



DTPC

Report No. J425/TP
July 2014

FRAMEWORK TRAVEL PLAN

**PROPOSED DEVELOPMENT
LITTLEWORTH LANE, LUNDWOOD**



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CONTROLLED DOCUMENT

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FRAMEWORK TRAVEL PLAN

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1. INTRODUCTION

DTPC has been appointed by Harron Homes Ltd to prepare a Framework Travel Plan (FTP) associated with their proposed development at the Littleworth Lane, Lundwood.

1.1 Development Proposal

The application relates to a proposed residential development on a site located in the urban area.

1.2 Purpose of report

The purpose of this report is to provide the LPA and the Local Highway Authority (LHA) with a Framework Travel Plan to enable the site to accord with policy to reduce car usage.

This FTP discusses the following issues:

- Government Planning and Transportation Policy
- Site and Local Area
- Sustainability
- Measures and Targets
- Summary & Conclusions.

1.3 Liability of Report

This report is prepared solely in connection with the proposed development as stated above. As such, no responsibility is accepted to any third party for all or any part of this report, or in connection with any other development.

2. NATIONAL AND LOCAL POLICY GUIDANCE

2.1 National Policy

Increasing travel choice and reducing dependency on car travel is an established aim across all areas of government policy development, documents and guidance alongside addressing climate change and reducing CO₂ emissions. Travel planning to date has focused on reducing single occupancy car use to specific destinations. The Department for Transport (DfT) also published “Smarter Choices – Changing the Way We Travel” focusing on softer education and persuasive measures which are a key element of travel plans.

National planning policy ensuring that development plans and planning application decisions contribute to delivery of development that is sustainable. It states that development should ensure environmental, social and economic objectives will be achieved together over time.

It will also contribute to global sustainability, by addressing the causes and impacts of climate change, reducing energy use and emissions by encouraging development patterns that reduce the need to travel by car and impact of transporting goods as well as in making decisions in the location and design of development.

2.2 Transport White Paper (TWP)

The Transport White Paper promotes developments that enable the choice of transport access to be maximised. It requires local authorities to draw up five-year transport plans known as Local Transport Plans (LTP). These plans are intended to co-ordinate and improve local transport, set out strategies for promoting walking, cycling and adoption of Green Transport Plans (GTPS) to employment sites, schools and other destinations.

Improvement in public transport facilities and an increase in their use is a key aim of the TWP. The TWP states that public transport has:

- Become the focus of our efficient transport system that gets people to where they want to be, quickly and comfortably without having to rely on our cars; and
- It aims to improve the level of service provided through the uptake of Quality Partnerships which have been given a statutory basis under which Councils can require operators to meet certain quality criteria.

In terms of rail, the Network Rail allows a tougher regulation of standards and a better promotion of integration and interchange with and between other public transport services. With regard to pedestrians, the TWP recommends that priority be given to walking by allocating additional road space to pedestrians. This can be achieved by providing wider footways, more direct and convenient routes for walking and by providing more pedestrian crossings.

A further provision of the TWP is that local authorities will be required to increase provision of secure cycle parking as well as allocating more road space for cyclists and applying speed restraints.

2.3 National Planning Policy Framework

Abstracts are provided for reference, the ***bold italics*** are added to emphasise the key policies related to the development:

Achieving sustainable development

7 There are three dimensions to sustainable development: economic, social and environmental.

These dimensions give rise to the need for the planning system to perform a number of roles:

- an economic role – **contributing to building a strong, responsive and competitive economy**, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
- a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with **accessible local services that reflect the community's needs and support its health, social and cultural well-being**; and
- an environmental role – **contributing to protecting and enhancing our natural, built** and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

Core planning principles

17 Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan-making and decision-taking.

- **encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value**;
- **actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling**, and focus significant development in locations which are or can be made sustainable; and
- take account of and support local strategies to improve health, social and **cultural wellbeing for all, and deliver sufficient community and cultural facilities** and services to meet local needs.

Promoting sustainable transport

29 Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise **sustainable transport solutions will vary from urban to rural areas**.

32 All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

- **the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure**;
- **safe and suitable access to the site can be achieved for all people**;

34 Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. However this needs to take account of policies set out elsewhere in this Framework, particularly in rural areas.

35 Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to

- accommodate the efficient delivery of goods and supplies;
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
- incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- consider the needs of people with disabilities by all modes of transport.

36 A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

37 Planning policies should aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities.

38 For larger scale residential developments in particular, planning policies should promote a mix of uses in order to provide opportunities to undertake day-to-day activities including work on site. Where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties.

The following chapters of this report will show that the proposed development is compliant with local and national policy in this respect.

3. WHAT IS A TRAVEL PLAN

3.1 What is a Travel Plan?

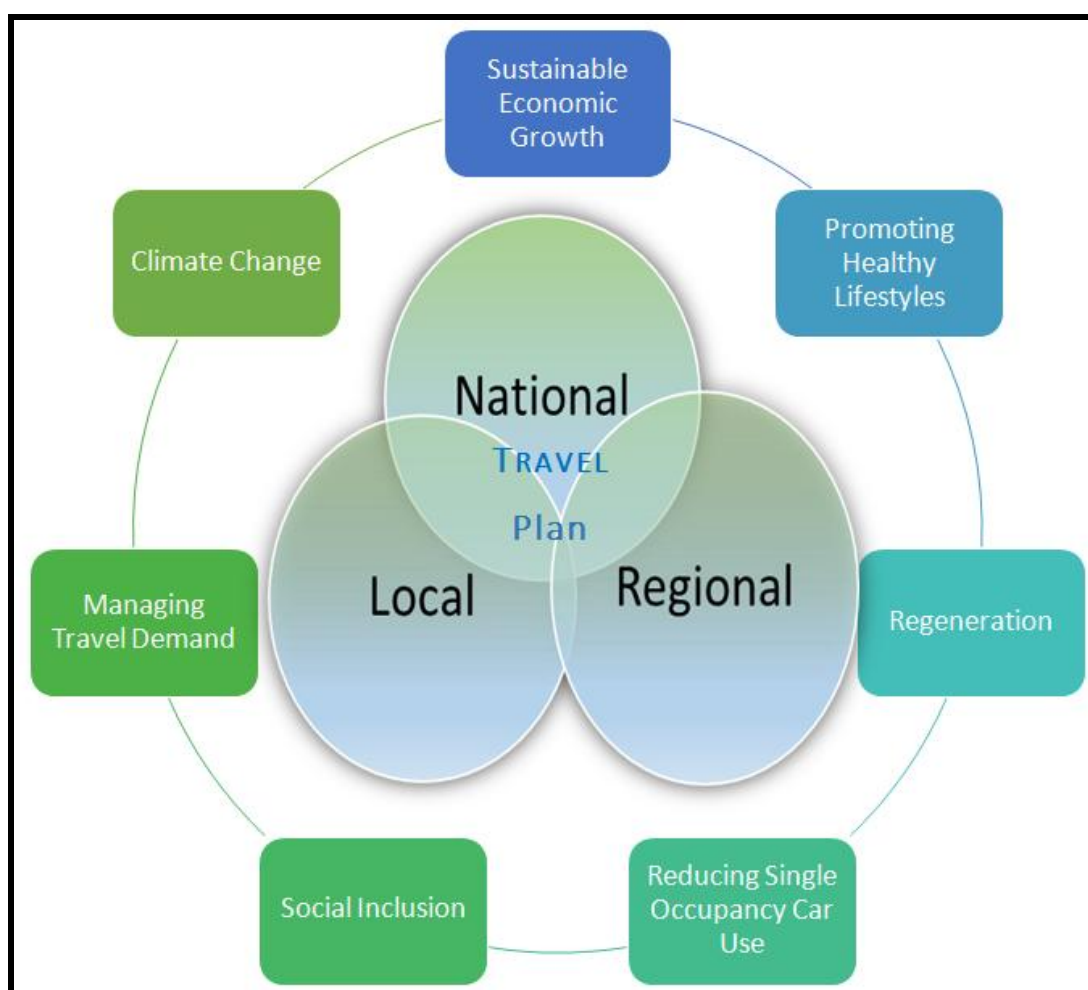
A Travel Plan is a strategy to more sustainably manage the number and type of trips generated by a development site thus reducing the need to travel in the first place.

National planning policy states that single occupant car trips are unsustainable, and should be mitigated wherever possible in favour of trips by walking, cycling or public transport.

A Travel Plan achieves this by raising awareness of available alternative transport modes, and offering incentives to site users to make the switch away from car journeys. It is important for a development to take responsibility for the impact of the vehicle trips that it generates on the local highway network and surrounding environment.

A Travel Plan provides a robust evaluation tool to ensure that developments are achieving gains in environmental sustainability, and are more efficiently managing the demand for travel to and from the site. This will provide benefits to all parties involved – public, private and community.

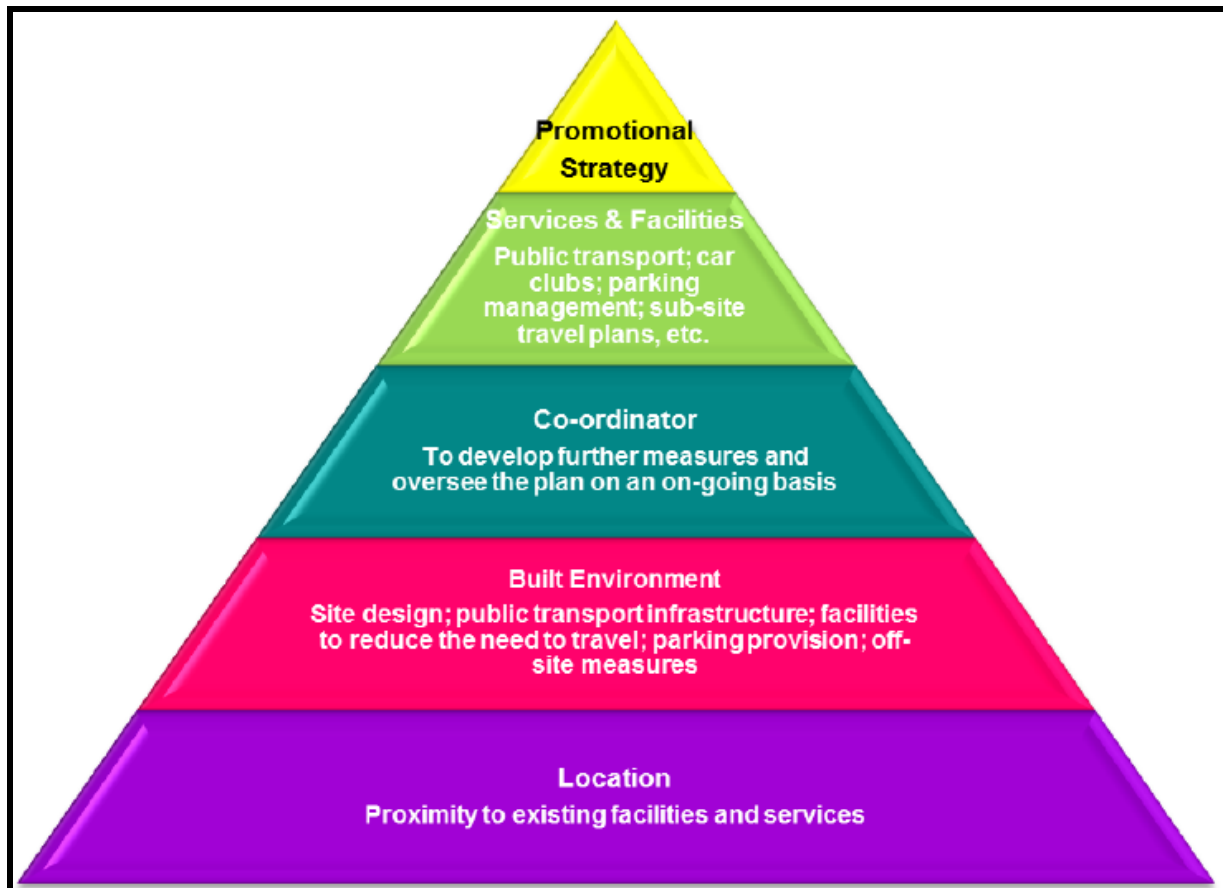
The key objectives of the travel plan will be to include policies which reduce the dependency on single occupancy car trips to and from the site thus meeting the access needs of residents in a new way and require partnerships between developers, local authorities, local business communities and residents.



3.2 How the Travel Plan accords with planning policy

The Site Travel Plan will need to accord with national and local planning policy related to the development of softer-transport measures and sustainable travel objectives.

All the measures put forward should be integrated into the design, marketing and occupation of the site. In addition parking restraint is often crucial to the success of the plan in reducing car use, responsible car use rather than ownership is seen as the key factor.



Travel Plan Triangle

3.3 Aims and Objectives of a Travel Plan

The Aims and Objectives of the Travel Planning process are to:

"Reduce the number of car borne trips particularly single occupancy trips on the network from the site to a significantly lower level than predicated within the Transport Assessment and to encourage occupants and visitors to travel by sustainable modes of transport".

The targets should be SMART:-

*A statement of intent (the objectives) including a series of qualitative and quantitative **SMART** Travel Plan targets (**S**ustainable, **M**easurable, **A**ccessible, **R**ealistic, **T**ime sensitive);
An assessment of the current problems/issues for the given 'target group';
An action plan of measures intended to address these issues and move toward attainment of the targets including a marketing and promotion strategy;*

A monitoring and review element to ensure it remains a 'living' document.

The aims and objectives of this Travel Plan accord with the sustainable development aspirations of the developer.

3.4 Aims and Objectives of a Travel Plan

The Aims and Objectives of the Travel Planning process are to:

1. Maximise the sustainability of trips to/from the site for all site users;
2. Increase awareness amongst site users of the alternative travel options from first occupation;

The aims and objectives of this Travel Plan accord with the sustainable development aspirations, and the management/operational objectives of Harron Homes.

3.5 How will the Travel Plan be managed?

This Travel Plan has been prepared in support of a detailed planning application. As the site has a known occupier the key management will be via on site management and the TPC for the site.

3.6 Implementation of the Travel Plan

On the finalisation of the Travel Plan (following approval by the Travel Plan Officer at Barnsley Council the document will be launched by the nominated Site Travel Plan Co-ordinator on behalf of **the developer**.

They will be task to deliver guidance to enable a promotion and awareness campaign will be launched encouraging staff to review their journeys to and from site, and to consider the provision of accessible transport alternatives.

The TPC will be responsible for developing and managing the business's Travel Plan. This will involve undertaking the surveys; target setting; identification and implementation of the detailed measures; marketing; monitoring and reporting to Sefton.

To maximise success of the Travel Plan it is important that they are initiated from first occupation of the development. Where possible, the TPC should be appointed prior to the new units becoming available. If this is not possible, the TPC will be appointed and take the role up on occupation.

4. FRAMEWORK TRAVEL PLAN STRUCTURE AND PROCESS

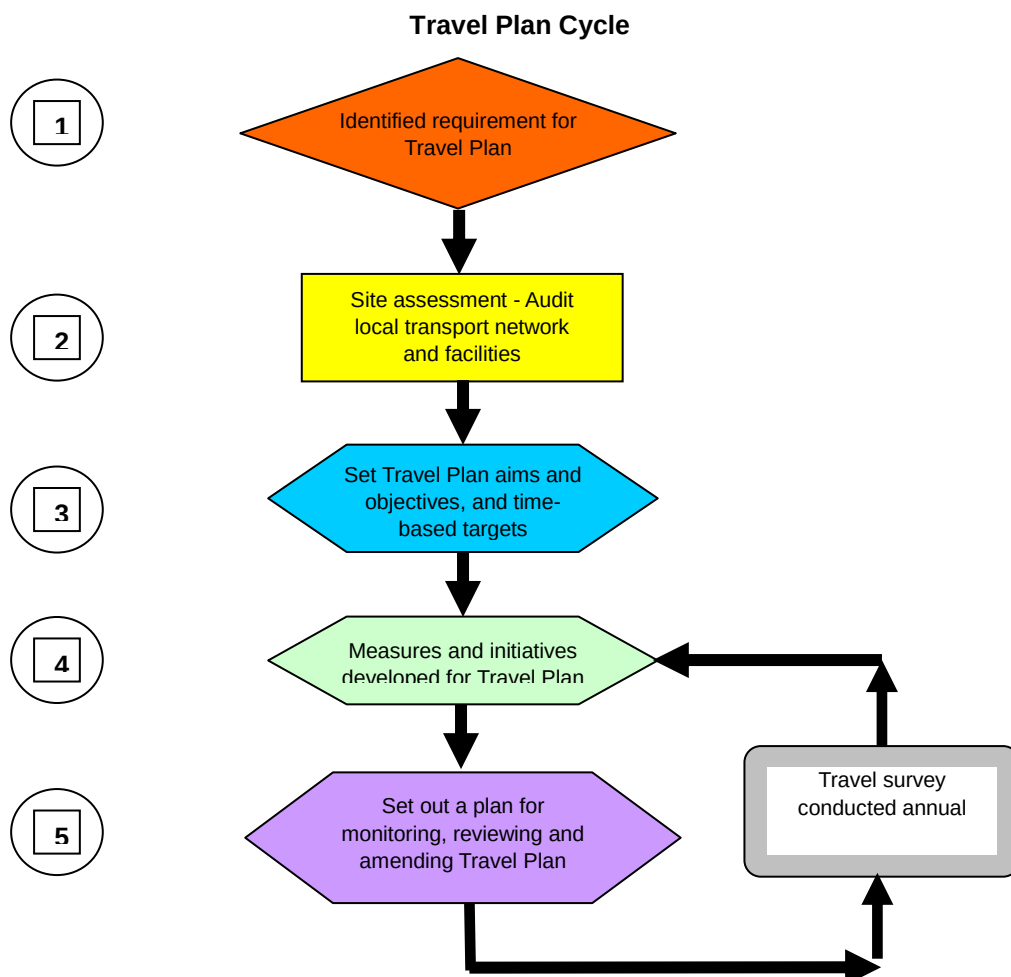
4.1 Development of a Travel Plan

A Travel Plan operates cyclically by implementing a set of measures and then regularly evaluating and checking the effectiveness of these measures through a process of review and amendment.

Information on travel patterns and traveller opinion is collated and assessed through a multi-user travel survey. This process is used to establish the baseline travel situation for the site. The Travel Plan objectives incorporate national, regional and local planning policy. The Travel Plan allows a package of objectives, targets and measures to be constructed.

At distinct points through the Travel Plan cycle, measures will be actioned and their effectiveness explored through annual post-completion site user travel surveys. The Travel Plan will be annually reviewed by Barnsley's Travel Plan Co-ordinator and the developers appointed Travel Plan advisor, and necessary amendments made, so that the cycle may begin again with a fresh set of targets and measures. Through this process, the Travel Plan will evolve and become more tailored to the site.

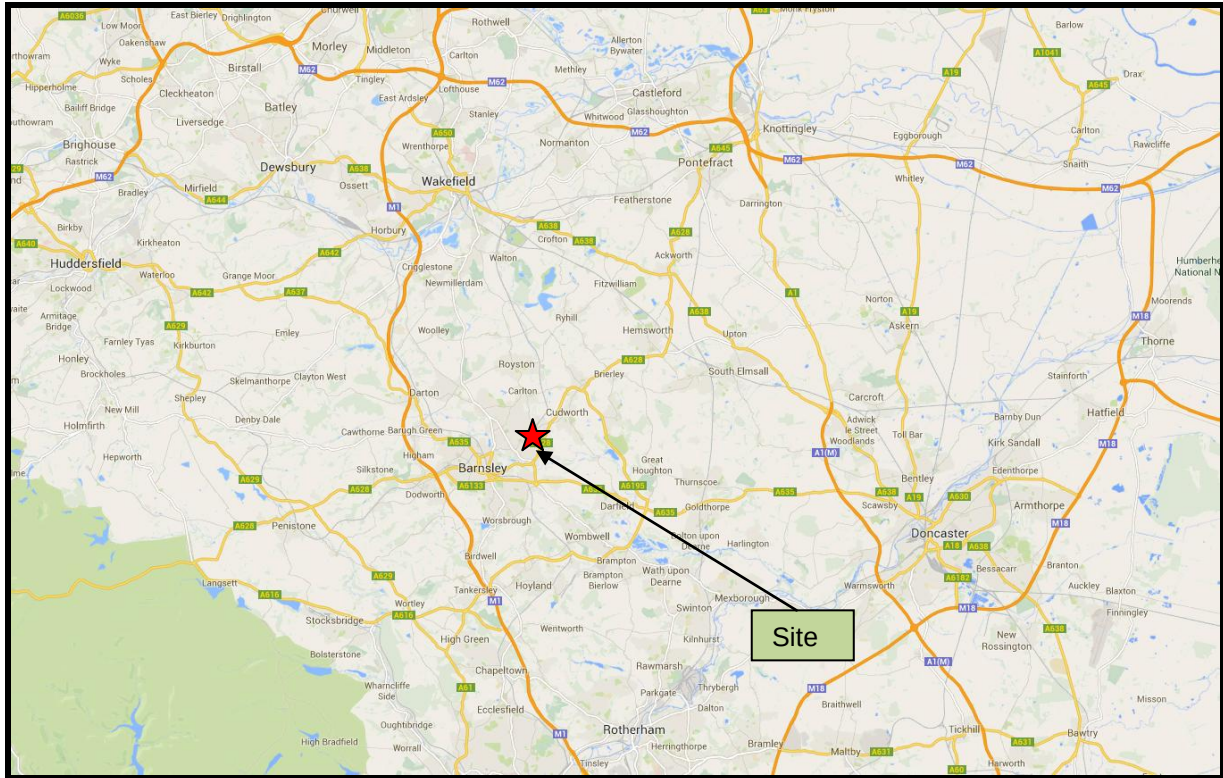
A typical Travel Plan cycle comprises of the components outlined below.



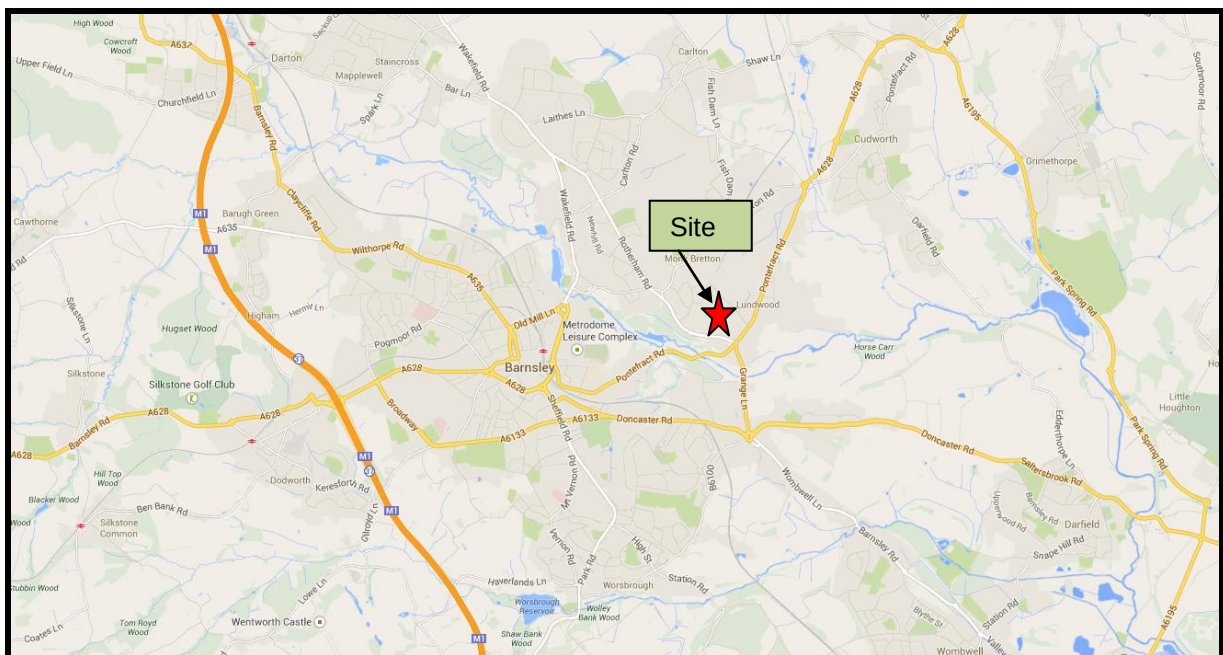
5. DESCRIPTION OF PROPOSED LOCATION AND PROPOSALS

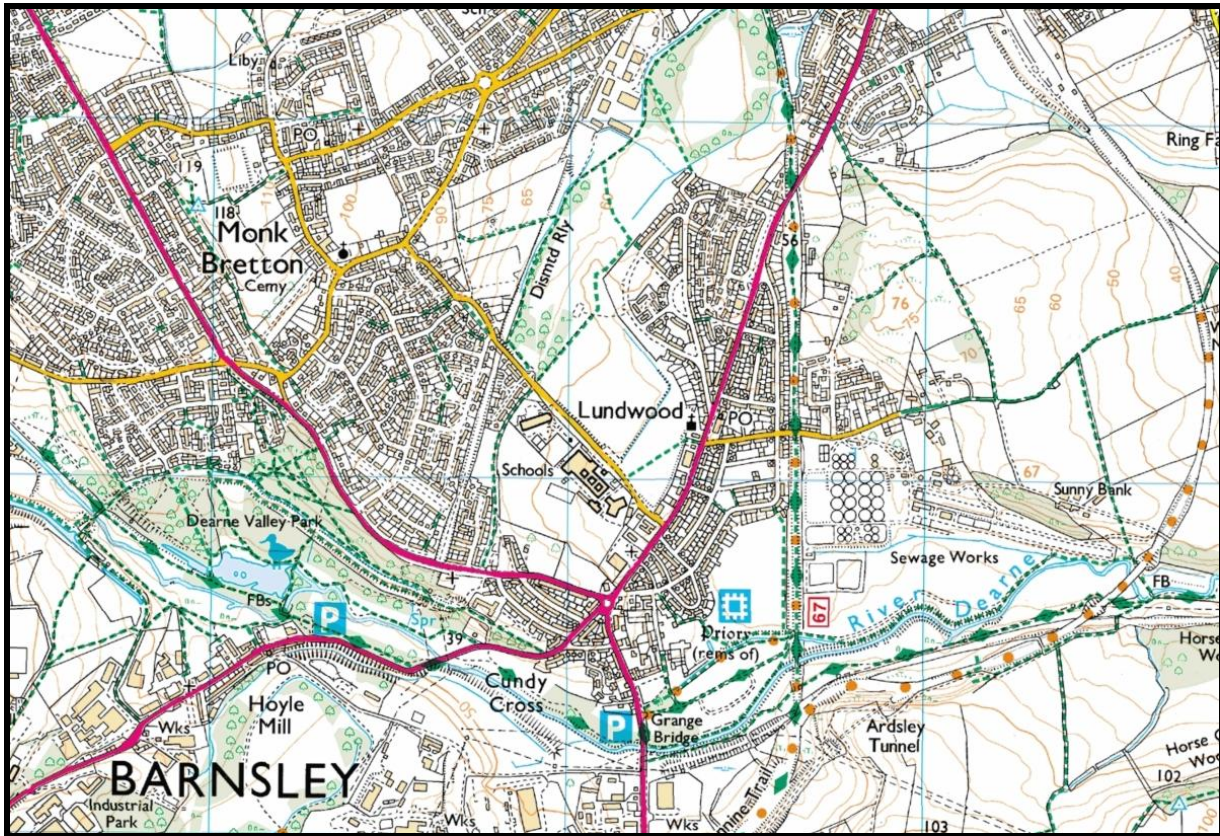
5.1 Site location context

The site is off Littleworth Lane, Lundwood which runs from the A628 in the south to Burton Road in the north and is bounded to the north West by education and residential areas, south east by mixed use/employment, to the north east by open space and to the south west by the A633 and residential areas. It is located in the edge of the urban area of Lundwood.

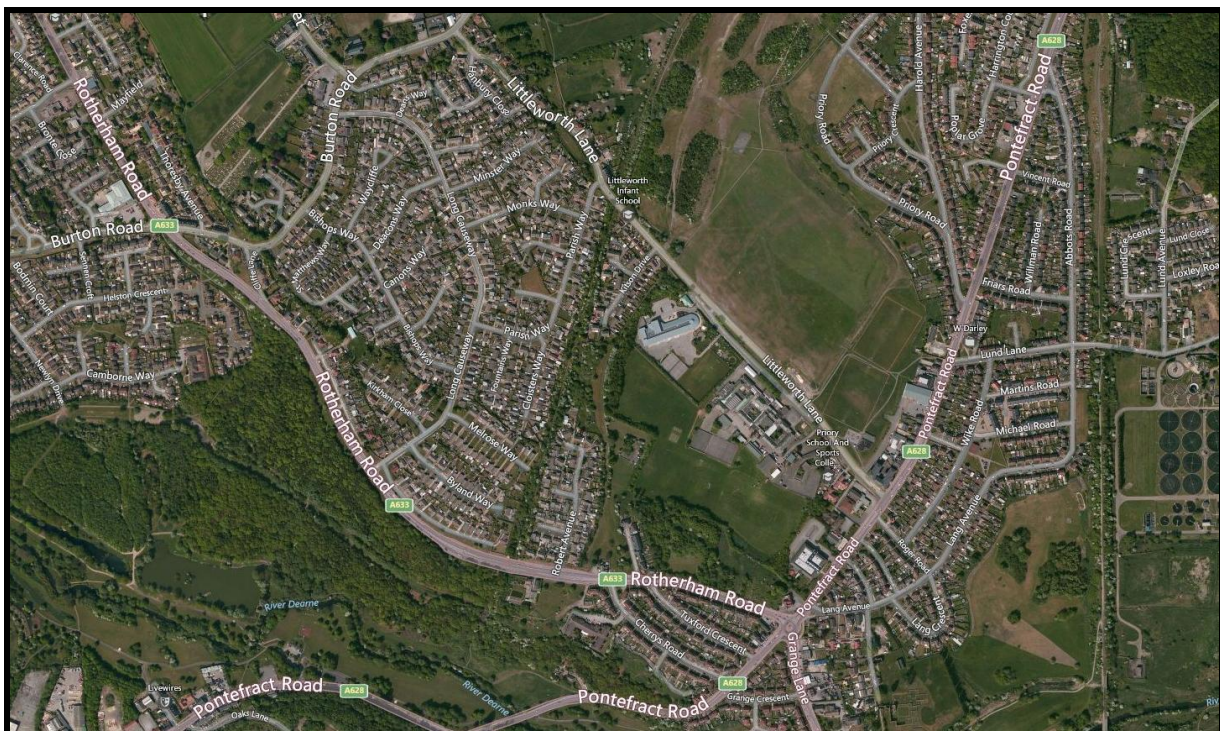


Site location plan in relation to neighbouring settlements and locally below





The site will gain access on to Littleworth Lane via a new priority junction that forms part of the proposed Rotherham Road/Pontefract Road link road giving access for non car modes and cars to the wider area.



Local Highway Provision

All the roads in the local area are of a standard carriageway width appropriate for their usage. They serve primarily a residential catchment supported by local services/retail units. The area has a typical traffic flow characteristic associated with an urban area i.e. distinct AM and PM flow periods. A detailed photographic record of the local access and setting is provided below for future reference



View north and south along Rotherham Road

The route has existing pedestrian refuges linking both sides of the road.



View along and to the Rotherham Road/Pontefract Road junction showing pedestrian refuges and dropped crossings.



Pontefract Road easterly towards the signalised crossing with pedestrian facilities.



Littleworth Lane from site edge towards the signalised junction

The route has good footpaths and traffic calming along the route.



Footpath north along route and parallel side road



Crossing location Littleworth Lane



Littleworth Lane northerly towards the one way section



Littleworth Lane showing the no entry and view towards Burton Road

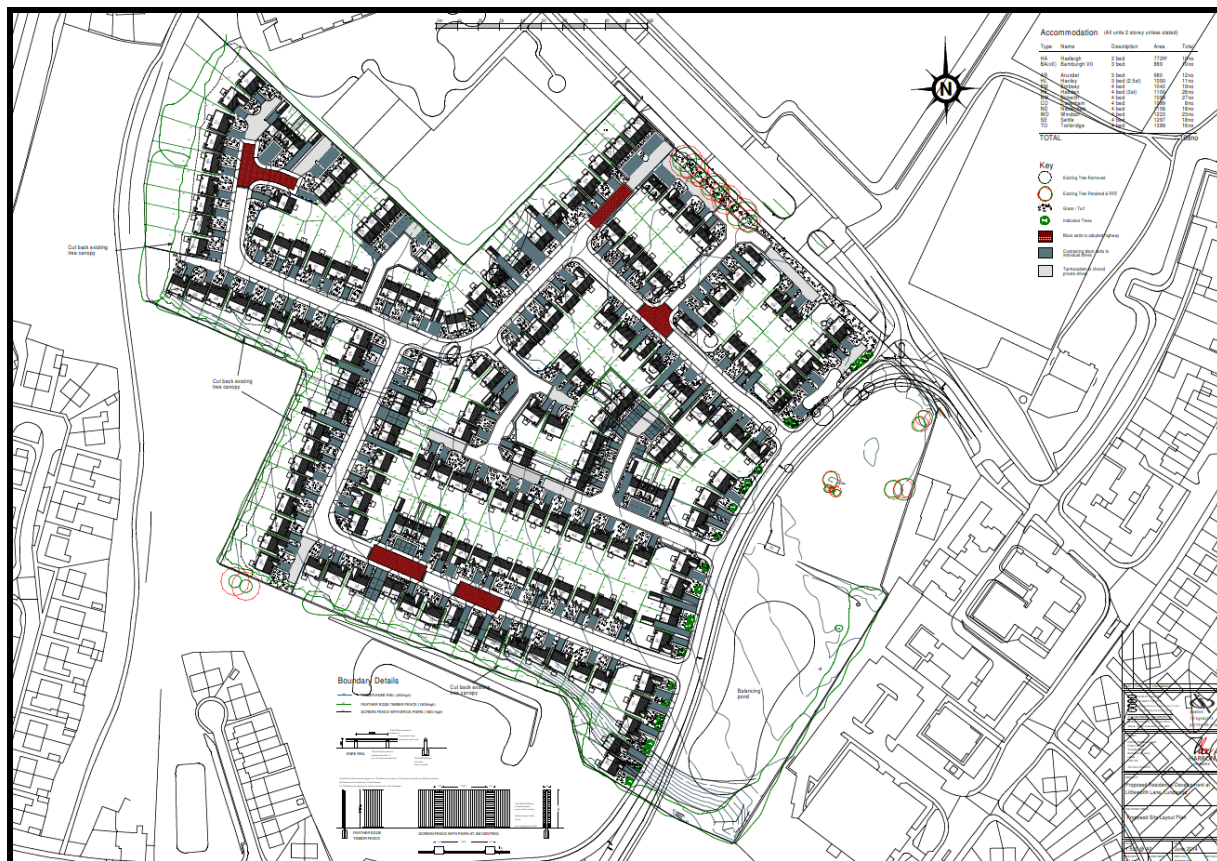


Burton Road view left and right showing good visibility

5.2 Proposals

The site area is laid out for 198 residential units. All the units will be accessed from the stub end of the new link road connecting to Littleworth Lane, it will eventually link to Rotherham Road via a new signalised junction. The architect drawings give full details.

The location of the access is shown to deliver the 43m sight lines required for a new 30mph road.



5.3 Internal Layout and swept paths

The two main access points from a loop internally 5.5m wide to the secondary stub ends there is one other short cul de sac from the link road centrally between the two main access points.

5.4 Trip levels

The site is for some 198 units.

To be updated

6. ACCESSIBILITY BY MODE

6.1 Introduction

It is important to recognise that national Government guidance encourages accessibility to new developments by non-car travel modes. New proposals should attempt to influence the mode of travel to the development in terms of gaining a shift in modal split towards non car modes, thus assisting in meeting the aspirations of current national and local planning policy.

The accessibility of the proposed development sites by the following modes of transport has, therefore, been considered:

1. Local facilities
2. accessibility on foot and cycle;
3. accessibility by public transport;

6.2 Walking

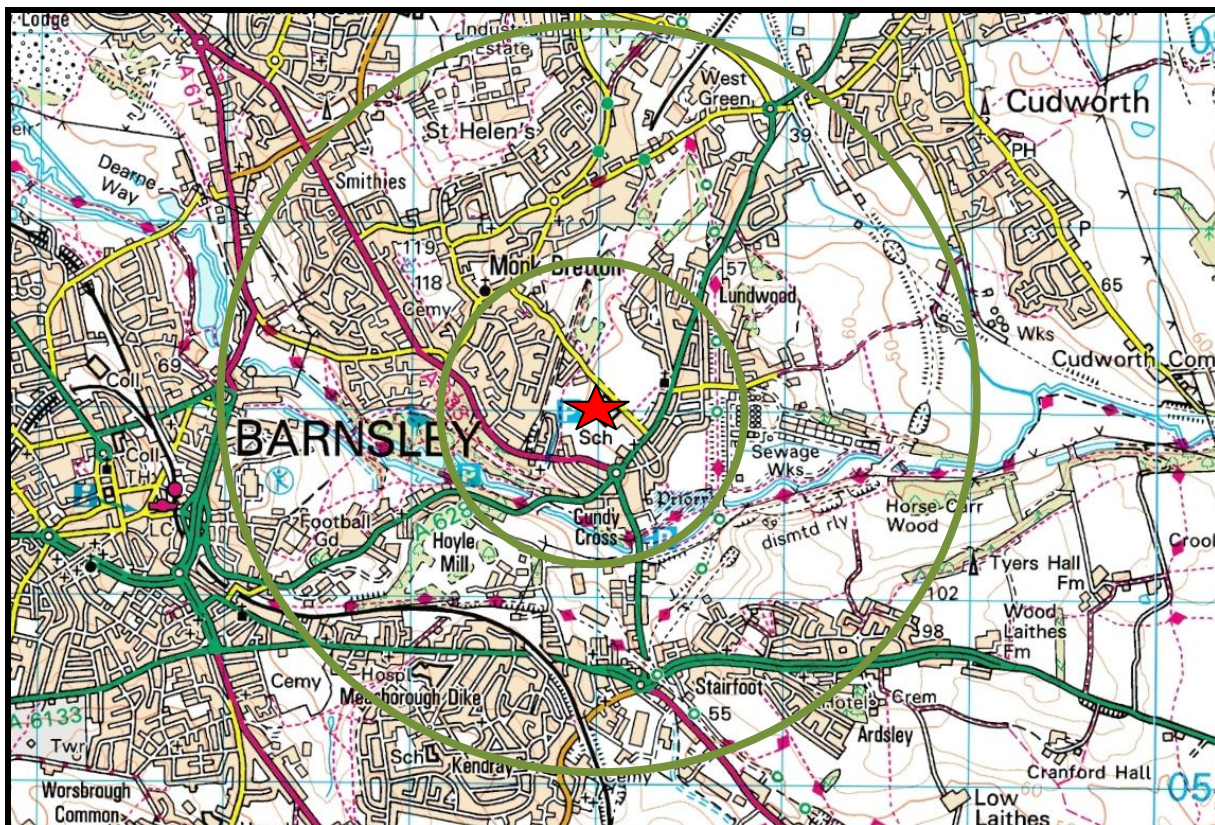
The proposed development site is located within an existing urban area with a range of local land uses, services and facilities.

The CIHT provides about journeys on foot. It does not provide a definitive view on distances, but does suggest a preferred maximum distance of 2000m for walk commuting trips, accepted guidance states that walking is the most important mode of travel at the local level supporting the above statement.

Experience from good practice in Travel Planning development generally suggests that 90% of pedestrians are prepared to walk up to 2kms between home and workplace, provided that accessible footway routes are identified.

800m and 2000m walk isochrones reflecting 10 and 25 minutes walk journeys are shown below.

The DfT identify that 78% of walk trips are less than 1km in length, (DfT Transport Statistics GB). It offers the greatest potential to replace short car trips, particularly under 2 kilometres, and confirms that walking also forms an often forgotten part of all longer journeys by public transport and car.



Walk Catchment

Importantly, the 0.8 km walk catchment also extends to cover the local centre and the 2km distance covers other education and shopping facilities. There are, therefore, opportunities for residents to access a range of shopping, employment, leisure, and service facilities on foot.

Historic guidance in PPG13 states that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres, and confirms that walking also forms an often forgotten part of all longer journeys by public transport and car. Clearly, there is also potential for walking to form part of a longer journey for residents via the bus services.

There are existing pedestrian routes in the vicinity of the site which will assist the accessibility of the site for pedestrians.

6.3 Cycling

Historic Guidance and perceived good practice suggests: "Cycling also has potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport" The CIHT guidance 'Cycle Friendly Infrastructure' (2004) states that: "Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person." (para 2.3)

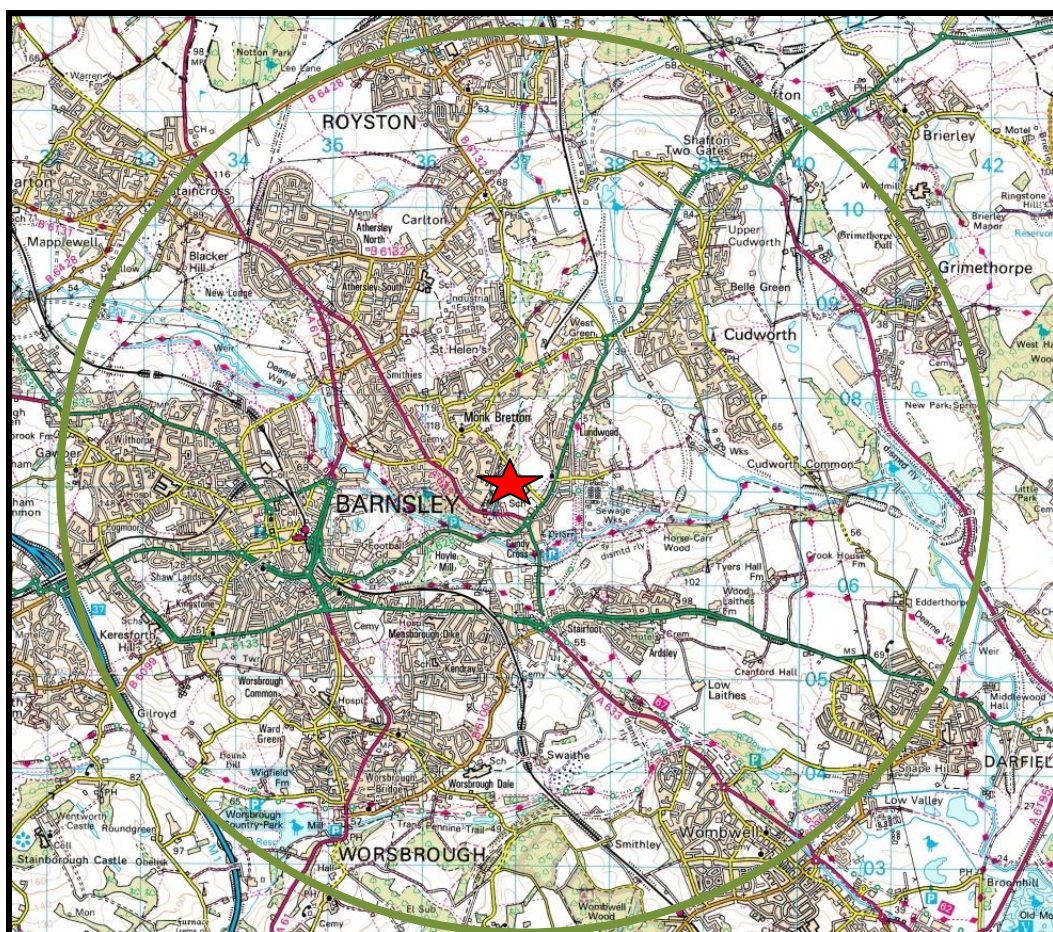
The National Travel Survey NTS (undertaken annually by the DfT) has identified that bicycle use depends on topography, but a mean distance of between 5 – 10 kilometres is considered a reasonable travel distance between home and workplace. For the purposes of this report the national guidance of 5km has been used.

The local Cycle Strategy asserts the role cycling plays in travel, leisure, health and the environment. The aim of the strategy is to:

- Provide a high quality cycling network that's accessible, well maintained, signed, recorded and promoted;
- Increase opportunities for sustainable travel;
- Encourage drivers to become more aware and tolerant of cyclists;
- Contribute to the quality of people's lives, their fitness, health and well-being;
- Encourage visitors on active breaks and increase opportunities to enjoy tourist destinations and the countryside; and
- Enhance the environment and contribute to reducing climate change.

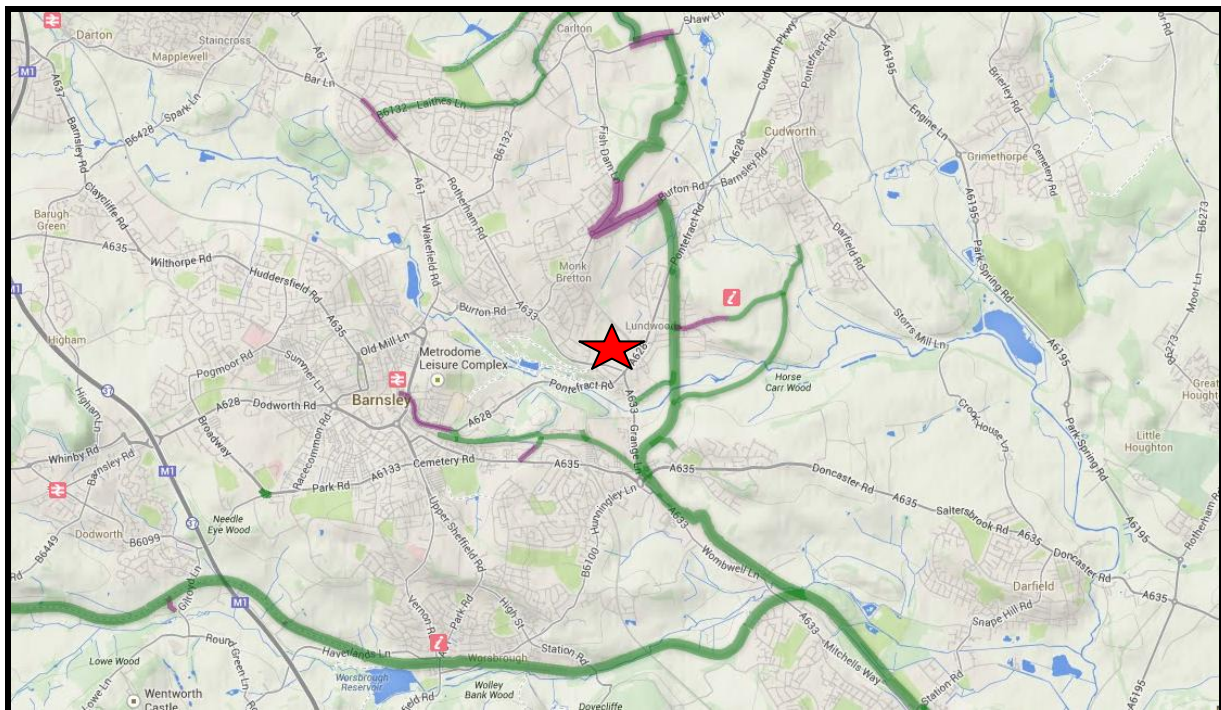
The green circle indicates the 5 km distance. It incorporates a substantial part of the adjacent areas, which means the development site is well linked to the wider area.

The Cycle Catchment Plan and the Cycle Routes Plan demonstrate that the majority of Southport and the town centre is within the 5km cycling distance a journey of around 25 minutes using a leisurely cycle speed of 12 kilometres per hour of the site.



Cycle Catchment

Therefore, there are a wide variety of residential areas, schools, shops, and other leisure and service facilities within the cycle catchment area which can be accessed.



Local cycle route map

There are no immediate local existing cycle facilities however close by are parts of the national cycle network in the 5km vicinity of the site which will assist the accessibility of the site for cyclists.

In conclusion, the proposed application site can be considered as being reasonably accessible by cycle for a semi-rural area.

Travel by public transport

An effective public transport system is essential in providing good accessibility for large parts of the population to opportunities for work, education, shopping, leisure and healthcare in the town and beyond.

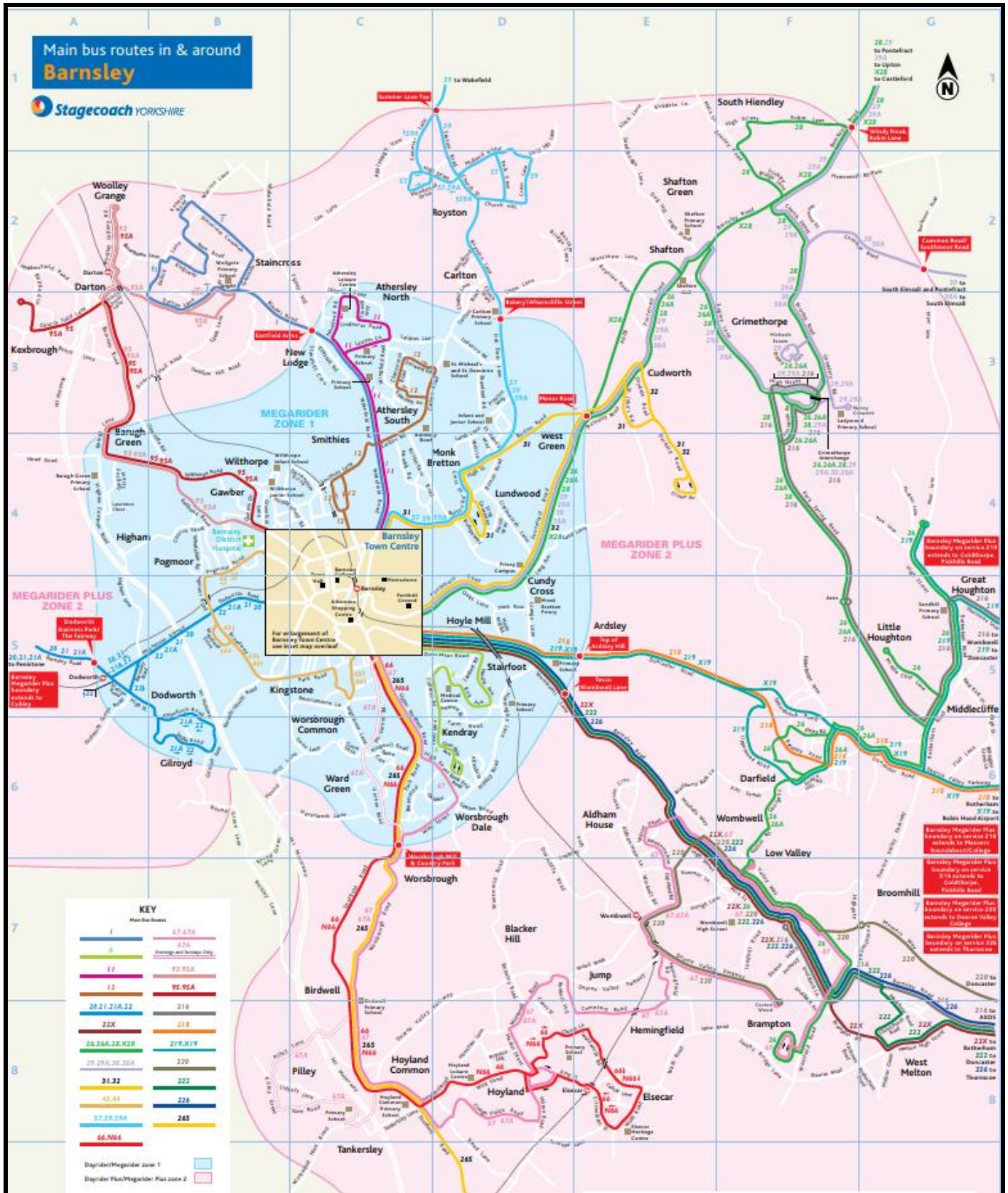
The CIHT 'Guidelines for Planning for Public Transport in Developments' (March 1999) set out that, in considering public transport provision for development, three questions need to be addressed:

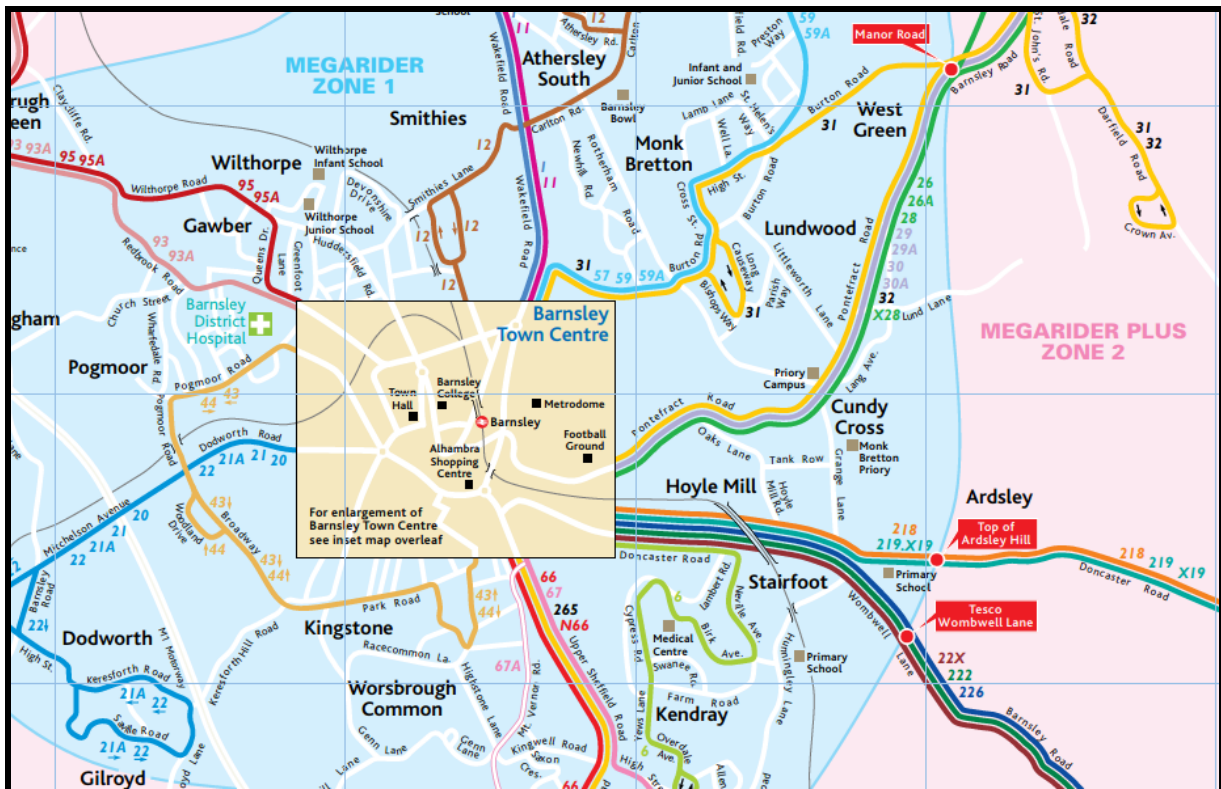
"What is the existing situation with respect to public transport provision in and around the development?

What transport provision is required to ensure that the proposed development meets national and local transport policy objectives?

Are the transport features of the development consistent with the transport policy objectives, and if not, can they be changed to enable the policy objectives to be achieved?" (para 4.18).

As shown in the walking section the development site is located well within 200 metres from the nearest bus stops and 1000m from the rail station and 800m from the bus station. The bus stops closest to the site are along the A680 corridor.





Local routes

The bus frequencies are shown below for reference.

26	Estimated times towards Barnsley Centre	Stagecoach Effective from: 26.10.2013
Monday-Friday	0935 1035 1135 1235 1335 1435	Sunday
Departure Times	1535 1635 1735 1835	0620 0728
Saturday	0935 1035 1135 1235 1335 1435	
Sunday	1535 1635 1735 1835	
26A	Estimated times towards Barnsley Centre	Stagecoach Effective from: 26.10.2013
Monday-Friday	1912 1957 2057 2157 2257	Sunday
Departure Times		0957 1057 1157 1257 1357 1457
Saturday	0806 1912 1957 2057 2157 2257	1557 1657 1757 1857 1957 2057
Sunday		2157 2257
28	Estimated times towards Barnsley Centre	Stagecoach Effective from: 25.01.2014
Monday-Friday (see notes)	0600 0700 0750 0859 0959 1059	Sunday
Departure Times	1159 1259 1359 1559 1659 1759	No Service
Saturday	0700 0747 0859 0959 1059 1159	
Sunday	1259 1359 1459 1559 1659 1759	
1904	1859	
Important notes regarding Monday-Friday departures: Operates a revised timetable during school holidays. For more information call Travel on 01223 61 52 11		
29	Estimated times towards Barnsley Centre	Stagecoach Effective from: 19.10.2014
Monday-Friday (see notes)	0741 0813 0823 0831 0833 0843	Sunday
Departure Times	0911 0947	No Service
Then at these mins past the hour	11 47	
Until	1447 1516 1529 1552 1611 1647	
	1716 1747 1847	

29A	Estimated times towards Barnsley Centre		Stagecoach Effective from: 19.05.2014
Departure Times	Monday-Friday (see notes) 0645 0724 0729 0903 0923 1539 2012 2112 2212 2235 2322 2332	Saturday 0627 2012 2112 2212 2235 2322 2332	Sunday 1012 1112 1212 1312 1412 1512 1612 1712 1812 1912 2012 2112 2212 2312 2322 2332
Important notes regarding Monday-Friday departures: Operates a revised timetable during school holidays. For more information call Traveline on 01709 51 51 51.			
30	Estimated times towards Barnsley Centre		Stagecoach Effective from: 25.01.2014
Departure Times	Monday-Friday (see notes) 0711 0806 1023 1123 1223 1323 1423 1623 1723 1823	Saturday 0911 1023 1123 1223 1323 1423 1523 1623 1723 1823	Sunday 1027 2132
Important notes regarding Monday-Friday departures: Operates a revised timetable during school holidays. For more information call Traveline on 01709 51 51 51.			
30A	Estimated times towards Barnsley Centre		Stagecoach Effective from: 27.04.2013
Departure Times	Monday-Friday 1932 2032	Saturday 1927 2027	Sunday 1127 1227 1327 1427 1527 1627 1727 1827 1927 2027

Westbound services

26	Estimated times towards Brampton (Rotherham) or Great Houghton or Wombwell		Stagecoach Effective from: 26.10.2013
Departure Times	Monday-Friday 0755 0855 0955 1055 1155 1255 1355 1455 1555 1700 1755	Saturday 0526 0626 0855 0955 1055 1155 1255 1355 1455 1555 1655	Sunday 0530 0630
26A	Estimated times towards Wombwell		Stagecoach Effective from: 26.10.2013
Departure Times	Monday-Friday 1850 1950 2050 2150 2250	Saturday 1755 1850 1950 2050 2150 2250	Sunday 1050 1150 1250 1350 1450 1550 1650 1750 1850 1950 2050 2150 2250
28	Estimated times towards Great Houghton or Pontefract or Shafton		Stagecoach Effective from: 25.01.2014
Departure Times	Monday-Friday (see notes) 0519 0619 0619 0719 0807 0816 0919 1019 1119 1219 1319 1419 1525 1624 1724	Saturday 0719 0819 0919 1019 1119 1219 1319 1419 1519 1619 1719	Sunday No Service
Important notes regarding Monday-Friday departures: Operates a revised timetable during school holidays. For more information call Traveline on 01709 51 51 51.			
29	Times towards Grimethorpe or Shafton or Upton		Stagecoach Effective from: 19.05.2014
Departure Times Then at these mins past the hour Until	Monday-Friday (see notes) 0750 0803 0831 0907 0931 07 31 1331 1407 1431 1443 1507 1536 1612 1636 1653 1712 1736 1812	Saturday 0807 0907 0931 07 31 1731	Sunday No Service
Important notes regarding Monday-Friday departures: Operates a revised timetable during school holidays. For more information call Traveline on 01709 51 51 51.			
29A	Estimated times towards Brierley or Hemsworth or Upton		Stagecoach Effective from: 19.05.2014
Departure Times	Monday-Friday 1741 1835 1935 2035 2130 2230	Saturday 1835 1935 2035 2130 2230	Sunday 0835 0935 1035 1135 1235 1335 1435 1535 1635 1735 1835 1935 2035 2130 2230

30	Estimated times towards Grimethorpe or Pontefract or Upton													2230						
	Stagecoach Effective from: 25.01.2014																			
Departure Times	Monday-Friday (see notes)							Saturday						Sunday						
	0707	0731	0843	0943	1043	1143	1243	0707	0843	0943	1043	1143	1243	1343	No Service					
	1343	1543	1648	1748				1443	1543	1643	1743									
Important notes regarding Monday-Friday departures: Operates a revised timetable during school holidays. For more information call Traveline on 01709 51 51 51.																				
30A	Estimated times towards Brierley or South Elmsall													Stagecoach Effective from: 27.04.2013						
	Monday-Friday							Saturday						Sunday						
Departure Times	1905	2005	2105	2205	2305			1806	1905	2005	2105	2205	2305	1105	1205	1305	1405	1505	1605	1705
														1805	1905	2005				

Eastwards services

Eastwards services

Bus time table from local area

The proposed application site has a very good frequency bus route alongside the frontage and the bus stops are within easy walking distance and is therefore considered as being accessible by bus.

Summary

In summary, therefore, the application site can be considered as being accessible by public transport, walking and cycling in accordance with planning policy guidance.

7. TRAVEL PLAN MEASURES

7.1 Overarching Measures

To achieve a change in modal split it is proposed that a number of measures designed to promote non car borne journeys are implemented. .

The following measures are focussed on those which the site promoter would be responsible for, it may be necessary to refine or modify some of the measures as part of the detailed Travel Plan following discussions and negotiations with the approving authorities.

7.2 Travel Plan Co-ordinator

The role of the Travel Plan Co-ordinator must be actioned before the occupation of the new residential units takes place, ***details will need to be provided to Barnsley Council as soon as the name is known.*** This will ensure that new occupiers can be made aware of the Travel Plan as soon as practically possible.

The Travel Plan Co-ordinator will new occupiers aware of the overall aim of the plan, including targets for reducing car usage by a given level over a defined period. Travel packs can be used to raise awareness of the scheme and can be provided to potential purchases.

Enabling them to be made aware of sustainable travel measures being implemented as part of the Travel Plan. The information provided should include details of the services offered (currently walking, cycling routes and public transport information including bus frequencies).

The responsibilities of the Travel Plan Co-ordinator are to generally assist in the promotion of sustainable transport and will include:

- to ensure that tasks in travel plan development are undertaken,
- be the first point of contact for potential purchasers in all matters regarding the Travel Plan,
- Liaise with the Council's Travel Co-ordinator to discuss any issues of the Travel Plan (for instance to give advice on any new local and national initiatives, incentives and guidance notes etc)
- Co-ordinating the monitoring programme for the travel plan, including target setting.
- to ensure that tasks in travel plan development are undertaken,
- be the first point of contact for residents/visitors and other outside organisations in all matters regarding the Travel Plan,
- Liaise with the council's Travel Co-ordinator to discuss any issues of the Travel Plan (for instance to give advice on any new local and national initiatives, incentives and guidance notes etc)
- Co-ordinating the monitoring programme for the travel plan, including target setting.

Main Objectives of the Job

The Travel Plan (TP) Co-ordinator will:

- Lead the development and implementation of the TP
- Have responsibility for raising awareness of sustainable travel issues
- Promote schemes which reduce the use of the private car.

Principal Duties

- Engage advisors as necessary to gathering information about how users travel to work through regular surveys
 - Designing (with support) and implementing an effective marketing and awareness campaign. (Including information, through appropriate media about how to travel to and from the site, thus promoting the concept and development of the TP)
 - Acting as a point of contact for those requiring information
 - Developing and implementing relevant (deliverable and appealing to a variety of people) TP initiatives, using the results of the Surveys, (i.e. review of the travel arrangements, public transport provision, cycling, walking, etc.)
2. Co-ordinating the monitoring and reporting of the TP implementation and progress towards achieving targets, setting clear dates for actions to ensure that the TP makes progress
 3. Working in partnership with other organisations (e.g. local authority / Sustrans Living Streets) on the development of safer cycling and walking routes
 4. Promoting the concept and development of the TP with publicity and awareness events as appropriate
 5. Keeping abreast of developing TP techniques.

7.3 Welcome Pack – to encourage residents to travel sustainably

The first occupants of each new dwelling will be provided with a welcome pack which will contain a variety of travel and transport related information specific to the site including:

- Walking and cycling maps, location of the local facilities such as bus stops, rail, health centres, dentist, hospital, schools, pubs, shopping and leisure facilities etc.
- Site specific public transport information – explaining where buses operate in the proximity and which services can be taken to access specific facilities. Maps and timetables should be included. In discussion with local leisure operators and the council it may be possible to provide discount vouchers for travelling by sustainable modes.
- Information of the car share scheme
- An offer of free local cycle training
- Discounts for purchase of new bikes and equipment from local suppliers for new residents.

7.4 Sales and induction

With special training for sales staff, residents can be made of the travel arrangements and the access options serving the site from the outset as part of the normal allocation and marketing process for the new development site.

Residents should be made aware of the existence of the residential travel plan set out here from the outset and the benefits that this will bring such as reduced traffic, safer roads as well as the obvious environmental benefits.

If there is an existing local notice board this could be used to provide details etc, if not consider one as part of the open space provision.

7.5 Walking

Many of the key factors in successfully supporting walking already exist in and around the site. There is already a good quality access to local services for those on foot.

Campaigning to promote the benefits of walking can be achieved through running healthy walk weeks.

Ideas for promoting walking to and from the site include:

- Map showing walking routes serving the area– which may also be useful for visitors
- Walking could also be encouraged as part of a longer journey such as to public transport connections.
- Provision of reflective bands to encourage use outside daylight hours. On request 2 per household.

The greatest potential involves encouraging walking as part of longer journey such as to public transport connections.

7.6 Cycling

Cycling is sustainable fast, efficient and can lead to a healthier life style. The promotion of cycling needs to be encouraged through a series of publicity campaigns. A number of organisations improve cycle access to their sites by working in partnership with local authorities and cycling groups such as Sustrans (www.sustrans.org.uk).

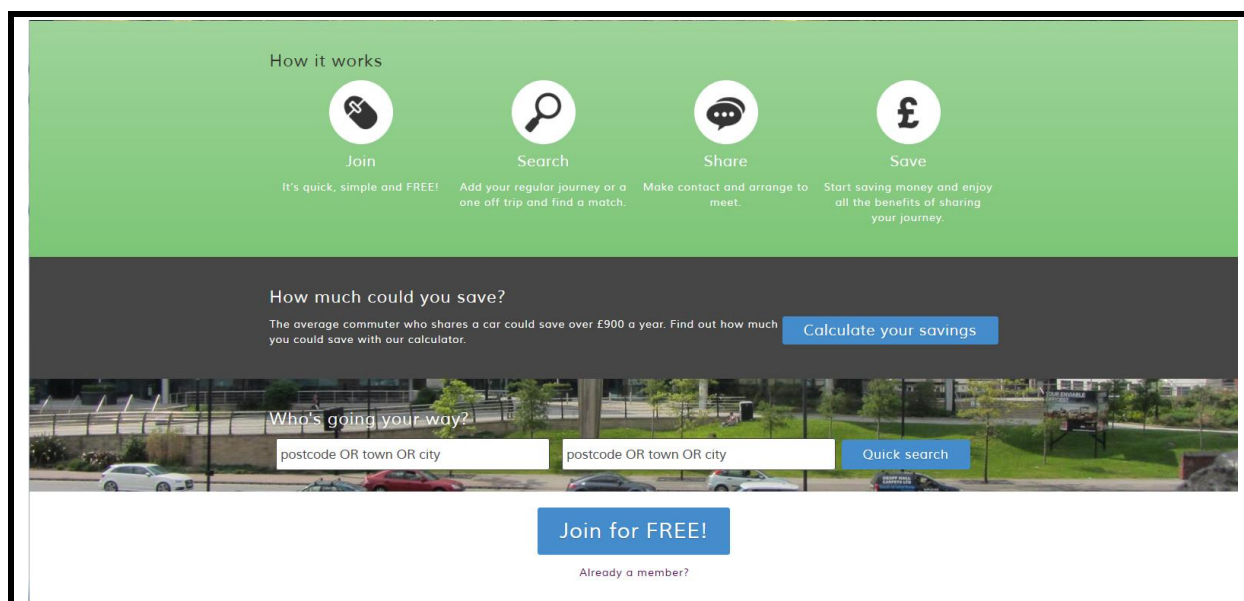
Consideration would be given when forward planning to:

- Increase the provision of safe, secure parking for each unit
- Promote and publicise cycling – producing cycle maps promoting safe cycle routes to and from the site
- Free cycle training offered to residents.
- Seek to negotiate with a local cycle supplier to gain discounts for the purchase of new bikes and equipment.
- Provision of reflective bands to encourage use outside daylight hours. On request 2 per household.

Promotion tools to encourage cycling include Bike to Work Weeks where cyclists taking part in the scheme are provided with a free breakfast upon arrival. This can also coincide with a police tagging scheme.

7.7 Car Sharing – to reduce single occupancy car trips

The banner for CarshareSouthYorkshire.com features a purple background with white text and images. At the top, the website name is displayed. Below it, four circular portraits of users are shown, each with a quote: Sam ("I used to drive by myself..."), Vicky ("I found Sam & Zoe..."), Zoe ("I used to take the bus everyday..."), and a group of three people ("Use love your journey, enjoy the company and save loads of money"). A central text block states: "We match you up with potential sharers as a driver or passenger. Choose to share your car journey as little or as often as you like, with whoever you like!". To the right, there are two buttons: "Join for FREE!" and "Already a member?". The bottom section, titled "The Benefits", is set against a scenic landscape background and includes four icons with corresponding text: a car icon for "Find drivers and passengers to share with for FREE", a cloud icon for "Cut congestion and pollution", a fuel pump icon for "Reduce the costs of fuel and parking", and a clock icon for "Reduce the stress of driving".



It is anticipated that the scheme will be able to access the Southyorks Travel wise car share scheme delivered local via <https://southyorkshire.liftshare.com/>. The site states “Sharing a car with someone else to and from work could save you up to £1000 a year on parking and petrol costs. A car with 2 people in it is twice as efficient, takes up much less road space, uses half the fuel and produces half the pollution as 2 cars with just one driver each”.

- **FREE** to use - simply share travel costs
- Find drivers and passengers on-line instantly
- Find information on travel and public transport
- Reduce the congestion and pollution on our roads

It is powered by award-winning [liftshare.com software](https://liftshare.com) programme.

7.8 Public Transport

The site needs to be committed to promoting public transport through:

- Advertising current timetables and routes
- Advertise local proposals and amendments to services
- Allowing demand responsive community transport vehicles to enter the site

Information about journey routes and times can be gained from the South Yorkshire website and provided to staff.

7.9 Personal Travel Packs:

Once the residents are in the homes the need to keep them updated can be undertaken by providing Personal Travel Planning on an individual household basis, giving information on public transport, walking, cycling and other options to travel to specific destinations. This is a useful way to identify any further opportunities and promote Travel Plan initiatives.

The Council’s Travel Awareness team can assist in the provision of the information on walking and cycling, according to individual needs. Cycle maps have been produced for the local area.

7.10 Quick Wins

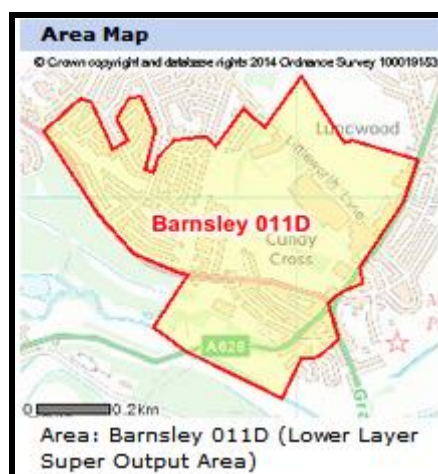
These will be subject to review following the updating of the TP and analysis of the new questionnaire surveys. There are a number of measures that will be taken in the short term in order to promote sustainability.

These include:

- Provide all new residents with a travel pack.
- Making local bus and train timetables accessible to all via the newsletter.
- Encourage participation in the initiative through campaigns issued by the TP Coordinator Support and encourage participation in national initiatives such as Bike Week with information issued by the TP Coordinator
- Promote health aspect of not using a car, i.e. benefits of brisk walks or cycling with information issued by the TP Coordinator

7.11 Mode split comparison

In order to understand more fully the potential trip generation for all modes reference has been made to the 2011 census data travel to work for the local area.



Method of Travel to Work (QS701EW)	Barnsley 011D		Barnsley		Yorkshire and The Humber	
	Super Output Area Lower Layer		Metropolitan District		Region	
All Usual Residents Aged 16 to 74	494	%	103579	%	2428074	%
Work Mainly at or From Home	16	3.2	3516	3.4	110962	4.6
Underground, Metro, Light Rail, Tram	0	0.0	118	0.1	10716	0.4
Train	4	0.8	2094	2.0	58307	2.4
Bus, Minibus or Coach	44	8.9	6570	6.3	207114	8.5
Taxi	3	0.6	493	0.5	16432	0.7
Motorcycle, Scooter or Moped	7	1.4	843	0.8	16173	0.7
Driving a Car or Van	305	61.7	70743	68.3	1490020	61.4
Passenger in a Car or Van	46	9.3	7660	7.4	155856	6.4
Bicycle	5	1.0	720	0.7	62119	2.6
On Foot	57	11.5	10349	10.0	285542	11.8
Other Method of Travel to Work	7	1.4	473	0.5	14833	0.6

This shows that walk is good and that this will most probably be combined with a shared trip with Public Transport. Cycling given the topography would probably be able to deliver an increased % for new residents. .

Single occupancy cars are already lower than the main urban levels, the new site is targeted to match these levels.

As indicated previously the sites ability to achieve high walk, cycle and bus use is not limited by topography, these are the key areas of focus as part of a non car mode share changes.

7.12 Targets

The aim of the plan will be to match the car local mode shift % with focus on bus and cycle. Increased resident numbers would support bus services for the benefit of the wider area.

7.13 Monitoring

It is essential that travel plans are monitored so that its effectiveness can be determined. The monitoring is useful for the TPC to understand how travel behaviour is changing year on year.

Monitoring of the residential travel plan will be undertaken through an annual household survey to gauge the travel characteristics of the residents by mode and trip type. Ideally these should be undertaken in the same month each year for comparisons to be made.

The survey could be done by door to door rather than questionnaire if staffing permits.

The TPC will prepare an annual report detailing progress of the plan which will be issued to the local authority. This will detail progress between the reports, any issues arising, changes in local network and service that could help or detract from the plan. A summary of the results and the survey outcomes.

An indicative monitoring and review process is summarised overleaf along with an outline programme for the monitoring process and investment/initiative programme.

7.14 Indicative Programme

Assumed start 2015

Pre occupation

- Appoint Travel Coordinator after start on site
- Prepare the welcome packs
- Negotiates discounts with local suppliers

From first occupation

- issue welcome packs to interested parties and occupiers
- Obtain feedback from new residents as to usefulness of the welcome pack in choosing to purchase at the site.
- Provide reflective bands to new residents
- Deliver the free cycle training

First survey from 51st occupation