

Gleeson Homes Residential Development Bondfield Crescent, Wombwell

Travel Plan November, 2016

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1. INTRODUCTION

Background

- 1.1 This report details the residential travel plan (TP) that Gleeson Homes ('the developer') is committed to delivering to enable and promote a culture of sustainable travel among residents at its proposed development at Bondfield Crescent, Wombwell.
- 1.2 In consultation with the developer, the travel plan has been prepared by TPS Consultants Ltd (TPS), a specialist travel plan consultancy with extensive experience of developing and implementing residential travel plans for house builders throughout the UK. The content of the travel plan, therefore, pays due regard to national and local travel planning guidance (section 2), and the experiences of TPS in delivering travel plans at other similar residential developments on behalf of Gleeson Homes and others.
- 1.3 This travel plan is in support of a detailed planning application to develop land off Bondfield Crescent, within Wombwell for some 49 dwellings. A plan of the proposed development can be seen within **Appendix A**.
- 1.4 The local planning authority and highway authority for the site is Barnsley Metropolitan Borough Council.

Developers Commitment to Travel Planning

- 1.5 Gleeson Homes recognises that by developing a TP, sustainable travel patterns can be established from the outset and maintained over time, minimising the impact that the development has upon the local environment and ensuring that, where possible, all residents are able to make informed journey choices.
- 1.6 Residential travel plans can deliver a wide range of benefits to developers themselves, as well as to residents and the wider community. At the sales and marketing stage a proactive TP can assist a residential developer in promoting a site as an accessible and sustainable location to live, with a range of travel options available to prospective residents. This process enables residents to make a fully informed decision when choosing to move to the site, taking into account the site's location relative to sustainable travel options, and the knock on effect this may have upon reducing the need to use a car for regular or one-off journeys.
- 1.7 The promotion of sustainable travel options from an early stage provides a cost-effective mechanism by which developers can minimise the level of car based trips generated by a development, which in turn reduces the impact a development has on local traffic levels, air quality and road safety.

- 1.8 The individual benefits to be derived through the use of sustainable travel options range from financial savings through reduced fuel consumption, improved health through increased use of active travel modes (walking and cycling), and greater choice in the travel options available.
- 1.9 Gleeson Homes has adopted a corporate approach to travel plan implementation across their sites, using the services of TPS to ensure sustainable travel promotion is targeted and effective. The site will be included in this corporate approach and TPS have produced this travel plan document to illustrate this commitment and ensure consistency of approach.
- 1.10 By submitting this TP, the developer commits themselves to strategically implementing the measures contained within this document, monitoring the progress of the plan, amending it where necessary, and providing the necessary resources for proper implementation of the plan.

The Travel Plan Vision

- 1.11 The vision for this travel plan is to:

“Make the development a place where residents and visitors can be fully informed when choosing travel modes for undertaking both regular and one-off journeys, and in doing so reduce reliance upon the private car and the resultant impact on the local environment.”

Travel Plan Aims and Objectives

- 1.12 To achieve this vision, the aims of this travel plan are to:

- Maximise the attractiveness of the development to potential residents by highlighting the accessibility of the site by a range of travel options; and
- Minimise the effect the development has on the environment and local highway network by promoting the use of these sustainable travel options.

- 1.13 As a result, the objectives of the TP are to:

- Identify the range of travel options available to the site;
- Identify the mechanisms required to maximise the use of sustainable travel modes amongst residents; and
- Identify the mechanism by which the success of this travel plan can be monitored and reported upon.

2. TRAVEL PLAN CONTEXT

What is a Travel Plan?

- 2.1 A travel plan is a general term for a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a set of mechanisms, initiatives, and targets that together can enable individuals on a site such as this to reduce the impact their travel has upon the local environment.
- 2.2 Travel planning at any site is a dynamic process that will grow and develop with time and in accordance with the changing circumstances and the environment in which it works. It is not a one-off event to be undertaken and completed, nor is it a document to be produced and put on a shelf.

National Policy Context

Government White Paper: Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen (DfT, 2011)

- 2.3 The government has recognised the need for a radical change in transport policy. In its Integrated Transport White Paper, a wide range of measures to deal with congestion and pollution are set out. The White Paper highlights the need for action at both a nationwide level as well as the local context.
- 2.4 On sustainability, the White Paper identifies the wider impacts of road traffic pollution stating:
- “Climate change is one of the greatest environmental threats facing the world today”.*
- 2.5 Further to this White Paper, the Government has also committed to the reduction in greenhouse gas emission through the 2008 Climate Change Act. The UK therefore has legally binding targets to reduce greenhouse gas emissions to 50% below 1990 levels by 2020 and to 80% by 2050.
- 2.6 The White Paper identifies the costs of transport upon society, in particular, the issues surrounding delay, pollution, health problems, and accidents, which are all caused by local congestion. As a result, it is stated that access to sustainable travel modes and improving accessibility can:
- “Make a significant contribution to public health and quality of life”.*

National Planning Policy Framework (NPPF) (DCLG, 2012)

2.7 The NPPF aims to encourage sustainable development through the planning system, with a presumption in favour of sustainable planning development. Positive improvements should include the following five key aims:

- Making it easier for jobs to be created in cities, towns and villages;
- Moving from a net loss of bio-diversity to achieving net gains for nature;
- Replacing poor design with better design;
- Improving the conditions in which people live, work, travel and take leisure; and
- Widening the choice of high quality homes.

2.8 The NPPF sets out the need for both a Transport Assessment and a Travel Plan for all developments that generate a significant amount of movement. The NPPF is supported in its aims by both the (now superseded) Guidance on Transport Assessment, and Good Practice Guidelines: Delivering Travel Plans through the Planning Process, which remain the best practice guides for the production of reports required through the planning system.

2.9 The NPPF defines a travel plan as:

“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed”

Good Practice Guidelines: Delivering Travel Plans through the Planning Process (DfT & DCLG, 2009)

2.10 This wide ranging document includes the demands that a full travel plan should be submitted with the planning application for any new development. A full travel plan should include:

- Clear outcomes;
- Relevant targets and measures;
- Monitoring programmes; and
- Travel plan management structures.

2.11 It also states that:

“Successful travel plans require all stakeholders to work in different ways and in partnership. The highway/transport and planning authorities will need to work together

and involve other external stakeholders, such as the local transport operators, as well as the developers.”

Local Policy

2.12 Transport is of fundamental importance to the South Yorkshire economy and environment. With this in mind, and in common with elsewhere, the policies and objectives of the South Yorkshire Local Transport Plan 3 are aimed at securing modal shift from single car occupancy travel to more sustainable and environmentally friendly forms of transport.

2.13 Alongside this strategy is the Transport Assessment and Travel Plan Supplementary Planning Guidance which supports travel plans as an important tool:

“ ... to help show that all modes of travel are being encouraged and how easy it is to get from/to the site by each mode taking into account journey times, safety, public transport frequency, quality and access for disabled people”.

3. BONDFIELD CRESCENT: A SUSTAINABLE SITE WITH GOOD ACCESSIBILITY

Site Context

3.1 The residential development is located off Bondfield Crescent in Wombwell to the southeast of Barnsley town centre. The site will be accessed by the existing spine road which links Bondfield Crescent with the Kings Oak Primary Learning Centre.

Development Proposals

3.2 The planning application seeks permission to develop land off Bondfield Crescent, in Wombwell for some 49 dwellings.

3.3 The site, which is currently undeveloped, is located some 7.2km southeast of Barnsley town centre and a 1.1km walk from Wombwell High Street. The development lies to the south of Bondfield Crescent, as shown on the location plan at **Appendix A**.

3.4 Vehicular and pedestrian access to the development is proposed from Bondfield Crescent.

3.5 The site is bounded by existing housing to the north, east and west, with the Kings Oak Primary Learning Centre located immediately to the south.

3.6 The planning application by Gleeson Homes & Regeneration seeks full planning permission to build 49 houses comprising:

- 17 no. 2 bedroom houses;
- 30 no 3 bedroom houses; and
- 2 no 4 bedroom houses.

3.7 The parking provision for the residential units will be provided in accordance with the Local Highway Authority's parking standards.

3.8 It is considered that the proposed level of parking provides an appropriate balance between the need to promote sustainable modes of transport, meeting residents' demands and minimising on-street parking.

Active Travel Options

3.9 This section outlines the existing walking, cycling and public transport facilities within the vicinity of the development site and describes the accessibility of the site in terms of its proximity to key services and destinations.

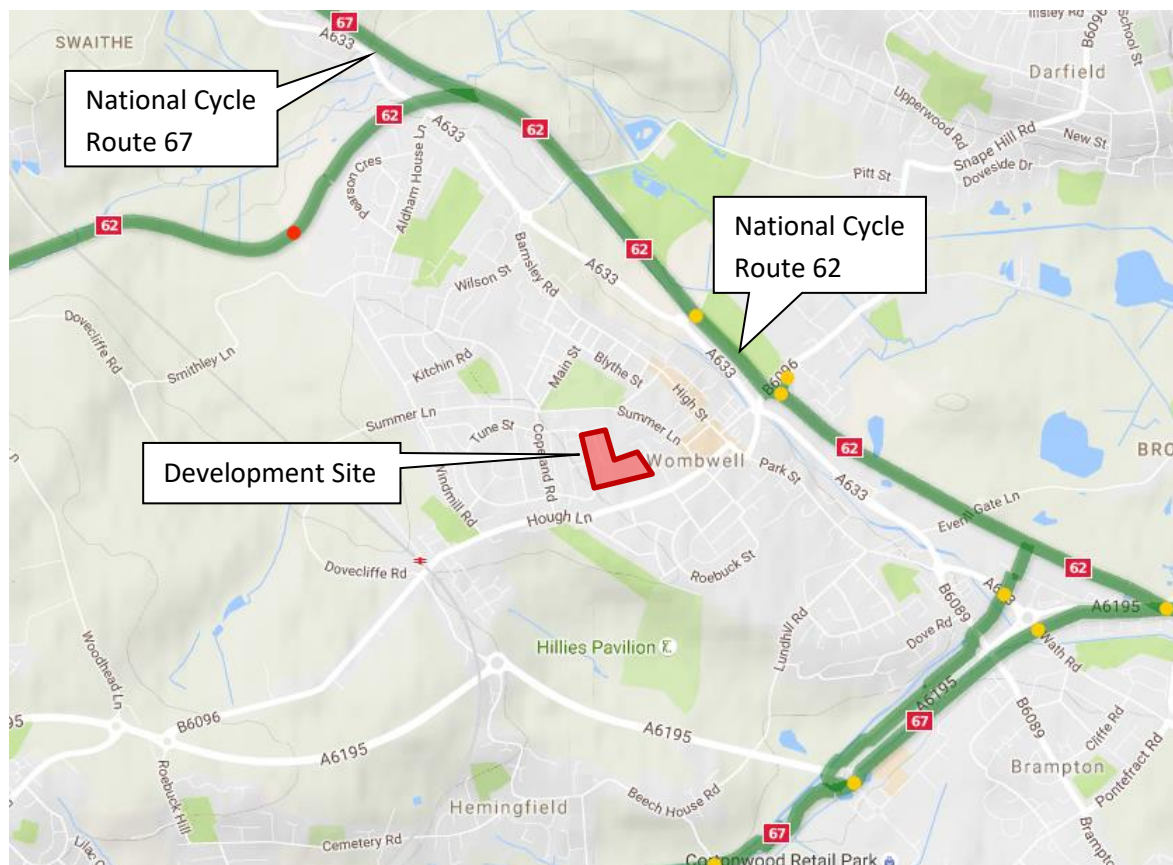
Walking

- 3.10 Walking is recognised as the most important mode of travel at a local level and it offers the greatest potential to replace short car trips, particularly under two kilometres. **Appendix B** shows a local facilities map, including the key amenities in the locality such as schools, healthcare facilities and food retail stores.
- 3.11 The distance of 2km is considered to be important, as within PPG13 it was stated that:
“Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres”.
- 3.12 The Institution for Highways and Transportation (IHT) also suggests 2km as a maximum acceptable walking distance for commuting and education.
- 3.13 Footways will be provided within the site linking into the established pedestrian network within Wombwell. This existing and proposed provision will connect the site with the existing public transport facilities, employment, education and retail facilities in the vicinity and the existing residential settlement surrounding the site.
- 3.14 It is considered that the pedestrian provision within the vicinity of the site is of a good quality and provides a range of opportunities for residents to access nearby facilities on foot.

Cycling

- 3.15 It was stated within PPG13 (as the most recent relevant guidance) that:
“Cycling also has the potential to substitute for short car trips, particularly those under 5 kilometres, and for part of a longer journey by public transport”.
- 3.16 The site is accessible by cycle from the local highway network and dedicated cycle storage will be provided at every dwelling.
- 3.17 As noted above the proposed development site is located within a suburban residential area of Wombwell, where local residential streets are subject to a 30mph speed limit (and less in some areas), and are provided with street lighting. As such these quiet streets are likely to provide suitable cycle routes in the immediate vicinity of the scheme.
- 3.18 1.6km to the north of the Bondfield Crescent site is a ‘traffic-free’ section of National Cycle Network Route 62, which is part of the Trans-Pennine Trail linking the major urban centres of the region including Sheffield, Rotherham, Wakefield and Barnsley. An excerpt from the Sustrans website is shown in **Figure 3.1**.

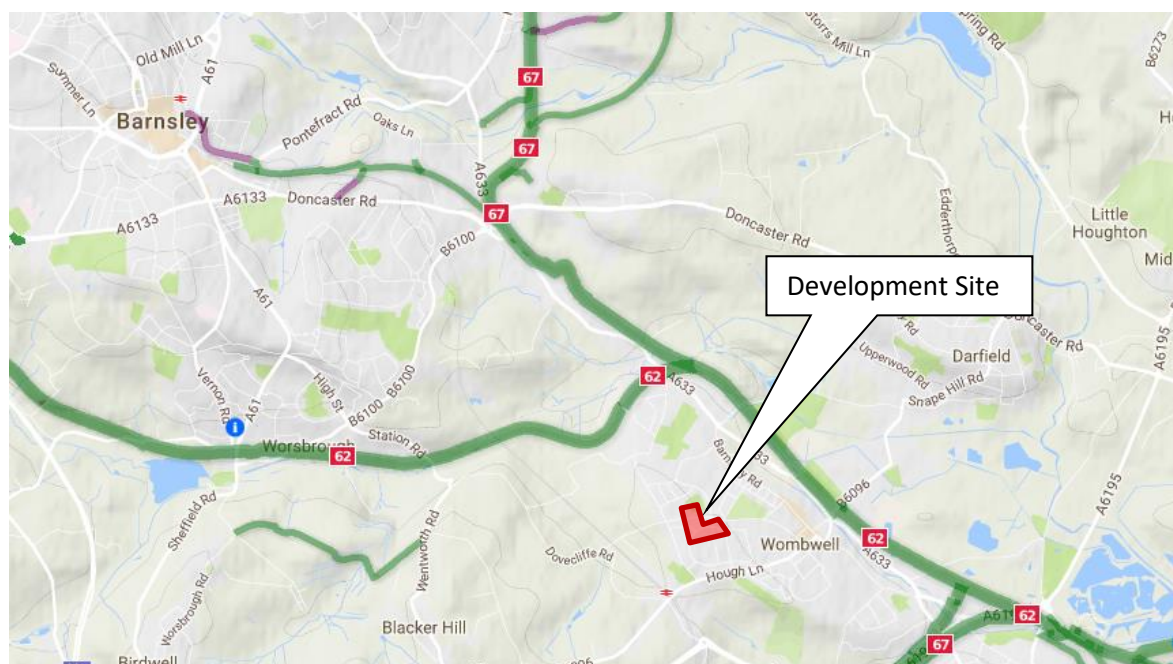
Figure 3.1 Sustrans Cycle Map, Wombwell



Source: www.sustrans.org.uk

3.19 **Figure 3.2**, below shows an expanded Sustrans cycle route map which demonstrates that as cyclists travel towards Barnsley town centre to the north west, via a continuous traffic free route. As a result, it can be considered that this area will be an attractive place for cycling amongst the residents of the scheme. It also clearly shows that Barnsley town centre is within cycling distance of the site (7km, 25 minutes). It is also worth noting that Wombwell train station is just a 5-minute cycle ride away, the station provides a 30-minute frequency service to Barnsley Interchange, with a journey time of just 16 minutes.

Figure 3.2 – Expanded Sustrans Cycle Map



Source: www.sustrans.org.uk

Public Transport

3.20 The proposed development site is well located in terms of its proximity to public transport services, including existing bus services. Details of the existing provision are set out below.

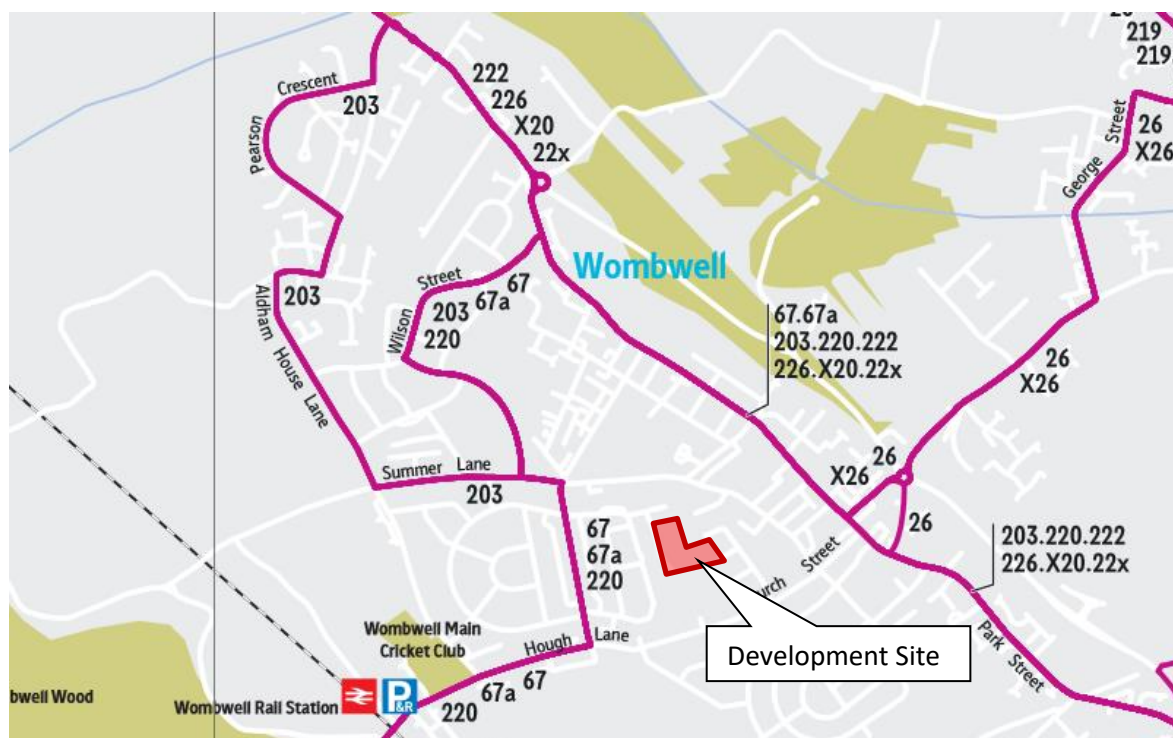
Bus services

3.21 Residents benefit from a number of bus stops being located within walking distance of the site; the closest stops are located on Copeland Road, Hough Lane, and Barnsley Road. The stops are served by the core bus network with frequent services towards the Barnsley town centre and other key locations, with a daytime frequency (Monday to Friday) of up to 17 services an hour utilising the stops. This is comprised of several key services including, numbers 22X, 67/67A, 203, 220, 222, 226, X20 providing regular links to Barnsley town centre, Doncaster, and Rotherham (**Table 3.1**).

Table 3.1 Bus Services Summary

Bus Stop	Operator	Bus	Route	Monday– Saturday Frequency	Sunday Frequency
Barnsley Road	First / Stagecoach	22X	Barnsley – Wombwell – Wath upon Dearne - Rotherham	Every 15 minutes daytime Every 60 minutes during evening	Every 15 minutes
Barnsley Road / Copeland Road /Hough Lane	Stagecoach	67 / 67A	Barnsley – Hoyland – Cortonwood – Wombwell	Every 60 minutes	Every 60 minutes
Barnsley Road	TM Travel	203	Doncaster – Wombwell – Thurnscoe - Barnsley	Every 60 minutes	No Service
Barnsley Road / Copeland Road /Hough Lane	Stagecoach	220	Doncaster – Mexborough – Wombwell - Cottonwood	Every 30 minutes	Every 60 minutes
Barnsley Road	Stagecoach	222	Barnsley- Wombwell – Wath upon Dearne - Mexborough	Every 30 minutes	Every 60 minutes
Barnsley Road	Stagecoach	226	Barnsley- Wombwell – Goldthorpe - Thurnscoe	Every 30 minutes	Every 60 minutes

The extensive nature of the bus network in the immediate surrounding area is illustrated in the extract from the Barnsley bus network map in **Figure 3.3**.

Figure 3.3 Barnsley Bus Network Map


Source - www.travelsouthyorkshire.com

Rail Services

- 3.22 Wombwell station is the closest railway station and is less than a one kilometre walk from the site. The station is located on Hough Lane and can be accessed from the development on foot in less than 15 minutes, or by bike in around 5 minutes. Alternatively, the number 67 and 220 bus services from the Copeland bus stop, drop off outside the station with a total journey time of just 10 minutes.
- 3.23 Wombwell station also benefits from a free park and ride facility, with plentiful car and cycle parking. The station provides two trains per hour to Barnsley, Sheffield and Meadowhall, in addition to one train per hour to both Huddersfield and Leeds, making train travel a realistic transport option for residents.
- 3.24 Barnsley Interchange is the closest major transport hub located approximately 7.7km north west of the site; Bus services 22, 22m, 22x, 67, 67a, 203, 222, and 226 all connect the bus stops adjacent to Bondfield Crescent with the Interchange and the town centre, with a journey time of 20 minutes. The interchange is just a 5-minute train journey from Wombwell Station. The station has a car park and cycle storage facilities, as well as step free access coverage for disabled passengers.

- 3.25 The station forms part of both the Hallam and Penistone Line. The Hallam Line runs between Leeds in the north and Sheffield in the south however some of these trains also carry on to Nottingham. Trains on the Hallam Line also stop at Woodlesford, Castleford, Normanton, Wakefield Kirkgate, Darton, Barnsley and the Meadowhall Shopping Centre.
- 3.26 Barnsley Interchange is also served by the Penistone Line, which is a service that runs from Huddersfield in the North to Sheffield in the South. Trains also stop at Lockwood, Berry Brow, Honley, Brockholes, Stocksmoor, Denby Dale, Penistone and Meadowhall.
- 3.27 The existing service frequency and journey times from Barnsley Interchange are summarised in **Table 3.2** below.

Table 3.2 – Barnsley Railway Station – Destinations and Frequencies

Destination	Mon – Fri Daytime Frequency	Typical Journey Time
Leeds	Every 30 minutes	40 minutes
Sheffield	Every 60 minutes	40 minutes
Huddersfield	Every 60 minutes	50 minutes
Nottingham	Every 60 minutes	1 hour 20 minutes

- 3.28 It is therefore considered that there is a good sustainable transport infrastructure within the vicinity of the proposed development site, and that the location is accessible by a range of modes.

Local Facilities

- 3.29 Being located within an established built up suburban area of Wombwell, just 7.7km (approx.) from Barnsley town centre, the proposed development is well served by a network of footpaths / footways, which provide access on foot to key local facilities and services. Streets within the immediate vicinity of the site benefit from well lit footways to both sides of the highway, with dropped kerbs at appropriate crossing points.
- 3.30 The surrounding area has a wide range of services and facilities which can be accessed by future residents of the site. These are shown in **Table 3.3** and summarised below. The table includes approximate distances from the development site and includes whether the facilities are accessible by walking, cycling and public transport. The criteria adopted in PPG13 have been used to determine the accessibility by walking (i.e. within 2km) and by cycling (i.e. within 5km) and the facilities are noted as being accessible by public transport if they are accessible by the bus services outlined in **Table 3.1**:

- Wombwell Town Centre – has a range of employment locations including offices, retail, leisure and other jobs, a range of shops including convenience stores, post office, pharmacies, public houses and a number of takeaway food outlets;
- Barnsley Town Centre – has a large range of employment locations including offices, industrial, retail, leisure and other jobs, a large range of shops, banks, post offices, library, pubs, restaurants/cafes, leisure facilities, and medical facilities associated with a large town;
- Education Provision – There is good provision of both primary and secondary schools near the site. There are 3 Primary Schools within 2km of the development, the closest of which is Kings Oak Primary School, located 50m away to the south of the development. Rawmarsh Academy is the closest secondary school to the development, being situated 4.3 km away on Monkwood Road;
- Health Facilities – The nearest Doctors surgery is the Wombwell Medical Centre some 1.1km from the site on George Street, this facility also has a Rowlands pharmacy on site. The nearest hospital with accident and emergency provision is Barnsley Hospital some 7.9km from the site. MyDentist Dental Practice is also located at George Street, some 1.1km from the proposed development.
- Food shopping – Wombwell High street provides local food retail units including Tesco Express and Heron Foods, which are located on High Street some 1.1km east of the site. The closest large supermarket is Morrisons at Cortonwood Retail Park some 3.5km south of the development;
- Leisure and Recreation – Wombwell Library is located 1.3km to the east on Station Road. The local go-cart club South Yorkshire Kart Club is based at Wombwell Recreation Ground on Station Road 1.6km east of the site. Cortonwood Retail Park is situated 3.5km to the south, with a range of large retail stores including Next, Halfords, Smyths Toys Superstore, Asda Home, and Morrisons. Hoyland Leisure Centre and swimming pool is located 4.8km to the west on West Street, Hoyland. The RSPB Old Moor Nature Reserve can be found 4.3km to the east in Bolton upon Dearne.

Table 3.3: Key Facilities and Services

Journey Purpose	Destination	Distance from site	Accessible by Walk (W) / Cycle (C) / Public Transport (PT)
Town Centre	Wombwell Town Centre	1.1km	W/C/PT
Education	Kings Oak Primary School	50m	W/C/PT
	High View Primary Learning Centre	650m	W/C/PT
	Wombwell Park Street Primary School	1.6m	W/C/PT
	St. Michael and the Angels Catholic Primary School	2.3km	C/PT
	The Ellis CE Primary School	2.6km	C/PT
	Rawmash Community School	4.3km	C/PT
	Kirk Balk Academy	5.0km	C/PT
Retail	Wombwell Post Office	1.1km	W/C/PT
	Tesco Express Wombwell	1.1km	W/C/PT
	Morrisons	3.5km	C/PT
	Cortonwood Retail Park	3.5km	C/PT
Health	Wombwell Medical Centre	1.1km	W/C/PT
	MyDentist Dental Pracrice	1.1km	W/C/PT
	Rowlands Pharmacy	1.1km	W/C/PT
	Akrams Chemist	1.1km	W/C/PT
	Chapel Field Medical Centre	1.4km	W/C/PT
Leisure	Wombwell Library	1.3km	W/C/PT
	South Yorkshire Kart Club	1.6km	W/C/PT
	Cortonwood Retail Park	3.5km	C/PT
	RSPB Old Moor Nature Reserve	4.3km	C/PT
	Hoyland Leisure Centre	4.8km	C/PT

Summary

- 3.31 The site is situated in an accessible location; various retail outlets, employment facilities, recreation facilities, health care facilities and schools are within a reasonable walking distance. Further employment areas, schools, leisure centres, recreation facilities and the railway station are all located within cycling distance of the site or accessible by regular bus services.
- 3.32 Overall, it is concluded that a range of key facilities and services, including employment, retail, health and education uses, are readily accessible from the site. It is therefore

considered that the location of the site is consistent with national and local policy objectives.

4. TRAVEL PLAN MEASURES AND IMPLEMENTATION

Introduction

- 4.1 The key to successful travel planning is to identify the most suitable modes of transport that are realistic and practical for residents of a site such as this to adopt, before making these modes as attractive as possible. 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 residents can pick and choose from as they consider necessary.
- 4.2 The following section will first discuss travel plan management and coordination before highlighting the range of measures that will be delivered as part of this TP.
- 4.3 The measures proposed below, making up this Travel Plan, are based upon the experiences of TPS in delivering residential travel plans for Gleeson Homes (and others) at other similar sites. They reflect a range of measures which Gleeson Homes are familiar and comfortable with delivering, that are practical and realistic in a residential context. Where appropriate examples of previous work delivered by Gleeson Homes will be referred to.

Travel Plan Budget

- 4.4 By submitting this TP, Gleeson Homes, commit themselves to strategically implementing the measures contained within this document, monitoring the progress of the plan, amending it where necessary. To achieve this, necessary resources and funding will be made available to the Travel Plan Coordinator.

Travel Plan Coordination

- 4.5 The developer is committed to promoting the measures contained within the TP and supporting the broader sustainable travel programme through the provision of a dedicated Travel Plan Coordinator.
- 4.6 For this reason, TPS Consultants Ltd (TPS) have been appointed to fulfil the role, and will have overall responsibility for the development, initial implementation and ongoing management of the plan up to the point at which full occupation is reached.
- 4.7 Contact details for TPS are as follows:

TPS Consultants Ltd
Stonebridge Court,
151-153 Wakefield Road,
Horbury,
Wakefield,

WF4 5HQ
T: 01924 664638
E: info@travelplanservices.co.uk

- 4.8 The role of the TPC will include (but not be limited to):
- Preparation and distribution of travel information and marketing material, including liaising with the sales office to ensure easy dissemination;
 - Engaging with residents on travel and transport related issues; and
 - Responding to travel issues/questions.

Resident Engagement and Information Provision

- 4.9 One of the principal aims of this travel plan is to ensure that the range of sustainable travel options are effectively promoted to all residents, both prior to moving to the site and also following occupation.
- 4.10 Whilst promotion of individual travel modes is set out further on in this section, the following sets out the engagement techniques that will be utilised in delivering this information to residents.

Resident Engagement Strategy 1: Promotion of travel options through the application process

- 4.11 One of the best times to influence travel patterns and habits is before they are established. For this reason, it is important that all prospective residents are made aware of the travel options available to them at the point at which they are considering moving to the development.
- 4.12 Staff dealing with residential occupations will therefore be made fully aware of the travel plan and its aims and objectives. Within the site office travel information leaflets (Residential Engagement Strategy 2) will be provided ensuring information is available on the full range of travel options available at the earliest possible stage.

Resident Engagement Strategy 2: Provision of a travel information guide

- 4.13 A travel guide will be developed for the site, which contains relevant site-specific advice and information on the range of sustainable travel options available. This guide will be made available within the sales office for the site, and then provided to all new residents at first occupation alongside their welcome pack. An example Gleeson travel guide can be found in **Appendix C**.

4.14 The information available on each mode will be covered further in this section, however in summary the travel guide will include:

- The range of sustainable travel options available, and the location of the site relative to key local destinations;
- Links to public transport timetables and route maps for relevant local services;
- A cycle map illustrating the strong local links; and
- Links to further useful sources of information and advice on sustainable travel options.

Resident Engagement Strategy 3: Annual Residents Newsletter

4.15 The Travel Plan Coordinator will send out an annual newsletter to residents detailing any news on travel changes, planned road works, ticket offers and more.

Promotion and Support of Sustainable Travel Options

Walking

4.16 Walking contributes towards maintaining fitness levels and research indicates that 30 minutes of brisk walking per day could halve the risk of heart disease. Given the location of the site and the local walking routes available, travelling on foot can provide many residents with a practical way of accessing key local destinations.

Walking Strategy 1: Promote and encourage walking through the distribution of promotional material which outlines the benefits

4.17 For those who have got out of the habit of walking even half a mile can feel like a real effort to begin with, but once they are doing it regularly it becomes easier and quicker. Marketing walking can foster this virtuous cycle by highlighting benefits to health and wellbeing.

4.18 Walking will, therefore, be marketed through the resident engagement techniques outlined previously in this section. In particular, this marketing should include:

- The benefits of walking (health, financial, environmental etc);
- Promotion of local and national schemes and initiatives;
- Promotion of local walking routes and the location of key local destinations within a realistic walking distance; and
- Promotion of links to further sources of advice and information, including the Walkit.com journey planner and Barnsley walking maps.

Cycling

4.19 Cycling has many benefits in terms of health and fitness, mental wellbeing and reliability. In traffic congestion and over short distances cycling offers competitive journey times with motorised transport. Furthermore, cycling is recognised as having the potential to significantly contribute towards reducing car parking demand and peak hour congestion.

Cycle Strategy 1: Promote and encourage cycling through the distribution of promotional material which outlines its benefits.

4.20 Cycling and its various benefits will be marketed through the resident engagement techniques outlined earlier. In particular, this marketing will include:

- The benefits of cycling (health, financial, environmental etc);
- Promotion of local and national initiatives, including www.goskyride.com;
- Links to the Barnsley cycle map, and details of key destinations within a realistic cycling distance;
- The location of local cycle retailers;
- Details of freely available cycle training available in Barnsley (see below); and
- Promotion of links to further sources of advice and information, including:
 - Barnsley Cycle Boost;
 - Cycle Streets: an online cycle journey planner; and
 - Barnsley Road Club cycle pages.

Cycling Strategy 2: Provision of Cycle Parking Facilities

4.21 The layout of the development will take into consideration the specific needs of cyclists and the Council's cycle storage requirements. Cycle parking provision will be provided prior to occupations of individual units.

Cycling Strategy 3: Promotion of free cycle training opportunities

4.22 All Barnsley residents have the opportunity to take up the offer of free cycle training, regardless of their ability. Whilst this offer has been in place for some years it has recently been significantly enhanced through the launch of the CycleBoost project. The site is within the area covered by the scheme and residents can, therefore, take advantage of this three pronged cycle engagement campaign including bike loans, Dr Bike sessions and cycle training.

4.23 These opportunities will be promoted to all current and new residents via the travel information guide.

Public Transport

- 4.24 The public transport opportunities afforded by the location of the development site have been outlined earlier within this document, with a range of choices available to residents.
- 4.25 People are, however, often unaware of their public transport options and by simply providing travel information a significant increase in public transport use can be achieved. This is even more critical where the residents of a new development are potentially unaware of the geography of the area and the public transport network in general.
- 4.26 With this in mind, all residents will be provided with a range of information on the public transport opportunities. Furthermore, with a range of user friendly initiatives now available to people, such as Google and Traveline, journey planning is very easy and convenient and will be promoted to all residents.

Public Transport Strategy 1: Public Transport will be marketed as a sustainable and practical method of transport

- 4.27 Travel by public transport will be marketed through the resident engagement techniques identified in earlier in this section with relevant information provided on the options available. In particular the following information will be distributed:
- Links to bus timetables for relevant local services;
 - Links to tram timetables for the blue line;
 - Details on the location of local public transport facilities;
 - Promotion of links to further sources of advice and information, including:
 - Travel South Yorkshire: detailed information on all public transport options;
 - The interactive Travel South Yorkshire map: illustrating the location of all local facilities and the services which serve them;
 - The Travel South Yorkshire journey planner: an easy to use online journey planner;
 - YourNextBus: Live departure information online, by text, or on your mobile; and
 - Where to find information on tickets and passes available.

Sustainable Car Use

- 4.28 It is unrealistic to expect that all journeys will, or even could, be undertaken by sustainable modes of transport. Sometimes the only option available to a resident is to travel by car and in such instances the aim of the travel plan should be to identify ways in which travel by car can be achieved in a more sustainable way.

Sustainable Car Use Strategy 1: Promote Car Sharing

- 4.29 South Yorkshire benefits from its own car sharing network - <https://southyorkshire.liftshare.com>.
- 4.30 Residents would not need to own a car to take part in the car share scheme as you can offer a lift, request a lift or take turns driving. In order to encourage car sharing, the scheme and the benefits of car sharing will be promoted via the resident engagement techniques outlined previously.

Sustainable Car Use Strategy 2: Promote Electric Car Charging Points

- 4.31 Residents will be made aware of the benefits of electric vehicles, together with locations of charging points, via the aforementioned media channels. Locations of all local charging points can be found here: <http://www.nextgreencar.com/electric-cars/charging-points.php>

5. TRAVEL PLAN TARGETS AND MONITORING

Introduction

- 5.1 When delivering a travel plan it is important to monitor its progress and success. One easy way of understanding the impact of the TP is to consider the modal split of trips being made from the site. For this reason, a monitoring strategy has been set out below, which details how the success of the travel plan will be recorded and reported to the Local Planning Authority (LPA)/Local Highway Authority.

Travel Plan Targets

- 5.2 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:

- **S**pecific;
- **M**easurable;
- **A**chievable;
- **R**ealistic;
- **T**ime-bound

Action-type Targets

- 5.3 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.
- 5.4 The action-type targets specific to this travel plan can be found in Section 4, where specific measures for delivery have been identified. **Appendix D** provides an action plan detailing roles, responsibilities and timescales for delivery.

Aim-type Targets

- 5.5 Aim-type targets are quantifiable targets against which the effectiveness of the travel plan in achieving its stated aims and objectives can be measured. In order to set aim-type targets it is first necessary to have a 'base point' modal split against which progress can be assessed.

Baseline Mode Split

- 5.6 In order to predict the level of vehicular trips the baseline mode split for the development will therefore be taken from the 2011 Census 'Method of travel to work' data for the Wombwell Ward, provided in **Table 5.1** below.
- 5.7 Monitoring will then take the form of travel surveys sent to residents on an annual basis.
- 5.8 It can be seen from **Table 5.1** below, that the development is likely to generate some 67.7% of journeys to work by 'Car or Van' as a driver.

5.9 **Table 5.1 Method of Travel to Work for the Wombwell Ward**

Mode	Wombwell Ward	Percentage Mode Share
Driving a Car or Van	3350	67.7%
Underground, Metro, Light Rail, Tram	1	0.0%
Train	137	2.8%
Bus, Minibus or Coach	398	8.0%
Taxi	26	0.5%
Motorcycle, Scooter or Moped	33	0.7%
Passenger in a Car or Van	433	8.8%
Bicycle	40	0.8%
On Foot	505	10.2%
Other	23	0.5%
Total	4946	100.0%

Targets

- 5.10 From the baseline data presented in **Table 5.1** a 10% reduction in the proportion of residents driving a car or van, is considered reasonable over the five year TP monitoring period.
- 5.11 This target has been applied to the baseline vehicle mode split; shown below in **Table 5.2**.

Table 5.2 Target Driving car or Van Mode Share

Mode	Wombwell Ward Census Mode Share	Target Mode Share
Driving a Car or Van	67.7%	61.0%
Underground, Metro, Light Rail, Tram	0.0%	Mode Share Split Between Remaining Modes
Train	2.8%	
Bus, Minibus or Coach	8.0%	
Taxi	0.5%	
Motorcycle, Scooter or Moped	0.7%	
Passenger in a Car or Van	8.8%	
Bicycle	0.8%	
On Foot	10.2%	
Other	0.5%	
Total	100.0%	

5.12 The target will be considered to be met if the mode share for car and van driver journeys to work, from the annual travel survey is less than 61.0%.

Travel Plan Monitoring

Monitoring and Review Strategy 1: Baseline Travel Survey & Monitoring Report

5.13 Within 12 months of first occupation of the development, it is intended to validate the baseline situation (and thus the appropriateness of the targets) via a residents' travel survey. This will be administered online and will seek to determine the mode split of journeys generated by the development (for commuting purposes) as well as gaining feedback on residents' perceptions of the travel options available in the vicinity of the site and the promotional materials received as part of the home buying process (i.e. the Travel Guide).

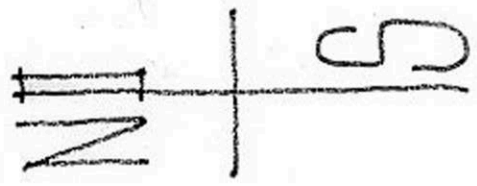
- 5.14 The results of the baseline survey will be presented in a short report for submission to Barnsley Metropolitan Borough Council within 1 month of the survey period closing. Should the survey results indicate a significant difference in the actual baseline, as compared with the Census data then it may be appropriate to agree revisions to the target with Barnsley Metropolitan Borough Council at that stage.

Monitoring and Review Strategy 2: Annual Residents' Surveys and Reporting

- 5.15 On the anniversary of the baseline survey and every 12 months thereafter until full occupation, a follow-up residents survey will be undertaken. This will follow the same format as the baseline survey, such that comparisons can be made over time.
- 5.16 The results of the annual surveys will be presented in an annual Monitoring Report for submission to Barnsley Metropolitan Borough Council; this will review progress towards the mode share target, provide an update as to actions that have been implemented and identify actions to be undertaken in the forthcoming year (by way of an updated action plan).

Appendix A

Site Layout



BONDFIELD CRESCENT

SALES AREA



Bondfield Crescent, WOMBWELL
 DO NOT SCALE - ALL DIMENSIONS & LEVELS TO BE CHECKED ON SITE - THIS DRAWING IS COPYRIGHT

Schedule of Accommodation
 To be read in conjunction with drawing no. 2897-0-001-A

Housetype	No. of Beds	Type	No. of Units	Percentage
201	2 Bedrooms	Semi-detached	7	14.29
202	2 Bedrooms	Semi-detached	6	12.24
212	2 Bedrooms	Semi-detached	4	8.16
301	3 Bedrooms	Semi-detached	11	22.45
309	3 Bedrooms	Semi-detached	2	4.08
313	3 Bedrooms	Semi-detached	2	4.08
304	3 Bedrooms	Detached	5	10.20
307	3 Bedrooms	Detached	7	14.29
314	3 Bedrooms	Detached	3	6.12
401	4 Bedrooms	Detached	2	4.08
Totals			49	100.00

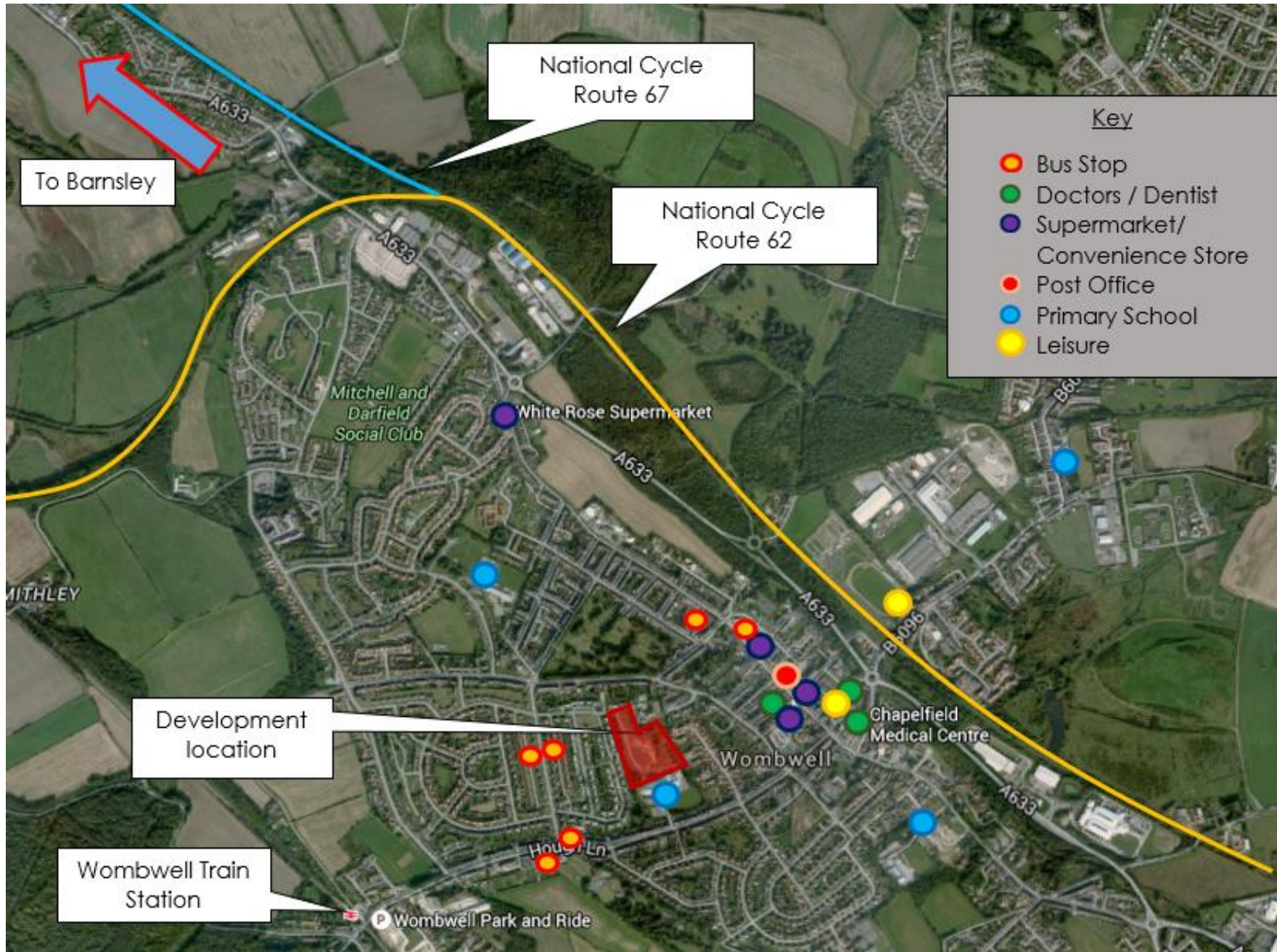
APPROX. GROSS SITE AREA: 13951.88M² / 3.44 ACRES

revision	date	content	initials
<p>niemen Niemen Architects Dept 2 The Watercage 42 Grosvenor Road Bristol Levels GL5 3EG Tel: 0113 239 5400 Fax: 0113 239 5401 office@niemen.co.uk www.niemen.co.uk</p>			
<p>project PROPOSED RESIDENTIAL BONDFIELD CRESCENT WOMBWELL</p>		<p>client GLEESON HOMES</p>	
<p>title SCHEMATIC SITE LAYOUT</p>			
date	scale	drawn	checked
02.09.16	1:500@A2	SAN	
drawing no.	drawing no.		
2897-0-001-A	2897-0-001-A		

SKETCH
 subject to structural review
 subject to accurate measured survey

Appendix B

Local Facilities Map



National Cycle Route 67

National Cycle Route 62

To Barnsley

Key

- Bus Stop
- Doctors / Dentist
- Supermarket / Convenience Store
- Post Office
- Primary School
- Leisure

Development location

Wombwell Train Station

Wombwell Park and Ride

Mitchell and Darfield Social Club

White Rose Supermarket

Chapelfield Medical Centre

Wombwell

Houseton Ln

MITHLEY

A633

A633

A633

A633

B6096

A633

B60

Appendix C

Example Travel Guide

TRAVELLING BY FOOT



Walking is a fantastic way to get – and stay – healthy. Because it's easy to fit into everyday life, people who walk tend to keep it up. And as you'll see below, regular exercise is exactly what you need to improve your health.

For local journeys Carlisle Park is well located for those wishing to undertake journeys on foot. Along Station Road and Bridge Street, just to the north of the site in Swinton, there are a range of shops, hairdressers, pubs and cafes. It is also only a short walk to the local school, town hall, library and train station.

Whilst not an intensive exercise, walking produce the same physical fitness, health and weight control benefits as many other high intensity exercises. Travelling locally on foot when possible is therefore good for you – and it's free, saving you petrol money.

Did you know?

If we all swapped one car journey a week for walking, car traffic would reduce by at least 10%.

TRAVELLING BY BIKE



Getting on your bike is quick, healthy and low cost. Cycling is therefore a great way to get around the local area, or travelling further afield.

Rotherham and South Yorkshire has an extensive and ever-expanding cycle network. Therefore are off-street and recommended on-street cycle routes all around Carlisle Park. That's why more people are trying cycling. A number of Rotherham Metropolitan Borough Council recommended cycle routes pass close to Carlisle Park connecting your home with the surrounding area. For more information, check out our travel information website and see how easy it is to get on your bike.

Did you know?

On a bicycle you can travel up to 1,037km on the energy equivalent when compared to a single litre of petrol.

Find out more www.CarlislePark-Travel.co.uk



Contact us

If you need any advice, support or further information on any of the travel options available to Carlisle Park please email:

e. info@carlislepark-travel.co.uk

Our team can if required provide you with a **FREE** Personal Journey Plan for a regular journey of your choice, making it easy to identify the most suitable travel option.

Guide prepared by Travel Plan Services Ltd on behalf of Gleeson Homes
Designed and produced by TPS-Design.co.uk

CARLISLE PARK
CARLISLE STREET, SWINTON

What are your travel options?

gleeson

RESIDENT TRAVEL GUIDE

This travel guide provides residents at Carlisle Park with a summary of the travel options in the local area. If you are looking to find out which bus services run past the site or would like to find out whether you can walk to the shops from here, this guide will provide you with the answers you need, or point you in the right direction for further information.

If you have access to the internet, why not take a look at the useful travel information website that has been set up specifically for this development, and provides additional information about a range of transport options:

www.Carlislepark-travel.co.uk

If you would prefer to access this information in hard copy formats, please let us know and we will send you a Travel Information Pack, which contains timetables, maps and other useful documents. Alternatively, the Carlisle Park sales office has a supply of these for collection.

WHY HAS THIS GUIDE BEEN PREPARED?

We hope that this guide and the Carlisle Park travel information website will serve two purposes. Firstly, we hope that it helps you to familiarise yourself with the travel options available around Carlisle Park, whether you are thinking of moving here, or settling into your new home.

The way that all of us travel has an impact upon our daily lives, and so we believe it is important that you are provided with the best information possible about the travel options for your journeys to work, school or for leisure.

Secondly, the purpose of this guide is to help residents understand that the impact of our travel choices can affect the community we live in – as well as the wider environment.

Transport accounts for around one quarter of the UK manmade greenhouse gas emissions. Therefore, reducing the amount of journeys made by car, we can all help do our bit to reduce the carbon footprint of transport from Carlisle Park. That doesn't have to mean not using the car at all; it could simply mean walking to get the paper on a Sunday rather than driving.

Therefore, please read through the rest of this guide to see a summary of the travel options, and take a look at our website or ask for a Travel Information Pack to get more details about how you can travel to and from Carlisle Park.

TRAVELLING BY BUS



When you move to your new home, why not take a look at the bus services in this area. We believe you will be surprised with the quality and level of service on local routes.

Both Kilnhurst and Swinton benefit from a comprehensive network of bus services offering regular links to Mexborough, Doncaster, Rotherham and Barnsley as well as the opportunity to connect to rail services at Swinton and Mexborough stations.

In close proximity to the site there are 4 main bus services that operate along Station Road and Highthorn Road providing 9 buses per hour to key destinations.

What's more we are funding a bus service to come through Carlisle Park itself. Service 224 will provide a half hourly link (Monday to Saturday) and hourly link (evenings and Sundays) to Doncaster and Mexborough. All services in the local area are operated by Stagecoach. For further information about all bus services, why not visit the Carlisle Park travel website where we have an interactive public transport map.

TRAVELLING BY TRAIN



Train travel offers a practical and economical alternative to the car for many journeys, whether commuting, travelling for business or travelling for leisure.

Swinton station, which is less than 800 metres (a steady 10 minute walk) from the Carlisle Park development, provides regular links to Sheffield, Rotherham and Doncaster. There are currently three trains per hour to Sheffield, Meadowhall and Rotherham and two trains per hour to Doncaster. You can download the full timetable at

www.northernrail.org

What's more you can download a guide to Swinton station with details of connecting bus services and local bus stops, facilities on site and more by looking on the National Rail Enquiries website.

All services through Swinton station are operated by Northern Rail and you can find out about ticket options, latest offers and travel updates on their website – they even have a free Smartphone app for travel information on the move!

TRAVELLING BY CAR

Whilst sustainable transport provides some opportunities for travel – we know that for some people and some trips, the only realistic option is to travel by car. The Carlisle Park travel website therefore provides a range of useful tips and advice about how to cut the cost of your journey and reduce your carbon footprint when driving.

SMARTER DRIVING



Sometimes there is no alternative to a car trip – but there are ways to reduce the amount of money you spend on driving, and you'll help reduce your environmental impact too!

To drive smarter you need to think about the type of car you own, the way you drive, the loads you carry and type of fuel the car uses. All these factors contribute towards the carrying emission levels caused by cars.

Smarter driving or 'eco-driving' could save you up to £220 per year in fuel costs, as well as helping the environment. That's because smarter driving means moving more efficiently and producing less CO2 – the main contributor to climate change. So clean out your boot, accelerate more gently, and drive more steadily to help you save cash and the climate. More information about eco-driving can be found on the Carlisle Park travel website.

CAR SHARING



Do you often drive alone in your car – maybe to work each day? Sharing your ride with just one other person could halve the costs of petrol and parking.

As well as cutting costs, you'll help the environment and ease congestion – plus the journey time will fly by now you've got someone else to talk to!

To find out more about car sharing, including making use of journey matching websites, please visit the Carlisle Park travel website.

Appendix D

Action Plan

Action Plan

	Action	Responsibility	Target Delivery Date
Travel Plan Management	Appoint a Travel Plan Coordinator	Gleeson Homes	Achieved
Resident Engagement Strategy			
Resident Engagement Strategy 1:	Promotion of travel options through the applications process	TPC	From Sales Office opening
Resident Engagement Strategy 2:	Travel Information Guide	TPC	Prior to Sales Office opening
Resident Engagement Strategy 3:	Annual Residents Newsletter	TPC	One year from first occupation
Walking Strategy			
Walking Strategy 1:	Promote and encourage walking through the distribution or displaying of promotional material which outlines its benefits	TPC	Included with Travel Information Guide (see above)
Cycling Strategy			
Cycle Strategy 1:	Promote and encourage cycling by distributing or displaying promotional material which outlines its benefits	TPC	Included with Travel Information Guide (see above)
Cycling Strategy 2:	Provision of secure cycle parking facilities	Gleeson Homes	Included in development design
Cycling Strategy 3:	Promotion of free cycle training opportunities	TPC	Included with Travel Information Guide (see above)
Public Transport Strategy			
Public Transport Strategy 1:	Public Transport will be marketed as a sustainable and practical mode of transport by distributing or displaying promotional material which outlines its benefits	TPC	Included in Travel Information Guide (see above)
Sustainable Car Use			
Sustainable Car Use Strategy 1:	Promote Car Sharing	TPC	Included in Travel Information Guide (see above)
Sustainable Car Use Strategy 2 :	Promote Electric Vehicle Charging Points	TPC	Included in Travel Information Guide (see above)
Travel Plan Monitoring			
Monitoring and Review Strategy 1:	A baseline travel survey	TPC	Within 12 months of first occupation
Monitoring and Review Strategy 2:	Annual travel survey and reporting	TPC	Annually following baseline