yorkshire, including the website <https://www.travelsouthyorkshire.com>, and bus operators;
- Details of the personalised public transport journey planner facility provided at www.yorkshiretravel.net/;
- Location and services at Darton and Barnsley Stations - additional information can be found at www.nationalrail.co.uk;
- Bus/Rail promotional offers; and
- Contact details of taxi operators.

5.5.3 The Travel Plan Co-ordinator shall ensure that the above information is obtained and included within the Travel Plan as well as the Welcome Packs for each resident. The information shall be updated by the co-ordinator as and when required.

5.5.4 The TPC will register for the free public transport timetable ordering service at <http://online.pslprint.com/metro.php>

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 South Yorkshire and therefore maximises the opportunity for potential matches to be made.

5.7 SCHOOL TRAVEL

5.7.1 The responsibility for obtaining the most up to date 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.

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

5.7.3 The TPC will liaise with the Travelwise team to encourage cycling to school, scooter to school initiatives and school bus provision for the existing schools as well as walking buses.

5.8 HOME DELIVERY SERVICES

5.8.1 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.



5.9 FLEXIBLE WORKING PRACTICES

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

5.10 PERSONALISED TRAVEL PLANNING

5.10.1 In addition to the implementation of the measures above it is also proposed that 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 Welcome Packs 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.

5.11 TRAVEL PLAN FUND

5.11.1 In order to encourage sustainable travel from all new householders it is proposed to provide a travel plan fund. The budget expires 12-months from the date of moving into a dwelling, **with the remaining funds returned to the TPC for secondary measures.**

5.11.2 A Travel Plan Fund will be provided by the applicant. The fund will cover some or all of the following:

- Discounted public transport ticketing;
- Personalised Travel Planning;
- Cycle equipment;
- Provision of upgraded electric vehicle charging points;
- Car Club trial membership/usage;
- Car sharing/walking/cycle measures/promotion; and
- Infrastructure enhancements.

5.11.3 The Travel Plan Coordinator will manage, deliver and audit the Travel Plan Fund including:

- Administer the fund (i.e. put together offer of funded measures for residents, survey residents requirements, assist purchase and monitor uptake and usage);
- Liaise with Barnsley Council Transport team on appropriate uses for the fund, offers and provide evidence/feedback on fund use and awareness;
- Reallocate unspent funds for secondary measures; and
- Report on progress of fund within annual monitoring report.



6. Implementation / Communication

6.1 INTRODUCTION

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

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 undertake 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 The Travel Plan Co-ordinator will survey the residents as part of the induction process. A full travel survey of all residents will then take place 1-year after first occupation of the development.

6.2.3 Prior to undertaking the survey the Travel Plan Co-ordinator will seek agreement with the Barnsley Transport team 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 the Barnsley Council Transport team within 6-weeks of the surveys being undertaken. Within 6-months of the date of the survey the co-ordinator shall agree the following Travel Plan items with the Barnsley Council Transport team 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 71.77% 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 local cycle maps and public transport information in induction packs & Developer website	Prior to occupation and continually	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 active travel in induction packs / Developer website	Prior to occupation and continually	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by TP Co-ordinator
Promote Walkit, BikeBUDi and Bike Buddy	Prior to occupation and continually	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by TP Co-ordinator
Details of Local Cycle shops to be provided	Prior to occupation and continually	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by TP Co-ordinator
The TPC shall encourage events such as Bike Week (www.bikeweek.org.uk)	6-8 weeks prior to event	High	To encourage pedestrians/cyclist	High level of deliverability by TPC
Provide Personalised Travel Planning	Prior to occupation and continually (as required)	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by TP Co-ordinator
Provision of Travel Plan Fund	Prior to occupation (up to 12-months)	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by TP Co-ordinator
Sustainable Travel Leaflet Brochure within Welcome Pack and Development Website	Prior to occupation and continually update	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	Prior to occupation and continually	High	To increase use of the car sharing database	High level of deliverability and implementation. TPC to implement
Undertake travel surveys	Prior to occupation and continually	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.	Prior to occupation and continually	High	Lack of information can be a barrier to using public transport.	High level of deliverability. TPC to arrange.
Provision of Travel Plan Fund	Prior to occupation (up to 12 months)	High	To encourage Public Transport Trips	High level of deliverability. Travel South Yorkshire to arrange in co-ordination with TP coordinator & BMBC

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;
- Sustainable travel leaflet to be displayed in the sales office / show home/ development website - this will include details of the Travel Plan Fund offers and sustainable travel options;
- 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.

6.5.2 The TPC should consider membership of any local authority transport group or committee which may be established during the lifetime of the TP. Liaison with the local Travel Plan Officer will enable the co-ordinator to consider membership as appropriate organisations are formed.

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 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 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 71.77% of residents accessing the application site by single occupancy vehicle within 5-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 The Travel Plan Co-ordinator will survey the residents as part of the induction process. A full travel survey of all residents will then take place annually 1-year after first occupation of the development. A minimum response rate of 35% has been targeted. If this target is not met, a prize draw will be introduced to increase the response rate.

7.1.4 Prior to undertaking the survey, the Travel Plan Co-ordinator will seek agreement with the Barnsley transport team on a standardised travel survey questionnaire for the sites.

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 the Barnsley Council Transport team 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 the Barnsley Transport team 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. An annual monitoring report will be prepared and submitted to Barnsley Council Transport team via the Travel Plan Co-ordinator.

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 including Barnsley Council, and public transport operators / SYPTE, where appropriate. 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 Barnsley Council Transport team and any other relevant stakeholders. Potential secondary measures/actions could include the following for which the TPC would be responsible:



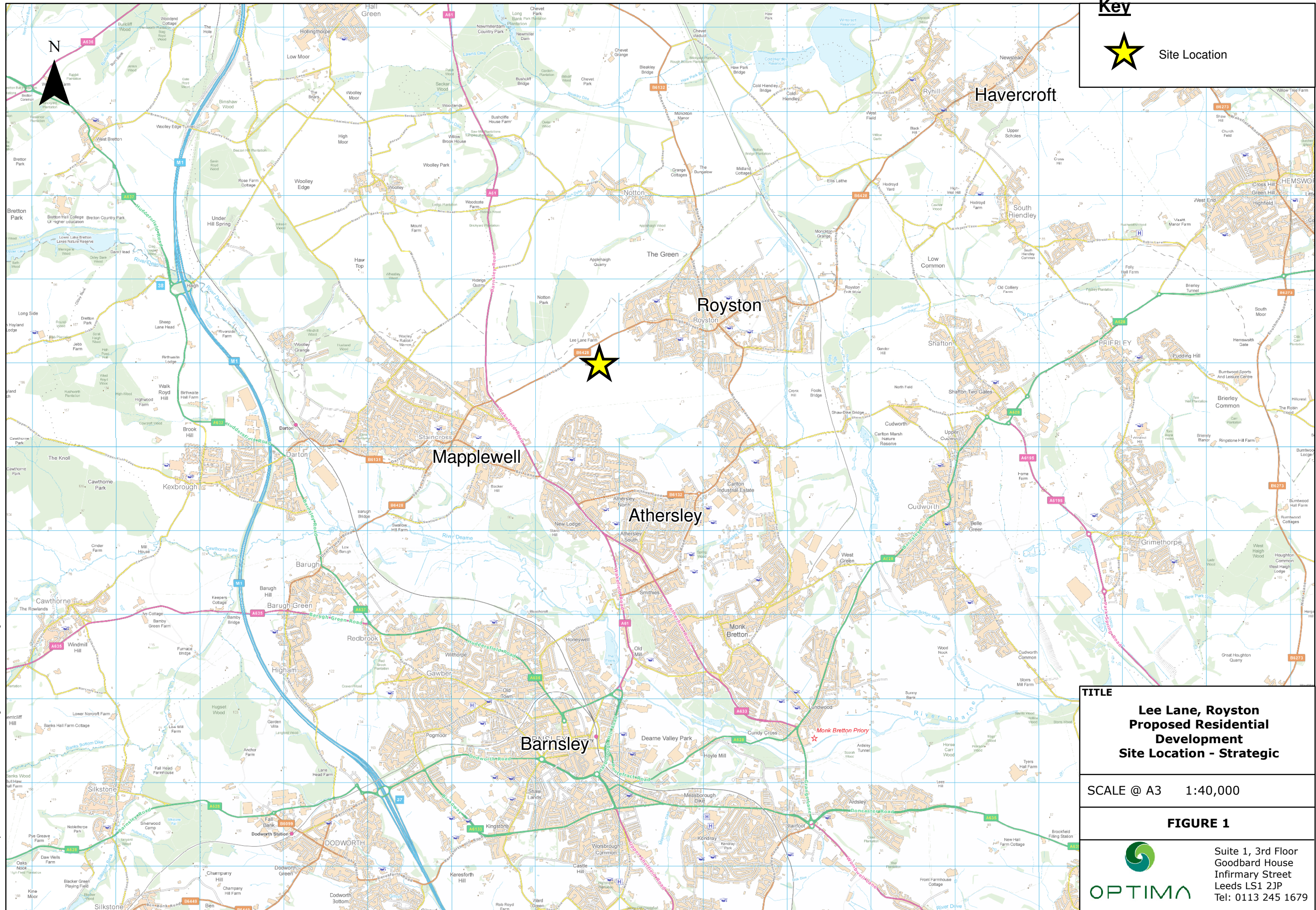
- Arrange for a local cycle store to provide a troubleshooting/maintenance day on selected weekends through the year. Promotion of this through marketing would be coordinated by the TPC;
- Seek to arrange a discount for residents at a local cycle store. Promotion of this through marketing would be coordinated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



Path: O:\Lee Lane, Royston\DRAWINGS\GIS\ARCEDITOR\Figure 1 Site Location - Strategic.mxd



Key

 Site Location

TITLE	
Lee Lane, Royston Proposed Residential Development Site Location - Strategic	
SCALE @ A3 1:40,000	
FIGURE 1	
	Suite 1, 3rd Floor Goodbard House Infirmary Street Leeds LS1 2JP Tel: 0113 245 1679

