PEEL CENTRE RETAIL PARK

HARBOROUGH HILL ROAD, BARNSLEY

FRAMEWORK TRAVEL PLAN

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1.0 INTRODUCTION TO THE TRAVEL PLAN

1.1 This Framework Travel Plan has been prepared by TTHC Ltd in connection with the current proposals at the Peel Centre retail park at Harborough Hill Road, Barnsley.

1.2 The proposals include a new retail unit which would replace the garden centre which currently forms part of Unit 2 The Range. The floorspace of this unit would be 936 m^2 Gross Internal Floor Area (GFA) (997 m^2 Gross External Floor Area). Also proposed are Section 73 applications for relaxation of sales restrictions on some of the existing units to allow for open A1 trading including food sales. The maximum floorspace on which the proposed relaxation of sales restrictions would apply would be 1,394 m^2 GFA, be it in a single unit, or spread across several units.

1.3 The Travel Plan will be implemented at the proposed new unit from day one. However, in recognition of the importance of Government Policy aimed at reducing the reliance upon the private car, as any of the units are let to new occupiers the opportunity will be taken to extend the Travel Plan to those units too, and this will be a condition of the new leases.

1.4 The overall aim of this Travel Plan is to promote sustainable travel to and from the Peel Centre, and in doing so, minimise the total vehicular travel distance associated with this destination.

1.5 A key target of the Travel Plan is therefore to reduce the frequency of single occupancy car trips. Of course, single occupancy car trips to retail parks are already at a low level due to many customers arriving as families. Typically for every 100 people accessing a retail park this results in 55 vehicles containing 93 people, with the remaining accessing the site by walk, cycle and public transport (based on an average of site surveys from the TRICS database). Specifically at this site, a customer exit survey in 2012 indicated that 9% of respondents accessed on foot, 1% by cycle, and 6% by bus, coach or taxi.

1.6 The Travel Plan is aimed at both staff and customer trips, although clearly, it is staff journey to work trips over which the greatest degree of influence can be achieved.

1.7 The Travel Plan is intended to improve awareness of the opportunities for reducing car usage (particularly single occupancy journeys) and provides information on car sharing, walking, cycling and public transport.

1.8 The Travel Plan details what measures will be undertaken to promote the use of these alternative forms of travel. The Travel Plan is not a one-off promotion of sustainable travel. The effect of the Travel Plan will be monitored on a regular basis and an action plan will then be developed with the aim of achieving continual improvements; as such, the Travel Plan will evolve over time.

Managing the Travel Plan

1.9 Peel Developments (UK) Ltd owns the Peel Centre site. Of course, the units are then let to various retailers, and it is the retailers, not Peel, who are able to have the greatest influence on trip making, particularly staff journey to work trips.

1.10 Ownership of the Plan(s) will therefore sit with the occupiers of the units. Although the occupiers may be unknown, and will change from time to time, they will each be committed, through a condition in their lease, to comply with the provisions of this Framework Travel Plan. The minimum level of commitment for the Travel Plan is set out within this document, effectively providing a framework for the retailers company specific Plans.

1.11 Peel will endeavour to help facilitate the Plan, and there are a number of Peel-specific commitments set out within this document too.

2.0 PLAN OBJECTIVES

The key objectives of this Travel Plan are to:

- ✓ ***minimise total travel distance through the reduction of journey lengths and frequency – particularly single occupancy car trips***
- ✓ ***reduce the reliance upon the private car and improve awareness and usage of alternative modes of transport***
- ✓ ***promote car sharing, walking, cycling and public transport***

3.0 SITE LOCATION & ACCESSIBILITY

3.1 The Peel Centre is located approximately 700 metres north east of the centre of Barnsley. Significant retail interests are located in this area around the A61/A635 Harborough Hill gyratory, which make for easy trip linkages. The location of Peel Centre on Harborough Hill Road is indicated in **Figure 1**. **Appendix A** shows the layout of the site and the location of the proposed new unit.

3.2 The Peel Centre is accessed via a signalised junction onto Harborough Hill Road, which, in this locality, is of dual carriageway standard. The access road is called Dryden Road providing access to the retail park car parks and beyond to the service yards. The Peel Centre junction sits at the southern corner of Harborough Hill gyratory.

Walking & Cycling

3.3 All roads in the area surrounding the Peel Centre have footways on both sides. Pedestrian crossing facilities are provided at the Peel Centre access junction and on the gyratory. These crossing facilities provide a safe walk route between the Site and the bus stops.

3.4 Wide footways are provided on the bridge over the River Dearne providing a connection to/from the north. To the west, pedestrians can route via quieter residential streets to reach Barnsley Interchange (approximately 600 metres) and the town centre just beyond (around 800 metres), and the nearby residential area of Honeywell.

3.5 A walk catchment of 2km is generally considered acceptable for commuting purposes and this takes in some large residential areas both north and south of the River Dearne, such that there is the opportunity for staff to live within walking distance of the Site.

3.6 Cycling can substitute car trips, particularly for journeys under 5km, and such a cycle catchment area takes in all of Barnsley, although in practice this may be more limited by the local topography.

Public Transport

3.7 The A61 is a Quality Bus Corridor. As such Old Mill Lane, and Eldon Street North (into the town centre and Barnsley bus & rail transport interchange) is a major bus route which passes close to Peel Centre.

3.8 As shown in **Figure 1** bus stops are located at the gyratory (southbound on the eastern side adjacent to Twibell Street retail park, and northbound immediately north of the gyratory). The walk distances from the Peel Centre to these bus stops are approximately 320 metres for the northbound direction and 200 metres for the southbound direction. Conveniently located green man pedestrian crossings are provided.

3.9 A total of 9 regular bus services route along the A61, (Nos 1, 11, 31, 34, 34A, 57, 59, 59A, and 194). These services provide access to a number of local areas north of the River Dearne including Athersley, Cudworth, Royston, Staincross. All buses route into Barnsley bus and rail transport interchange which allows for easy connections to the rest of Barnsley and beyond.

3.10 In particular, the No. 1 and 11 services, each operate on a 10 minute frequency providing over 70 buses per day in each direction. In total Peel Centre is served by over 20 buses per hour in each direction**.** Further details are provided at **Appendix B.**

3.11 Up-to-date bus information is available at:
www.travelsouthyorkshire.com or phone 01709 51 51 51

3.12 In addition to the bus services, the Peel Centre is easily accessed by rail, as it lies approximately 600 metres walk distance from Barnsley Interchange. Barnsley Interchange is served by high frequency rail services to Leeds,

Wakefield, Sheffield, Huddersfield and Nottingham, and many other stops in between.

3.13 Up-to-date train information is available at:
www.nationalrail.co.uk

3.14 The site has a good level of accessibility by public transport. The bus and train services are frequent and offer accessibility to several destinations. The public transport available should meet the local transport requirements of staff and customers travelling to/from the Peel Centre.

4.0 TRAVEL PLAN CO-ORDINATOR

4.1 Any Travel Plan requires someone to take ownership of it in order for it to work effectively. Once the Travel Plan becomes effective at any unit the occupying company will elect a responsible staff member to take on the role of Travel Plan Co-ordinator. The division of Peel which manages the retail park will also elect a person who will act as a contact point for each Travel Plan Co-ordinator.

4.2 The retailer Travel Plan Co-ordinators will be responsible for initiating their own staff surveys and general consultation; target setting; identification and implementation of measures; marketing; monitoring and reporting to Barnsley Metropolitan Borough Council (BMBC).

4.3 The Travel Plan Co-ordinators will be appointed upon occupation (or reoccupation) of each unit.

5.0 BASELINE SURVEY & SETTING OF TARGETS

5.1 The focus of the baseline surveys and target setting will be on staff. Influencing staff travel habits will be much easier to achieve and will potentially provide the greatest benefits because they are using the site on a daily basis. Also, any changes in their travel habits will be easier to monitor. The focus on influencing customer trip making will be on hard measures (such as the provision of more cycle and motorcycle parking), and on information and marketing of alternative access modes.

5.2 In order to understand the existing Base situation, Staff Travel Surveys will be undertaken upon occupation (or reoccupation) of each unit. This will be a simple survey to understand existing journey to work mode, available alternatives, catchment area (based on postcodes) and any influences or barriers to a change in mode.

5.3 The surveys will then be used as a Baseline against which realistic targets for modal shift can be set.

5.4 The surveys will assist in evaluating potential measures to achieve a modal shift. It will also help in raising awareness of the Travel Plan, identify staff preferences to join a particular mode group; i.e. potential car sharers, and provide suggestions from staff.

5.5 In order to consider the success or otherwise of a Travel Plan it must set targets, and these must be measurable.

5.6 Following collection of the baseline data from employees, the Travel Plan Co-ordinators will use this information as a Baseline against which targets for improvement can be set. The Plan should set mode share targets which can be checked against the actual modal share of the employees (established from repeat surveys).

5.7 It is important that targets for a modal share split are realistic and achievable, as overly ambitious targets which cannot be met will lead to disillusionment and will thus have an adverse impact on the effectiveness of the Travel Plan.

5.8 It is also worth noting that on an individual unit basis, a notable change in percentage modal split could easily result just from a change in staff members e.g. if someone is identified as a cyclist in the initial surveys and then they leave, this could easily present itself as a large percentage swing away from non-car modes, but clearly it does not mean that the Travel Plan has failed.

6.0 MEASURES & THEIR MARKETING

6.1 The first tier of measures will be implemented by Peel in connection with the proposed new unit, and prior to its occupation. The second tier will then be developed by the occupying retailers specifically in response to the results of the Travel Survey(s). However, this is not a one off process: it is anticipated that the measures will be changed and adapted as the Travel Plans are monitored. This will maximise the success of the Plans.

6.2 As Conditions of planning consent on the proposed new unit application, Peel will undertake the following measures to assist the success of the Travel Plan. These will all be in place prior to first occupation of the unit:

- Appoint a contact person to deal with any points raised by the Travel Plan Co-ordinators;
- Provide covered shelters at convenient locations close to the unit entrances for cycle and motorcycle parking;
- The provision of two electric vehicle charging points;
- Provide a display board within the site which displays a map which shows linkages to the town centre, bus stop locations, and walk and cycle routes; and
- Produce an easy to read one page information sheet, Travel Guidance Notes (TGN) (providing information on access by alternative modes) and make these available in PDF format to the Travel Plan Co-ordinators. These will be reviewed annually.

6.3 The locations of the new cycle and motorcycle parking and the electric vehicle charging point are indicated on the plan attached at **Appendix A**.

6.4 The individual retailer Travel Plan Co-ordinators will undertake the following:

- Distribute a copy of the TGN to all staff;

- Display a copy of the TGN within the store and distribute to customers in the first week of opening; and
- Provide similar accessibility information on the store locator part of their website.

6.5 Other measures will depend largely on the results of the staff surveys which will follow occupation of the units, and any follow up surveys.

6.6 Following the initial surveys, it is anticipated that the Travel Plan Co-ordinators will give consideration to the following potential measures:

- Promoting car-sharing and referring staff to any publicly available car share scheme recognised by BMBC;
- Any need to increase cycle parking facilities;
- Provision of lockers in staff areas; and
- Guaranteed lift home in case of emergencies.

6.7 Of course each retailer will have its own business requirements and travel demands, and some measures will be more appropriate to some occupiers than others.

7.0 MONITORING & REVIEW

7.1 In order that the Travel Plans continue to remain effective it is important that they are continually promoted and adapted, where necessary, to meet changing circumstances. In order to measure the effectiveness and provide vital information on where improvements can be made annual reviews of the Plans will be undertaken for the first three years, and thereafter every two years.

7.2 This review will include:

- a repeat of the Staff Travel Survey; and
- a random (unannounced) one day sample survey of the travel habits associated with unit staff on that day.

7.3 The information collected will be summarised in a short report to be presented to BMBC. This report will include a summary of the year on year change in car / non-car modal split, an assessment of where further gains can most effectively be achieved, and an Action Plan for achieving this.

7.4 The report will be discussed with the Council and this will enable them to assist in achieving it aims.

8.0 TIMESCALES

8.1 This section provides a summary of the occupier Travel Plan commitments and sets out the timescales for undertaking each of these. It provides a useful checklist that the Travel Plan is being fully implemented.

8.2 The timescales are summarised in **Table 1**.

ACTION	TIMESCALE
Prior to / Upon Occupation	
Appoint the Travel Plan Co-ordinator	Prior to store opening
Provide TGN to staff	Prior to store opening
Provide TGN info on store locator part of website	Prior to store opening
Distribute TGN to customers	Upon store opening
Following Occupation	
Undertake Staff Questionnaire Survey	Within 3 months of occupation
Travel Plan Co-ordinator to analyse questionnaires, set targets and develop potential measures. Issue Survey Report to Peel contact and BMBC	Within 6 months of occupation
Review	Every year thereafter for 3 years, and then every second year.

Table 1

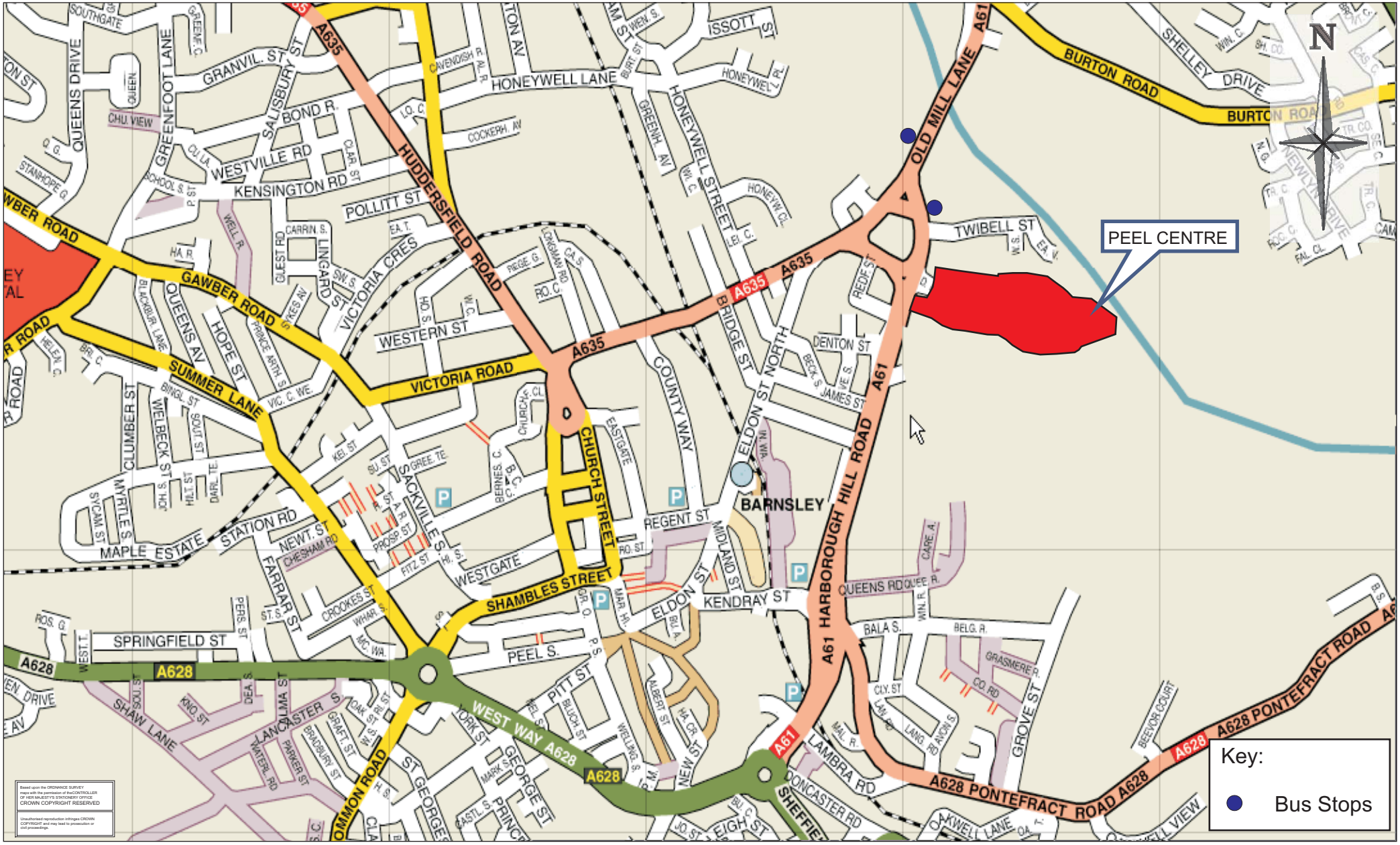
9.0 SUMMARY

9.1 The Travel Plan has been prepared in recognition of the importance of Government Policy aimed at reducing the reliance upon the private car. The overall aim of this Travel Plan is to promote sustainable travel to and from the Peel Centre, and in doing so, minimise the total vehicular travel distance associated with trips to and from these units. A key target of the Travel Plan is therefore to reduce the frequency of single occupancy car trips.

9.2 It is promoted to assist in reducing the reliance on the private car and improve awareness and usage of alternative travel, including car sharing, walking, cycling and public transport.

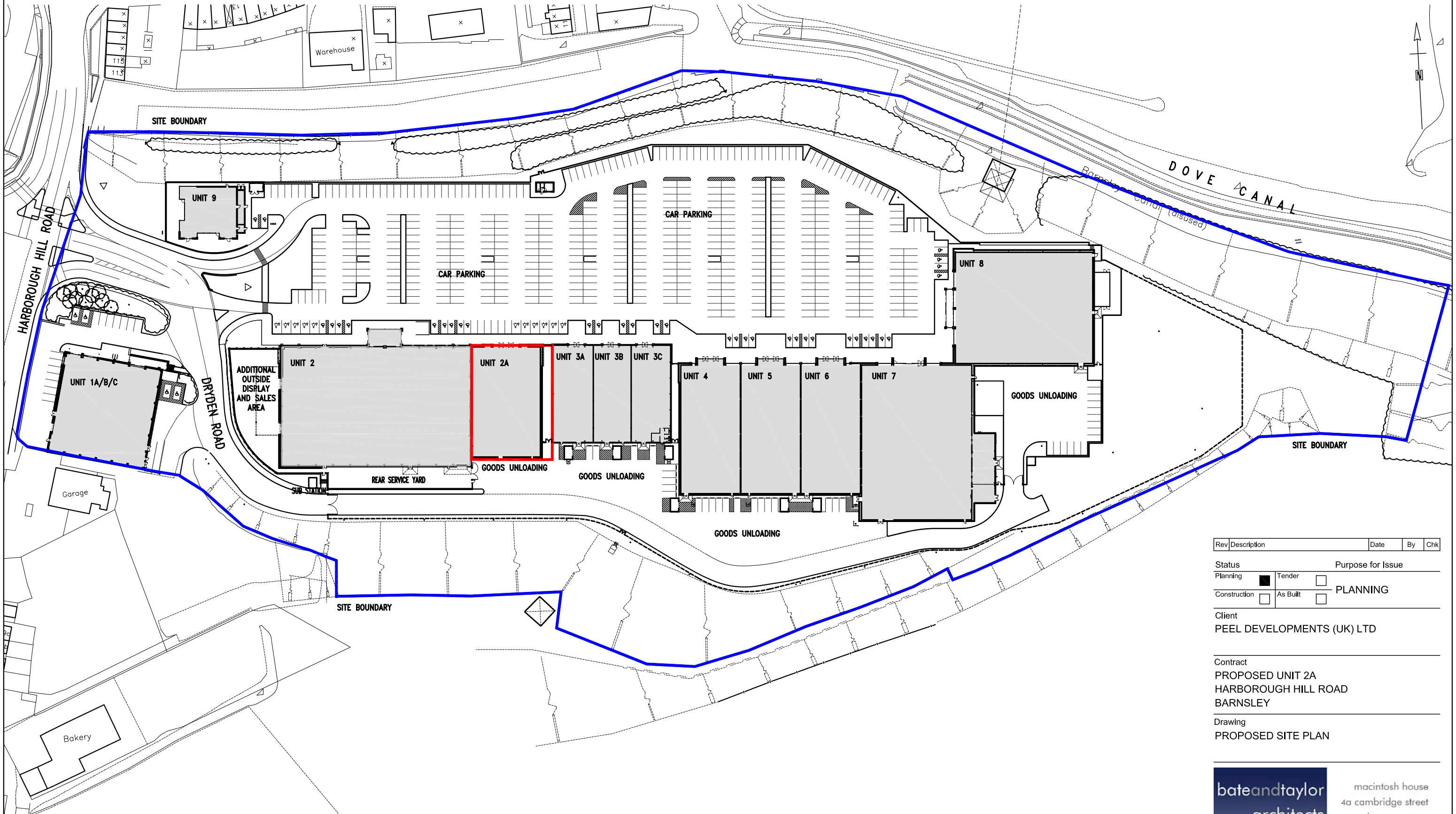
9.3 This Travel Plan provides a framework for unit occupiers to work within. It will be implemented initially at the proposed new unit, but will also be extended to include other units as the opportunity arises through any future re-letting of units. Occupiers will be committed, through a condition in their lease, to comply with the provisions of this Travel Plan. Peel will endeavour to help facilitate the Plan, and there are a number of Peel specific commitments prior to occupation of the units.

FIGURES



tthc the Traffic, Transport & Highway Consultancy	Drawing No M06011-C-020	Rev .	PEEL CENTRE, BARNSLEY	
	Date 19.06.15	Rev Date .	SITE LOCATION PLAN	
	Drawn By UD	Authorised MAW	Scale NTS	**FIGURE 1**

APPENDIX A



01 Proposed Site Plan

Scale 1:1250 @ A3

Please note:

Additional outside display and sales area to Unit 2 subject to separate application reference PP-04175785 and as previously approved reference: PP-01810440.

Rev	Description	Date	By	Chk

Status: Purpose for Issue

Planning ■ Tender □ Construction □ As Built □ — PLANNING

Client

PEEL DEVELOPMENTS (UK) LTD

Contract

PROPOSED UNIT 2A
HARBOROUGH HILL ROAD
BARNSLEY

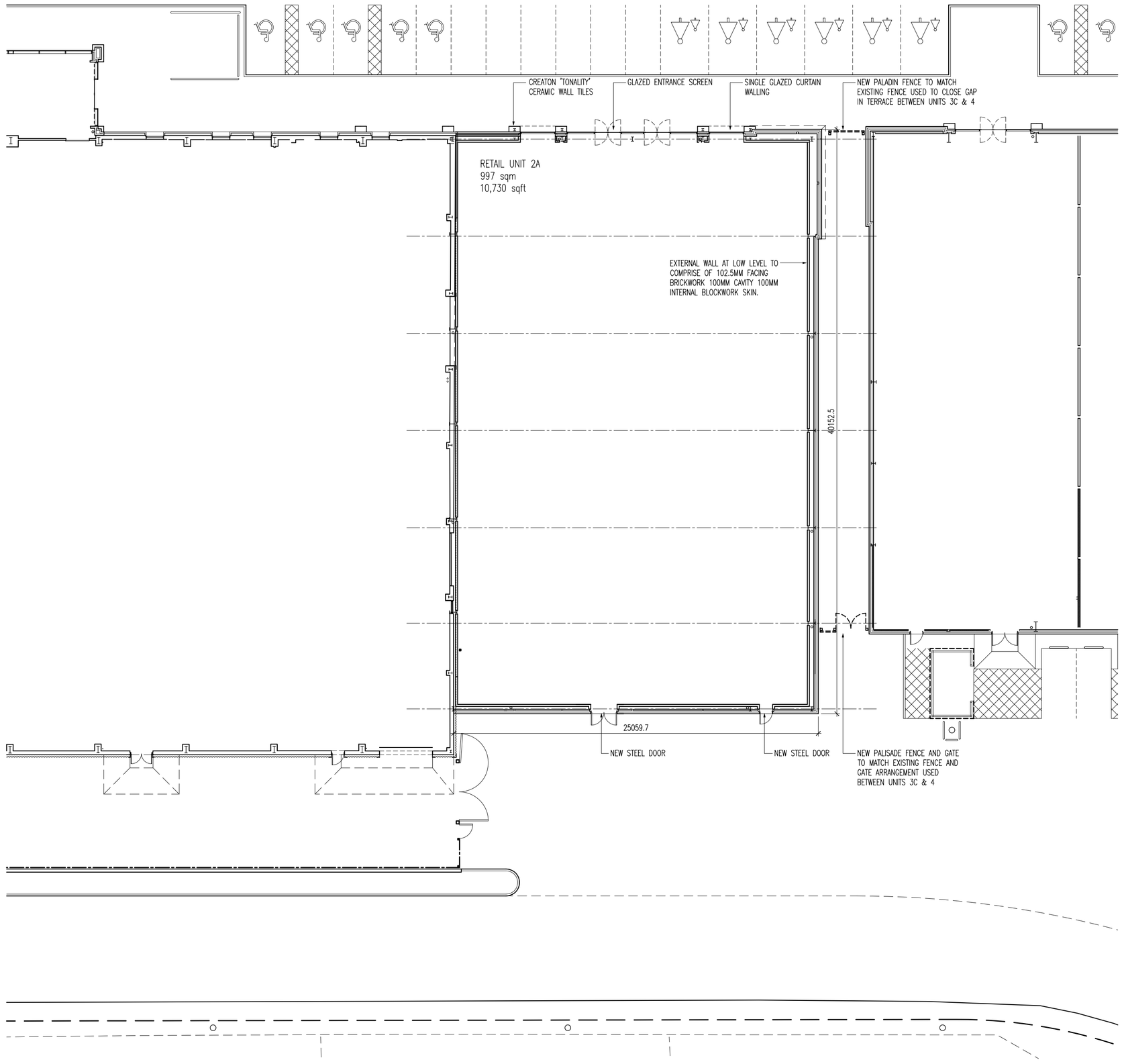
Drawing

PROPOSED SITE PLAN

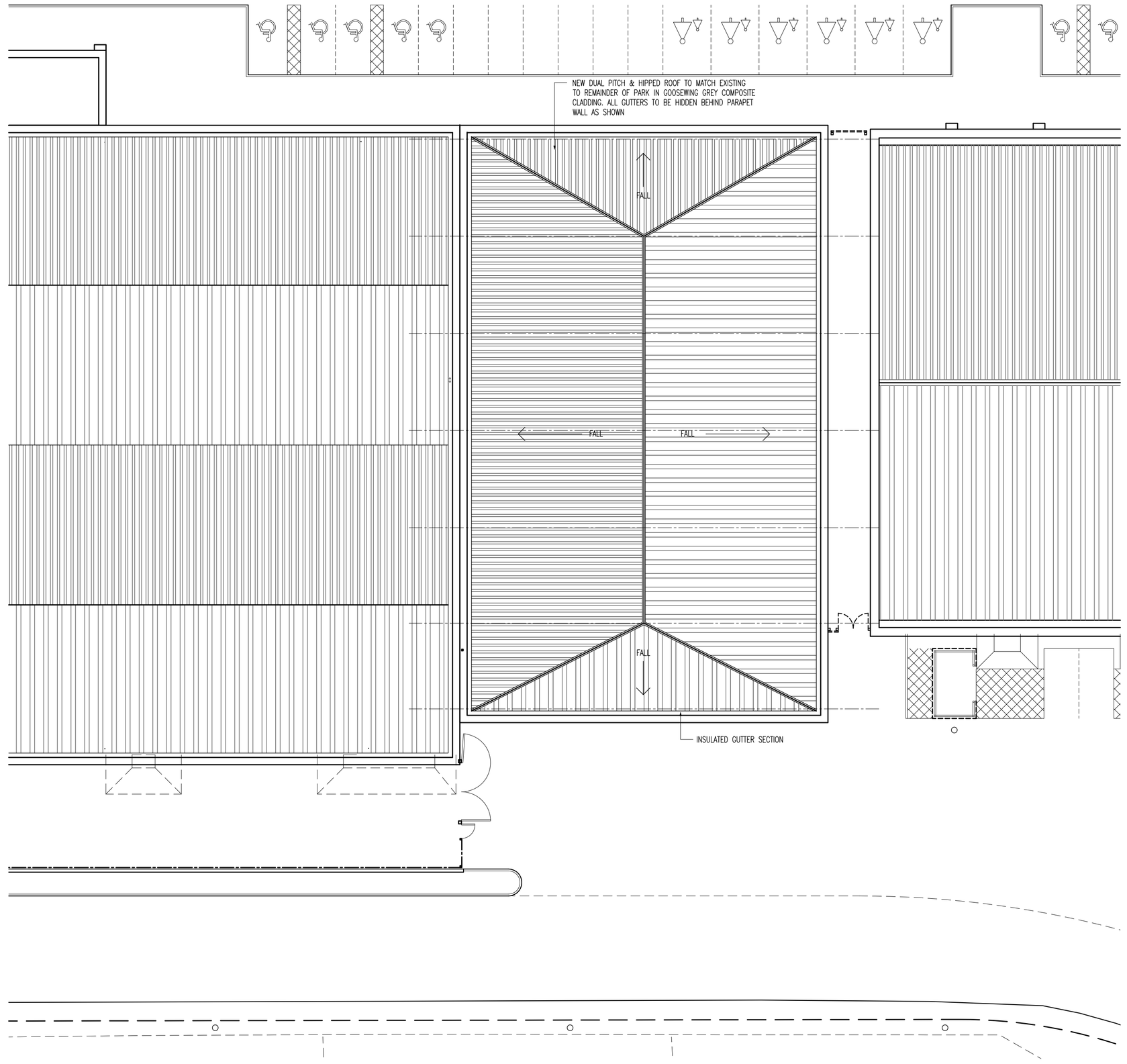
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Drawing No.	MH877-03	Revision	/
Scales	1:1250 @ A3	Date	JULY '15
Drawn	DL	Checked	GB

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01 Proposed Floor Plan
Scale 1:200 @ A1



02 Proposed Roof Plan
Scale 1:200 @ A1

Rev	Description	Date	By	Chk
A	GROSS EXTERNAL AREA ADDED	13/08/15	DL	GB

Status: Purpose for Issue
Planning ■ Tender □
Construction □ As Built □
PLANNING

Client
PEEL DEVELOPMENTS UK Ltd

Contract
PROPOSED UNIT 2A
HARBOROUGH HILL ROAD
BARNSLEY

Drawing
PROPOSED FLOOR PLAN
AND ROOF PLAN

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Scales 1:200 @ A1 Date JULY '15
Drawn DL Checked GB

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APPENDIX B

Bus Service Frequency									
		Weekdays				Saturday		Sunday	
Bus No:	Description	First Bus	Last Bus	Daytime Freq (mins)	Total	Daytime Freq (mins)	Total	Daytime Freq (mins)	Total
1	Barnsley – Staincross	6:58	23:00	10	76	10	67	30	28
1	Staincross - Barnsley	7:01	23:37	10	78	10	69	30	28
11	Barnsley - Athersley	5:20	22:45	10	78	10	73	30	28
11	Athersley - Barnsley	5:45	23:10	10	75	10	71	30	28
31	Barnsley - Cudworth	10:15	16:15	60	6	60	5	NS	NS
31	Cudworth – Barnsley	10:04	16:23	60	6	60	5	NS	NS
34	Barnsley - Shafton	6:20	17:30	60	12	60	11	NS	NS
34	Shafton - Barnsley	7:10	18:20	60	13	60	11	NS	NS
34A	Barnsley - Shafton	6:50	17:00	60	11	60	10	NS	NS
34A	Shafton - Barnsley	7:40	17:50	60	11	60	11	NS	NS
57	Barnsley – Royston	7:20	18:15	10-20	42	10-20	40	NS	NS
57	Royston – Barnsley	5:56	18:41	10-20	45	10-20	42	NS	NS
59	Barnsley – Wakefield	5:20	17:30	60	13	60	12	60	9
59	Wakefield - Barnsley	7:10	19:25	60	13	60	12	60	9
59	Royston - Barnsley	5:19	23:30	60	14	60	15	60	12
59A	Barnsley – Royston	8:50	23:40	60	15	60	16	60	13
194	Barnsley - Wakefield	5:45	22:53	60	18	60	18	60	14
194	Wakefield - Barnsley	5:40	22:50	60	18	60	18	60	14