



Proposed Employment Development  
for Rockingham Phase 2 and 3, Hoyland  
for Harworth Group  
Framework Travel Plan

June 2020

## Quality Management

| Rockingham Phase 2 and 3, Hoyland, Transport Assessment<br>Project No: 18005 |                                                                    |                                       |                                                                                      |                   |
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| <b>Prepared by</b>                                                           | K Griffiths                                                        | K Griffiths                           | K Griffiths                                                                          |                   |
| <b>Signature</b>                                                             |                                                                    |                                       |    |                   |
| <b>Checked by</b>                                                            | R Murphy                                                           | R Murphy                              | R Murphy                                                                             |                   |
| <b>Signature</b>                                                             |                                                                    |                                       |  |                   |
| <b>Authorised by</b>                                                         | S Phillips                                                         | S Phillips                            | S Phillips                                                                           |                   |
| <b>Signature</b>                                                             |                                                                    |                                       |  |                   |

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## 1. Introduction

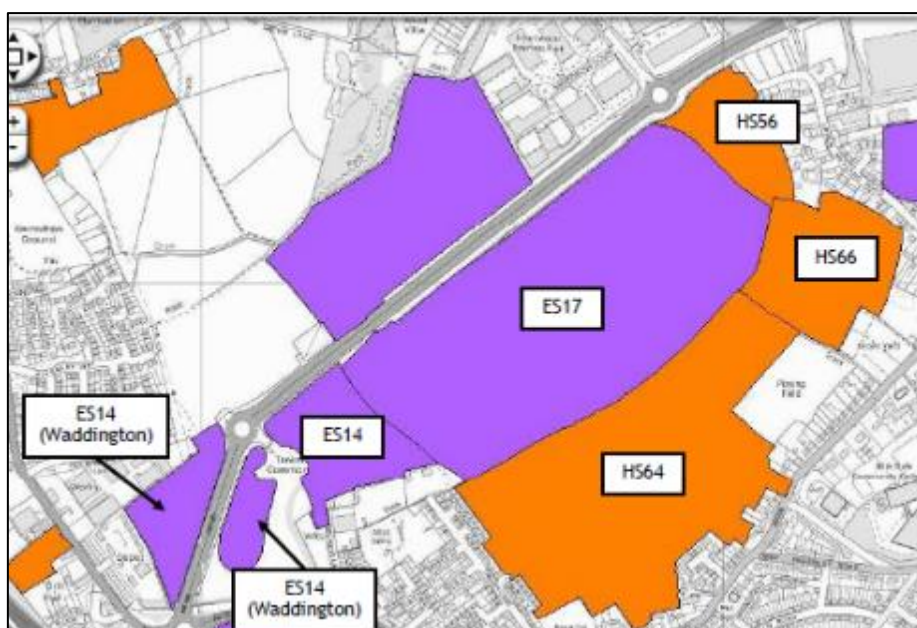
1.1.1 Mosodi Limited have been appointed by Harworth to provide highways and transportation consultancy services associated with the forthcoming planning application for the Rockingham phase 2 and 3 employment development. The attached Figure 1 shows the site location in relation to the local highway network.

1.1.2 This Framework Travel Plan (FTP) should be read in conjunction with the Transport Assessment (TA) dated December 2019 that has also been prepared in support of the proposed development by Mosodi and has been devised to support the application. The planning application is in outline and as such the development mix has not been determined, however the proposed development is likely to comprise an element of B1C, B2 and B8 employment floorspace with a development quantum of up to 1.1m sqft (102,193sqm).

1.1.3 The Site is allocated as ES15 (north of the A6195 and known as Shortwood Extension) and ES17 (Land South of Dearne Valley Parkway) within Barnsley Local Plan (2019-2033). Site ES17 is part of the Hoyland North Masterplan area where community consultation exercises took place in 2019. As part of the allocation of the Hoyland North Masterplan, Barnsley Metropolitan Borough Council (BMBC) commissioned the development of an Interim Travel Plan (produced by Optima Highways in October 2019), as such this Travel Plan has taken cognisance of this document.

1.1.4 The allocations within the Hoyland North Masterplan area are shown in Image 1.1.

**Image 1.1 Hoyland North Masterplan**



1.1.5 The form of the application is intended to retain flexibility such that, should market forces dictate, the schedule of accommodation shown on the masterplan attached at Appendix A does not need to be rigidly adhered to but can be amended to respond flexibly to commercial demand.

1.1.6 This FTP contains a package of measures tailored to the needs of the site and is aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a set of mechanisms and initiatives that together

can enable organisations to reduce the impact of travel and transport on the environment, whilst also achieving a number of other direct business benefits.

1.1.7 This FTP provides further details of a range of measures which will be incorporated into the overall design of the overall site to encourage staff and visitors to use sustainable transport. The individual tenant travel plans will be required to conform to this FTP – with implementation being through their tenant Travel Plan Co-Ordinator (TPC)'s.

1.1.8 Following the introduction this FTP contains the following elements:

- Objectives and scope of the Plan including preliminary mode split targets;
- An assessment of existing conditions for access to the site by a range of modes;
- Description of roles and responsibilities;
- Measures to encourage, promote and increase the use of public transport, cycling and walking and reduce the level of single occupancy vehicle trips;
- Implementation and communication;
- Suggestions for regular monitoring and review schedules of progress against objectives; and
- A brief conclusion.

1.1.9 This report is intended to detail the obligations on the Management Company (MC) team and the individual tenants of the development to fulfil the principles of the strategy. It is structured to provide a generic toolkit approach to the development listing those travel management measures that are applicable to the site as a whole.

1.1.10 This document comprises of a variety of measures i.e. initiatives aimed at the occupying tenants who will be responsible for encouraging their own staff, management and visitors, supply and distribution to use more sustainable means of transport. The requirements to conform to the measures set out in this FTP will be secured by a Section 106 legal agreement.

1.1.11 It should be noted while reading this report that there is reference to two types of Travel Plan Coordinator a brief description is provided below for clarity:

- Lead TPC – the Lead TPC is Mosodi who have been appointed and funded by Harworth for the first five years post day one of occupation as a minimum. Following the initial five-year period a decision will be made as to whether the lead TPC remains with the management company or whether this will be handed to one of the tenant TPC's though agreement with the steering group. The lead TPC will ensure that the Tenant (see below) TPC's are fully appraised of their responsibilities and have the information required to manage their own individual travel plans. Details of the Lead TPC responsibilities are set out in subsequent chapters of this report;
- Tenant TPC – will be appointed by each individual occupier. The tenant TPC is responsible for the day to day running of the TP and acts as the first point of contact for the staff of the occupier and the Lead TPC.

## 2. Baseline Conditions

2.1.1 This chapter describes the Site and considers the baseline conditions on the surrounding highway network for a range of transport modes.

### 2.2 Existing Site

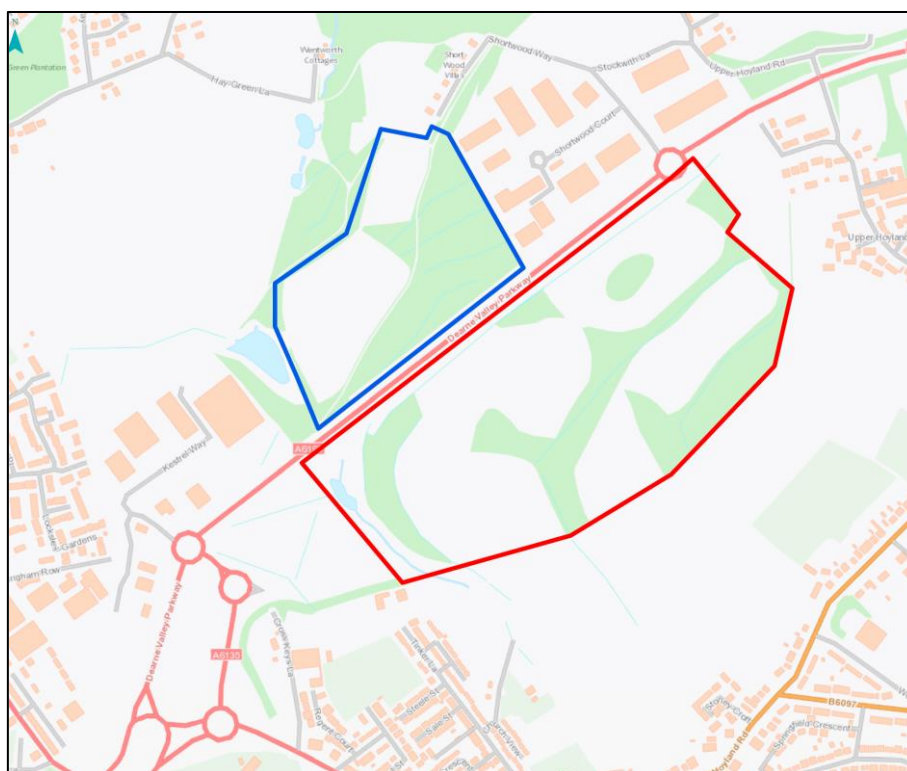
2.2.1 The development Site is located within the Hoyland North Masterplan area. Phase 2 (ES17) of the development is located to the south of the A6195 Dearne Valley parkway and Phase 3 (ES15) is located to the north.

2.2.2 The Site is approximately 5.3km south of Barnsley and 11km north west of Rotherham. It lies to the east of the M1 and is located approximately 1km journey from Junction 36.

2.2.3 The land south and east of Phase 2 is allocated for residential use, whilst the area to the south is predominantly residential, with employment uses to the east and north, with a mixture of retail and employment uses to the west.

2.2.4 The Site in relation to the strategic and local highway network is shown on Figure 1. An extract of Figure 1 is shown in Image 2.1.

**Image 2.1 Site Location Plan**



## 2.3 Public Rights of Way

2.3.1 In addition to the footways and cycle facilities that form part of the adopted highway network there are numerous public rights of way that route through the proposed development connecting to and from the road network.

2.3.2 The image below shows an extract of the Public Rights of Way map taken from Barnsley Metropolitan Borough Council's (BMBC) website. All the routes are public footpaths.

2.3.3 Where possible the design team have sought to ensure that the public rights of way can be accommodated with the need to amend their alignment. However, the proposals if approved will require diversion of some of the public rights of way that cross the Site.

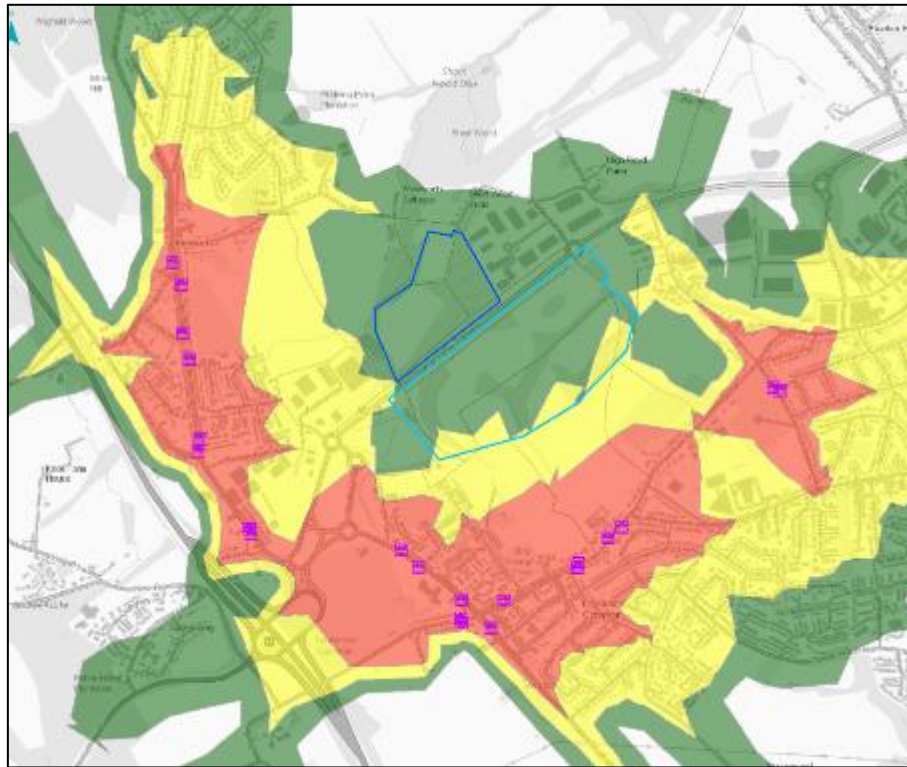
**Image 2.2 BMBC Public Rights of Way Extract**



## 2.4 Accessibility by Bus

2.4.1 There are numerous bus services operating within the vicinity of the site, with the most accessible stops being located on the A61 Sheffield Road to the west of the Site. As shown on the attached Figure 4 an extract of which is shown below in Image 2.3.

**Image 2.3 Bus Stop Location Plan**



2.4.2 Further services are available from bus stops located to the south of Phase 3 on Hawshaw Lane, which are accessible from the public right of way that bisects the site. Table 2.1 below summarises the existing bus services within the vicinity of the Site.

**Table 2.1 Existing Bus Services**

| Service        | Route                                | Day of Operation | One Way Service Frequency*                                                 | Comments                                    |
|----------------|--------------------------------------|------------------|----------------------------------------------------------------------------|---------------------------------------------|
| 2              | Bromhill to Barnsley                 | Weekday          | 05:59 and 06:47 then 18:29 then every hour to 23:13                        | This service is a joint service with the X2 |
|                |                                      | Saturday         | 09:12 then 1832 then every hour to 23:13                                   |                                             |
|                |                                      | Sunday           | 09:21 then every hour to 23:13                                             |                                             |
| X2             | Bromhill to Barnsley                 | Weekday          | 05:57 then every half hour to 17:50                                        | This service is a joint service with the 2  |
|                |                                      | Saturday         | 06:20 then every half hour to 17:55                                        |                                             |
|                |                                      | Sunday           | No Service                                                                 |                                             |
| 2              | Barnsley to Bromhill                 | Weekday          | 17:15 then every hour to 22:55                                             | This service is a joint service with the X2 |
|                |                                      | Saturday         | 17:28 then every hour to 22:55                                             |                                             |
|                |                                      | Sunday           | 08:49 then every hour to 22:55                                             |                                             |
| X2             | Barnsley to Bromhill                 | Weekday          | 06:07 then every half hour to 16:45                                        | This service is a joint service with the 2  |
|                |                                      | Saturday         | 07:37 then every hour to 17:28                                             |                                             |
|                |                                      | Sunday           | No Service                                                                 |                                             |
| 66             | Barnsley to Barnsley via Elsecar     | Weekday          | 06:00 then every 15-30 minutes to 23:40                                    | This service is a loop                      |
|                |                                      | Saturday         | 06:20 then every 20-30 minutes to 23:40                                    |                                             |
|                |                                      | Sunday           | 08:30 then every half an hour to 23:40                                     |                                             |
| 67 / 67a / 67c | Barnsley to Wombwell                 | Weekday          | 05:25 then every half an hour to 23:15                                     |                                             |
|                |                                      | Saturday         | 05:25 then every half an hour to 23:15                                     |                                             |
|                |                                      | Sunday           | 08:17 then every hour to 22:34                                             |                                             |
| 67 / 67a / 67c | Wombwell to Barnsley                 | Weekday          | 04:25 then every half an hour to 18:30 then every hour from 19:15 to 23:15 |                                             |
|                |                                      | Saturday         | 04:52 then every half an hour to 18:30 then every hour from 19:15 to 23:15 |                                             |
|                |                                      | Sunday           | 08:35 then every hour to 23:32                                             |                                             |
| 72 / 72A       | Chapeltown to Manvers                | Weekday          | 05:47 then every hour to 17:16                                             |                                             |
|                |                                      | Saturday         | 06:06 then every hour to 17:06                                             |                                             |
|                |                                      | Sunday           | No service                                                                 |                                             |
| 72 / 72A       | Manvers to Chapeltown                | Weekday          | 06:40 then every hour to 18:15                                             |                                             |
|                |                                      | Saturday         | 07:05 then every hour to 18:07                                             |                                             |
|                |                                      | Sunday           | No service                                                                 |                                             |
| X17 Gold       | Barnsley to Sheffield via Meadowhall | Weekday          | 06:50 then every hour to 20:48                                             | Generally Hourly                            |
|                |                                      | Saturday         | 07:15 then every hour to 20:48                                             |                                             |
|                |                                      | Sunday           | 09:40 then every hour to 17:47                                             |                                             |
| X17 Gold       | Sheffield to Barnsley via Meadowhall | Weekday          | 05:55 then every hour to 18:10                                             | Generally Hourly                            |
|                |                                      | Saturday         | 06:10 then every hour to 18:08                                             |                                             |
|                |                                      | Sunday           | 08:35 then every hour to 17:40                                             |                                             |

| Service      | Route | Day of Operation | One Way Service Frequency* | Comments |
|--------------|-------|------------------|----------------------------|----------|
| <b>Total</b> |       | <b>Weekday</b>   | <b>8 per hour</b>          |          |
|              |       | <b>Saturday</b>  | <b>7 per hour</b>          |          |
|              |       | <b>Sunday</b>    | <b>5 per hour</b>          |          |

2.4.3 During the weekday, the services set out above combine to provide an overall hourly frequency of 8 buses in each direction, similarly on a Saturday there are 7 buses in each direction within close proximity to the Site.

2.4.4 These services operate for the vast majority of the day commencing between 04:30 to 07:00 and running through until 23:00.

2.4.5 On a Sunday the services combine to provide an overall hourly frequency of 5 buses in each direction, i.e.

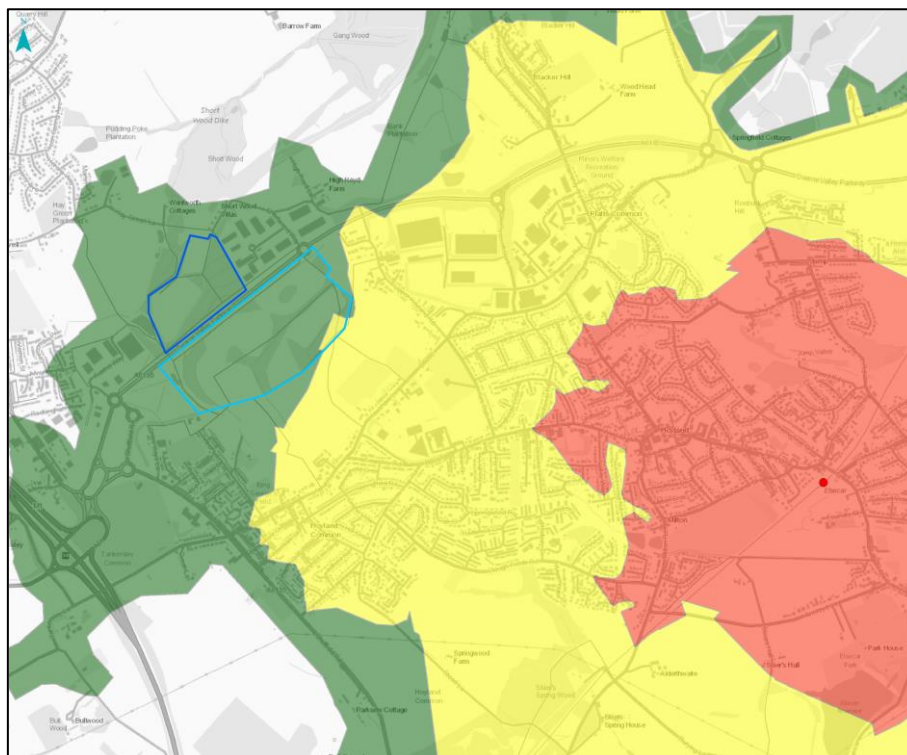
2.4.6 It is considered that the frequency available from the services at Rockingham offer excellent connectivity for a development where many of the employees will work to fixed shift patterns.

2.4.7 The bus services provide regular connections to Sheffield Interchange, Barnsley, Elsecar and Wombwell. Further connections to the rest of the region and beyond are available from these destinations.

## 2.5 Accessibility by Rail

2.5.1 There is one station (Elsecar station) which is located within close proximity to the Site situated on the Hallam and Penistone Line. Elsecar train station is approximately 2.2 miles from the site, as shown on Figure 5 an extract of which is shown in Image 2.4.

### Image 2.4 Rail Station Location Plan



2.5.2 Trains from Elsecar serve destinations including Barnsley, Wakefield, Sheffield, Leeds and Huddersfield.

2.5.1 Elsecar station benefits from cycle storage, ticket machines, CCTV and step-free access.

2.5.2 A summary of the available services are contained in Table 2.2.

**Table 2.2 Elsecar Weekday Trains Service Summary**

| Origin/Destination | First Arrival | Last Departure | Journey Time (minutes) | Frequency (minutes) |
|--------------------|---------------|----------------|------------------------|---------------------|
| Barnsley           | 05:32         | 23:35          | 10                     | 30                  |
| Wakefield Kirkgate | 06:54         | 23:35          | 30 - 45                | 30                  |
| Sheffield          | 05:35         | 00:01          | 20                     | 20 - 40             |
| Huddersfield       | 06:51         | 23:35          | 60 - 80                | 60                  |
| Leeds              | 06:47         | 22:48          | 60                     | 10 - 30             |

Source – [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

## 3. Objectives and Targets

### 3.1 Objectives and Scope of the Plan

3.1.1 This FTP shall, by containing appropriate measures, assist in reducing the number of trips made to and from the development by private single occupancy car.

3.1.2 All staff, and where possible visitors, shall be made aware of the measures included in the FTP in order that positive benefits can be delivered and the number of trips undertaken by public transport, walking or cycling are increased.

3.1.3 To ensure that the measures contained within the FTP are capable of delivering a sustainable travel demand pattern for the development it is important to identify some key objectives.

3.1.4 The overall travel management objectives are (taken from the Hoyland North Masterplan TP at the request of BMBC officers):

- Reducing the need to travel to and from the development which will be assisted by the mix of complementary uses that are proposed;
- Reducing the impact and frequency of single-occupancy car travel on the local community;
- Addressing the access needs of users by supporting walking, cycling and the use of public transport through a range of well-balanced measures and initiatives;
- Ensuring through the co-ordinated master-planning approach, use of exemplar urban design principles that encourage the use of sustainable forms of travel as an alternative to the private car;
- Ensuring that residents, employees and visitors have sufficient information readily available to have an informed choice about their travel options; and
- Ensuring that the development is successfully integrated into the surrounding area to allow easy access to nearby facilities and services.

### 3.2 Travel Plan Targets

3.2.1 This Travel Plan aims to promote travel choice for the employees and visitors and hence to increase the use of sustainable transport means. Overarching objectives and targets for the site for staff are to be set once the baseline travel surveys have been carried out.

3.2.2 Targets will be 'SMART' i.e. they must be:

- **S**ite-specific
- **M**easurable
- **A**chievable
- **R**ealistic and
- **T**ime related

3.2.3 In order to provide a set of Site specific modal split targets for each tenant detailed travel surveys will be undertaken. The timings of these surveys will be dependent on whether the tenant in question a transferring occupant or a new business..

3.2.4 The baseline mode split sets out below have been taken from the journey to work 2011 census information for the Barnsley 028 middle layer output area.

3.2.5 The travel to work data for all the residents within the output area has been procured from the Office for National Statistics and is shown in Table 3.1

3.2.6 The travel to work data for all of the daytime residents working within the output area has been procured from the Office for National Statistics.

**Table 3.1 Baseline Visitor Trips**

|                       | Baseline Two Way Person Trips by Mode |               |                  |       |            |       |         |         |
|-----------------------|---------------------------------------|---------------|------------------|-------|------------|-------|---------|---------|
| Mode                  | Car Driver                            | Car Passenger | Public Transport | Taxi  | Pedestrian | Cycle | M/cycle | Total   |
| Baseline mode share % | 77.07%                                | 7.06%         | 8.19%            | 0.29% | 5.66%      | 0.66% | 0.71%   | 100.0%* |

3.2.7 In advance of the detailed travel surveys being undertaken for each tenant it is proposed that an interim target should be set for staff trips to the proposed development. For staff the interim mode shift target should be a reduction of single occupancy car trips by 10.0% from baseline i.e. 69.4% ( $77.07 \times 0.9$ ).

3.2.8 Once the targets have been achieved the level of single occupancy visitor and staff car journeys to the park must be maintained or reduced further. The Travel Plan Co-ordinator for each individual tenant must not omit or change the targets without prior consultation with the Travel Plan Steering Group.

3.2.9 Whilst the initial modal shift target may be ambitious it is anticipated that they would be reached within 3 years from occupation of each unit. This provides an appropriate timescale against which to measure progress. Further details of monitoring are provided in Section 7 of the report. It should be recognised that traffic flows modelled in the highway capacity assessments completed in the TA have not been amended to reflect the mode shift targets resulting in a very robust assessment of the local highway network in the TA.

## 4. Site Accessibility

### 4.1 Pedestrian Accessibility

4.1.1 It is generally considered that an acceptable walking distance from home to a place of work is 2km. The IHT document Guideline for Providing for Journeys on Foot recommends various thresholds for desired, acceptable and preferred maximum distances to various services as shown in Table 4.1.

**Table 4.1 Accessibility by Foot**

|                   | Town Centre's (m) | School/Work (m) | Elsewhere (m) |
|-------------------|-------------------|-----------------|---------------|
| Desirable         | 200               | 500             | 400           |
| Acceptable        | 400               | 1000            | 800           |
| Preferred Maximum | 800               | 2000            | 1200          |

Notes - Source Table 3.2 in 'Guidelines for Providing for Journeys on Foot' published by IHT

4.1.2 Using GIS software typical walk times (up to 25 mins) from the proposed Site centre are shown on Figure 2. This figure demonstrates that:

- The Site is within the preferred maximum walk distance to the residential areas of Hoyland Common Centre and Hoyland District Centre Several amenities which staff could use are located in these settlements;
- There are 5 supermarkets within a 25-minute walk of the Site; and
- There is 1 GP surgery within a 20-minute walk of the Site.

4.1.3 It is therefore concluded that the Site is accessible for the local residents of Hoyland and future employees of the Site by foot.

4.1.4 It is also considered that the more active employees will choose to walk further than this guideline distance.

4.1.5 Also, as part of the development several ancillary uses are proposed on Site potentially including cafes, and hot food takeaways. These uses will help reduce car trips and encourage walking /cycling trips during the working day of individuals e.g. people are more likely to stay in site during their lunch time if the food offer on site is varied, good quality and easily accessible.

4.1.6 Furthermore, the travel planning measures proposed in the travel plan will have a positive influence on the sustainable travel choices made by employees of the development Site.

### 4.2 Accessibility by Cycle

4.2.1 An acceptable and comfortable distance for general cycling trips is considered to be up to 5 kilometres as referred to in Local Transport Note 2/08 (published by the Department for Transport (DfT)). However, the same guidance also refers to commuting cycle trips up to 8km. Using GIS Network Analyst software typical cycle times (with 20 mins approximating to just over a 5km distance) from the Site are shown on Figure 3. This figure shows that:

- The Site is accessible from Hoyland Common Centre and Hoyland District Centre within a 10-minute cycle time;
- The residential areas of Hoyland and Birdswell can be reached within a 10-minute cycle time;

- Further residential areas of Elsecar, Worsbrough, Wombwell, High Green, Chapeltown and Thorpe Hesley can be reached within a 25 minute cycle time;
- Barnsley Town Centre, with numerous facilities and a large interchange rail station, is accessible within a 30 minute cycle of the Site;
- The nearest rail station at Elsecar can be reached in a 15 minute cycle ride, with Wombwell station with a 25 minute cycle time; and
- A further 2 stations are within a 30 minute cycle of the Site.

4.2.2 It is also considered that the more active employees will choose to cycle further than this guideline distance

### 4.3 Accessibility by Bus

4.3.1 As detailed in Chapter 2 there are several bus services offering frequent services along Hawshaw Lane to the south of the Site and the A61 Sheffield Road to the west.

4.3.2 The nearest bus stops are provided on Hawshaw Lane approximately 800m to the south of the Site and provide access to the Site from the following destinations:

- Wombwell – 40 minute journey every half an hour;
- Barnsley Town Centre – 15 minute journey every 10 minutes; and
- Chapeltown – 15 minute journey every 60 minutes;

4.3.3 The existing bus services on the A61 Sheffield Road will provide users of the site with access to/from Sheffield, Barnsley, Wombwell and Chapeltown within a short journey time, whilst connecting to public transport interchanges in Barnsley and Sheffield and Sheffield Meadowhall.

4.3.4 It is therefore concluded that the proposed Site is accessible by bus from the local and surrounding residential areas.

4.3.5 Overall it is clear that employees and visitors alike will have an opportunity to access the Site by public transport and this will reduce the reliance on the private car.

4.3.6 It should be noted that following the completion of the link road negotiations will be entered into regarding bus service provision and enhancement.

4.3.7 Bus lay-bys including lighting to create pleasant waiting areas are to be provided a part of the link road delivery.

4.3.8 Furthermore, the travel planning measures will have a positive influence on the sustainable travel choices made by users of the development Site.

## 4.4 Accessibility by Rail

4.4.1 The nearest train station to the Site is situated at Elsecar on the Elland and Penistone Line. It is located an approximate 15 minute cycling distance from the Site as shown in Figure 3.

4.4.2 Trains from Elsecar serve destinations including Barnsley, Leeds, Wakefield, Huddersfield and Sheffield among others.

4.4.3 Elsecar Station benefits from cycle storage, ticket machines, CCTV and step-free access.

4.4.4 A summary of the available services is contained in the table below.

**Table 4.2 Elsecar Weekday Trains Service Summary**

| Origin/Destination | First Arrival | Last Departure | Journey Time (minutes) | Frequency (minutes) |
|--------------------|---------------|----------------|------------------------|---------------------|
| Barnsley           | 05:32         | 23:35          | 10                     | 30                  |
| Wakefield Kirkgate | 06:54         | 23:35          | 30 - 45                | 30                  |
| Sheffield          | 05:35         | 00:01          | 20                     | 20 - 40             |
| Huddersfield       | 06:51         | 23:35          | 60 - 80                | 60                  |
| Leeds              | 06:47         | 22:48          | 60                     | 10 - 30             |

Source – [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

## 5. Roles and Responsibilities

### 5.1 Introduction

5.1.1 An important aspect of a successful FTP is the allocation of sufficient resources to enable it to happen. This can in part be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved. From this will lead the appropriate allocation of time and resources to those charged with managing the process.

### 5.2 Travel Plan Co-ordinators

5.2.1 Following the granting of planning permission for individual B1C/B2/B8 employment units and three months prior to occupation of any of the new floor space, the prospective tenant will be required to provide details of their TPC to the steering group/lead TPC.

5.2.2 The co-ordinator for each individual tenant will be empowered to act on behalf of the company and should have senior management support. The TPC role is permanent but does not need to be full time and can be carried out alongside an employee's existing job.

5.2.3 In addition to having TPC's for each individual tenant Mosodi will be the lead TPC for the whole site who will remain in place for five years from first occupation. After five years a decision will be made by the steering group as to whether the lead TPC role remains with the management company or is elected from one of the tenant TPC's.

5.2.4 The lead TPC will be responsible for forming and chairing the Travel Plan Steering Group. This Steering Group will include the TPC, representatives from Highways England (as they deem appropriate), Barnsley Council, Barnsley Council's Active Travel Team, representatives from the Masterplan Framework Interim Travel Plan and representatives of the individual tenants.

5.2.5 Following implementation of the plan and the completion of the initial surveys and agreement of the baseline mode splits the Steering Group will meet on an annual basis as minimum. The lead TPC must make dates available every 3 months for a steering group meeting and encourage all stakeholders to attend. The purpose of the Steering Group is to identify successes of the FTP and identify any areas of improvement, the content of on-going surveys, to agree the effectiveness of particular measures and alternatively the failures of other measures, identify any secondary measures as required – the group will meet to discuss these issues within a calendar month of collation of the surveys.

5.2.6 These surveys will capture details of individual circumstances, travel patterns and preferences etc. For new employees completion of the survey would be part of the induction process – this will have the dual benefit of raising awareness of the Travel Plan whilst also collecting the baseline information. The surveys can be carried out either on line (enabling efficient collation of data) or can be paper based.

5.2.7 Within the lead-in period for an individual tenant, and prior to occupation, the lead TPC shall update and/or acquire all of the supporting information such as public transport timetables and cycle maps and review the overall contents of the document to ensure its currency and relevance. This will then be provided to the tenant TPC who will be advised of the locations of this information for future reference.

5.2.8 The tenant TPC will also provide contact details to the relevant highway authorities. Barnsley Council must be advised of any changes in lead TPC.

5.2.9 The duties of the lead TPC will include:

- Oversee the gathering of information, e.g. the travel questionnaire. The lead TPC will agree a template with the relevant authorities prior to issue to the tenant TPCs;
- The lead TPC will be required to coordinate the survey process ensuring that appropriate monitoring and data gathering procedures are in place;
- Liaison with the individual tenant TPC's to explain the objectives and benefits of the FTP to ensure awareness of the Plan and to encourage participation;
- Acting as a focal point for all transport, access and travel related issues;
- Provide promotional material of the health benefits of walking and cycling;
- Actively encouraging and promoting staff to walk, cycle or use public transport to travel to and from the Site. Hence staff will be encouraged to be fully aware of different travel options which are available from the Site;
- Liaising with BMBC's Active Travel team to ensure that, where possible, measures implemented as part of the development complement the Active Travel proposals in the area as shown in Appendix B;
- Obtaining up to date details of the information required in the Travel Plan;
- Implementing, monitoring and reviewing the Travel Plan, this will be done in close consultation with the tenants TPC's through the steering group;
- Liaison with stakeholders and the Masterplan Framework Interim Travel Plan with respect to coordinating meetings, TP initiatives, the development of the plan, evaluation of monitoring and the setting of targets for modal shift etc;
- The lead TPC will be responsible for ensuring that individual tenant TPC's are fully aware of the sources of information that are available with respect to timetable information.

5.2.10 Duties of the tenant TPC's to include

- Seeking commitment, via the tenant TP's, from all staff to the measures set out in the TP;
- Provision of personalised travel plans, guidance from the Lead TPC as required;
- Promote the health benefits of walking and cycling and liaise with the lead TPC to obtain appropriate promotional material;
- Ensure that up to date timetable information is available at all times.
- Suggested travel management measures included in this FTP is not an exhaustive list and should be subject to on-going review.

### 5.3 Funding

5.3.1 The detailed Travel Plan will include information on how the Travel Plan will be funded – for example by the commitment of a time based resource such as the plan Co-ordinator and a specific budget.

5.3.2 “ However, to provide comfort that appropriate resources are being dedicated to the role of the lead TPC in addition to the hard measures that are being proposed and will be delivered as the development is being built out e.g. cycle spaces, showers etc a specific budget of £5,000 per annum is allocated for the first five years to promotional material, monitoring etc. This budget will then be reviewed following the monitoring report that details the success of the travel plan at the end of year three.”

## 6. Travel Plan Measures

6.1.1 The primary objective of the transport strategy and development proposals is to influence travel behaviour such that:

- Single occupancy car trips are reduced and minimised as much as possible; and
- Access to the Site by all other modes, particularly walking, cycling and public transport is promoted, encouraged and enhanced.

6.1.2 As part of the overall development scheme it is therefore proposed to undertake a range of infrastructure improvements and implement a package of transport related measures to ensure that the objectives are achieved. This section looks at the measure that will be considered by each individual tenant / development.

6.1.3 In order to persuade people to change their mode of travel it is necessary to introduce a varied mix of incentives e.g. good quality cycling facilities. For the development Site the proposed range of infrastructure improvements and transport related measures are described in this section.

6.1.4 All of the infrastructure improvements and transport related measures proposed are either shown or delivered by one or more of the following drawings/documents:

- Proposed Masterplan;
- Transport Assessment; and
- Framework Travel Plan (this document).

## 6.2 Walking and Cycling

### Internal Site Layout – Illustrative Masterplan

6.2.1 The careful design of the internal Site layout in both Phase 2 and 3 of the development is integral to encouraging and promoting walking and cycling trips to and from the development. The design therefore focuses on the movements of pedestrians and cyclists, such that these modes are afforded priority over vehicular movements wherever possible.

6.2.2 Pedestrian and cycle access both development Sites will take place from the proposed vehicular access junction onto the A6195 Dearne Valley Parkway.

6.2.3 The proposed masterplan is contained in Appendix A of the TP and the key details are summarised as follows:

- Direct pedestrian/cycle links will be provided through the Site and to cycle parking locations. This will include the provision of a 4.0m shared use route running parallel to the Dearne Valley Parkway to its northern flank within the Site boundary;
- Off-carriageway pedestrian / cycle route provided along the entire length of the A6195 at the Site frontage;
- High quality cycle parking provided at convenient locations. Cycle parking will be provided at a level agreed through the planning process for each individual plot. Numbers will never be capped therefore as occupants complete their travel surveys there will be a requirement to reassess the level of cycle parking.

- Provision of staff shower facilities – number to be confirmed through each reserved matters of full application and dependant on staff numbers; and
- The internal links also connect with the existing and proposed external pedestrian / cycling routes at key points around the Site.

### **6.3 Awareness of Benefits of the Existing Pedestrian/Cycle Infrastructure**

- Provide plans and up to date information to staff/ visitors indicating pedestrian/ cycle routes in the surrounding area;
- Raise awareness of the Barnsley Active Travel Hub, located close to Barnsley Rail Station;
- Provision of network analyst drawings on the Rockingham website detailing travel times;
- Promote the health benefits of walking and cycling;
- Promote the BMBC website as an excellent source of information for those wishing to cycle <https://www.barnsley.gov.uk/services/sport-and-leisure/cycling/>
- Raise awareness of the adult cycle training that is provided by BMBC. More details at <https://www.barnsley.gov.uk/services/sport-and-leisure/cycling/learn-to-ride-a-bike/>
- The tenant TPC's are to investigate the possibility of having on-site cycle training courses for their staff. If staff numbers are not sufficient tenant TPC's must speak to the lead TPC over the opportunity of having combined training sessions with other tenants;
- Promote <https://walkbudi.liftshare.com/> as a database link for individuals to walk to work together in the local area; and
- Promote <https://bikebudi.liftshare.com/> as a means to encourage individuals to cycle to work together.
- Ensure all employers on site are aware of the free bicycle/public transport ticket scheme for apprentices and jobseekers.

### **6.4 Cycle Parking/Facilities/Electric Vehicle Provision**

- Shower/changing areas and lockers for staff;
- Convenient sheltered and secure cycle parking;
- All tenants to offer the cycle to work scheme;
- Consider providing pool cycles for use by staff;
- Explore establishing a Bicycle User Group (BUG) with any other local interested FTP holders;
- Provide local cycle maps for use by employees;
- At reserved matter stage EV charging provision will be considered for each application.

### **6.5 Public Transport**

- Promote the SYPTE website as an excellent source of information for those wishing to travel by public transport <https://www.travelsouthyorkshire.com/>

- Provision of up-to-date public transport information including hard copies of timetables in communal areas. The lead TPC will be responsible for ensuring that individual tenant TPC's are fully aware of the sources of information that are available;
- Web links to public transport information are to be provided on the Rockingham website;
- The Lead TPC is to liaise directly with public transport operators to seek to negotiated discounted public transport tickets; and
- Car parks to be designed to allow drop offs. Taxi waiting areas not appropriate.

## 6.6 Car Sharing

- The concept and benefits of car sharing will be promoted and incentivised across the site by the Lead TPC.
- Promote a car share scheme for staff. It is intended that the car share will be operated by the Lead TPC. The car share database will be run centrally through the lead TPC with GIS systems being utilised to match staff members from across the Site.
- It will not be necessary to hold personal data outside of the individual tenants as matching can be done using a reference system and postcodes – once matching has been completed the tenant TPC can then advise individual staff members of matches to identify if that member of staff would be willing to car share. Discussions can then be held with the staff members as appropriate;
- Induction session giving information regarding car sharing will be provided by lead TPC regarding safety, emergency travel and highlight cost savings;
- Tenant TPC responsible for ensuring that car share information is visible in communal areas and internet systems. The lead TPC to ensure this information is available on the Rockingham website;
- The provision of pool cars will be investigated to be available for staff who use public transport and require a car for company business appointments and or meetings;
- Priority car parking for car sharers;
- Car parking maximum standards restrict the parking numbers;
- Tenant TPCs to explore the implementation of a guaranteed ride home scheme for use in emergencies for car sharers.

## 6.7 Reducing the Need to Travel/ Other Measures

### 6.7.1 Consider provision of the following measures that reduce the need to travel:

- Where possible tenant TPC's should explore the opportunities for reducing HGV trips both operational and servicing examples as follows (list not exhaustive and to be embellished as part of tenant TP's);
  - The lead TPC to coordinate with tenant TPC's with respect to waste collection to seek to ensure waste and recycling collection trips can be minimised;

- Where possible try and coordinate suppliers for each tenant e.g. can the same stationary supplier provide office equipment for the tenants;
- Ensure that the logistics operators where possible minimise the time vehicles are running with no load.
- Where appropriate consideration should be given to configuring core hours/shift patterns to reduce need to travel in peak times;
- Provision of video and telephone conferencing facilities;
- Pool bikes which can be used by staff to access ancillary and local facilities;
- Provision of an area within the car park specifically for provision of motorcycle parking;
- If applicable change company car policy to more fuel efficient vehicles. This vehicle should double as a pool vehicle by staff during the day;
- Seek to minimise number of servicing maintenance trips; and
- Advise drivers about eco driving techniques.

## 7. Travel Plan Implementation / Communication

7.1.1 This FTP clarifies the role of the co-ordinator and sets out their responsibilities in terms of ensuring that the series of measures and initiatives identified, that will help to reduce the reliance on the private car, are delivered.

7.1.2 An action plan should be developed to set out a clear strategy for the implementation of the Travel Plan measures. This section summarises the potential measures to influence travel behaviour and sets out a target schedule for their implementation.

**Table 7.1 Pedestrian/Cycle Measures**

| Measures                                                                                                        | Guideline Timescale                  | Priority | Deliverability and Responsibility                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------|--------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Provision of improved cycle/ped facilities adjacent to A1695                                                    | First Occupation of respective phase | High     | Deliver through first occupancy planning condition. Harworth                                                                                                                                                                              |
| Improvements to local footpaths and bridleways serving the site                                                 | First occupation                     | High     | High level of deliverability. Removes barriers to accessing the site on foot.                                                                                                                                                             |
| Provision of cycle and walk catchment information on the Rockingham website                                     | Available upon first occupation      | High     | Removes potential barriers created by lack of information. Responsibility of lead TPC                                                                                                                                                     |
| Organise "walking days" and "walking weeks"                                                                     | Within 3 months                      | High     | Raises awareness and creates a team ethic                                                                                                                                                                                                 |
| Provision of Local Cycle Maps. These can be ordered from the BMBC website                                       | Available upon first occupation      | High     | Removes potential barriers created by lack of information. Tenant TPC's to ensure that these are displayed in communal areas.                                                                                                             |
| Promote WalkBUDi and BikeBUDi                                                                                   | On first occupation                  | High     | High level of deliverability. Promotion by lead TPC, possibly with any other local Travel Plan holders                                                                                                                                    |
| Provision of on-site sheltered/secure cycle spaces and changing/shower/locker facilities within the buildings   | First occupation of each tenant      | High     | High level of deliverability. Individual reserved matters of full applications in the future will specify the level of provision. Individual applicants                                                                                   |
| Explore establishing and advertising a Bicycle User Group (BUG) for all businesses at Rockingham Phase 2 and 3. | Available upon occupation            | Med      | Medium level of deliverability. A 'cycling champion' would need to be identified to establish BUG – requires input and support from steering group. A cycling champion could be appointed from the representatives of each of the tenants |
| Advice on safe cycling/ cycle training.                                                                         | Available upon occupation            | Med      | Medium level of deliverability. Lead TPC                                                                                                                                                                                                  |
| Investigate provision of "pool" cycle for use by staff                                                          | 3 months                             | Med      | Medium level of deliverability. Funding would need to be arranged either for tenants individually or centrally by lead TPC. Demand to be established post occupancy surveys.                                                              |
| Presentation to tenants and staff on the benefits                                                               | Available on occupation              | Med      | Delivered by TPC                                                                                                                                                                                                                          |

| Measures                                                          | Guideline Timescale | Priority | Deliverability and Responsibility |
|-------------------------------------------------------------------|---------------------|----------|-----------------------------------|
| to gained through sustainable travel.                             |                     |          |                                   |
| Assistance in the form of personalised travel planning on request | As requested        | High     | Lead and Tenant TPCs              |

**Table 7.2 Parking Measures**

| Measures                                                                                   | Guideline Timescale       | Priority | Deliverability and Responsibility                                                                                                    |
|--------------------------------------------------------------------------------------------|---------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------|
| Provide bespoke car share service                                                          | Available upon occupation | High     | Lead TPC                                                                                                                             |
| Provide car share presentations at inductions – appropriate when new businesses moving in. | 1 month                   | High     | Arranged by lead TPC at request of tenant TPC                                                                                        |
| Employee surveys                                                                           | 3 months                  | High     | High level of deliverability. Implementation FTPC and individual businesses. Lead TPC to agree framework survey with steering group. |
| Determine answers to staff about safety in relation to car sharers                         | As required               | High     | High level of deliverability. Lead TPC to either present to tenants or brief tenant TPCs.                                            |
| Priority Parking                                                                           | Available upon occupation | High     | Reserved Matters Applicant                                                                                                           |

**Table 7.3 Bus Measures**

| Measures                                                                                                                                  | Guideline Timescale                                    | Priority | Deliverability and Responsibility                                |
|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|----------|------------------------------------------------------------------|
| Provide up to date public transport information, bus route maps. To be provided through updates to the FTP and via the Rockingham website | Available upon occupation                              | High     | High level of deliverability.                                    |
| Provision of hard copies of bus timetables to be provided in communal areas                                                               | Available upon occupation                              | High     | Tenant TPC's                                                     |
| Lead TPC to negotiate directly with public transport operators to seek discounted weekly, monthly and season tickets                      | TPC to contact operators within 2 weeks of appointment | High     | High level of deliverability<br>FTPC to investigate and provide. |

**Table 7.4 Marketing**

| Measure                                                                                                                             | Timescale, Priority, Delivery and Responsibility                                     |
|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Provision of a new starters travel information pack                                                                                 | To be determined by the TPC, with liaison with other local FTP holders if applicable |
| Lead TPC to set out a framework/structure for marketing.                                                                            |                                                                                      |
| Ask the senior staff to cycle to work and publicise.                                                                                |                                                                                      |
| Provide a copy of the Travel Plan on the Rockingham website to encourage both visitors and employees.                               |                                                                                      |
| Provide web links for public transport sites on the Rockingham website.                                                             |                                                                                      |
| Consider introducing a bike lending system for use by staff.                                                                        |                                                                                      |
| Change for Life Posters promoting cycling to work can be downloaded from the NHS                                                    |                                                                                      |
| Use the national and European events, e.g. Bike to Work week.                                                                       |                                                                                      |
| Focus on promoting a specific initiative, e.g. leaving the car at home once a week/ once every two weeks or even just once a month. |                                                                                      |
| Free quarterly car wash or valet to car sharers.                                                                                    |                                                                                      |
| Advertise where appropriate the implementation of additional facilities.                                                            |                                                                                      |
| Introduce a Walkers' Award.                                                                                                         |                                                                                      |

## 7.2 Communication Awareness Raising

7.2.1 When raising awareness of the Travel Plan, consideration should be given to different groups that should be targeted i.e. fliers could be provided on buses for bus users or on car windscreens for car drivers.

7.2.2 Publicity material to include the following:

- Leaflets on aspects of the travel plan;
- Summary leaflet on baseline travel figures for employees;
- Provision of a Toolkit that details all sustainable travel information to be included in staff induction packages;
- Provision of incentives to encourage staff participation in sustainable travel measures;
- Information and briefing notes for senior managers;
- Information in staff induction packages;
- Staff induction provides a focused session on green travel;
- Poster campaigns – Change for Life etc;
- Exhibition stands and notice boards in communal staff areas;
- A travel plan email/newsletter – for example a mass email detailing the launch of a new measure, the advantages of this and who to contact to find out more;
- Stories / regular updates in existing staff newsletters / bulletins;
- Local newspapers;
- Intranet / bulletin board updates;
- Investigate feasibility of real time public transport displays across the site;

- Intranet to promote sustainable travel as a mode of access;
- Mouse mats, pens etc. carrying green messages; and
- Green messages on e.g, visitor receipts, emails, compliment slips, headed paper, staff passes, screensavers etc.

7.2.3 When developing the marketing strategy it is often useful to identify which of the above media would be most effective at different stages of implementation and identify the timescale and who will be responsible for developing each.

- The lead TPC should consider membership of any travel plan groups (including Barnsley Council) that become available during their appointment. Liaison with the Travel Plan Officer will enable the TPC to consider membership as appropriate organisations are formed.

### 7.3 MAINTAINING INTEREST

7.3.1 It can be difficult to maintain interest in Travel Plans. There are a few key points to note that will assist in ensuring that people are not discouraged. These are:

- Formation of a Travel Plan Steering Group made up of all employers across the site
- Make sure that measures implemented work, this will maintain confidence in the Travel Plan;
- Regular communication to keep the Travel Plan issues in people's minds;
- Easily contactable assistance should be available to staff to solve any problems they have in changing mode;
- Make sure information provided to staff is always up to date;
- Develop a successful feedback mechanism; and

7.3.2 Ensure that the successes of the TP are advertised to maintain faith in the TP.

## 8. Monitoring and Review

8.1.1 A successful Travel Plan must have an appropriate monitoring programme that measures success (and failure) and reinvigorates the process where necessary. The development of an appropriate monitoring and review strategy will be the responsibility of the lead TPC and will be distributed to tenants with guidance.

8.1.2 Staff travel surveys will be carried out on an annual basis (year on year from the baseline surveys being carried out) with monitoring of facilities such as cycle parking, motorcycle parking, lockers and travel information.

8.1.3 Initial surveys will be completed by each tenant either prior to occupation (if a relocation) or four weeks post occupation if a completely new operation. Following the initial surveys, it is the intention that each tenant will seek to synchronise the timing of their annual surveys with the other tenants.

8.1.4 An annual monitoring/review report will be prepared and submitted to the lead TPC by each tenant (the template having been provided by the lead TPC) who will then collate the results for submission to the highway stakeholders within 4 weeks of completion of the initial surveys. Surveys will be undertaken on an annual basis as a minimum.

8.1.5 The survey will include the following elements:

- How staff and visitors currently travel to the site;
- How staff and visitors prefer to travel to the site;
- How staff and visitors would travel to the site if there were no barriers to their chosen mode;
- Measures that would encourage staff and visitors to use sustainable modes;
- Total number of Vehicles Arriving and Departing the development in the AM peak hour;
- Home location of staff (for example by postcode area); and
- Business travel needs.

8.1.6 It is imperative that an appropriate number of visitors and staff are surveyed to ensure that the data collected is representative of overall travel patterns. Therefore, the following targets are set as a minimum for responses:

- 30% of total staff employed including a selection of all employee types i.e. shop floor, managers and centre management; and
- If the 30% target for responses is not reached the individual tenant must offer an incentive to increase the response rate to the 30%.

8.1.7 The monitoring reports must also review the progress that has been achieved in implementing measures against the modal shift targets over the preceding twelve-month period. Any progress made will be reported by the TPC to senior management, staff and external organisations including other employers with Travel Plans within the Rockingham Business Community the highways stakeholders and the Masterplan Framework Interim Travel Plan.

8.1.8 The annual monitoring report will include a commitment from all parties in the steering group to achieve the targets set out within both the monitoring report and this Framework Travel Plan.

8.1.9 The lead TPC will ensure that the results of the travel survey can be viewed on the Rockingham website to encourage a sense of ownership.

8.1.10 The monitoring needs to include reviews of how well the plan is working to meet the objectives of the plan, it should also include targets for discussion and agreement with the steering group. The monitoring report will provide details on timescales for change and where the responsibilities lay for actioning this change.

8.1.11 The FTP needs to be active and to be developed in conjunction with the survey results/experiences of the Travel Plan Co-ordinator. For example, if there is little/no car sharing occurring amongst the staff, it would be appropriate for the TPC to review and focus on the promotion of car sharing.

8.1.12 As discussed in previous sections the TPC will monitor provision of cycle parking, showers etc to ensure that provision is appropriate. Where additional facilities are required these will be provided and advertised.

8.1.13 The monitoring report should highlight any second wave measures to strengthen the plan should it fail to meet the targets set out in the FTP.

8.1.14 Second wave measures may include, for example,

- Introduction of a staff parking policy where only those without sustainable alternatives and longer travel distances are able to park on site;
- Measures for public transport users may include negotiating with local bus operators to offer discounted ticket deals to staff;
- The provision of personalised travel plans could also be considered if staff can be identified from surveys that have a lesser need to travel by car – for example work during daytime hours and live on a bus route.
- Support to businesses to reduce the need for business travel by car.

8.1.15 At this stage it is not appropriate to confirm the exact nature of the secondary measure as the appropriateness of each will be informed by the travel plan surveys and monitoring report – furthermore they may not be required. This will enable any failing areas to be specifically focused on. Additionally, specific second wave measures, if appropriate, will be devised through the steering group to ensure that the measures are focused and offer synergy with other developments where appropriate

## 9. Conclusions

9.1.1 This document sets out a Framework Travel Plan in compliance with National and Local guidance and is recommended to Rockingham Phase 2 and 3 and the tenants as a basis for individual Travel Plans.

9.1.2 This FTP is a package of measures tailored to the needs of the site which aims to promote greener, cleaner travel choices and reduce reliance on the car. It involves the development of a set of mechanisms, initiatives and targets that together can enable an organisation to reduce the impact of travel and transport on the environment, whilst also achieving a number of other direct business benefits.

9.1.3 This FTP shall, by containing appropriate measures, assist in reducing the number of trips made to and from the development by the private car. All visitors and staff shall be made aware of the measures included within the FTP. This is to ensure that positive benefits can be delivered and the number of trips undertaken by public transport, walking or cycling are increased.

9.1.4 A list of measures to be implemented is included in this plan, however this is not exhaustive. A range of additional measures should be investigated through the life of this Travel Plan.

9.1.5 The Lead Travel Plan Co-ordinator will liaise with the tenant Travel Plan Co-ordinator(s) acting on behalf of tenants at Rockingham. The benefits of the Travel Plan to each company will be maximised if information is shared and action co-ordinated within the immediate area. There will be more opportunities to share cars for example.

9.1.6 A Lead Co-ordinator should be nominated on an annual basis to oversee and co-ordinate the work of fellow co-ordinators. In the first five years post first occupation the lead TPC will be appointed by the management company.

# Figures

# Appendices

## Appendix A Masterplan

## Appendix B    **BMBC Active Travel Proposals**