

Prepared on behalf of

Westwood Wilson Limited

**Westwood Mills,
Linthwaite, Huddersfield**

Travel Plan

Acknowledgements:

www.nomisweb.co.uk has been used to obtain 2011 Census: Method of Travel to Work Data

Disclaimer

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Sample Questionnaire

1 Introduction

- 1.1 Sanderson Associates (Consulting Engineers) Ltd. has been appointed by Westwood Wilson Limited to prepare a Travel Plan for a proposed residential development comprising 127 units on land at Westwood Mill off Low Westwood Lane in Linthwaite, Huddersfield.
- 1.2 In accordance with Local and National Government Policies to protect and enhance the environment and to reduce reliance on the private car, this Travel Plan assesses the current situation in the vicinity of the site and proposes initiatives and measures to encourage accessibility via a variety of transport modes. This Travel Plan includes:
- Clear and unambiguous objectives to influence a lifestyle less dependent upon the private car;
 - A package of measures to encourage and facilitate less car dependant living; and,
 - A time bound programme of implementation.
- 1.3 Residents of the development will be made fully aware of the commitment of the development towards the use of sustainable transport and will at the earliest possible stage be provided with detailed information which sets out the intentions of the Travel Plan and its obligations on future residents by including a copy of the Travel Plan within the sales cabins and providing a Welcome Pack within the sales particulars of each plot.
- 1.4 Westwood Wilson Limited acknowledge their wider responsibilities to encourage a sustainable development which will contribute to reducing congestion and pollution. The Travel Plan will encourage and engage residents in playing their part in addressing sustainable transport issues.

2 Travel Plan Objectives and Targets

2.1 Travel plans exist to influence travel behaviour towards more sustainable modes such as walking, cycling and public transport, using a mixture of increased transportation opportunity, providing information, persuasion, incentive and coercion.

2.2 The over-arching objectives of this Travel Plan are as follows:

- To minimise single occupancy vehicle trips created by the site; and
- To encourage residents to travel by sustainable modes.

2.3 Multimodal travel surveys at similar existing residential development sites indicate that the following modal split could occur:-

Mode of Travel	Modal Split %
Pedestrian	23.1%
Cyclists	2.6%
Public Transport	4.5%
Vehicle Occupants	69.8%

Table 2/1 – TRICS Daily Modal Split

2.4 For comparison, existing travel patterns for the Middle Super Output Area (MSOA) reference 'Kirklees 049', which covers the centres of Linthwaite and Slaithwaite, have been identified within the England and Wales Census undertaken in 2011. Whilst the site lies just outside of this MSOA it is considered that, due to the inclusion of Linthwaite and Slaithwaite, the travel patterns are representative of the proposed residential development.

2.5 The surveyed modal splits are summarised in Table 2/2, overleaf.

	Kirklees 049	Kirklees	England
Method of Travel to Work	% working	% working	% working
Work Mainly at or From Home	5.1%	4.5%	5.4
Underground, Metro, Light Rail, Tram	0.1%	0.1%	4.1
Train	6.3%	2.8%	5.3
Bus, Minibus or Coach	6.4%	7.9%	7.5
Taxi	0.5%	0.9%	0.5
Motorcycle, Scooter or Moped	1.1%	0.7%	0.8
Driving a Car or Van	64.9%	65.3%	57.0
Passenger in a Car or Van	5.1%	6.5%	5.0
Bicycle	1.4%	1.0%	3.0
On Foot	8.9%	9.9%	10.7
Other Method of Travel to Work	0.3%	0.5%	0.6

Table 2/2 – 2011 Census: Method of Travel to Work

2.6 Table 2/2 indicates that in the Kirklees 049 MSOA, 59.8% of people drive to work as a single occupant (64.9% driver - 5.1% passenger), 10.3% travel by active modes of transport such as walking and cycling and 12.5% travel using public transport (bus and rail). 5.1% of the working population in the local area are shown to work mainly from home.

2.7 The use of the private car as a means of travelling to work is above the national average (+7.9%), however it is slightly below the average for the district of Kirklees (-0.4%). The uptake of active travel modes is slightly below the Kirklees average (-0.6%) whilst the use of public transport is greater (+2.0%).

2.8 With regards to the setting of targets for this Travel Plan, it is considered that using the existing local area modal split as a baseline would be robust. On this basis, the proposed Travel Plan targets, to be achieved within 5 years, are as follows:

- **Limit single occupancy car journeys to 50%; a reduction of 9.8%.**
- **Achieve a 15% uptake in active travel; an increase of 4.7%.**
- **Achieve a 17.5% uptake of public transport; an increase of 5.0%.**

-
- 2.9 It is considered that the proposed targets will be refined once the site is occupied and the baseline surveys have been undertaken. In order to establish the 'base' situation, residents travel questionnaires will be undertaken when 50% of the development is occupied unless otherwise agreed in writing by the Local Planning Authority.
- 2.10 Monitoring of the effectiveness of the initial measures can identify examples of good practice. These can be refined over time to ensure that the targets set for modal shift are likely to be achieved.
- 2.11 If the targets identified are not met, the Travel Plan Co-ordinator will review the Travel Plan with assistance from Kirklees Council Travel Plan Advisors and an Action Plan will be prepared and agreed.
- 2.12 The Action Plan will contain a program of measures designed to help achieve the Travel Plan targets. It will clearly set out the tasks involved, the persons responsible, and will identify timescales within which the measures will be achieved.

3 Travel Plan Co-ordinator

3.1 A Travel Plan Co-ordinator will be appointed by the developer at the developer's expense prior to occupation of the development and will be retained for a minimum of 5 years after the initial baseline has been identified after 50% occupation.

3.2 The role of Travel Plan Co-ordinator is unlikely to require a full time equivalent position. The Travel Plan Co-ordinator will act as a point of contact and will oversee the implementation, operation and monitoring of the Travel Plan.

3.3 The duties of the Travel Plan Co-ordinator include:

- Leading on the delivery of the travel plan once approved or, if appointed earlier, inputting to its formation;
- Representing the 'human face' of the travel plan - explaining its purpose and the opportunities on offer. The Co-ordinator will also play a central role in liaison with residents' steering groups or management committees;
- Providing personalised travel planning tailored to residents' needs (or procuring this service from others);
- Promoting the individual measures in the travel plan (e.g. a car sharing);
- Liaising with public transport operators - it is helpful if Co-ordinators initiate contact early on to enable bus and train operators to brief them about services and fares. At a later point, the Co-ordinator can also feedback residents' opinions to the operators;
- Ensuring the approved travel plan and its component parts are being actioned;
- Monitoring the travel plan implementation;
- Taking a key role in review of the travel plan.

-
- 3.4 The Travel Plan Co-ordinator will invite residents to form a Residents Management Group upon completion of the development. The Residents Management Group will be responsible for maintaining the Residential Plan and continue the role of Travel Plan Co-ordinator after the developers Travel Plan Co-ordinator role concludes.
- 3.5 The Travel Plan Co-ordinator will issue a resident travel questionnaire when 50% of the development is occupied. The results shall be collated within 2 months and provided to Kirklees Council for information. A sample survey questionnaire is contained at **Appendix A**.
- 3.6 The Travel Plan shall be monitored and reviewed as follows:
- | | |
|-----------------|-----------------------|
| Baseline survey | 50% occupation |
| 2nd survey | 1 year from baseline |
| 3rd survey | 3 years from baseline |
| Final survey | 5 years from baseline |
- 3.7 Each review shall include a resurvey of residents travel patterns by use of resident travel questionnaires
- 3.8 The Travel Plan Co-ordinator shall be provided a written analysis of each review to the Council within 2 months of the completion and collation of survey.
- 3.9 Following the final survey, the role of the Travel Plan Co-ordinator will be passed to the Residents Management Group to be reviewed bi-annually.

4 Travel Plan Measures

4.1 Overview

4.1.1 To encourage residents to travel to and from the site using sustainable travel modes other than single occupancy car journeys, it is particularly important that they are made aware of the sustainable transport alternatives that are available and of aspects of the site's infrastructure that have been designed to assist and encourage their use. This will be carried out by the provision of promotional literature such as the travel information which will be made available by the TPC.

4.1.2 The following sustainable travel modes have been considered:

- Walking
- Cycling
- Bus
- Train
- Motorcycles/Mopeds
- Car/taxi sharing
- Reducing the need to travel to work

4.2 Walking

4.2.1 Walking is an important mode of transport in the urban area; it can replace a large number of short car journeys which contribute to congestion and pollution, and the need for car parking. Walking is the most sustainable form of transport and provides one way of reducing pressure on the environment.

4.2.5 Figure 1 indicates destinations which lie within an 800m and 2000m radius of development. It is noted that walking routes will not follow the simple radius of this plan and the plan is provided as an indication of where destinations lie and the general extent to which the local area can be accessed on foot.

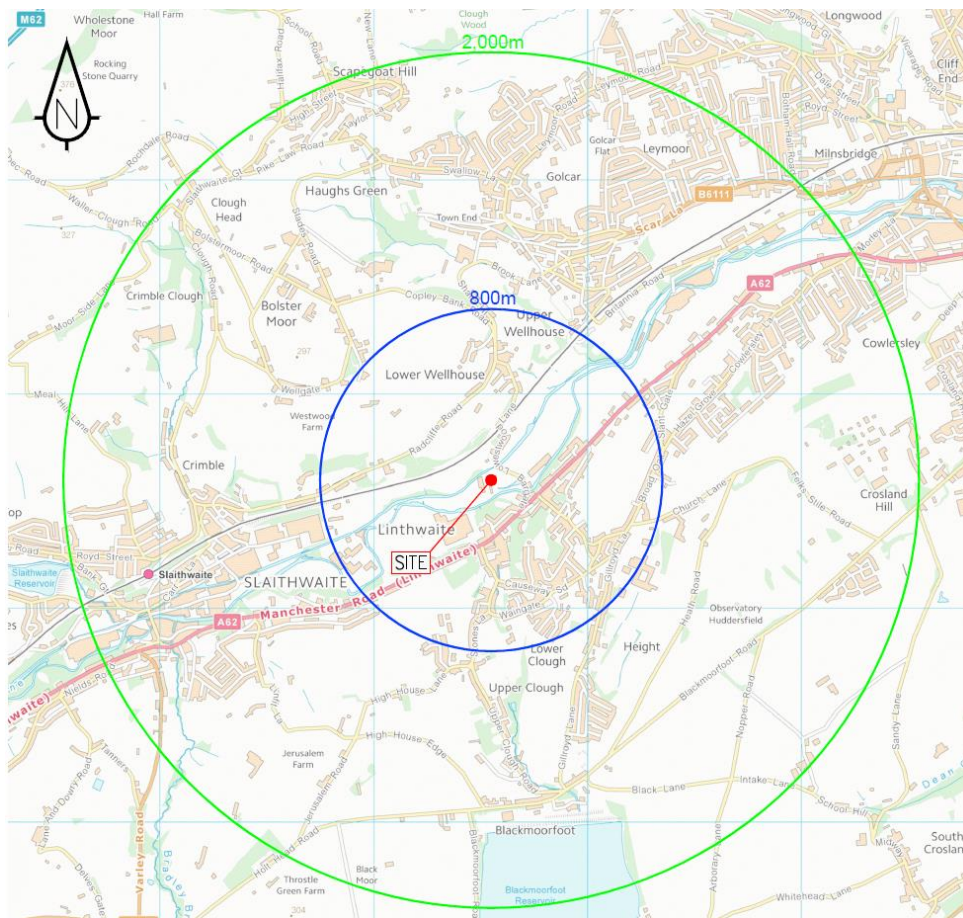


Figure 1 – Indicative 800m and 2km Walking Isochrones

4.2.6 A summary of services and amenities that fall within walking distance of the site are as follows;

Education

- Linthwaite Clough Junior Infant and Early Years School (800m)
- Linthwaite Ardon CofE VA Junior and Infant School (1,300m)
- Colne Valley Highschool (1,300m)

Public Transport

- Bus stops on Manchester Road

Retail

- HD7 Barber (390m)
- The Be You Ty Room and Drawing Room (400m)
- Dolce Gelato and Espresso Bar (410m)
- Costa's Captains Table, Traditional Fish and Chips (420m)
- Fortune Cookie, Chinese Takeaway (430m)
- Mr Happy Takeaway (440m)
- Didis Pizza (440m)
- Hadfields Bakery (450m)
- Premier Convenience Store (490m)
- Subway (490m)
- Post Office (490m)
- Royal Curry and Pizza Bar (520m)
- Safron Indian Restaurant (540m)
- Linthwaite Sandwich Bar (550m)
- Creative Hair (570m)
- Colne Valley Business Park (600m)

Health

- Phantom Head Dental Ltd (460m)
- Colne Valley Family Doctors (2,000m)

-
- 4.2.7 Linthwaite village centre is located within a 400m walking distance of the site and provides a wide variety of local facilities (listed above) as well as bus stops on Manchester Road.
- 4.2.8 Local Junior and Infants schools along with Colne Valley High School are located at Gillroyd Lane and Chapel Hill.
- 4.2.9 As detailed above, health care facilities which include a dental clinic and GP Surgery are accessible within a 2,000m walking distance of the site.

Measures in relation to walking

- 4.2.10 Pedestrian footways are to be provided within the site which will provide pedestrians safe and convenient access within the development. Dropped crossing facilities are to be provided within the development where pedestrians need to cross the internal access roads. The proposed on-site infrastructure will be to the correct standard of the Council to provide for safe and convenient journeys by foot.
- 4.2.11 A pedestrian footway link to the Huddersfield Narrow Canal tow path is proposed to the north of the site.
- 4.2.12 The Travel Plan Co-ordinator will promote the benefits of walking in relation to general health and well-being.

4.2.13 The Travel Plan Co-ordinator will advise residents that information regarding walking is available from various websites such as The Walking for Health website www.walkingforhealth.org.uk. Further information on walking activities and routes can be found at <http://www.kirklees.gov.uk/beta/food-exercise-and-sport/walking.aspx>.

4.2.14 When an appropriate number of dwellings are occupied, the Travel Plan Co-ordinator can establish demand for parents and children wishing to walk to nearby schools. It is now normal practice for Education Authorities to devise school travel plans and the Travel Plan Co-ordinator will consult with the local schools to determine what measures will be incorporated in the Residential Plan for the housing development to compliment the school's plan. These measures may for example be to establish a 'walking bus' or "walking buddies" for the safe commute to nearby schools.

4.3 Cycling

4.3.1 Like walking, cycling has an important part to play in reducing congestion, improving accessibility and reducing pollution. Cycling is also linked to increased general health and fitness which has personal benefits as well as economic benefits for the nation in terms of health service costs. The bicycle is generally more affordable than the car and hence there are financial benefits to the promotion of cycling. Cycling may also allow people without cars to reach destinations that they may otherwise be unable to reach.

4.3.2 Guidance indicates that cycling has the potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport.

4.3.3 Figure 2 indicates destinations that lie within a 5km radius of the application site. Again it is noted that cycling will not follow the simple radius shown on this plan and it is provided to give an indication of where destinations lie and the general extent to which the site is accessible by cycle.

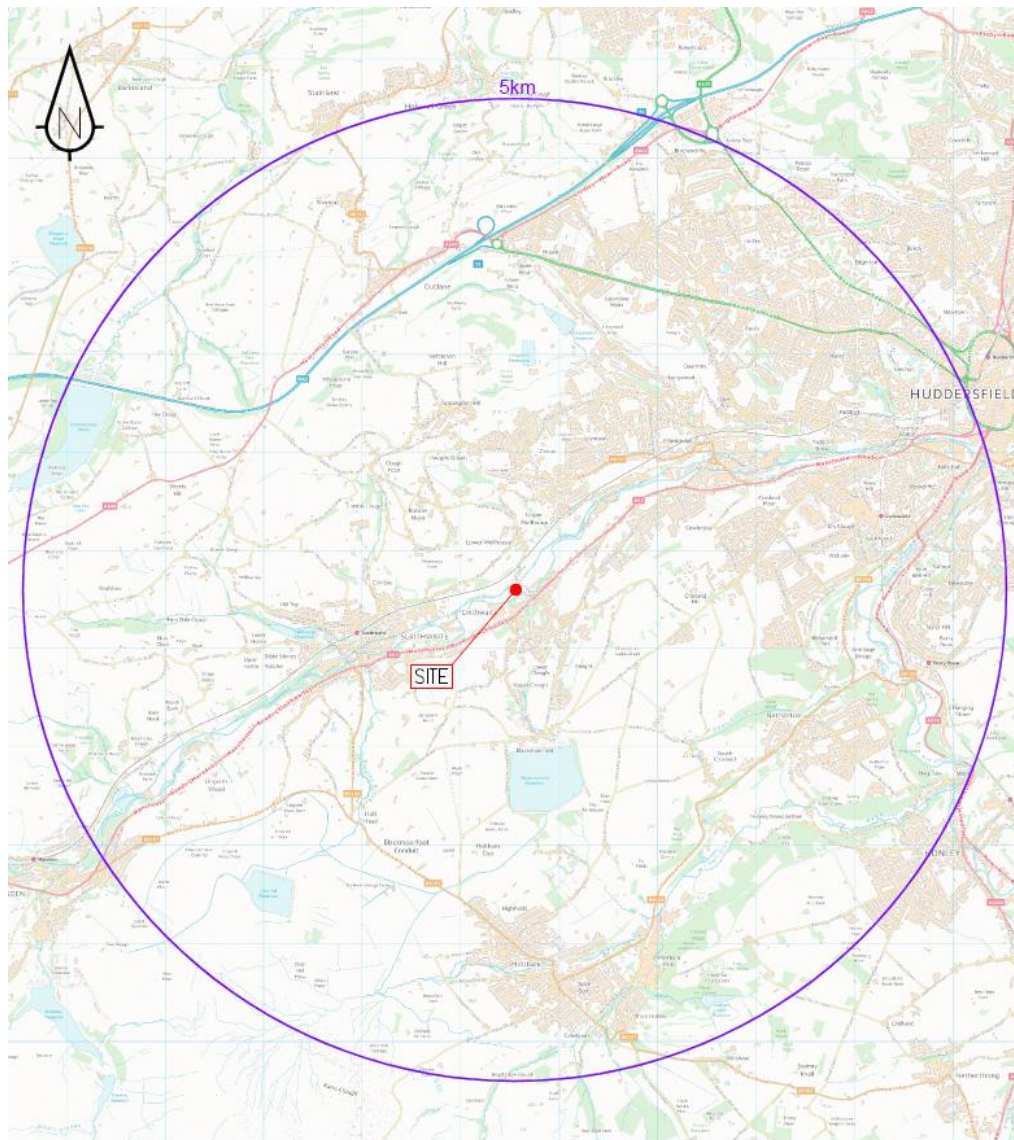


Figure 2 – Indicative 5km Cycling Isochrone

4.3.4 The proposed residential development has a link to the canal tow path to the north of the site which is surfaced and can be used by cyclists and pedestrians. To the north east of the site, where the canal tow path crosses Low Westwood Lane, the canal tow path is a designated traffic free pedestrian/cycle route on the Kirklees Council Cycle Map.

Measures in relation to cycling

4.3.5 Cycle storage can be accommodated within each dwelling. It is therefore feasible for residents to commute to and from the development by cycle.

4.3.6 Information for cyclists including details of routes, cycle training and details of cycle facilities will be included within the residents Welcome Pack. Further information on cycling can be found at the following websites:

<http://www.kirklees.gov.uk/beta/food-exercise-and-sport/cycling.aspx>
www.sustrans.org.uk

4.3.7 The Travel Plan Co-ordinator will advise residents that a cycle journey planner is available at www.cyclestreets.net/journey/.

4.3.8 The responsibility for obtaining and updating information relating to cycling will fall to the Travel Plan Co-ordinator.

4.3.9 The Travel Plan Co-ordinator will promote the benefits of cycling in relation to general health and well-being.

4.4 Accessibility by Bus

4.4.1 The closest bus stops are located approximately within a 400m walking distance east of the site on Manchester Road (A62) and Hoyle House Road. Details of the available services are provided below and Figure 3 shows the location of these stops.

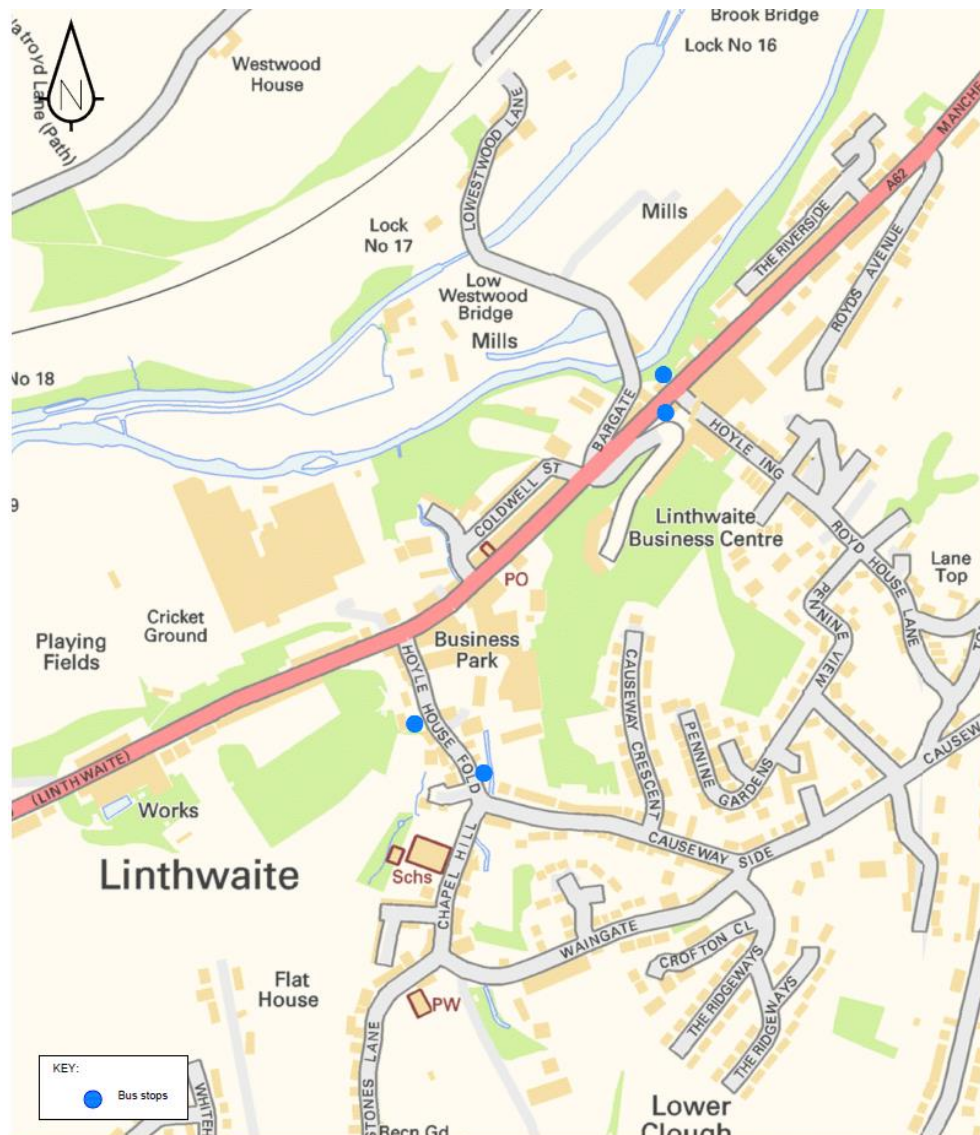


Figure 3 – Bus Stop Locations

Manchester Road (A62)

Bus stop reference: 45021704
Direction of Travel: Northeast bound, toward Huddersfield
Facilities: Shelter with seating, timetable information, raised bus kerbs, bus bay markings and pole with flag
Bus services: 183, 184 and 185

Bus stop reference: 45021703
Direction of travel: Southwest bound, toward Slaithwaite
Facilities: Raised bus kerbs, bus bay markings, timetable information and pole with flag
Bus services: 183, 184 and 185

Hoyle House Fold

Bus stop reference: 45019343
Direction of Travel: Southbound, toward Meltham
Facilities: Shelter with seating, timetable information, raised bus kerbs, bus bay markings and pole with flag
Bus services: 181, 183, 389 and 938

Bus stop reference: 45019344
Direction of travel: Northbound toward Slaithwaite
Facilities: Raised bus kerbs, bus bay markings, timetable information and pole with flag
Bus services: 181, 183, 186, 389 and 398

4.4.2 A summary of the available services from the stops above and their hourly frequencies are detailed in the following table;

Summary of Services		Frequency			
No	Overall Route	Mon – Sat Daytime	Mon – Sat Evening	Sunday Daytime	Sunday Evening
181	Willberlee to Huddersfield	60 mins	No Service	No Service	No Service
183	Marsden Hard End to Huddersfield	60 mins	60 mins	60 mins	60 mins
184	Manchester Picadilly to Huddersfield	60 mins	Once approx 19:40	120 mins	No Service
185	Marsden Dirker to Huddesfield	20 mins	60 mins	60 mins	60 mins
389	Meltham to Wilberlee	2 services at 08:31 & 15:20	No Service	No Service	No Service
938	Marsden to Blackmoorfoot	120 mins	No Service	No Service	No Service

Table 4/1 – Summary of bus services

4.4.3 Table 4/1 shows that there are regular services available within a 400m walking distance of the site. During the Monday to Saturday daytime period there are up to 7 services per hour available whilst during the evening period there are up to 3 services per hour. During Sunday daytime period there are up to 3 services per hour available whilst in the evening periods there are 2 services per hour available.

4.4.4 Bus services 181, 183, 184 and 185 provide a connection to transport hubs within Huddersfield Town Centre, such as Huddersfield Railway Station and Huddersfield Bus station. The typical bus journey time from Linthwaite to Huddersfield town centre is 20 minutes.

Measures in relation to bus facilities

- 4.4.5 Information about all available forms of public passenger transport including routes and destinations, service frequencies, locations of nearest bus stops and sources of other travel information shall be contained in the Residents Welcome Pack. It will be the responsibility of the Travel Plan Co-ordinator to ensure that this information is kept up-to-date and regularly reported to residents.
- 4.4.6 The Travel Plan Co-ordinator will advise residents that information is available via the internet and up to date bus timetables can be found at www.wymetro.com with journey planners available at www.yorkshiretravel.net and <http://www.traveline.info/>.
- 4.4.7 The "Your Next Bus" service tracks buses using a satellite navigation system and provides the departure times of your next bus at any bus stop in West Yorkshire. This enables users to find out the scheduled or real time for any bus, at any stop, in West Yorkshire. This service is available by texting the bus stop number to 63876 and is also available at <http://wypte.acislive.com> free of charge.
- 4.4.8 Coach Information can be found at www.nationalexpress.com and Megabus at www.megabus.com.
- 4.4.9 A comprehensive journey planner is available from Travel Line which offers travel information for both local and national travel. The website can be found at the following address: <http://www.traveline.info/>.

4.5 **Accessibility by Rail**

4.5.1 The closest train station to the development site is Slaithwaite which is located approximately 1.7km west of the site.

4.5.2 The railway station can be accessed via a linked trip. The station is accessible on foot and/or by cycle via the canal tow path footway or on street via Manchester Road. The distance from the site to the railway station via the canal tow path is 1.8km whilst the distance via Manchester Road is 2.5km.

4.5.3 The railway station is also accessible via bus with bus services 181 and 389 calling within the immediate vicinity of the railway station. Further to these buses the services 183, 184 and 185 all call at the bus stops on Manchester Road in Slaithwaite which are located within approximately 600m walking distance of the railway station.

4.5.4 Slaithwaite Railway Station is unstaffed and is under the management of Northern Rail. The station has sheltered bicycle parking in the form of stands with storage spaces for up to 10 bicycles. The station has CCTV which covers the cycle storage. The station has up to 15 car parking spaces. The station benefits from step free access and there is a ramp available at the station for train access.

4.5.5 A summary of the service operating on from the station is provided below:

Route	Hourly Frequency		
	Mon - Sat Daytime	Mon - Sat Evening	Sunday
Huddersfield to Manchester Piccadilly	1	1	1

Table 4/2 – Summary of rail services

Measures in relation to rail facilities

4.5.6 Information about all available forms of public passenger transport including routes and destinations, service frequencies, locations of nearest bus stops and sources of other travel information shall be provided within the Residents Welcome Pack. In addition the physical connections from the site to these facilities will be identified and made known to all residents. It will be the responsibility of the Travel Plan Co-ordinator to ensure that this information is kept up-to-date and regularly reported to residents.

4.5.7 The Travel Plan Co-ordinator will advise residents that information is available via the internet and up to date rail timetables can be found at:

www.wymetro.com

www.yorkshiretravel.net

www.nationalrail.co.uk

4.6 *Motor Cycling and Mopeds*

4.6.1 There are several benefits that may be derived from the use of this form of travel. Motor cycles by their very size create less congestion and are more likely to have less environmental impact than a single occupancy vehicle.

4.6.2 In addition, the physical size of on-site parking requirements for motor cycle and mopeds are less, so releasing more space for operational use.

4.6.3 Concern is however often raised over the safety of these vehicles and it is therefore important that any promotion of this form of travel includes the need to inform prospective riders of their statutory obligations to obtain proper training by a recognised training organisation or trainer and the correct protective equipment before use of the vehicle.

4.7 Car / Taxi Sharing

4.7.1 Car share schemes:

- Provide a cheap way to get around
- Reduce levels of traffic and congestion
- Reduce CO2 emissions and pollution
- Reduce parking problems
- Create opportunities for business and the local community to work together
- Create opportunities to meet other people from the local area
- Improve relations with the local community

4.7.2 The site is accessible to the local and wider highway network and the initial Travel Questionnaire should identify the numbers of residents already travelling to work in a car driven by another party and those who may be willing to share their vehicle. It may be that subject to survey and analysis this figure can be increased with consequent benefits for the environment.

4.7.3 Existing Car Share schemes, such as West Yorkshire Car Share will be promoted to further encourage car sharing. Further details can be found at www.carshare.com and <https://wy.liftshare.com/>.

4.7.4 If demand for taxis is established once the initial travel surveys have been completed, the Travel Plan Co-ordinator will contact local taxi firms to negotiate potential discount for residents. Any such discounts will be advertised to residents in promotional material (welcome packs and mail shots).

4.7.5 The Travel Plan Co-ordinator will include details of local licensed taxi companies within residents welcome packs at the point of occupation. Taxi journeys can prove useful for people needing flexibility to travel but do not wish to own a car.

4.8 *Reducing the need to travel to work*

4.8.1 It may be possible for residents of the development to work from home. This of course will be dependent on the particular circumstances of both the resident and their employer and realistically may not be appropriate in many cases. However if "home working" were possible on only a regular single day of the week this could possibly produce a 20% reduction in single car use for an individual resident.

4.8.2 The Census data for the local area shows that approximately 5.1% of local residents in work do so mainly from home.

4.9 *Other Measures*

4.9.1 All residents will be made aware of home shopping and internet shopping within mailshots. This measure will assist in reducing the need to travel. Alternatively, taxis can be used for local shopping purposes.

4.9.2 All residents will be made aware of travel information and local facilities in there welcome pack at the point of occupation. These measures will also assist visitors and prospective residents to the site.

4.9.3 Each dwelling will accommodate a phone line which, if the network permits will allow occupants to access the internet and utilise the above mentioned websites to access bus timetable information etc.

4.9.4 Residents moving from the development will be encouraged to inform the Travel Plan Co-ordinator so that a Welcome Pack can be provided to the new occupiers, by the Travel Plan Co-ordinator, at the point of re-occupation.

5 Marketing and Communication Strategy

- 5.1 All residents will be made aware of both the opportunities that will be available for alternative sustainable travel and of the likely measures to be included within this Travel Plan by providing each unit with a Welcome Pack. Release of this information in the sales particulars of each plot prior to occupation will ensure that all purchasers will be aware of the availability and benefits of sustainable transport at the point of occupation.
- 5.2 A "mail shot" will be produced by the Travel Plan Co-ordinator at the time of each review which will include the latest information on bus, rail, walking, cycling car sharing arrangements and residents will be encouraged to make this information available to their visitors.
- 5.3 The Travel Plan Co-ordinators contact information including a telephone number and email address will be included within the Welcome Pack to allow residential to contact them.
- 5.4 The Travel Plan Co-ordinator will promote local and national events promoting sustainable travel to residents. Internet forums such as a Facebook page, a development intranet etc. will be investigated to encourage residents to interact and share and discuss travel arrangements.
- 5.5 The Travel Plan Co-ordinator will register for the free public transport timetable ordering service at www.online.pslprint.com/metro.php.

6 Enforcement and Monitoring

6.1 Overview

6.1.1 The operation of this Travel Plan is likely to be a planning obligation related to the planning consent for the development.

6.1.2 It is the responsibility of Sanderson Associates to provide Westwood Wilson Limited with a copy of the approved Travel Plan. It is then the responsibility of Westwood Wilson Limited to appoint a Travel Plan Co-ordinator prior to the occupation of the development. The name of the Travel Plan Co-ordinator must be forwarded to Kirklees Council as soon as the appointment is made. It is also Westwood Wilson Limited's responsibility to make any prospective occupier of the site fully aware of the planning condition, the Travel Plan and their obligations in relation to the Travel Plan.

6.1.3 With respect to timescales, the Travel Plan will be monitored and reviewed as detailed in Section 3. Each review shall include a resurvey of travel patterns by undertaking a travel questionnaire.

6.1.4 A written analysis of each review shall be provided to the Local Authority by the Travel Plan Co-ordinator within 2 month of the completion and collation of the review.

6.1.5 The survey of travel shall include details of the monitoring process undertaken. This report should also contain reference to any outside influence, such as changes in occupancy of the dwellings and changes to bus/train services or places of work and schools.

6.1.6 The Travel Plan will be reviewed in co-operation with the Local Authority and if targets have not been met an Action Plan prepared and agreed. The Action Plan will contain a programme of measures designed to help achieve the Travel Plan targets on travel mode share. It will clearly set out the tasks involved, the person(s) responsible, and dates by which the measures will be achieved.

6.1.7 The developer and the appointed Travel Plan Co-ordinator will use their reasonable endeavours to ensure that the Travel Plan is successful. A table summarising how the travel plan will be delivered with actions, timescales and who is responsible can be found below:

Action	Timescales	Who is responsible
Sanderson Associates to provide Westwood Wilson Limited with a copy of the Travel Plan	When complete.	Sanderson Associates
Westwood Wilson Limited, will provide a copy of the approved Travel Plan to potential residents and will advise of their obligations in respect of the Travel Plan	During negotiation of any house sale.	Westwood Wilson Limited
Appoint a Travel Plan Co-ordinator (TPC)	Upon occupation of the first unit to which this Travel Plan relates.	Westwood Wilson Limited
Produce Welcome Pack	Prior to occupation	Westwood Wilson Limited / TPC
Include Welcome Pack within sales particulars.	Upon occupation.	Westwood Wilson Limited
Undertake baseline travel survey	At 50% occupation.	TPC
Formal travel survey monitoring	For 5 years following 50% occupation.	TPC
Supply results of survey to Local Planning Authority	Within 2 months of undertaking the last questionnaires.	TPC
Residents Group	TPC invites residents to form a Residents Group upon completion of the development.	TPC
Review Travel Plan	Annually.	TPC / Local Authority

Table 6/1 - Travel Plan Delivery Schedule

6.2 Target Enforcement Measures

6.2.1 The targets detailed at Section 2 will be used to assess the success of the implemented measures. If targets are not being met then appropriate mitigation will be discussed and agreed with the Council. This will be included in an Action Plan and progress will be monitored and reviewed in the annual surveys in the following years.

6.2.2 Any new measures implemented following targets not being met will be monitored by a six month review following their implementation. The results of this additional monitoring will be discussed with the Council following the interim review period.

As part of the additional monitoring residents will be asked to complete a specific questionnaire which refers to the aims of the new measures in question to gauge their appreciation of why the measures have been introduced and any resultant change in their travel habits.

6.3 *Action Plan*

6.3.1 The purpose of the Action Plan is to set out a list of the primary measures which should be completed by the Travel Plan Co-ordinator. The Action Plan will contain an annual program of measures designed to help achieve the Travel Plan targets on travel mode share. It will clearly set out the tasks involved, the person(s) responsible, and dates by which the measures will be achieved over the next 12 months.

6.3.2 This Travel Plan will be reviewed annually and should targets not be achieved then an Action Plan will be submitted to the Council within 3 months of the completion of the travel and traffic surveys. The Action Plan will be discussed by and agreed with the Resident Management Group prior to submission.

6.3.3 The Action Plan referred to above will include measures such as the following:-

- Additional marketing to residents reminding them of the Travel Plan Initiatives and objectives.
- Making residents aware of the latest bus timetables, if this is the element of the TP which is not performing as envisaged.
- Arranging a special meeting with the Council's Travel Plan team to discuss issues and to establish more effective measures.
- Arranging seminars and presentations from groups specialising in car share databases and other forms of sustainable transport.

7 Summary

- 7.1 This Travel Plan sets out a series of measures which will encourage changes in the travel patterns of residents of the development from use of the single occupancy private vehicle to more sustainable forms of transport.
- 7.2 The headline targets of the Travel Plan, to be achieved within 5 years are as follows:
- **Limit single occupancy car journeys to 50%; a reduction of 9.8%.**
 - **Achieve a 15% uptake in active travel; an increase of 4.7%.**
 - **Achieve a 17.5% uptake of public transport; an increase of 5.0%.**
- 7.3 The Travel Plan includes reference to compliance and enforcement and to the required monitoring, review and reporting for the life of the Travel Plan.
- 7.4 Westwood Wilson Limited are committed to encouraging positive changes to the modes of transport used in connection with this development. The implementation of the Travel Plan measures will help the viability and attractiveness of the overall site to the benefit of all residents.
- 7.5 This Travel Plan will be further developed in conjunction with Kirklees Council once the development is operational and specific travel needs are identified.

APPENDIX A
Sample Questionnaire

Residential Travel Plan Survey

Question 1: Please give your House / Flat number.

Number.....

Question 2: Please give details of the people in your household.

	Gender	Age	Do You Work?	Are You Retired?	In Education?
Person 1	M / F	-----	Y/N	Y/N	Y/N
Person 2	M / F	-----	Y/N	Y/N	Y/N
Person 3	M / F	-----	Y/N	Y/N	Y/N
Person 4	M / F	-----	Y/N	Y/N	Y/N
Person 5	M / F	-----	Y/N	Y/N	Y/N

Question 3: Where are the normal places of work for those members of your household who currently work? Please provide company name or place of work and postcode or location in the appropriate space below. Please state if any member of your household works from home on a regular basis.

Person 1

Person 2

Person 3

Person 4

Person 5

Question 4 – For the members of your household currently working please provide details of their employment. (Please tick *all* that apply to each person).

	Person 1	Person 2	Person 3	Person 4	Person 5
Full Time (more than 30 hours a week)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part time (less than 30 hours a week)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Day time shifts (e.g. between 6am and 8pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Night time shifts (e.g. between 8pm and 6am)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 5 - How do you travel between your home and your place of work? (Please tick one box only under each heading. If your normal journey involves using two modes please put the *main* one)

	Person 1	Person 2	Person 3	Person 4	Person 5
	To/From	To/From	To/From	To/From	To/From
Car share as passenger	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Bus	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Train	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Cycle	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Walk	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Taxi	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Motorcycle	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Other	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Question 6 - How do you travel if your first choice is not available? (Please tick one box only under each heading. If your normal journey involves using two modes please put the main one)

	Person 1	Person 2	Person 3	Person 4	Person 5
	To/From	To/From	To/From	To/From	To/From
Car share as passenger	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Bus	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Train	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Cycle	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Walk	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Taxi	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Motorcycle	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Other	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Car share involves matching people who live close to one another and who would be willing to share a car for the various journeys they undertake. Car sharing need not be every day, but can be arranged when it is convenient to car sharers.

Question 7 – Would you be interested in joining a Car Share scheme as a passenger? If you are undecided and would like more information please tick the “undecided” box.

(Please tick one only)	Person 1	Person 2	Person 3	Person 4	Person 5
Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Undecided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 8 - Do any members of your family currently go to school? Yes / No

Please indicate which school each family member attends.

	Child 1	Child 2	Child 3	Child 4
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 9 - How does each child travel to and from school? Please tick one per child. If their normal journey involves using two modes please indicate the main one.

	Child 1	Child 2	Child 3	Child 4
Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide a contact e-mail address for your household so that we are able to keep you updated on sustainable travel issues, events, changes to bus services etc. Please be assured that this e-mail address will not be used for any other purpose and will not be passed to any third parties.

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If you wish to make any comments on this questionnaire or any aspect of sustainable travel please do so in the space below.

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.....
.....
.....
.....

Thank you very much for completing this survey

Please return your completed questionnaire to the Travel Plan Coordinator using the pre-paid envelope included within the Travel Information Pack issued to your household. Should you require any assistance in completing this questionnaire please contact the Travel Plan Coordinator on _____ or at _____