

# The Seam – Phase 1

## Travel Plan

Client: Barnsley Council

Revision: Rev 0

---

JULY 2022

## Contacts



**HUW NICHOLAS**  
Associate Technical Director

m +44(0) 7393 243 012

e [huw.nicholas@arcadis.com](mailto:huw.nicholas@arcadis.com)

Arcadis.

5<sup>th</sup> Floor,  
401 Faraday Street,  
Birchwood Park,  
Warrington,  
WA3 6GA **Error! Reference  
source not found.**

# Contents

<b>1</b>	<b>Introduction</b> .....	<b>1</b>
<b>2</b>	<b>Travel Plan Purpose and Context</b> .....	<b>2</b>
<b>3</b>	<b>Site Assessment</b> .....	<b>4</b>
<b>4</b>	<b>Objectives</b> .....	<b>10</b>
<b>5</b>	<b>Targets</b> .....	<b>11</b>
<b>6</b>	<b>Measures</b> .....	<b>12</b>
<b>7</b>	<b>Monitoring and Remedial Strategies</b> .....	<b>14</b>
<b>8</b>	<b>Action Plan</b> .....	<b>15</b>
	Figure 1 – Layout of Proposed Phase 1 Development.....	3
	Figure 1 – Seam Location & Seam Blueprint Layout .....	4
	Figure 3 – Site Boundary, Land Uses and Access Points.....	5
	Figure 4 – 12-Hour Profile of Pedestrian Counts – Weekday .....	6
	Figure 5 – 12-Hour Profile of Pedestrian Counts – Saturday .....	7
	Figure 5 – Summary of Occupancy Surveys of Lower Seam Car Park by Day and Time.....	8
	Figure 6 – Location of Upper Seam Car Parks .....	8
	Figure 7 – Summary of Seam Upper Car Parks by Day and by Time .....	9
	Table 1 – Seam Phase 1 Land Uses and Quantum.....	2
	Table 2 – Summary of Pedestrian Counts at Ramp & Steps – Weekday .....	6
	Table 3 – Summary of Pedestrian Counts at Ramp & Steps – Saturday.....	6
	Table 4 – Action Plan.....	15

# 1 Introduction

## 1.1 Background

In May 2020 Barnsley Metropolitan Borough Council (BMBC) appointed a consultant team to prepare a new Development Blueprint for the site known as '*The Seam, Barnsley's Digital Campus*'. The site is a 4.5 ha parcel of land located within Barnsley town centre, immediately adjacent to the Transport Interchange. The Digital Campus is home to DMC01, recently refurbished DMC02 and Barnsley College's new Scitech Digital Innovation hub. These buildings bring together digital and tech focused people, businesses, research and skills, enabling collaboration and innovation through a growing digital eco-system that operates on a regional, National and International level.

The Seam is a values driven concept, that brings together the 'soft' infrastructure of programmes, projects and support with the 'hard' infrastructure of an exciting urban village environment that provides a testbed for new ideas and technologies.

All activity and development will be aligned to the Campus values:

- Building pathways – a place of possibilities
- Trailblazing
- For Barnsley, not only for business
- A dynamic digital ecosystem
- Putting people first

The Development Blueprint aims to transform the physical environment of this growing Digital Campus with opportunities to create a highly sustainable live-work neighbourhood in the heart of the town, connected by smart infrastructure, high quality public realm and a testbed for technology led innovation in retail, Internet of Things, low / zero carbon and active travel.

The Blueprint provided a flexible plot-based plan for the site ensuring wider strategic objectives of BMBC and its stakeholders are met, and development is brought forward in line with key infrastructure and phasing requirements.

In October 2021 a multi-disciplinary team comprising of BDP and Arcadis with development consultants Aspinall Verdi were appointed to prepare concept designs for Phase 1, comprising of:

- Multi-Storey Car Park to RIBA Stage 2
- Active Travel Hub to RIBA Stage 2
- Public Realm to RIBA Stage 3
- Feasibility studies for development plots 1 and 2
- Road and services infrastructure to support the above

## 2 Travel Plan Purpose and Context

### 2.1 Travel Plan Benefits

A travel plan can bring a number of benefits to a new development for the developer, the local authority and the ultimate users of the site. Travel Plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:

- Promote healthy lifestyles and sustainable, vibrant communities;
- Provide adequately for those with mobility difficulties;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

A Travel Plan should provide benefits to all parties, including the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation of Travel Plans can also play a role in helping businesses mitigate their transport contribution towards climate change and help adapt to its impacts. Travel Plans can also form part of an organisation’s Corporate Social Responsibility commitments.

### 2.2 Key Development Parameters

The land uses and quantum, where applicable to transport and movement, that make up the Phase 1 proposal are set out in Table 1.

Table 1 – Seam Phase 1 Land Uses and Quantum

Land Use	Quantum
Residential	20 houses
	116 apartments
Multi Storey Car Park	386 standard spaces
Active Travel Hub	72 sqm GFA Café
	175 space cycle storage
	Cycle Hire, Repair & Servicing
Public Realm	

The proposed layout of the Seam Phase 1 is show in Figure 1.

Figure 1 – Layout of Proposed Phase 1 Development



## 2.3 Scope of Travel Plan

This travel plan is for Phase 1 of the Seam, and in particular, the proposed residential properties on Plot 1 and Plot 2. The Active Travel Hub can play a key part in encouraging more sustainable travel choices.

### 3 Site Assessment

#### 3.1 Introduction

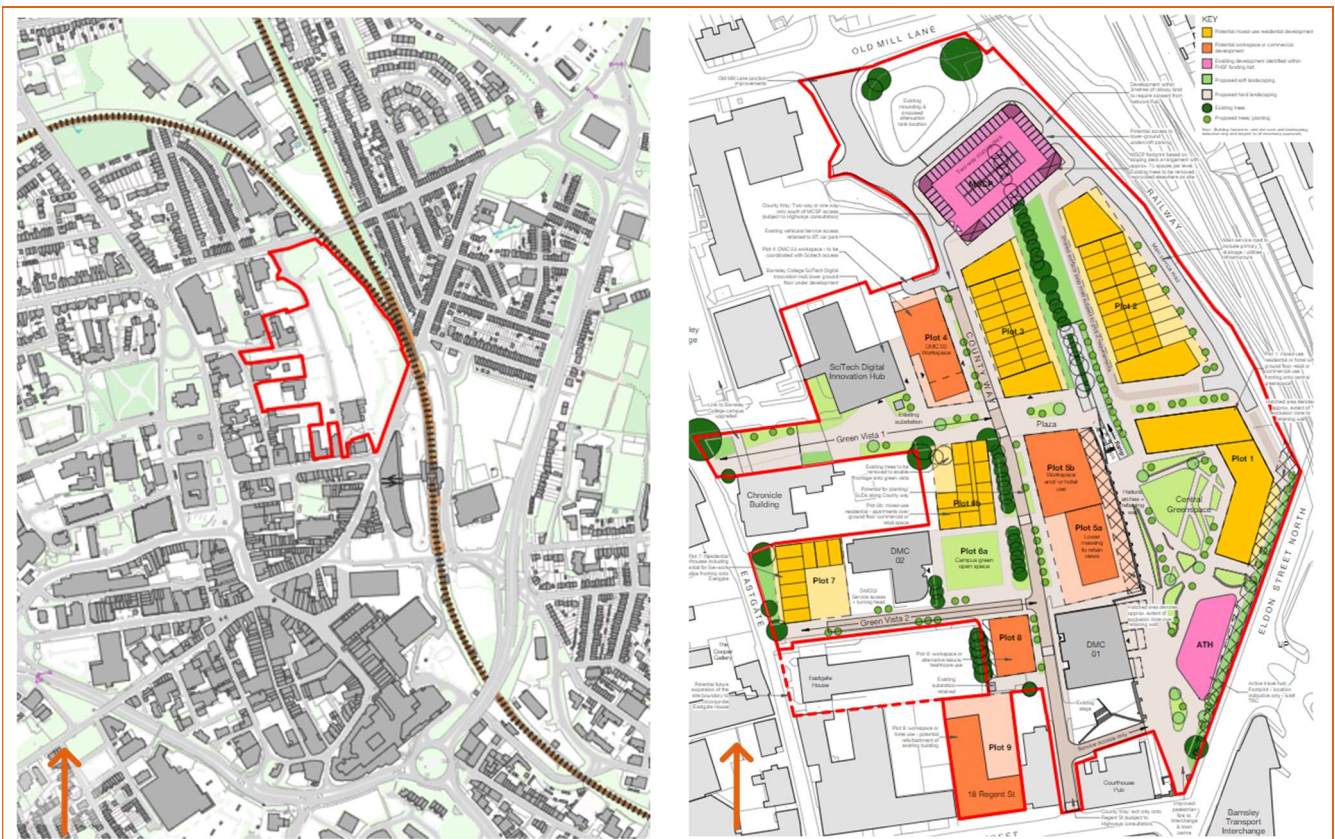
This section provides a description of the site, the access to each plot and a summary of the existing accessibility by all modes of transport within the vicinity of the site. The site description should be read alongside the previously submitted Transport Assessment.

#### 3.2 Site Description

The site forms part of the wider Seam Blueprint Masterplan area which is centred on the land either side of County Way, in the northeast quadrant of Barnsley town centre. An elongated rectangular site that culminates in a is point at the southern end of the site, Phase 1 is bound on each side by the following:

- **West** – Retaining wall for Couy Way Upper Surface Car Park, lower entrance of the DCM-001 and the Courthouse Pub.
- **East** – Railway line for the northern half and Eldon Road (North) for the southern half.
- **North** – Old Mill Lane.
- **South** – Regent Street, where the site comes to a point.

Figure 2 – Seam Location & Seam Blueprint Layout



#### Land Uses

The current land uses within the boundary of Phase 1 is a public surface car park, long and short stay, with associated access routes and landscaping. Until recently a Covid 19 testing centre was located at the northern end of the site, but this has now ceased.

#### Access

Access to the site is for different modes are as follows:

Arcadis (UK) Limited is a private limited company registered in England registration number: 1093549. Registered office, Arcadis House, 34 York Way, London, N1 9AB. Part of the Arcadis Group of Companies along with other entities in the UK. Regulated by RICS.

## The Seam Travel Plan

- Cars – There are 2 access / egress points for cars into the car park from County Way, one from the north close to the junction with Old Mill Lane, and south using the short link road between the Courthouse and DCM-001.
- Pedestrians – Along with the access / egress for cars, pedestrians can access / egress the site via the ramp and steps at the very south of the site to / from Regent St and Eldon Rd (North).
  - There is also an entrance to the DCM-001 from the car park.

These are shown in Figure 3.

Figure 3 – Site Boundary, Land Uses and Access Points



## 3.3 Existing Transportation Network

### Active Travel Modes

#### Pedestrians

A pedestrian footway of approximately 1.5m runs north-south through the current car park from the ramp / steps to Regent St, to a point approximately 145m and then terminates. There is small area of footway on the northern side of the southern access road and a similar one on the southern side of the northern access.

The key desire lines for pedestrians through Phase 1 both emanate from the ramp / step access to/from Regent St and links to the car park or short access road that links to County Way. Pedestrian surveys of this route undertaken in May 2022 for a 12-hour period (07:00 to 19:00) for both a weekday and a Saturday show that pedestrian movements at the southern end of Phase 1 is popular.

Table 2 and Table 3 provide a summary of the pedestrian count data at this location.

Table 2 – Summary of Pedestrian Counts at Ramp & Steps – Weekday

Movement	12 Hours	AM Peak (08:30 to 09:30)	PM Peak (15:30 to 16:30)	Inter Peak	Highest 15-Min
Northbound	940	93	250	157	49 (12:30 to 12:45)
Southbound	1,292	92	56	201	78 (12:00 to 12:15)

Table 3 – Summary of Pedestrian Counts at Ramp & Steps – Saturday

Movement	12 Hours	Peak Hour	Highest 15-Min
Northbound	1,970	299	100 (14:15 to 14:230)
Southbound	2,089	356	91 (11:15 to 11:20)

The 12-hour profile of movements, both directions, for a weekday and Saturday are shown in Figure 4 and Figure 5.

Figure 4 – 12-Hour Profile of Pedestrian Counts – Weekday

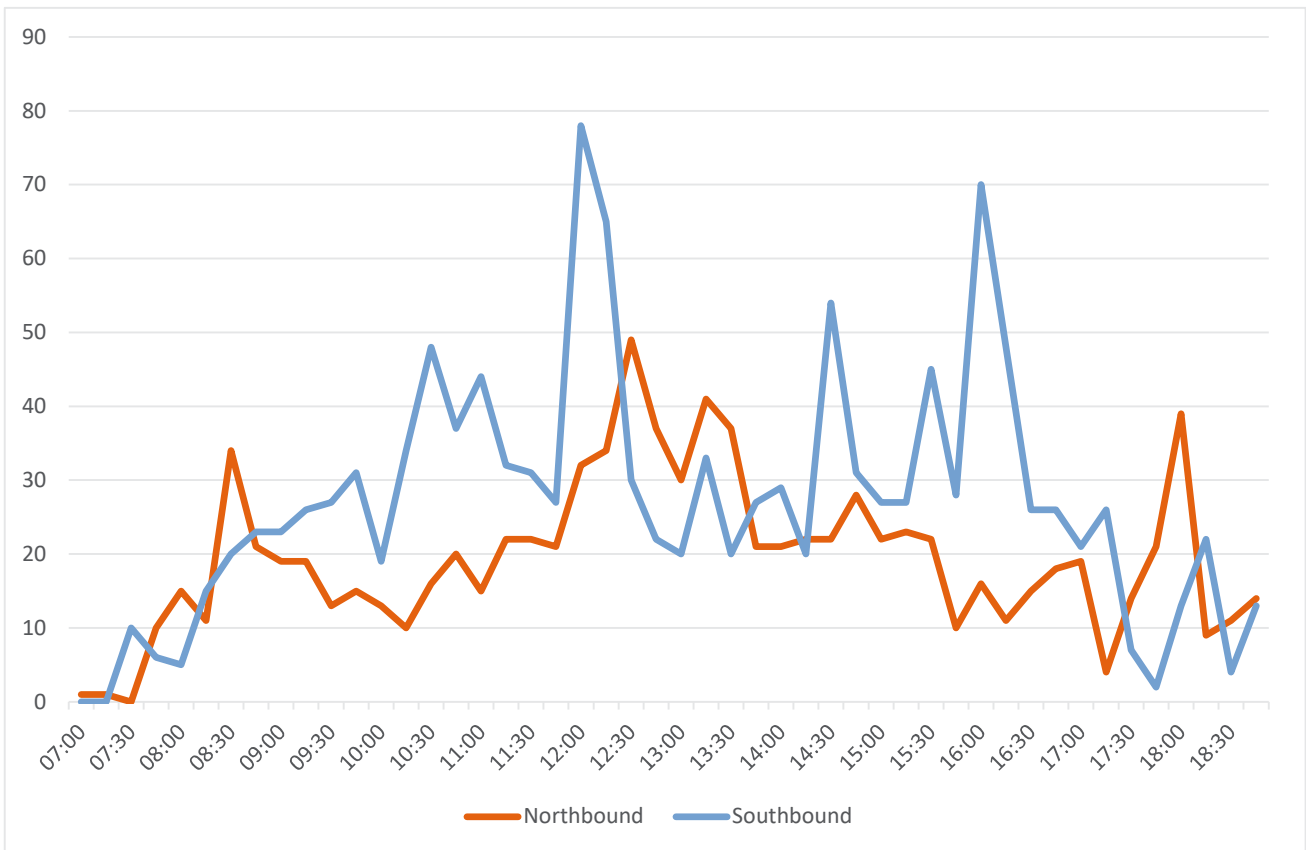
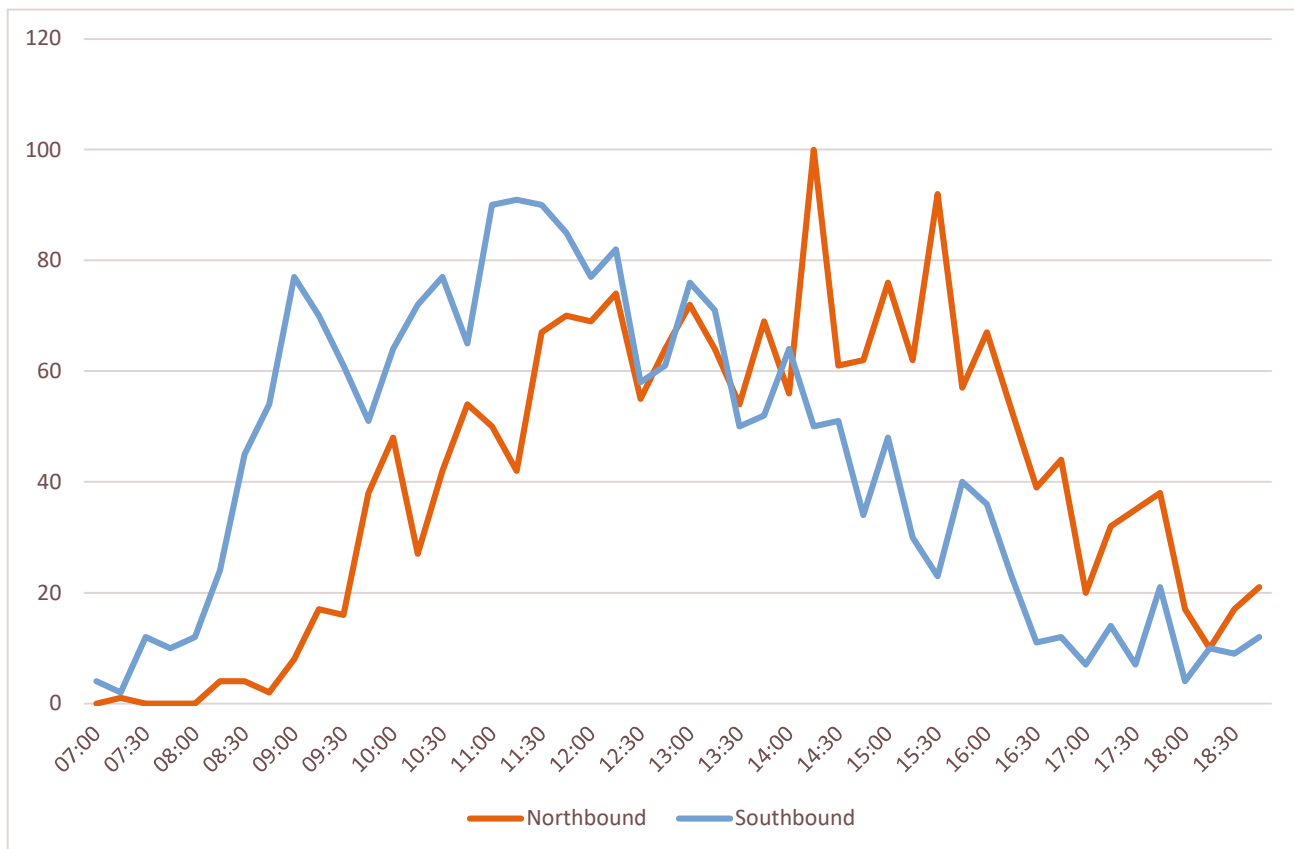


Figure 5 – 12-Hour Profile of Pedestrian Counts – Saturday



The provision of pedestrian infrastructure in streets surrounding Phase 1 typically have footways on both sides of the carriageway that vary in width and quality of surfacing but are of the expected provision in a town centre location. There are formal pedestrian crossing points in close proximity to Phase 1 at:

- Junction of Regent St with Eldon St – Pelican
- Junction County Way with Regent St – Integrated into Signals

**Cyclists**

There are no formal cycle infrastructure or designated routes within close proximity of the Phase 1. The nearest cycle route starts at Barnsley Interchange and heads east to link with NCN 67.

Cycle count surveys undertaken at the same times as the pedestrian surveys show that the number of cyclists moving through Phase 1 via the ramp and steps is nominal. A total of 3 cyclists (2 northbound; 1 southbound) were recorded on a weekday, with a total of 8 cyclists (5 northbound; 3 southbound) were recorded on the Saturday.

The route through the southern part of Phase 1 is likely cyclists ‘cutting the corner’ southbound to avoid the junction of County Way with Regent St, and northbound as there is a circuitous route for legal cycling to travel between Barnsley Interchange and County Way.

**Car Parking – County Way Surface Car Parks (Public)**

There public car parks on the Seam are referred to as Upper Seam Car Park and Low Seam Car Park.

Phase 1 (Lower Seam Car Park) currently consists of a 460-space surface car park that is divided into spaces for leisure and retail space (marked red) and commuter and season ticket holders (marked white). Parking beat surveys were undertaken of the car park over a 7-day period. The key patterns of occupancy of the Lower Seam car park are:

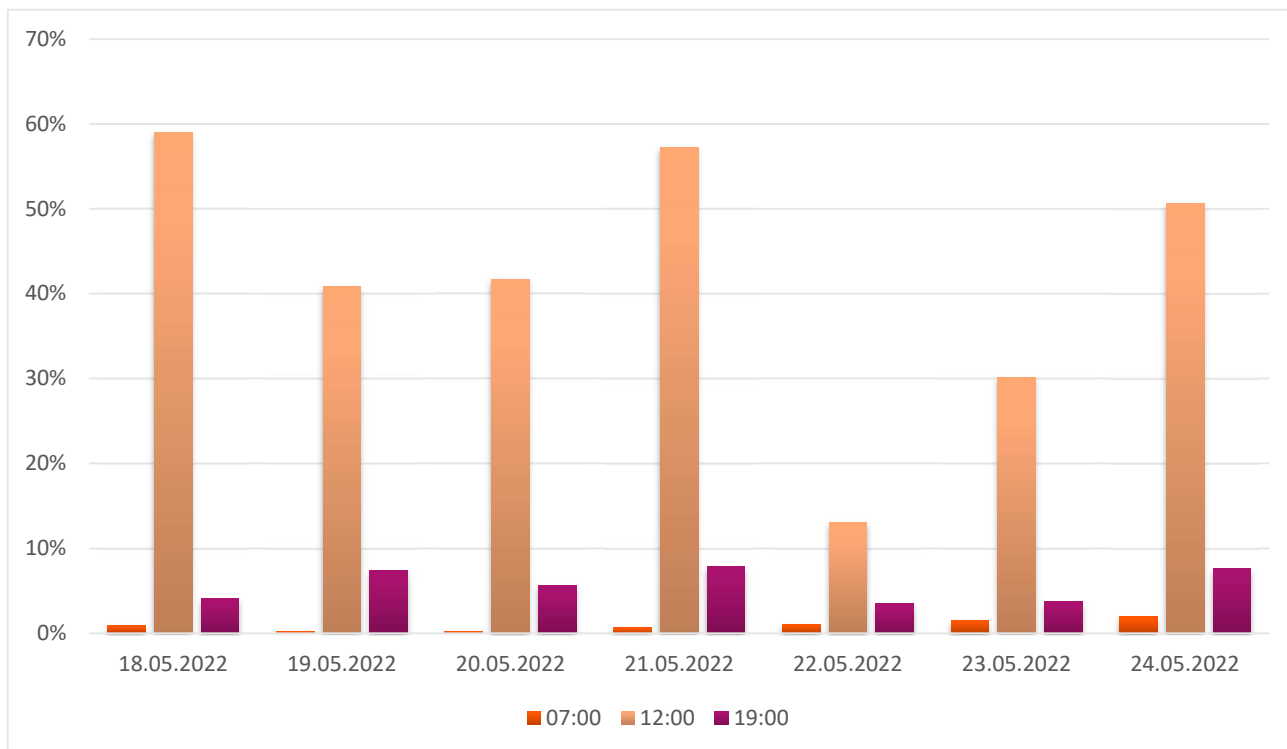
- Average occupancy for Monday to Friday is 44% / 204 vehicles.
- Busiest weekday is the Tuesday with 59% / 270 vehicles occupancy.

Arcadis (UK) Limited is a private limited company registered in England registration number: 1093549. Registered office, Arcadis House, 34 York Way, London, N1 9AB. Part of the Arcadis Group of Companies along with other entities in the UK. Regulated by RICS.

The Seam Travel Plan

- The next busiest is Saturday with 57% / 262 vehicles occupancy.
- No illegally parked vehicles were observed within Lower Seam car park.

Figure 6 – Summary of Occupancy Surveys of Lower Seam Car Park by Day and Time



The Upper Seam Car Park is divided between 3 parcels of land these are set out below and show in Figure 7.

1. Upper Seam Car Park – East of County Way
2. West of County Way – Opposite DMC-001 & Outside DMC-002
3. West of County Way – Outside Barnsley College

Figure 7 – Location of Upper Seam Car Parks

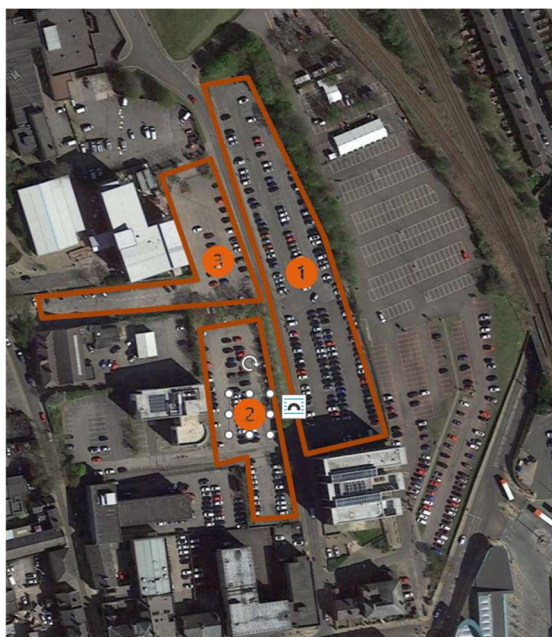


Figure 8 shows a summary of the occupancy counts across the seven-day period for all of the Upper Seam Car Parks (Public). The key observations from the data are:

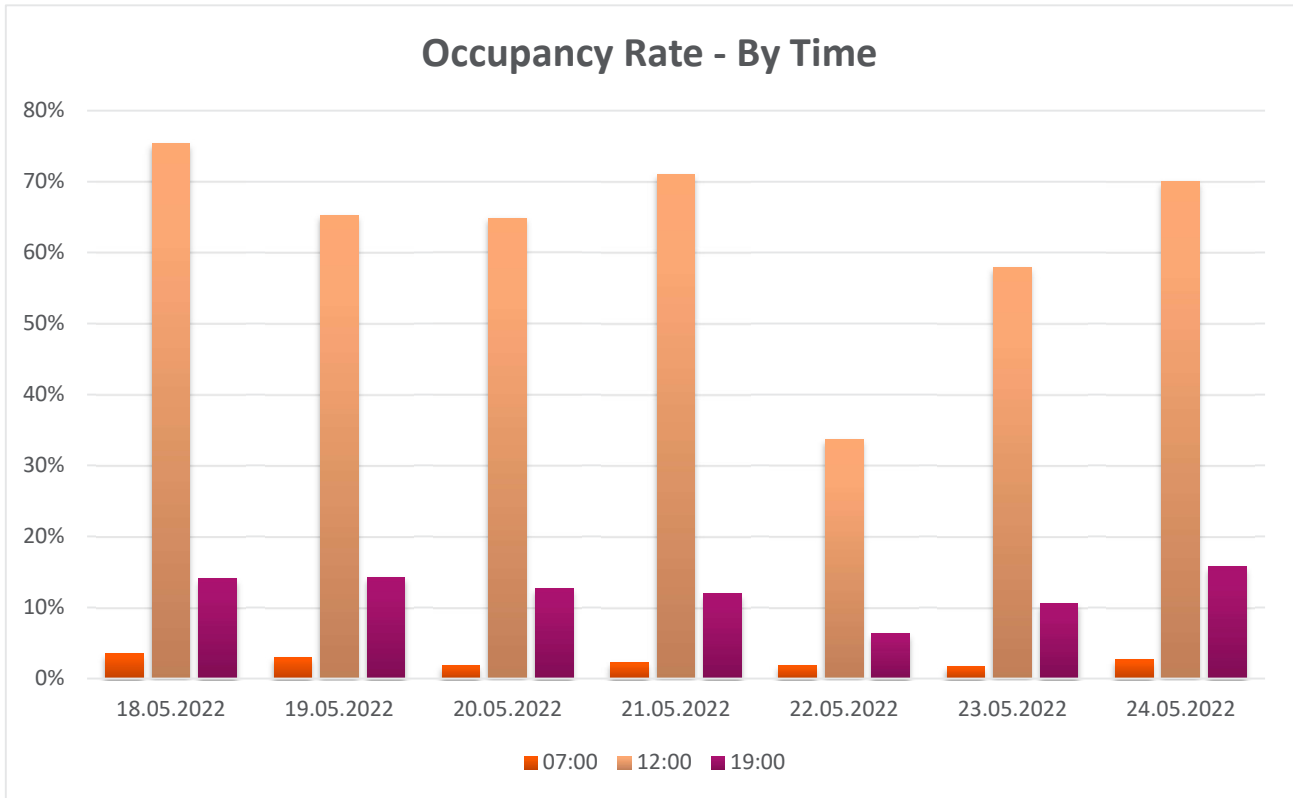
Arcadis (UK) Limited is a private limited company registered in England registration number: 1093549. Registered office, Arcadis House, 34 York Way, London, N1 9AB. Part of the Arcadis Group of Companies along with other entities in the UK. Regulated by RICS.

## The Seam Travel Plan

- The occupancy of the Upper Seam Car Parks for all weekdays and a Saturday is very high with between 25% and 35% spare capacity.
- Sunday all car parks have a reduced demand and have capacity 65%
- West of County – Opposite DMC-001 and Outside DMC-002 is the most popular during weekdays and on a Saturday with between 1% and 13% spare capacity.

Data collected by the Council for these car parks between the weeks beginning 02<sup>nd</sup> October 2021 and 19<sup>th</sup> December 2021 reflects a similar pattern of occupancy as the survey data, across all County Way car parks.

Figure 8 – Summary of Seam Upper Car Parks by Day and by Time



### Buses

Barnsley Interchange is located diagonally opposite the southern entrance to Phase 1. This is main bus terminal and the focus of the majority of bus services in Barnsley. Multiple services are accessible from the Barnsley Interchange providing bus accessibility for to travel from Phase 1 to destinations across the borough, and beyond.

The proximity to the Barnsley Interchange also provides opportunities for visitors to Phase 1 to travel more sustainably with a very short onward walk.

### Rail

Along with the buses, Barnsley Interchange also contains the railway station. Barnsley train station most popular routes operated are from Barnsley to the stations listed below, which are within commutable times.

- Wakefield (Kirkgate) = 17 minutes
- Sheffield = 24 minutes
- Leeds = 42 minutes
- Huddersfield = 50 minutes

## 4 Objectives

This chapter sets out the aims and objectives of the travel plan, encompassing the sustainability environmental and health objectives set out within the 2014 Framework Travel Plan created for the entire development at the time of the application.

### 4.1 Aims

Travel plans are put in place within the overarching aim to influence the behaviour of future users of the proposed or existing development in using more sustainable modes of transport. Within the context of this travel plan the aims from the overarching travel plan for the development has been utilised, this is to:

***‘Encourage residents and visitors to use sustainable modes for travel to and from the Site.’***

### 4.2 Objectives

With consideration to the nature of the development, being a low car or potentially car-free development within the town centre and next to the proposed Active Tavel Hub and Barnsley Interchange, the main objectives of the Travel Plan are as follows:

- To promote measures to encourage sustainable travel principles for all users of the plots,
- To encourage walking and cycling trips over the use of public transport provision as far as practicable;
- To support car-free lifestyles;
- Reduce the number of single occupancy (drive alone) vehicle trips made by residents and visitors to/from the site;
- Promote ‘healthy travel’ to the site (i.e. walking and cycling) and increase the number of residents, staff and visitors travelling by these modes;
- Implement a range of measures that will encourage and support the use of alternative modes of transport other than travelling as a car driver (i.e. public transport and cycle parking);
- Manage essential car parking demand on the site, to valid Blue Badge holders only;
- Sustain the Travel Plan through suitable management strategies and financial investment;
- Monitor the performance of the Travel Plan against its targets by regularly collecting accurate travel information; and
- Reduce the impacts of single occupancy car-based travel to/from the site on the local and strategic highway networks and on the environment.

## 5 Targets

Targets are essential to ensure everyone involved in the Travel Plan process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Time-bound.

At this stage (i.e. prior to occupation of the site) it is accepted practice to derive interim targets based on the estimated baseline trip generation and mode split. However, as has already been set out, the two plots likely to provided limited private parking for residents and visitors, as such will likely be very low car use to begin with.

The Travel Plan will promote and monitor sustainable travel for each of the plots, and only apply targets should an issue be identified in the first post occupation survey. The Travel Plan Coordinator for Phase 1 will review any increase in private car use as part of the on-going promotion and implementation of the Travel Plan to ensure that if targets are required, they are challenging but realistic.

## 6 Measures

The key to successful travel planning is to identify and promote the most suitable modes of transport that are realistic and practical for users of a site. There is no single solution to any one person's transport needs. Different people will respond to different measures, whilst some may not react to any. A range of Travel Plan measures are therefore proposed which the occupiers will implement for the benefit of their residents and visitors, which would be set out in the Occupiers Welcome Pack.

### 6.1 Hard Measures – Infrastructure

#### Accessibility

The existing pedestrian connections to the wider surrounding network are very good and will be improved as part of Phase 1 with the proposed public realm improvements. The existing access provides dropped kerb and tactile paving, pedestrian, and cyclist access to each of the plots will remain the same.

#### Cycle Parking

Cycle parking will be provided for each of the plots in dedicated, covered, and secure cycle storage areas located within the buildings and can be easily accessed from outside or from common areas. In addition to the long stay cycle storage, provision of short-stay visitor cycle parking is being provided within the external landscaped areas close to the entry points.

The Active Travel Hub is proposed to provide secure cycle storage for commuters and visitors to the wider area, but can also be used by visitors to Plot 1 and Plot 2.

### 6.2 Soft Measures – Marketing and Promoting

The location of the development, its design and proximity to public transport services and cycling facilities creates all the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the Travel Plan. The marketing and promotion will be intensified with the implementation of the Travel Plan.

Details of the communication strategy for the proposed development are set out below.

#### Travel Information

Information on sustainable travel options available for residents and visitors, would be set out in the Occupiers Welcome Pack which should be supplemented with Travel leaflets being distributed to all residents and also available to visitors of the development to raise awareness of the Travel Plan and the sustainable travel initiatives contained within it.

The travel leaflets will be produced by the Travel Plan Coordinator. The leaflets will be contained in the entrances to the residential blocks and to each home along with the Active Travel Hub.

The travel leaflets will contain a map of the local area and show walk, cycle and public transport routes to / from key local facilities. A key role of the travel leaflet will also be to raise awareness of the sustainable travel initiatives being implemented through the Travel Plan. A summary of key information to be included within the leaflet is set out below:

- Promotion of walking and cycling: Information on walking and cycling routes will be provided together with links to sources of further information; and
- Promotion of public transport services: Details of bus service including information regarding frequency and times of the first and last services, (i.e. timetable information, Traveline journey planner, etc.).

#### Walking

In recognition of the importance of walking given the town centre location, the area will benefit from significant investment in pedestrian environment as part of Phase 1. The TPC will encourage walking as a mode of travel to work by implementing the following initiatives:

## The Seam Travel Plan

- Provision of information about walking routes between the site and key local destinations on a dedicated Travel Plan webpage for residents to view;
- Development of walking route maps identifying routes between the site and transport hubs, local services and amenities, including walking times, calories burned and carbon saved compared to driving. These can be delivered door to door, or provided within the Welcome Pack information upon property purchase / exchange; and
- Promote the health and other benefits of walking, including participation in the annual 'walk to work' campaign

## Cycling

On top of the secured cycle stands, the TPC will encourage cycling as an alternative mode of travel to work by promoting and implementing the following initiatives:

- Regular monitoring of cycle parking use, and if necessary, installing additional cycle parking where practicable;
- Liaison with the Active Travel Hub operators and other local cycle shops with a view to securing discounts on bicycles and cycle equipment and promotion of these to residents;
- Form a BUG (Bicycle User Group) for residents;
- Investigate funding opportunities for holding regular 'Bike doctor' events for residents at the Active Travel Hub; and
- Promote the health, fitness and time saving benefits of cycling, through specific events such as National Bike Week and Bike2Work Days.

## Public Transport

The TPC will encourage use of public transport as a mode of travel to work by implementing the following initiatives:

- Reviewing and updating the provision of public transport information on a dedicated site specific Facebook page / or website and door to door leaflet drops; and
- Promoting bus interest free season ticket loans.

The close proximity to the Barnsley Interchange will provide a key asset in promoting the use of public transport.

## Car Club

There is an opportunity to utilise spaces within the proposed MSCP for a car club for residents to undertake essential trips by car and further encourage lower car ownership.

## 7 Monitoring and Remedial Strategies

### 7.1 Introduction

To establish the success of the travel plan, an effective monitoring and review process must be in place. Monitoring will help to ensure that there is increased compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review.

### 7.2 Monitoring Strategy

Monitoring will take place in years 1, 3 and 5 with the potential for residents to continue monitoring thereafter on a voluntary basis.

The monitoring of the plan is important for the following reasons:

- It will demonstrate to the local authority the effectiveness of the measures implemented and the progress being made towards the aims and objectives of the travel plan;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the travel plan by reporting successes;
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- The data can be shared with any other nearby employment travel plans as well as inform the local authority and public transport operators of local travel patterns.

Baseline surveys to establish the starting point of the TP will be issued to residents when the occupation of the building reaches 75%, or at 6 months of opening, whichever occurs soonest.

Questionnaires will be distributed to all residential units and non-residential units to monitor travel to and from the site and gain an understanding of travel habits. The results can then be reviewed and interpreted to identify mode split and identify if any private car use is taking place, and whether specific mode split targets are required to be introduced with the Travel Plan.

The TPC will agree the monitoring programme with the local authority to ensure that the monitoring procedures are appropriate. The TPC will maintain a monitoring table of progress to key travel plan targets based on the results of the travel surveys. This table will be published and distributed by leaflet to all residents.

The TPC will monitor and review the mode share statistics obtained from the monitoring, to better understand if specific targets are required to be introduced for the car-free development. The TPC may choose to implement and/or revise any targets, with agreement with the local authority, in order to maintain a realistic goal for the aims and objectives of the travel plan.

The TPC will also investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards the aims and objectives of the travel plan. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.

The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review, providing input for travel planning at a strategic level.

- Emphases on Personalised Travel Planning (PTP); and
- Providing increased marketing, including a sustainable travel month.

## 8 Action Plan

The measures and targets are summarised in terms of timescales and responsibilities in the action plan below.

Table 4 – Action Plan

Action	Target Date	Responsibility
<b>Initial Setup</b>		
Appoint Travel Plan Co-ordinator	3 months prior opening	LA or Building Owner
Exchange contact details with local authority	Prior to occupation	TPC
Set up travel plan working file	Prior to occupation	TPC
Obtain public transport timetables	Prior to occupation	TPC
Setup resident database	Prior to occupation	TPC
Prepare travel information for Welcome Packs	Prior to occupation	TPC
Issue travel information in Welcome Packs to new residents	Upon occupation	TPC
Agree discounts on cycles and equipment with local cycle shops	Prior to occupation	TPC
Provide secure cycle parking for residents as well as short term parking for visitors	As part of the Development	Developer
Review adequacy of cycle provision	Biennially	TPC
<b>Monitoring &amp; Review</b>		
Distribute initial travel plan survey to all Residents	75% of occupation or 6 months	TPC
Undertake further travel surveys	Year 3 and 5	TPC
Organise traffic / multi-modal counts at entry / exit points to the development	Year 1, 3 and 5	TPC
Collect travel plan surveys and count data and analyse results	Within 3 weeks of issue	TPC
Submit progress report to LHA	Within 3 months of survey	TPC
Undertake travel plan audit and modify where appropriate	Within 3 months of survey	TPC
Issue progress update to all residents	Within 3 months of survey	TPC



Arcadis (UK) Limited

80 Fen  
34 York Way  
London N1 9AB  
United Kingdom

T: +44 (0)20 7812 2000

[arcadis.com](https://www.arcadis.com)