



Network Space Ltd

Proposed Development (Plot 5), Ashroyd Business Park, Barnsley

A099897

Interim Travel Plan

28 March 2018

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1. Introduction

1.1 Preamble

- 1.1.1 This Interim Travel Plan (TP) has been prepared by WYG to promote sustainable travel to and from a proposed development of a site located adjacent to Ashroyds Way in Hoyland.
- 1.1.2 The development site is located within Ashroyd Business Park, approximately 5.5km south of Barnsley Town Centre. The location of the site is shown on **Plan 1** and the site in relation to the local highway network is shown in **Plan 2**.
- 1.1.3 It forms part of a wider site which comprises a number of existing industrial units, and benefits from existing infrastructure including a high quality road network which was delivered after a successful planning application in 1999 (Application Ref: B/99/0342/HN).
- 1.1.4 The development proposal consists of 4 units for B1 (b), (c), B2 and B8 industrial use with a total GIA of up to 5,200 sq m (55,972 sq ft). The proposed site layout is attached at **Appendix A**.
- 1.1.5 Barnsley Metropolitan Borough Council (BMBC) are the Local Highway Authority (LHA) and the Local Planning Authority (LPA).

2. Travel Plan Context

2.1 Background to Travel Plans

- 2.1.1 A TP is a package of practical measures aimed at reducing the transportation and traffic impact of a development. The main objective of a TP is therefore to reduce single occupancy car use and encourage travel via more sustainable modes.
- 2.1.2 The DfT's 'Making Travel Plans Work' (June 2007) introduces the concept of a 'Travel Plan Pyramid'. This helps demonstrate how successful plans are built on the firm foundations of a good location and site design. The pyramid is presented in **Figure 1** below.

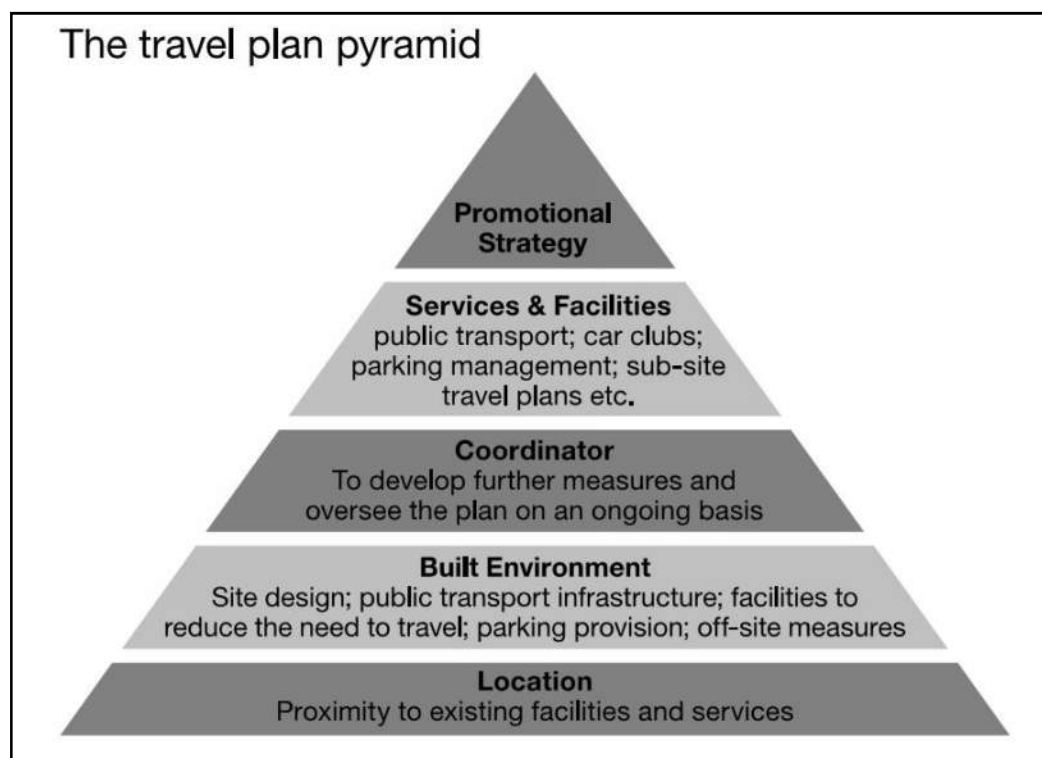


Figure 1: TP Pyramid from DfT's 'Making Travel Plans Work'



- 2.1.3 The use of a pyramid structure to illustrate the 5 tier hierarchy of measures demonstrates the concept that each higher layer builds upon the more important foundations of criteria and initiatives below it.
- 2.1.4 The most important layer of the pyramid is considered to be the base, which shows the key to making TPs work is the actual location of the development and its proximity to local facilities and services essential to everyday life.
- 2.1.5 In terms of location, the site is approximately 5.5km south of Barnsley Town Centre which provides access to a wide range of local amenities and facilitates trips using sustainable transport modes.
- 2.1.6 The second layer of the pyramid refers to how the layout of the site can assist in reducing the need to travel which in this instance is again linked to the existing level of provision to facilitate sustainable travel.
- 2.1.7 The proximity of bus routes and local pedestrian infrastructure etc provides access to a range of key destinations across Barnsley, Hoyland, Wombwell and beyond.
- 2.1.8 As indicated in Level 3 of the pyramid, the Travel Plan Co-ordinator (TPC) will be able to develop further measures to maximise the sustainable travel at the development. It is likely that a representative of the site developer will undertake the TPC role initially.
- 2.1.9 Level 4 of the pyramid looks at how parking management and public transport can influence travel choice. Car parking provision at the site will be provided in accordance with current parking standards.
- 2.1.10 The top layer of the pyramid relates to how the TP will be marketed and how the measures within are to be promoted.
- 2.1.11 Future users at the development will be made aware of the aims of the TP and will be provided with a Travel Pack which sets out the travel choices and alternatives to car travel available. Additionally, public transport information will be displayed in any lobby areas, where appropriate.



2.2 Objectives and Benefits of the Plan

2.2.1 The key objectives of this TP are to:

- Minimise the total travel distances travelled through the reduction of journey lengths and frequency – particularly single occupancy car trips;
- Reduce the reliance upon the private car and improve awareness and usage of alternative modes of transport;
- Promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private car;
- Highlight the health and environmental benefits of using sustainable travel modes;
- Enable people to make more informed and therefore better choices.

2.2.2 There could be a large number of benefits that will be derived from the successful implementation of the TP – for future users of the site as well as the wider community.

- Improved health and fitness through increased levels of walking and cycling;
- Increased flexibility offered through wider travel choices;
- The social aspects of sharing transport with others;
- Improved environment at the surrounding the site as vehicular movements are minimised and parking pressures are reduced.

3. Aims, Objectives and Targets

3.1 Aims and Objectives

3.1.1 The headline aim of the TP is to reduce the proportion of single occupancy vehicle trips and to widen travel choices for users. The TP would also work towards reducing the impact of the proposed development on the local highway network.

3.1.2 The specific objectives of the TP set out the motivation and factors that would help achieve the overall aim for the site, and include:

- Prevent congestion on the local highway network and mitigate against overspill onto the surrounding roads;
- Improve the travel options for users;
- Minimise incentives for private car use and maximize incentives to use sustainable alternatives;
- Promote and raise awareness of the benefits of healthier and more environmentally-friendly travel;
- Ensure users are aware of the TP and its purpose;

3.2 Targets

3.2.1 Targets are the measurable goals by which the progress of the TP would be assessed. Targets are essential for monitoring the progress and success of the TP, and should be 'SMART' – **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related.

3.2.2 Targets come in two forms. 'Action' type targets are non-quantifiable actions that need to be achieved by a certain time, while 'Aim' type targets are quantifiable and generally relate to the degree of modal shift the TP is seeking to achieve.

3.2.3 Action targets include actions such as employing a TPC, and launching the TP.

3.2.4 The 'aim' targets contained in the TP focus on the minimising the proportion of trips made to and from the site by single occupancy vehicles while encouraging the use of sustainable travel modes. The TP targets should therefore aim to achieve a realistic and feasible reduction in car driver trips



over the first 5 years from when the development is occupied, with a full review scheduled after year 5.

3.3 Initial Travel Research

3.3.1 In order to set targets to reduce the reliance on private car travel and increase the use of sustainable modes, an investigation of current travel characteristics will be undertaken once the site reaches 25% occupancy.

3.3.2 A TPC will initially be appointed by the developer. However it is expected that a user group would then fulfil the role.

3.3.3 The TPC would be responsible for the travel monitoring process (surveys) and updating the TP in order to improve sustainable travel use. The TPC would also be responsible for liaising with BMBC and the following duties:

- Marketing and advertising new initiatives relating to the TP
- Establishing and following a timeline for the implementation of the TP measures
- Providing travel options information to users
- Monitoring of the TP as set out in chapter 6
- Evaluating progress towards the TP targets

3.4 Modal Split Targets

3.4.1 As the development is totally new and has a mixture of uses, a modal split target for the site is difficult to establish with any confidence. Initial staff travel surveys would need to be carried out by the occupiers to define the modal split that exists for the site and define the modal split targets that could be achieved with the successful implementation of the Travel Plan.

4. Sustainable Accessibility

4.1 Introduction

4.1.1 Paragraph 29 of the National Planning Policy Framework states that: "The transport system needs to be balanced in favour of sustainable transport modes, giving people real choice about how they travel".

4.1.2 To demonstrate the site's compliance with the above, this section of the report examines the accessibility of the site by non-car modes of transport and as such, the accessibility of the site has been considered in relation to the following modes of transport:

- Pedestrians
- Cycling
- Public Transport

4.2 Accessibility on Foot

4.2.1 Guidance contained in the Institution of Highways and Transportation's (IHT) 'Guidelines for Providing for Journeys on Foot' states that 2km is the preferred maximum walking distance for commuting, school and sight-seeing trips. In addition, Planning Policy Guidance 13 (PPG13) now revoked, recognised that walking is the most important mode of travel at a local level and offers the most sustainable alternative to short car trips, particularly those under 2km. This recognition is still applicable and widely accepted.

4.2.2 The Institute of Highways and Transportation (IHT) in their document 'Guidelines for Providing Journeys on Foot' state that *'walking accounts for over a quarter of all journeys and four fifths of journeys of less than one mile'* (Paragraph 1.12).

4.2.3 This document also contains suggested walking distances to some common facilities which may be used for development planning purposes. It suggests walking distances of up to 2km for commuting. **Plan 3** has been prepared which illustrates the 2km catchment from the site and provides an indication of the areas which are within this distance.

4.2.4 **Plan 3** shows that a number of residential areas fall within a 2km walk of the site, these include the entirety of Hoyland, Milton, Blacker Hill and Jump. Parts of Birdwell and Elsecar also fall within a 2km

walk of the site.

- 4.2.5 The roads in the vicinity of the development site which connect the site with the existing built-up areas have good pedestrian facilities and benefit from street lighting and footways. The main pedestrian route from the site to Hoyland, the largest local settlement and surrounding residential areas is via Ryecroft Bank which has footways on the same side of the road as the site and has street lighting.
- 4.2.6 Based on the above, it is considered that the proposed development site is located in an area which has good pedestrian provision and where there is a wide selection of residential areas within a reasonable walking distance. It is therefore considered that the site is accessible by foot in line with the NPPF and local policy.

4.3 Accessibility by Cycle

- 4.3.1 It is generally accepted that cycling has the greatest potential to substitute for short car trips, particularly those less than 5km, and may form part of a longer journey which includes public transport modes.
- 4.3.2 A 5km catchment of the site has been prepared and is shown on **Plan 4**. The plan shows that as well as the areas stated above within a 2km walking catchment of the site, a number of other areas can be reached within a 5km cycle of the site. These include High Green, Hemingfield, Brampton, Wombwell, Ardsley, Kendray and Worsbrough.
- 4.3.3 National Route 62 is located approximately 2.2km north of the site. This provides a high quality cycle route between Fleetwood and Selby. National Cycle Route 67 also runs within a 5km cycle of the site.
- 4.3.4 In summary, there are a range of residential areas which are within a 5km cycle journey from the site. It is therefore considered that cycling to the site would be a realistic choice of travel for future users of the proposed development.

4.4 Accessibility by Public Transport

Accessibility by Bus

4.4.1 As can be seen in **Plan 2**, the closest bus stops to the site are located on Hawshaw Lane approximately 650m away from the site (equating to an approximately 8 minute walk).

4.4.2 The bus services that serve the stops closest to the site are summarised in **Table 4.2**.

Table 4.2 Summary of Bus Services

Service Number	Route	One-way Frequency Per Hour					
		Weekday				Sat	Sun
		AM Peak	Midday	PM Peak	Evening		
Hawshaw Lane							
7	Barnsley - Hoyland	0	1	1	0	1	0
Market Street							
67	Barnsley – Wombwell	0	1	0	1	1	One service every 2 hours between 18:51 & 23:51
67a	Barnsley – Wombwell	1	1	1	1	1	One service every 2 hours
67c	Barnsley – Wombwell	0	0	One service at 17:15	0	One service at 17:15	One service every 2 hours
Total		1	3	3	2	4	3 services every 2 hours

4.4.3 **Table 4.2** shows that there are four bus services that currently stop at the bus stops closest to the site. These routes serve Barnsley, Hoyland and Wombwell.

4.4.4 In summary, the bus services in the vicinity of the site currently provide 1 bus per hour in the weekday AM peak, 3 services per hour at midday, and 3 services per hour in the PM peak. There are also 2 bus services per hour during weekday evenings, 4 bus services per hour on a Saturday and 3 services every 2 hours on a Sunday.

4.4.5 Given the above, it is therefore evident that there is opportunity to travel to / from the site by public transport.

Accessibility by Rail

4.4.6 The nearest rail station to the site is Elsecar rail station which is located approximately 1.75km from the site.

4.4.7 Elsecar rail station is served by between two and four services per hour, with services running to destinations including Leeds, Sheffield, Huddersfield and Wakefield.

4.5 Accessibility Summary

4.5.1 The above shows that the proposed development site is acceptably located in terms of access to sustainable travel modes, and thereby adheres to NPPF policy.



5. Proposed Travel Plan Measures

5.1 Introduction

5.1.1 It is considered that the TP should contain the following level of commitments, as set out below:

- Appoint a Travel Plan Co-ordinator (TPC).
- Encourage and Promote Sustainable Travel.
- Travel Information Packs.
- Travel Survey.
- Secure Cycle Parking.

5.2 Travel Plan Co-ordinator

5.2.1 The TPC will be appointed one month prior to initial occupation and will act as a liaison point for any issues relating to the TP. This will include liaising with the local authority and public transport operators.

5.2.2 The TPC will be responsible for developing the final TP, which will be brought into action within 3 months of the first users travel survey.

5.2.3 In terms of the roles and responsibilities, the TPC will be expected to:

- Administer/manage the TP and provide a liaison in implementing the plan with BMBC;
- Ensure travel awareness amongst future users of the site;
- Provide a point of contact and travel information;
- Coordinate the travel surveys upon 25% occupation;
- Promote and encourage the use of travel modes other than the car and car-sharing, where appropriate;
- Ensure the availability of the most up to date travel information;
- Ensure that all users receive a Travel Information Pack, which will contain details of public transport services i.e. timetables and route information as well as advice on walking and cycle routes to the site;
- Provide a point of contact with transport operators and Planning and Highway Authority officers at the BMBC.

5.3 Encourage and Promote Sustainable Travel

- 5.3.1 All users of the development would be made aware of the existence of the TP and its aims.
- 5.3.2 Lack of awareness of available travel options is a frequently used reason for not using sustainable travel modes. The TPC will therefore prepare Travel Packs, which should contain suitable information concerning local walking and cycling routes and up-to-date public transport information including timetables, fares and bus stop information. These Travel Packs should be regularly updated with the newest information available and will be made available for new site users.
- 5.3.3 The TPC and senior management will be fundamental to the implementation and success of the TP. It is vital that they are both involved with some aspects of the development so that they can promote and achieve sustainable transport solutions.
- 5.3.4 It is necessary that the initiatives are positive and interesting, and ideally people should feel some ownership of the plan.

5.4 Travel Information Packs

- 5.4.1 Travel Information Packs will be prepared and issued upon first occupation. The Travel Pack will include:
- Site specific public transport information. This will explain what buses can be taken to specific key destinations. There will also be information on rail services and average travel times. Information relating to typical fares and any discounted travel season tickets etc would also be included.
 - Information about the TP and its benefits, as described previously.
 - Summary of local services that support sustainable travel, such as the availability of delivery services and local taxi services etc.
 - Walking and cycling maps showing local walking and cycling routes, as well as showing cycle parking.
 - Contact details for a bicycle user group.
 - The promotion of car sharing, and the benefits of doing so.
 - Contact information for the TPC.



5.5 Travel Survey

- 5.5.1 The first step to developing the operational TP is to establish how the site users make journeys to and from the site. A travel survey will be conducted once 25% of the site has been occupied and then every two years thereafter as part of the monitoring and review process.
- 5.5.2 The survey will be performed in order to ascertain existing travel patterns and will play a key role in the sustainability process as it provides a baseline from which to measure changes in travel as a result of the TP. By conducting the survey once every two years this will give an indication of how travel behaviour is changing at the site and provide an important indication as to the success of the TP. A typical TP questionnaire is shown in **Appendix B**.
- 5.5.3 The travel survey will be used to show how people travel to the site, what potential there is for change (for example, the numbers of people who would like to walk, cycle or use public transport, but are unable to do so), what are the most significant deterrents to walking, cycling and using public transport, what would encourage people to reduce car use. The following information can be obtained:
- How site users usually travel to and from the site (walking, cycling, using public transport, arriving by car or car sharing with others).
 - Where site users are generally travelling to/from.
 - Which places are considered to be dangerous for walking or cycling, and why.
 - Any problems there are with bus services and where a new service might be helpful.
 - How users would like to travel if they had the choice and whether they own a bicycle or have a bus pass.
- 5.5.4 The results of the surveys will provide a valuable 'baseline' against which the success of the TP in reducing car journeys and increasing journeys by walking, cycling and public transport will be measured. The full TP will be submitted to BMBC within 3 months of the first survey.

6. Plan Monitoring Review

6.1 Preamble

- 6.1.1 The monitoring and review programme will be designed to generate information by which the TP can be evaluated, revised, developed and improved, over a period of 5 years.
- 6.1.2 The major objective of the plan is to effect a reduction in the use of private cars by users. In the first instance, the plan will seek to review existing users travel movements by way of a travel survey.
- 6.1.3 On completion of the first travel survey, it will be appropriate to set targets which seek to achieve an increased proportion of users travelling by more sustainable forms of transport. Notwithstanding this, a number of preliminary action targets are set out in the following section.

6.2 Travel Plan Targets

- 6.2.1 In agreement with Travel Plan Officers from BMBC and in accordance with best practice guidance on the preparation of TPs, targets should be set against which the efficiency of the plan can be measured.
- 6.2.2 The preliminary action targets for the development are set out in **Table 6.1**, which would be reflected in the full TP.

Table 6.1- Preliminary Action Targets

Action	Target Date
Appoint TP coordinator and inform BMBC on contact details	1 month prior to occupation
Provide all users with Travel Packs	Issued upon first occupation
Undertake travel survey and report results to BMBC	Upon 25% occupation
Submit full TP to BMBC	Within 3 months of travel survey
Agree on preliminary modal split targets with BMBC	Within 3 months of travel survey
Set up car sharing database (if appropriate)	Within 9 months of first occupation



6.3 Monitoring

6.3.1 The monitoring of the Travel Plan will help determine the success of each measure and determine if targets are being achieved within the proposed timescale.

6.3.2 The monitoring would include items such as:

- Travel surveys
- Level of usage of the car sharing scheme (if operational).
- General feedback from users.

6.3.3 Information gathered as part of the continuous monitoring process would be made available to the BMBC. Through this medium, future strategies for further delivering TP objectives can be considered in partnership between the users, BMBC and transport providers.

6.4 Plan Review

6.4.1 The TPC will arrange for an annual review of the TP to assess the success of the plan to date and to identify measures which could potentially be included in the future.

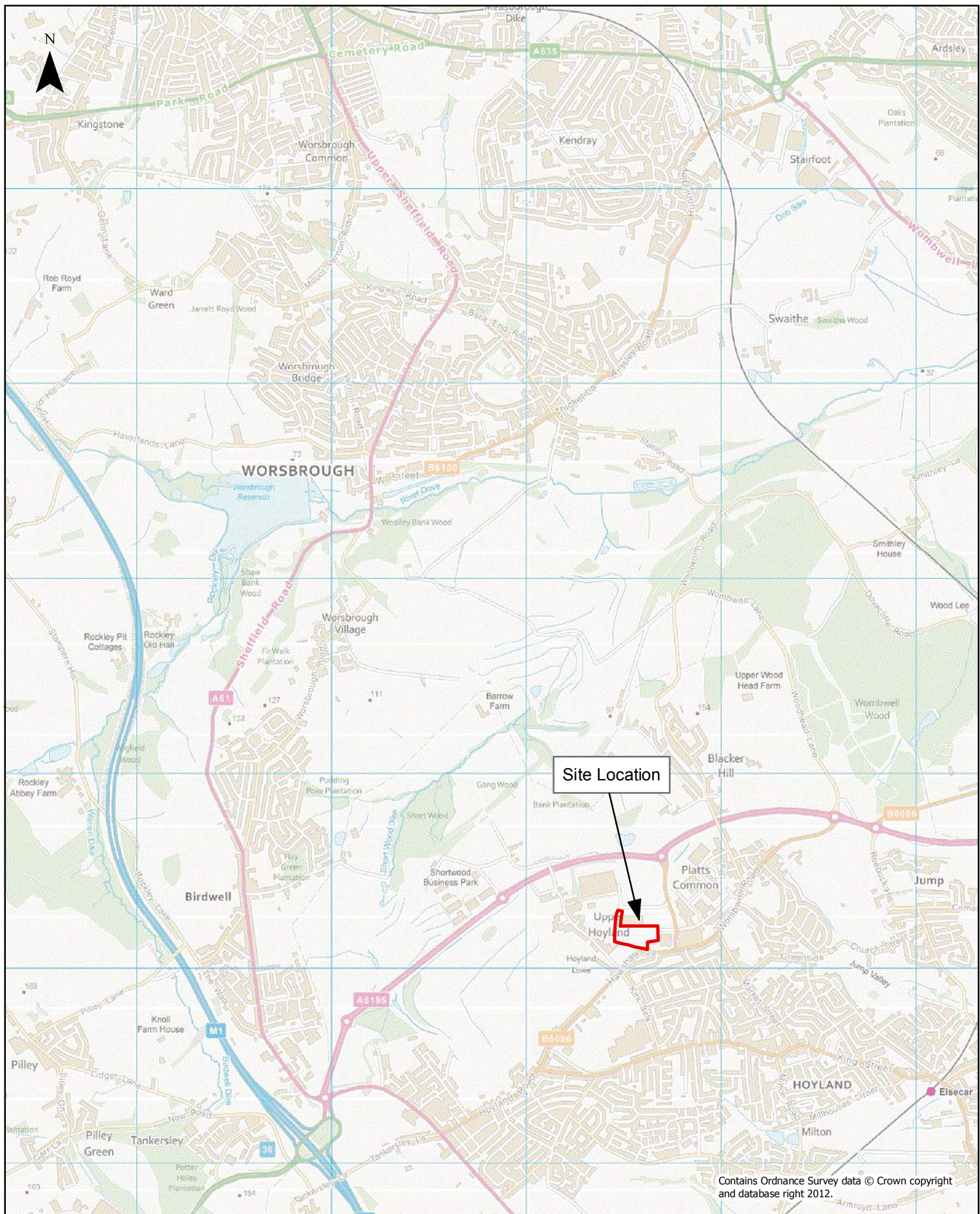
6.4.2 Although the database will be kept up to date throughout the year, the re-issue of the travel questionnaire (every two years) will provide the opportunity to gather new information regarding users attitudes to travel and on the modal split compared to the previous years.

6.4.3 A periodic review report will be produced summarising the results since the previous review. The report will also incorporate the results of the ongoing monitoring throughout the preceding period.

Proposed Development (Plot 5), Ashroyd Business Park, Barnsley



Plans



Contains Ordnance Survey data © Crown copyright and database right 2012.

Plan 1: Site Location

Proposed Development, Ashroyd Business Park, Barnsley

Scale @ A4 1:25,000

Project No: A0990897

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Legend

-  Bus Stops
-  Site Boundary

Plan 2: Local Highway Network

Proposed Development, Ashroyd Business Park, Barnsley

Scale @ A4 NTS

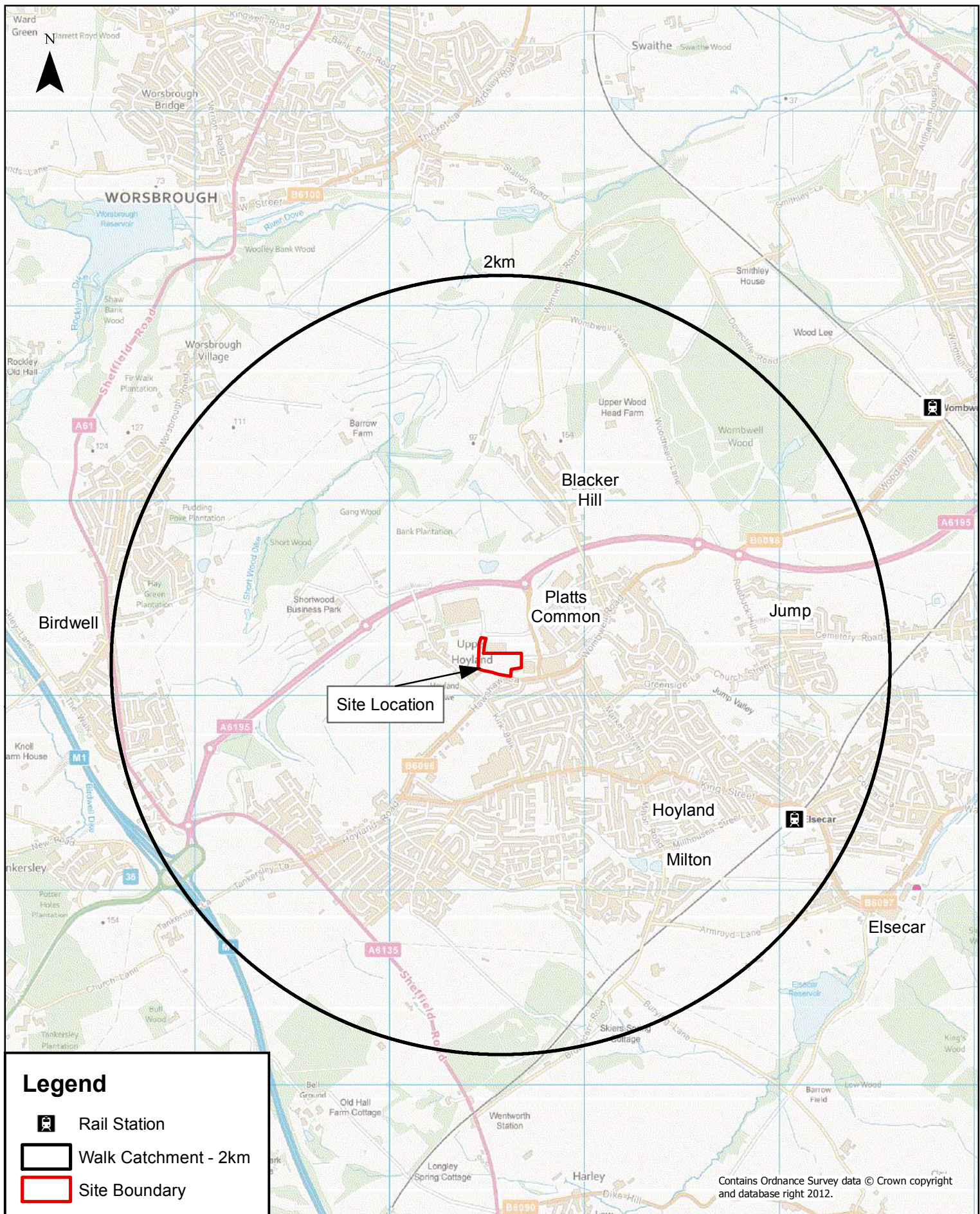
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Plan 3: Walk Catchment - 2km

Proposed Development, Ashroyd Business Park, Barnsley

Scale @ A4 1:25,000

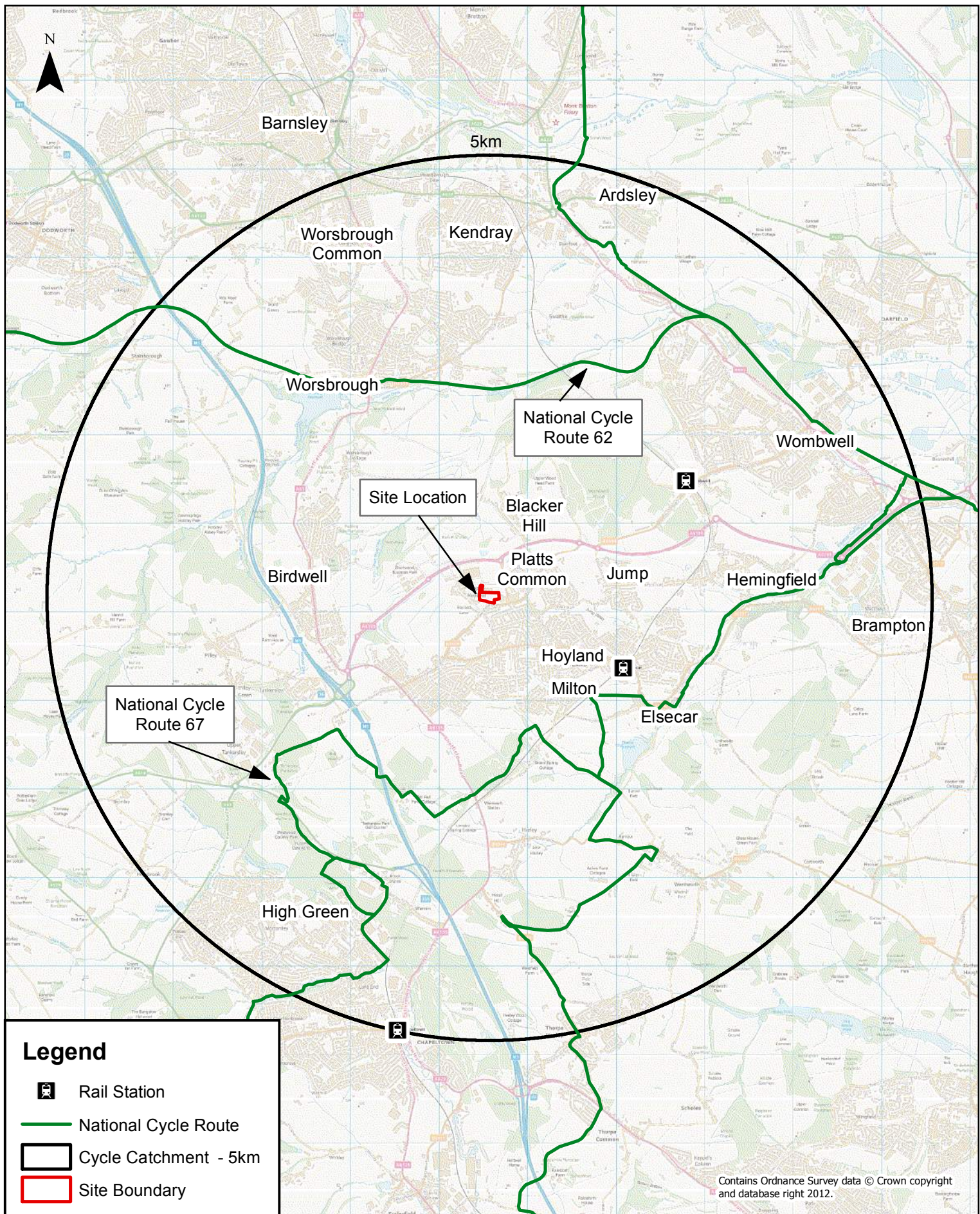
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Appendices



Appendix A – Proposed Layout



Appendix B - Typical Travel Plan Questionnaire

Draft Travel Plan Questionnaire

Date _____

- 1 Postcode** _____
- 2 Gender**
1 ☐ Male
2 ☐ Female
- 3 Age**
1 ☐ Under 25 4 ☐ 45-54
2 ☐ 25-34 5 ☐ 55 or Over
3 ☐ 35-44
- 4 Is your work?**
1 ☐ Full Time
2 ☐ Part Time
- 5 What are your normal start and finish time**
Start Time _____
Finish Time _____
- 6 Do you have a disability that may affect your travel arrangements?**
1 ☐ Yes
2 ☐ No
- 7 How far do you travel to work?**
1 ☐ Less than 1 mile
2 ☐ Between 1 and 2 miles
3 ☐ Between 2 and 5 miles
4 ☐ Between 5 and 10 miles
5 ☐ Between 10 and 20 miles
6 ☐ Over 20 miles
- 8 On your normal trip to work which form of transport did you use? (tick all that apply)**
1 ☐ Car (as driver on my own)
2 ☐ Car (as passenger with other people as driver or passenger)
3 ☐ Bus
4 ☐ Train
5 ☐ Motorbike
6 ☐ Bicycle
7 ☐ Walk
- 9 How long did it take you to travel to work?**
1 ☐ 0 to 15 minutes
2 ☐ 16 to 30 minutes
3 ☐ 31 to 60 minutes
4 ☐ 61 to 90 minutes
5 ☐ More than 90 minutes
- 10 If you have indicated 'Car driver' in Q8, what are the main reasons for doing so?**
1 ☐ Car essential to job
2 ☐ Dropping/collecting others off
3 ☐ Give a lift to others in the area
4 ☐ Health reasons
5 ☐ More convenient than alternative
6 ☐ Other (please specify) _____
- 11 If you indicated car driver in Q8, would you consider car sharing?**
1 ☐ Yes regularly
2 ☐ Yes occasionally
3 ☐ No
- 12 If you answered 'No' to Q11, can you explain the reasons for not car sharing?**

- 13 Which of the following changes would most encourage you to use public transport for your journey to work? If you already travel to work by public transport, which would you most like to see? Please tick the 3 most applicable.**
☐ Interest free loans for travel tickets/passes sold
☐ Flexible working patterns
☐ More convenient bus drop off points
☐ Public transport information at work site
☐ More direct bus routes
☐ Personalised journey plan
☐ None
☐ Other (specify) _____
- 14 If you indicated 'Car Driver' in Q8, what other mode of transport would you consider if you could not bring your car to work? (tick all that apply)**
1 ☐ Bus
2 ☐ Train
3 ☐ Bicycle
4 ☐ Car passenger
5 ☐ Walk
6 ☐ Motorbike
7 ☐ Other (specify) _____
- 15 Do you currently have the opportunity to walk or cycle to work (or both), but chose not to do so?**
1 ☐ No
2 ☐ Yes, walk
3 ☐ Yes, cycle
- 16 If you answered 'Yes' to Q15 please indicate your reasons for not walking or cycling (or both)**

- 17 Your views and ideas are important, so please add any other comments about your journey**

Thank you for your co-operation