

Harron Homes Ltd

**Proposed Residential Development
Goole Road, Snaith
Travel Plan**

October 2015

22 Trinity Lane,
Beverley,
East Riding of Yorkshire,
HU17 0DY

📞 01482 679 911
✉ info@local-transport-projects.co.uk
🌐 www.local-transport-projects.co.uk

Registered No. 5295328

Harron Homes Ltd

**Proposed Residential Development
Goole Road, Snaith
Travel Plan**

October 2015

Client Commission

Client:	Harron Homes Ltd	Date Commissioned:	27/08/2015
Commissioned By:	Mark Beevers		

LTP Quality Control

Job No:	LTP/15/2225	File Ref:	Goole Road Snaith TP Final ISSUE 1		
Issue	Revision	Description	Originated	Checked	Date
1	-	Final for planning submission	JH	SW	27/10/2015
Authorised for Issue:				TK	

LTP PROJECT TEAM

As part of our commitment to quality the following team of transport professionals was assembled specifically for the delivery of this project. Relevant qualifications are shown and CV's are available upon request to demonstrate our experience and credentials.

Team Member	LTP Designation	Qualifications
Tony Kirby	Director (Project Manager)	IEng MSc MCIHT FIHE
Steven Windass	Principal Transport Planner	BSc(Hons) MSc(Eng) MCIHT MIHE
Jack Hearnshaw	Transport Planner	BA (Hons) AMIHE

The contents of this document must not be copied or reproduced, in whole or in part, without the written consent of Local Transport Projects Ltd.

PROPOSED RESIDENTIAL DEVELOPMENT GOOLE ROAD, SNAITH TRAVEL PLAN

CONTENTS

1.0	INTRODUCTION	3
1.1	Background	3
1.2	Scope	3
1.3	Site Location & Planning History	4
1.4	Development Proposals	5
2.0	TRAVEL PLANNING BACKGROUND	6
2.1	What is a Travel Plan?	6
2.2	Why Prepare a Travel Plan? – The Benefits	7
2.3	The Residential Travel Plan Pyramid	8
3.0	OPTIONS FOR SUSTAINABLE MODES OF TRAVEL	9
3.1	Introduction	9
3.2	Pedestrian Provision	9
3.3	Cycle Provision	11
3.4	Public Transport Provision	12
3.5	Potential for Car Sharing	14
4.0	TRAVEL PLAN AIMS & OBJECTIVES	15
4.1	Overall Aim	15
4.2	Objectives	15
5.0	BASELINE TRAVEL SCENARIO & TARGET	16
5.1	Baseline Travel Scenario	16
5.2	Target	17
6.0	TRAVEL PLAN ROLES & RESPONSIBILITIES	19
6.1	Travel Plan Ownership & Funding	19
6.2	Travel Plan Co-ordinator (TPC)	19
6.3	Key Stakeholders	20
7.0	TRAVEL PLAN MEASURES	21
7.1	Introduction	21
7.2	Funding Streams	21
7.3	Measures to Promote Walking	22
7.4	Measures to Promote Cycling	22
7.5	Measures to Promote Public Transport Use	23
7.6	Measures to Promote Car Sharing	23
7.7	Welcome Travel Pack	24
8.0	MONITORING AND EVALUATION STRATEGY	25
8.1	Introduction	25
8.2	Monitoring & Evaluation Strategy	26
8.3	Stage 0 – First Site Occupation	27
8.4	Stage 1 – Formal Monitoring	27
8.5	Stage 2 – Travel Plan Annual Review (TPAR)	28
8.6	Stage 3 – Stakeholder Review	28
8.7	Stage 4 – Intervention Strategy	28
8.8	Subsequent Years	28
9.0	REFERENCES	29

APPENDICES

Appendix 1 – Proposed Site Layout

TABLES

Table 1 – Key Trip Attractors by Foot.....	9
Table 2 – Local Bus Services	13
Table 3 - Projected Person Trip Generation by Mode	16
Table 4 - Target Person Trip Generation (After 5 Years).....	18
Table 5 - Key Stakeholder Contact	20
Table 6 - Measures to Encourage Walking.....	22
Table 7 - Measures to Encourage Cycling	22
Table 8 - Measures to Encourage Public Transport Use	23
Table 9 - Measures to Encourage Car Sharing	23

FIGURES

Figure 1 - Site Location Plan	4
Figure 2 - Potential Benefits of a Successful Travel Plan.....	7
Figure 3 - The Residential Travel Plan Pyramid.....	8
Figure 4 – PRow Network	11
Figure 5 – Benefits of Car Sharing	14
Figure 6 - Travel Plan Objectives	15
Figure 7 - SMART Travel Plan Components.....	17
Figure 8 - TPC Objectives and Roles	20
Figure 9 – Funding Streams for Measures	21
Figure 10 - Monitoring and Evaluation Process	25
Figure 11 - Monitoring & Evaluation Strategy.....	26

PHOTOS

Photo 1 – Zebra Crossing on Shearburn Terrace	10
Photo 2 – Shared Use Foot/Cycleway on A1041.....	12
Photo 3 – Butt Lane Southbound Bus Stop	13

1.0 INTRODUCTION

1.1 Background

1.1.1 Local Transport Projects Ltd (LTP) has been commissioned by Harron Homes Ltd to prepare a Travel Plan (TP) in support of a planning application for a proposed residential development of up to 92 dwellings at land located to the south of Goole Road (A1041), on the eastern edge of Snaith in the East Riding of Yorkshire.

1.1.2 A Transport Assessment (TA) (LTP, 2015) that provides a detailed appraisal of all transport aspects associated with the proposed development has been produced alongside this Travel Plan. The TA includes projections of the modal split, vehicle trip generation and person trip generation of the proposals. Reference has been made to the associated TA when preparing this document, with specific information and traffic projections taken directly from the TA.

1.2 Scope

1.2.1 The scope of this Travel Plan is based upon the Government's 'Planning Practice Guidance' (DCLG, 2014), as outlined below:

- **Background:**
 - Introduction to the Travel Plan, the proposals and the relevant planning history;
 - Outline of the Travel Plan scope;
 - Determine the benefits that a successful Travel Plan can achieve, relative to residents, the local community and the developer;
 - Outline the relevant travel planning policy context, including the latest local and national travel planning guidance.
- Definition of the **overall aim and objectives** of the Travel Plan;
- Establish the expected **baseline travel situation**;
- Set appropriate **target(s)** to minimise car journeys to/from the site, based on the expected baseline situation;
- Assess **accessibility** of the site by sustainable modes, including:
 - Walking;
 - Cycling;
 - Public Transport – Bus and rail services;
 - Car Sharing.
- Establish **roles and responsibilities** for implementing the Travel Plan, including the role of the Travel Plan Co-ordinator and the overall responsibility for funding;
- Outline the Travel Plan Strategy and **Action Plan**, which would include a range of measures for achieving the objectives, under the following headings:
 - Walking and cycling (promotion and infrastructure);
 - Public transport (infrastructure and service improvements);
 - Car share initiatives and car parking measures;

- Transport and travel information;
- Promotion and marketing.
- The Action Plan would also contain details on the **funding and timescales** for each of the proposed schemes;
- Outline the **monitoring and evaluation strategy** of the Travel Plan, to include annual surveying and other indicators; and
- Establish **intervention measures** to be implemented if the review process identifies that the Travel Plan target is not being achieved.

1.3 Site Location & Planning History

1.3.1 The application site is located on the southern side of the A1041 on the eastern edge of the town of Snaith, which lies approximately 10km west of Goole in the East Riding of Yorkshire. The site is currently used as agricultural land and is bound by the A1041 to the north, Mill Lane to the east, agricultural land to the south, and by Butt Lane and residential dwellings (served from Brierley Close) to the west. The approximate extents of the site are shown within Figure 1.

Figure 1 - Site Location Plan



Source Imagery: Copyright Google Earth Pro (License Key-JCPMR5M58LXF2GE)

1.3.2 The proposed site forms the 'SNA-B' site, which has been identified for residential development by ERYC. Within the '*Proposed Submission Allocations Document*' (ERYC, 2014) of the emerging East Riding Local Plan, the site had a development area of 2.70 hectares with an indicative capacity of 57 dwellings. However, following a review of the residential development land allocated within the plan in March 2015, ERYC increased the size of the development land to 3.85 hectares with an indicative capacity of 98 dwellings.

1.4 Development Proposals

1.4.1 The current proposals involve the development of the site to accommodate 92 residential dwellings, based on the following schedule:

- 9 two bedroom properties;
- 14 three bedroom properties; and
- 69 four bedroom properties.

1.4.2 The proposed site layout plan is attached as Appendix 1. It is expected that approximately 20% of dwellings at the site will be affordable housing with the remaining 80% open market dwellings.

1.4.3 As discussed with ERYC Highways during pre-application scoping, the proposed development site is to be served via a single vehicular access point, connecting with the A1041 (Goole Road) to the north of the site in the form of a simple priority T-junction. A loop road arrangement will be provided internal to the site, which will serve a number of dwellings directly, with additional connecting culs-de-sac and driveways providing access to other properties. It is understood that a separate access point is also to be provided to the north-west of the primary site access, serving a limited number of dwellings via a shared driveway arrangement. An emergency access is also to be provided from Butt Lane to the west of the site.

1.4.4 Footways of 2.0m width will be provided alongside the main site access road, connecting with the existing provision on the southern side of the A1041 and allowing for good pedestrian permeability within Snaith. Shared surfaces are to be provided on connecting culs-de-sac within the site, where road layouts are to be designed with the intention of controlling vehicle speeds to around 20mph, helping to encourage pedestrian and cycle activity.

1.4.5 MfS advises that "*cyclists should generally be accommodated on the carriageway. In areas with low traffic volumes and speeds, there should not be any need for dedicated cycle lanes on the street*" (DfT, 2007b). Cyclists are therefore to be accommodated on-street within the site and will benefit from a site layout that has been designed to control vehicle speeds to around 20mph. Cyclists will also benefit from a direct connection between the site and the shared-use foot/cycleway, which is provided on the southern side of the A1041.

2.0 TRAVEL PLANNING BACKGROUND

2.1 What is a Travel Plan?

2.1.1 Recently issued Planning Practice Guidance (PPG) entitled ‘*Travel Plans, Transport Assessments and Statements in Decision-taking*’ defines Travel Plans as “*long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)*” (DCLG, 2014).

2.1.2 A key guidance document in terms of Residential Travel Plans is ‘*Making Residential Travel Plans Work*’ (DfT, 2007a). This document introduces the concept of the Residential Travel Plan Pyramid which is discussed further within Section 2.3. The document describes a Residential Travel Plan as “*a package of measures designed to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. They are an important tool to help deliver accessible, sustainable communities and offer clear benefits to all the parties involved – public, private and the community. They involve meeting the access needs of residents in a new way and require partnerships between developers, local authorities, local communities and new residents*” (DfT, 2007a).

2.1.3 As well as the guidance highlighted above, this Travel Plan is situated within the context of the following policy documents:

- ERYC Local Transport Plan (2015-2029) (ERYC, 2015a);
- ERYC Draft Sustainable Transport SPD (Supplementary Planning Document) (ERYC, 2014a);
- National Planning Policy Framework (DCLG, 2012);
- The Essential Guide to Travel Planning (DfT, 2008);
- Guidance of Transport Assessment (DfT, 2007b);
- A Guide on Travel Plans for Developers (DfT, 2005a);
- Making Smarter Choices Work (DfT, 2005b); and
- Using the Planning Process to Secure Travel Plans. Best Practice guide (DfT, 2002).

2.2 Why Prepare a Travel Plan? – The Benefits

2.2.1 A successful Travel Plan can be expected to realise a number of environmental, economic, health and social benefits. These benefits can be experienced by individuals, the developer, the Local Authority and the wider community. Figure 2 highlights a number of benefits that a successful Travel Plan can bring:

Figure 2 - Potential Benefits of a Successful Travel Plan

Benefits to the individual

- Improved travel choices which can provide travel options that are **cheaper**, **quicker** and **more convenient**.
- There are various health benefits associated with walking and cycling, including improved physical fitness and reduced stress.
- A more attractive and cleaner environment at the site as a result of reduced congestion and lower demand for parking.

Benefits to the local community

- Improved travel links in the area for local people.
- Reducing the number of car journeys on the local roads can help make the streets less congested.
- A reduction in pollutants will improve air quality and help contribute towards wider local, national and global environmental targets.

Benefits to the developer

- Reduces car parking demand and the need to designate land for car parking.
- Enhances site accessibility.
- Provides evidence of sustainable credentials against criteria such as BREEAM.
- Producing a Travel Plan could offer positive image enhancement benefits to the development, which could improve sales of the proposed residential units.
- Creates good relations with the local community.
- Improves marketability with an added value product.
- Potentially reduce the need for expenditure on new highway infrastructure.
- Residents and visitors are provided with a better experience from the reduced congestion and demand for parking.

2.2.2 This Travel Plan sets out the proposals for promoting sustainable travel choices by residents of the proposed development.

2.3 The Residential Travel Plan Pyramid

2.3.1 The Residential Travel Plan Pyramid (see Figure 3) is a diagrammatic tool which illustrates that successful Residential Travel Plans are built on the firm foundations of good location and site design. These elements must be supplemented by hard measures, including the appointment of a Travel Plan Co-ordinator (TPC), a Travel Plan Strategy and Action Plan and also a promotional strategy which combines all elements of the pyramid into a coherent and marketable Travel Plan.

Figure 3 - The Residential Travel Plan Pyramid



Source: DfT, 2007a

2.3.2 By linking to the relevant levels of the pyramid the remainder of this Travel Plan outlines the strategy for achieving a high quality housing development which maximises travel choices available to its residents:

- **Section 3** – Takes into account the foundations of the pyramid and assesses the location and surrounding built environment of the proposed development in relation to each sustainable mode of travel;
- **Sections 4 & 5** – Identify the Travel Plan aim, objectives and target;
- **Section 6** – Outlines the central and varying roles that the Travel Plan Co-ordinator (TPC) will occupy in developing and advancing the Travel Plan;
- **Section 7** – Outlines the Travel Plan measures that are to be implemented at the site; and
- **Section 8** – Details the Travel Plan monitoring and evaluation strategy.

3.0 OPTIONS FOR SUSTAINABLE MODES OF TRAVEL

3.1 Introduction

3.1.1 To appreciate the travel choices available to residents at the proposed development site and to tailor this TP to the specific site and local opportunities, an understanding of the existing accessibility of the site by sustainable modes must be gained. This is outlined in the following section.

3.2 Pedestrian Provision

3.2.1 The Department for Transport (DfT) advise that the “mean average length for walking journeys is approximately 1km (0.6miles)”, but acknowledge that “journeys of up to three times these distances are not uncommon for regular commuters” (DfT, 2004). There are a number of factors determining the distance that people are prepared to walk, such as “their fitness and physical ability, journey purpose, settlement size and walking conditions” (DfT, 2004). Guidance from Chartered Institution of Highways & Transportation (CIHT) suggests a preferred maximum walking distance of 2km for a number of journeys, including commuting and school trips (IHT, 2000).

3.2.2 The application site is located within a 3km walking distance of the whole built-up area of Snaith along with the villages of East Cowick and West Cowick. This includes a number of key local trip attractors within a 2km walk, as outlined within Table 1:

Table 1 – Key Trip Attractors by Foot

Trip Attractor	Walking Route	Approximate Walking Distance*
Snaith & Rawcliffe Medical Group	Butt Lane	280m
Snaith Market Place (inc. local supermarket, post office, bank, public house, takeaways etc.)	Goole Road – Beast Fair – Selby Road – Market Place	750-900m
Snaith Rail Station	Goole Road – Buttle Lane – George Street	850m
Snaith Library	Goole Road – Beast Fair – Selby Road – Market Place	900m
Snaith Primary School	Goole Road – Beast Fair – Shearburn Terrace – Pontefract Road – Bourn Mill Balk Road	1.1km
The Snaith School	Goole Road – Beast Fair – Shearburn Terrace – Pontefract Road	1.3km
Cowick Church of England Primary School	Goole Road – Snaith Road	1.6km

*Walking distances are approximate (measured along footways, rather than as the crow flies) and have been measured from the centre of the site.

3.2.3 As demonstrated within Table 1, the application site is located within a suitable walking distance of a range of local amenities, including retail, education and health facilities. The proximity of these facilities are likely to have a positive impact on the number of regular journeys which can be made on foot from the site.

- 3.2.4 There is a shared-use foot/cycleway provided on the southern side of the A1041 within the site frontage that provides a key pedestrian route between the site and Snaith town centre. A footway is also provided on the eastern side of Butt Lane to the west of the site which provides an additional connection to the town centre.
- 3.2.5 There are a number of both formal and informal crossing facilities provided within the vicinity of the site, including a zebra crossing on Shearburn Terrace within Snaith town and a pedestrian refuge island to the west of the Saffron Drive junction. In addition, there are dropped kerbs and tactile paving at most pedestrian crossing points within the local area.

Photo 1 – Zebra Crossing on Shearburn Terrace



- 3.2.6 In addition, there is a good network of Public Rights of Way (PRoW) routes within Snaith and the surrounding area, including a number of footpaths to the south-west of the site. The PRoW network is shown in red on the plan within Figure 4:

Figure 4 – PRoW Network



Mapping Source: Google Earth Pro; License Key JCPMR5M58LXF2GE

3.3 Cycle Provision

- 3.3.1 Cycling is a low cost and healthy alternative to car use, which can substitute for short car trips, or can form part of a longer journey by public transport. The DfT state that the average cycle journey is 4km (2.4 miles), with much longer distances cycled by regular commuters (DfT, 2004).
- 3.3.2 The proposed development site is located within a reasonable cycle ride, up to 5km (approximately 15 minutes at the average cycling speed of 12mph), of the villages of Snaith, West Cowick, East Cowick, Carlton, Gowdall, Camblesforth and Rawcliffe. As demonstrated within Table 1, there are also a number of local amenities within a short cycle ride of the application site.
- 3.3.3 A shared-use foot/cycleway runs along the southern side of Goole Road within the frontage of the proposed development site. It runs between the junction with Brierley Close on the western boundary of the site and the junction with Lidgate in East Cowick.

Photo 2 – Shared Use Foot/Cycleway on A1041



- 3.3.4 National Cycle Network (NCN) Route 62, which also forms part of the Trans-Pennine Trail (TPT), can be accessed from Selby Road/Gowdall Lane approximately 800m north-west of the proposed development site. Both NCN Route 62 and the TPT are long distance cycle routes which connect a number of local settlements including Carlton, Gowdall and Selby along with larger settlements including Hull and Doncaster.
- 3.3.5 Given the availability of a shared-use foot/cycleway, the proximity of the site to signed NCN routes and that most roads within Snaith are subject to a 30mph speed limit, it is considered that the local environment within the vicinity of the site is generally conducive to encouraging cycling trips.

3.4 Public Transport Provision

- 3.4.1 Advice within 'Guidelines for Public Transport in Development' (IHT, 1999) states that the generally acceptable maximum distance that a bus stop should be located from a development site is 400m. There are bus stops located on Butt Lane in Snaith (see Photo 5) and on High Street in West Cowick within a 300m walk of the western boundary of the site. Although it is recognised that these stops will not be within 400m of all parts of the site, it is felt that residents would still have good access to bus services.

Photo 3 – Butt Lane Southbound Bus Stop



3.4.2 Table 2 provides details of the services that operate from the stops on Butt Lane and High Street:

Table 2 – Local Bus Services

Service	Route	Mon-Fri Daytime Frequency [^]	Weekend/Evening Frequency
400/401	Selby – Camblesforth – Snaith – West Cowick – Rawcliffe – Goole	Every 60 Minutes	Eve: No Service Sat: Every 60 Minutes Sun: No Service

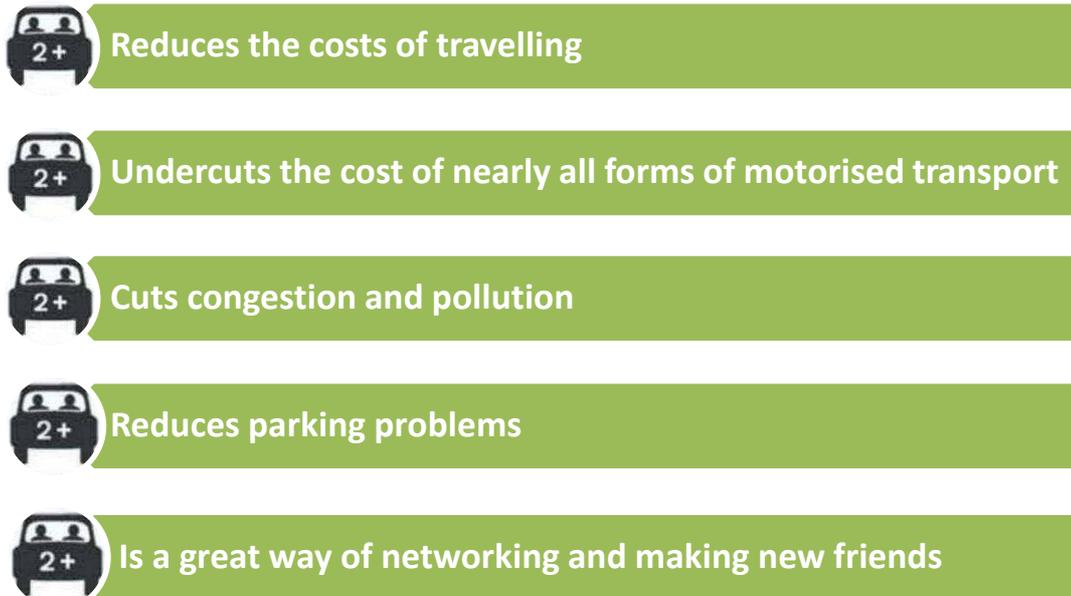
[^] Refers to the general daytime service between 9am and 5pm

3.4.3 The nearest point of access to rail services is via Snaith Rail Station, approximately 850m north-west of the Goole Road site access point. On Monday to Saturdays, the station provides two services per day towards Leeds at 07:16 and 19:01, with one service per day towards Goole at 18:10. It is considered that travel by train may represent a suitable mode of travel for commuters travelling to and from Knottingley, Pontefract, Castleford and Leeds.

3.5 Potential for Car Sharing

3.5.1 Car sharing is a sustainable mode of travel that can reduce the number of single occupant vehicle trips generated by a site. www.liftshare.com enables organised car sharing by connecting people travelling in the same direction so they can arrange to travel together. Liftshare suggests that there are several benefits to car sharing, as outlined within Figure 5:

Figure 5 – Benefits of Car Sharing



3.5.2 Other car sharing websites that may be useful to residents of the proposed development site include www.blablacar.co.uk and www.gocarshare.co.uk.

4.0 TRAVEL PLAN AIMS & OBJECTIVES

4.1 Overall Aim

- 4.1.1 In order to minimise the environmental impact of traffic generated by the proposed development, the overall aim of producing and implementing this Travel Plan is:

To minimise the number of vehicle trips generated by the site, particularly single occupant trips, in favour of more sustainable travel.

4.2 Objectives

- 4.2.1 To help achieve the overall Travel Plan aim, three Travel Plan objectives have been set, as outlined below in Figure 6:

Figure 6 - Travel Plan Objectives

1. To encourage residents and visitors of the proposed development to evaluate their travel patterns and consider options for more sustainable travel
2. To increase awareness and actively promote travel by sustainable modes of transport
3. To promote car sharing as a more sustainable alternative to travelling as a single car occupant
4. To set and agree appropriate targets that are regularly reviewed and amended if necessary to reflect changing circumstances
5. To monitor the travel patterns and performance against the Travel Plan targets
6. To provide a long term commitment to meeting the overall aim of this Travel Plan

- 4.2.2 The purpose of this Travel Plan is to provide a strategy for maximising the proportion of journeys associated with the development site by sustainable travel modes. This is a 'live' document that is to be reviewed and updated at key milestones in the development's planning, construction and occupation phases, as discussed in Section 8.

5.0 BASELINE TRAVEL SCENARIO & TARGET

5.1 Baseline Travel Scenario

- 5.1.1 For a Travel Plan being developed for an existing, operational site, the baseline transport position would ideally be developed through detailed surveys of existing travel patterns. This Travel Plan, has however, been produced in support of a proposed development. As such, no assessment of baseline travel patterns at the development could be established through surveys at this stage. Nonetheless, a transport base position is necessary to inform the development of this plan and in particular the initial target.
- 5.1.2 As previously outlined, a TA (LTP, 2015) appraising the likely transport impact of the proposals was prepared in conjunction with this TP. The TA included projections of the trip generation and modal split of the proposed development, as summarised below.
- 5.1.3 In the TA, the TRICS database was interrogated to find suitable data to assist in projecting the expected baseline travel scenario of the proposed residential development. The TRICS sites utilised to predict the traffic generation of the proposed development also contained multi-modal information, therefore the person trip generation of the site has been predicted based on the person trip rates derived from the comparable TRICS sites.
- 5.1.4 Using the TRICS-based trip data and modal split projection, Table 3 provides a summary of the TA’s projected 12 hour (07:00-19:00) daily person trip generation at the proposed development site.

Table 3 - Projected Person Trip Generation by Mode

Person Trips	Modal Split	12-Hour (07:00-19:00) Two-Way Trips
Vehicle Drivers	60.6%	437
Vehicle Passengers	19.7%	141
Vehicle Occupant	80.3%	578
Pedestrians	15.3%	110
Cyclists	2.8%	20
Public Transport Users	1.6%	12
TOTAL	100%	717

* The total may not represent the sum of its parts due to rounding

- 5.1.5 It is noted that ‘vehicle driver’ includes all vehicle trip generating modes, including car drivers, taxi trips and Powered Two-Wheelers (PTW).

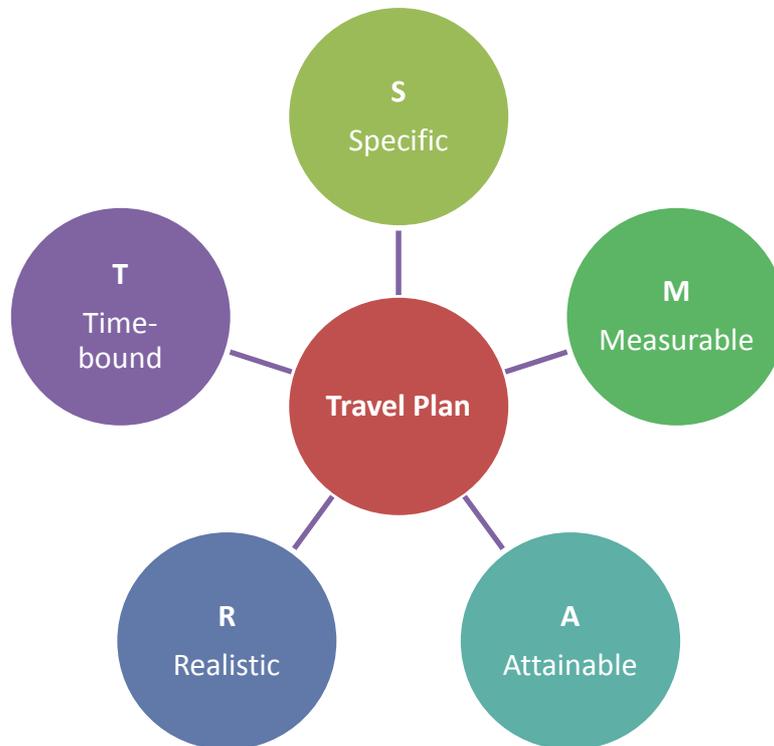
5.1.6 For the purposes of this Travel Plan, it is assumed that the person trip generation projected in the associated TA reflects the baseline travel scenario at the proposed development site upon occupation of the full site. Therefore, the baseline travel situation for the site relative to the overall aim of this Travel Plan (see Section 4.1) is predicted to be:

60.6% of trips are made by vehicle drivers

5.2 Target

5.2.1 The key emphasis of Travel Plans is to minimise the number of vehicle trips generated by a development, particularly those made by single occupants. This is most commonly done by setting appropriate targets, and as outlined within Figure 7, targets should be 'SMART':

Figure 7 - SMART Travel Plan Components



5.2.2 Travel Plan targets have been set for a five-year period and are a means of monitoring progress and aim to be challenging, but achievable. The targets are based on the assumed baseline situation (see Section 5.1) and are to be achieved within the timeframes set out below:

Year 1 - No more than 59% of trips to be made by vehicle drivers

Year 2 - No more than 58% of trips to be made by vehicle drivers

Year 3 - No more than 57% of trips to be made by vehicle drivers

Year 4 - No more than 56% of trips to be made by vehicle drivers

Year 5 - No more than 55% of trips to be made by vehicle drivers

5.2.3 Based on the baseline trip projections discussed in Section 5.1, the five-year target would equate to the trip generation shown in Table 4 upon full occupation of the site:

Table 4 - Target Person Trip Generation (After 5 Years)

Person Trips	Modal Split	12-Hour (07:00-19:00) Two-Way Trips
Vehicle Drivers	55%	394
Other Modes (Walking, Cycling, Public Transport, Vehicle Passenger)	45%	323
TOTAL	100%	717

* The total may not represent the sum of its parts due to rounding

5.2.4 The projections shown in Table 4 indicate that, if the five-year target was achieved, the development would generate 394 two-way vehicle movements during the 12 hour (07:00-19:00) daily period. This would represent a reduction of 43 vehicle trips over the course of the 12 hour period relative to the projected baseline situation outlined within Table 3.

5.2.5 The performance of the proposed development against the Travel Plan targets is to be monitored via annual travel surveys as detailed within Section 8. The first travel survey should be undertaken within 12 months of occupation of the proposed development and should the results reveal a vastly different modal split from that assumed within Section 5.1, then the above targets should be revised as appropriate. It is noted that all the dwellings of the proposed development are unlikely to be built and occupied 12 months after first occupation; however the target can still be applied on a pro-rata basis to a partially occupied site.

6.0 TRAVEL PLAN ROLES & RESPONSIBILITIES

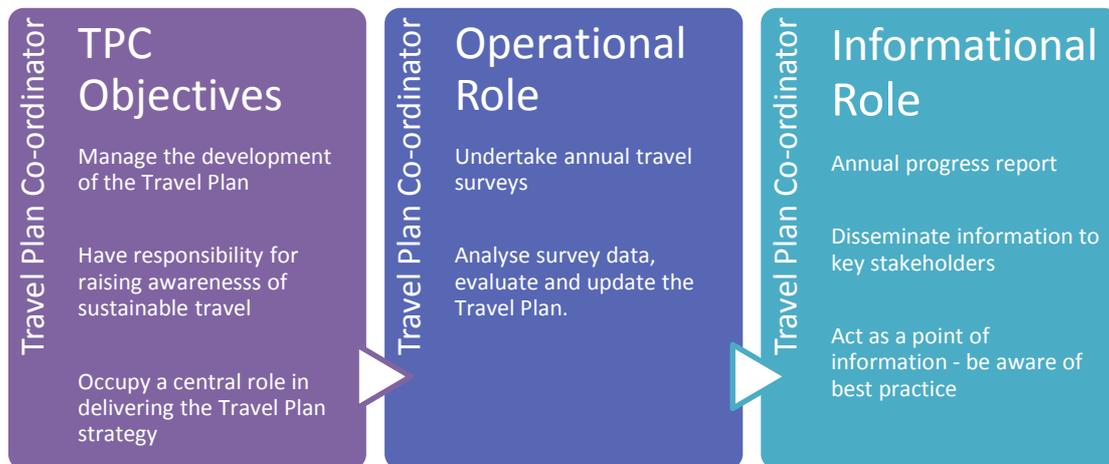
6.1 Travel Plan Ownership & Funding

- 6.1.1 It is recognised that the ownership and management of the site may change across the various planning, construction and operational stages of the development. The responsibility for implementing this Travel Plan lies with the owner of the overall development, therefore the responsibility for this Travel Plan may change hands with the ownership of the site.
- 6.1.2 At this planning stage, Harron Homes Ltd act as the owner of the development and are therefore responsible for the implementation of this Travel Plan, until such time as the ownership of the development is passed on.
- 6.1.3 The site owner will be responsible for ensuring the provision of adequate resources to develop and implement the Travel Plan, including the appointment of an appropriately experienced and qualified Travel Plan Co-ordinator (TPC). It will be the role of the TPC to utilise the funding provided by the site owner to deliver the Travel Plan measures, as detailed in Section 7. The funding stream associated with each of the Travel Plan measures is outlined within Section 7.2.

6.2 Travel Plan Co-ordinator (TPC)

- 6.2.1 As outlined within the Residential Travel Plan Pyramid (see Section 2.3), a key part of a successful Travel Plan is the appointment of a Travel Plan Co-ordinator (TPC) and the clear delineation of their roles and responsibilities. The DfT's '*Making Residential Travel Plans Work*' outlines that a TPC "*plays a crucial role in developing the plan and working with residents and developers to ensure that the plan meets their needs for access and evolves over time*" (DfT, 2007a).
- 6.2.2 Harron Homes Ltd will appoint a suitably qualified person/organisation to act as a TPC at the site within a suitable timescale following the granting of planning approval. The role of the TPC is wide ranging, incorporating key actions which will provide a focus for Travel Plan development over the duration of the appointment. The TPC will also be responsible for the monitoring and evaluation of the Travel Plan. The suggested objectives and roles of the TPC are illustrated within Figure 8:

Figure 8 - TPC Objectives and Roles



6.3 Key Stakeholders

- 6.3.1 For the Travel Plan to be successful it is essential that partnership working between key stakeholders takes place. As well as residents, the developer and the TPC, other key stakeholders include the Local Planning and Highway Authority (East Riding of Yorkshire Council) and local transport providers.
- 6.3.2 It is important that stakeholders work together to ensure that Travel Plan benefits can be realised. An example of this is providing TPC support for the production of the 'Welcome Travel Pack' which is to be issued to all residents at the site. Rather than the developer providing a welcome pack on their own, any welcome pack is likely to be more effective if it has input from knowledgeable key stakeholders. Given the wider health and environmental agendas, ERYC are likely to be able to assist in the production of the pack by providing/producing walking/cycling maps. Similarly, bus operators are likely to see benefits in ensuring that new residents are aware of the availability of local public transport services.
- 6.3.3 To ensure that key stakeholders buy-in and provide continued support to the Travel Plan it is recommended that the Local Highway and Planning Authority (ERYC) provide details of the relevant Officers to contact in relation to the Travel Plan. Once all contact details are provided, the Travel Plan (and subsequent Welcome Pack information) can be updated accordingly with all points of contact clearly outlined. The provision of contact details will also ensure that all monitoring and evaluation data is sent to the correct Officers in a timely manner. The contact details provided in Table 5 are subject to confirmation and change.

Table 5 - Key Stakeholder Contact

Stakeholder	Current Contact	Telephone	Email
ERYC Transport Policy	Mark Jessop (Principal Transport Policy Officer)	01482 391756	Mark.Jessop@eastriding.gov.uk
ERYC Travel Plan Coordinator	Hazel Bainton (Senior Transport Policy Officer)	01482 391745	Hazel.Bainton@eastriding.gov.uk

7.0 TRAVEL PLAN MEASURES

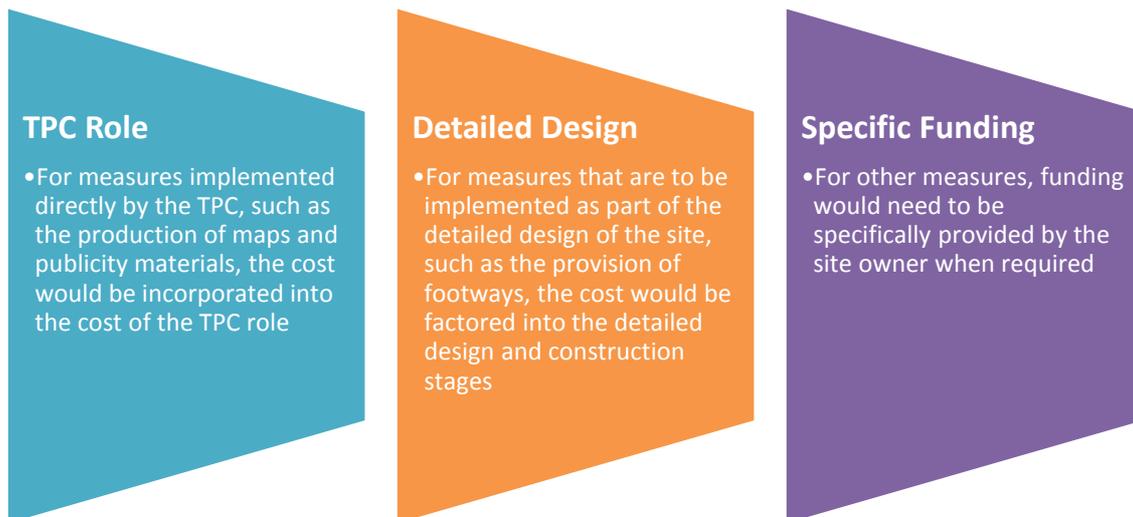
7.1 Introduction

7.1.1 This section outlines the Travel Plan measures that are to be implemented with respect to each mode of transport. An audit of existing transport infrastructure in the vicinity of the site was carried out to help inform the development of sustainable travel initiatives. The Travel Plan contains both physical and behavioural measures to increase travel choices and reduce reliance on single occupancy car travel.

7.2 Funding Streams

7.2.1 As outlined in Section 6, the measures outlined in this Travel Plan are to be funded by the Applicant, with the TPC responsible for implementing the measures. However, not all of the Travel Plan measures would require separate funding; the fees associated with implementing a number of the measures would be absorbed into other funded activities. The potential ways in which the Travel Plan measures can be funded are outlined below:

Figure 9 – Funding Streams for Measures



7.3 Measures to Promote Walking

7.3.1 Practically all journeys, regardless of the main mode used, start and end by walking, which is the most sustainable mode of all. There is potential for travel to be made to and from the proposed development site on foot, particularly for journeys to/from local amenities. Table 6 outlines the measures to be employed to actively promote travel to and from the site on foot.

Table 6 - Measures to Encourage Walking

Measures	Timescale	Funding
Ensure that the pedestrian routes within the development are safe, convenient, accessible and well lit, providing good internal permeability including access to all dwellings and open spaces.	During detailed site design	Detailed Design
Design the development in accordance with a 'pedestrian first' policy with good lighting, dropped kerbs and a road layout that maintains a low vehicle speed environment.	During detailed site design	Detailed Design
Distribute a map showing key pedestrian features within the local network. This will include a table of walking/cycling distances and travel times to local amenities (see Table 1).	Upon each resident's site occupation	TPC Role
Publicity materials regarding the health and financial benefits of walking to be made available to residents.	Upon each resident's site occupation	TPC Role

7.4 Measures to Promote Cycling

7.4.1 Cycling is a sustainable mode of travel and is an excellent way of introducing physical activity into the everyday lives of people. Table 7 outlines the measures that will be implemented to help promote cycling to/from the site.

Table 7 - Measures to Encourage Cycling

Measures	Timescale	Funding
Promote the benefits of, and provide information on the established 'Cycle to Work' salary sacrifice scheme that residents should be able to access via places of employment.	Upon each resident's site occupation and ongoing	TPC Role
Publicity materials regarding the health and financial benefits of cycling to be made available to residents.	Upon each resident's site occupation	TPC Role
Distribute copies of relevant cycle maps to residents. Related information with regard to local cycle shops and local cycle groups should also be distributed.	Upon each resident's site occupation	TPC Role
Inform residents of local ERYC and national initiatives aimed at increasing cycling levels.	Upon each resident's site occupation	TPC Role
Investigate the possibility of establishing a Bicycle User Group (BUG) or working group equivalent and implement if there is sufficient interest. This could tie into existing local cycle groups.	0-12 months following first occupation	TPC Role

7.5 Measures to Promote Public Transport Use

7.5.1 Measures that will be implemented to encourage public transport use at the site are summarised in Table 8.

Table 8 - Measures to Encourage Public Transport Use

Measures	Timescale	Funding
Disseminate public transport information to all residents. To encourage public transport use it is essential that information is readily available. Bus maps, timetable information, taxi firm numbers and wider publicity will all be provided to residents. Information on resources such as journey planner sites which can help plan trips using both buses and trains should also be disseminated. This information should be reviewed and updated when required.	Upon each resident's site occupation	TPC Role
Liaise with local bus operators regarding the potential for re-routing or providing additional bus services to better accommodate the residents of the site and the surrounding area. This could be done in-light of responses from the first annual travel survey.	12-24 months following first occupation	TPC Role

7.6 Measures to Promote Car Sharing

7.6.1 The TPC should encourage residents to consider car sharing as an alternative to travelling as a single car occupant. The national 'Liftshare' website (www.liftshare.com) provides an easy to use savings calculator which allows people to estimate their tailored potential CO₂ and cost savings. Measures that will be implemented to encourage car sharing among residents are summarised within Table 9.

Table 9 - Measures to Encourage Car Sharing

Measures	Timescale	Funding
Promote the use of on-line car share databases such as www.liftshare.com , www.blablacar.co.uk and www.gocarshare.co.uk , aimed at assisting people in finding car share partners for commuting journeys.	Upon each resident's site occupation	TPC Role
Make residents aware of the environmental (and financial) benefits of car sharing.	Upon each resident's site occupation	TPC Role
Investigate the possibility of setting up a resident car share database at the site, subject to demand.	12-24 months following first occupation	TPC Role

7.7 Welcome Travel Pack

7.7.1 Raising awareness of the existing sustainable transport options available to residents would allow them to make informed travel choices. An effective time to change an individual's travel behaviour is at a transition point in their lives, such as when moving home. Therefore residents would receive a 'Welcome Travel Pack' upon first occupation of the site, or if possible prior to their relocation (i.e. at exchange of contracts). The Welcome Travel Pack could also be placed on display within the site's sales office. The Welcome Travel Pack should contain details of:

- Local walking and cycling routes in the area;
- Public transport information details (location of bus stops, timetables, rail services and fare details etc.);
- The locations of amenities within stated walking or cycling distances;
- Local car sharing opportunities;
- The Travel Plan, its aims, objectives, targets and measures; and
- Any transport related resident group meetings.

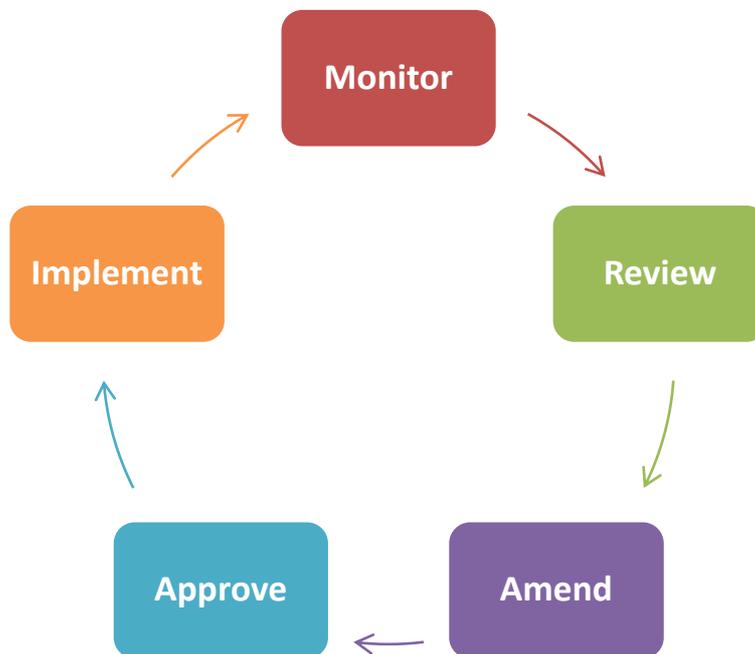
7.7.2 The pack is to be prepared and disseminated by the TPC with assistance from ERYC and local public transport operators (in terms of producing walking, cycling maps and bus/rail information).

8.0 MONITORING AND EVALUATION STRATEGY

8.1 Introduction

8.1.1 In order to measure the effectiveness of any Travel Plan it is important that an appropriate monitoring and evaluation strategy is employed. This Travel Plan is intended to provide a flexible working strategy that will be regularly reviewed and updated based upon experience of residents at the site. It is anticipated that as part of an annual evaluation certain aspects, such as the Travel Plan target, will be reviewed, and modified if required. The Travel Plan monitoring and evaluation process is shown graphically in Figure 10.

Figure 10 - Monitoring and Evaluation Process



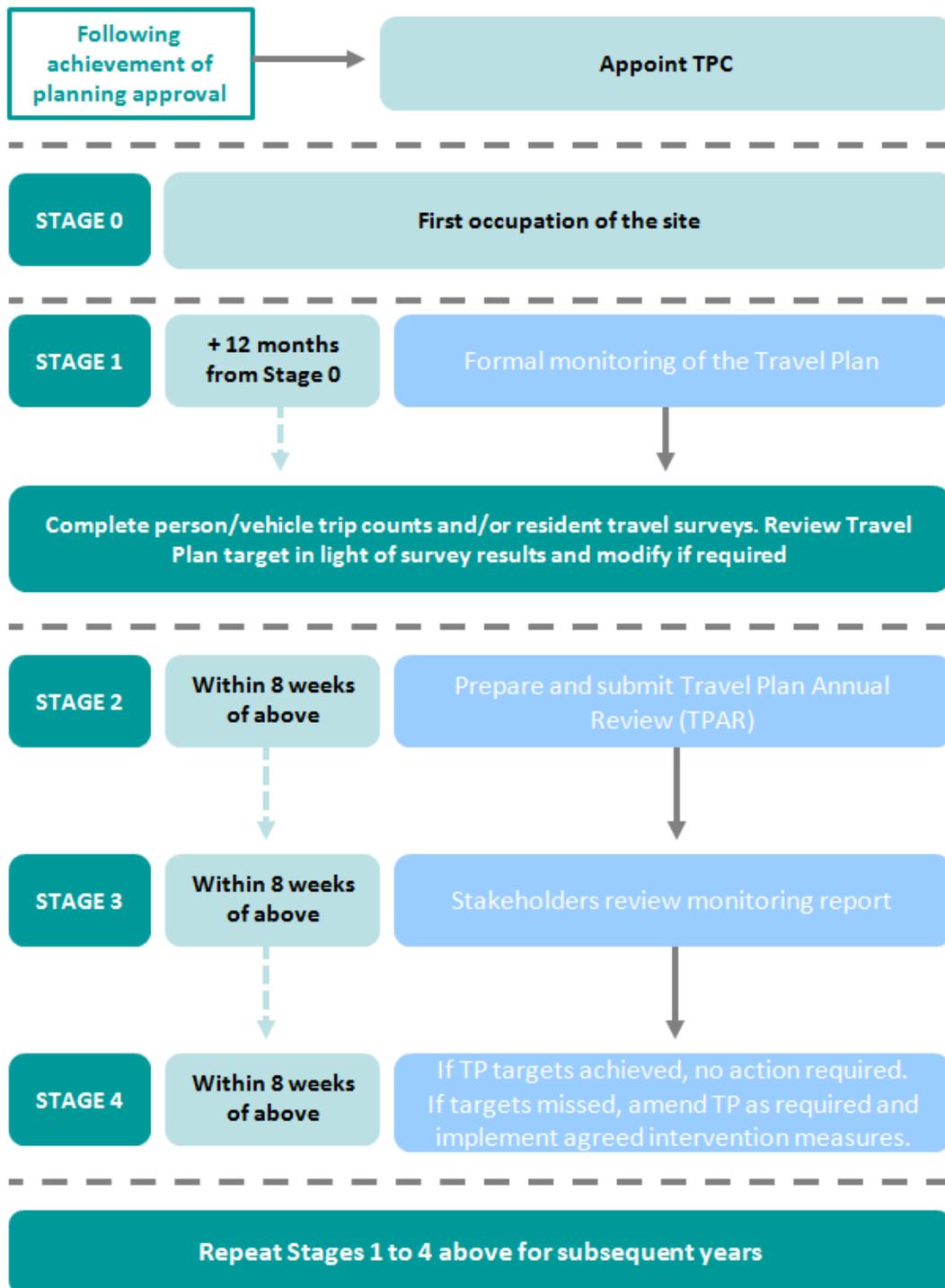
8.1.2 The monitoring and evaluation process of this Travel Plan is to remain in place throughout the lifetime of the plan.

8.1.3 The review process provides the opportunity for key stakeholders to consider the performance of the Travel Plan and determine whether the target has been achieved. Although the responsibility for monitoring (i.e. data collection) should lie with the site owner/developer, the local planning authority should be responsible for initiating the review process. All stakeholders should come together to consider the outcomes of the review process and decide, if any amendments are required to the Travel Plan. Any intervention measures should be approved by all key stakeholders and implemented as appropriate.

8.2 Monitoring & Evaluation Strategy

8.2.1 The proposed monitoring and evaluation strategy is illustrated in Figure 11 followed by the relevant explanatory text:

Figure 11 - Monitoring & Evaluation Strategy



8.3 Stage 0 – First Site Occupation

8.3.1 A number of the measures and actions of the Travel Plan are to be implemented prior to occupation of the site; however Stage 0 provides a starting point for the formal monitoring and evaluating process. It is recognised that occupation of the development is likely to occur gradually over time; therefore this Travel Plan is to be monitored from the occupation of the first dwelling.

8.4 Stage I – Formal Monitoring

8.4.1 Implementation of the Travel Plan must be monitored and reviewed if the intended benefits are to be secured. Formal monitoring of the Travel Plan and its target is to start 12 months after first occupation. This will involve undertaking questionnaire based surveys, as outlined below:

Resident Questionnaire

8.4.2 This would ascertain details of site-specific circumstances, behaviours, existing and preferred travel patterns. The survey can also enhance the support of residents for the Travel Plan and increases their awareness of sustainable travel issues. The TPC will organise the survey and prior to undertaking the surveys it may be beneficial to seek agreement with ERYC on a standardised travel survey questionnaire for the site.

8.4.3 As a minimum, a travel survey questionnaire should look to establish the mode of transport usually used by residents. As the survey could be used to justify alterations to the Travel Plan target, it is essential that the reasoning behind mode choice (particularly car drivers) is established. This can be done by a series of ‘why’ questions which assess why residents are using their chosen mode and may outline likely barriers in achieving modal shift. There are a number of things that a travel questionnaire could look to establish, such as:

- Usual mode of transport used and reasons for current mode choice;
- Other modes of transport used;
- Number of times per week (on average) residents travel to/from the site and distance travelled;
- Perceived barriers and incentives to a modal switch towards sustainable travel;
- Receptiveness to a modal switch towards sustainable travel and receptiveness to potential Travel Plan measures;
- Awareness of Travel Plan, initiatives, measures and travel options;
- General opinions and views on site travel issues; and
- Any special travel circumstances (e.g. mobility issues).

8.5 Stage 2 – Travel Plan Annual Review (TPAR)

8.5.1 The results of the formal monitoring surveys will culminate in the production of a Travel Plan Annual Review (TPAR) report that can be used to assess the performance of the Travel Plan. The report could also identify possible future Travel Plan actions at the site. The report will be prepared by the TPC on behalf of the Applicant and would be provided to ERYC. The TPAR is to be provided to key stakeholders within 8 weeks of completion of the annual monitoring surveys.

8.6 Stage 3 – Stakeholder Review

8.6.1 As part of the stakeholder review stage, ERYC are to provide the TPC with any comments on the submitted monitoring report. Revisions to the Travel Plan may follow once the development is constructed and occupied, the travel patterns are understood from data collected through the formal monitoring stage and the Travel Plan Annual Review is undertaken. Any amendments (if required) to the Travel Plan and the targets within it will be discussed at this stage.

8.7 Stage 4 – Intervention Strategy

8.7.1 If the review process identifies that the Travel Plan targets are being missed by a significant margin after 5 years, then potential additional measures/initiatives may be required at the site. After 5 years, discussion should take place between the TPC, the Applicant, ERYC and any other relevant parties to determine which, if any, additional Travel Plan measures need to be implemented. For example, if the cumulative target after 5 years (the combined impact of the annual targets for the first 5 years) requires a 10% reduction in single-occupant car travel, then a reduction of only 5% or less could be considered to have missed the target by a significant margin, although this definition would need to be discussed and agreed with ERYC in light of the site-specific circumstances and feedback from the annual monitoring exercise.

8.7.2 Potential additional measures include:

- Area-wide (potentially local authority-wide) initiatives, working with neighbouring developments and the local authority;
- More active marketing of the Travel Plan, incorporating a shift of focus; and
- Offer of personalised journey planning services to residents.

8.7.3 Any intervention measures would need to be funded either through the TPC role or implemented with specific funding from the site owner.

8.8 Subsequent Years

8.8.1 Stages 1 to 4 of the above monitoring and evaluation strategy would be repeated for subsequent years. It is suggested that a monitoring and evaluation period of five years at the site should be suitable.

8.8.2 It is considered that the monitoring and evaluation strategy outlined above will allow the Travel Plan to be appropriately reviewed and modified to ensure the achievement and maintenance of the TP targets.

9.0 REFERENCES

- CIHT (Chartered Institution of Highways and Transportation), 2010. Manual for Streets 2: Wider Application of the Principles.
- DCLG (Department for Communities and Local Government), 2014. Planning Practice Guidance – Travel Plans, Transport Assessments and Statements in Decision-Taking (ID: 42-06/03/2014) [online: <http://planningguidance.planningportal.gov.uk>].
- DCLG, 2012. National Planning Policy Framework.
- Department for Transport (DfT), 2008. The Essential Guide to Travel Planning.
- DfT, 2007a. Making Residential Travel Plans Work.
- DfT, 2007b. Manual for Streets.
- DfT, 2007c. Guidance on Transport Assessment.
- DfT, 2005a. Transport Energy Best Practice: A Guide on Travel Plans for Developers.
- DfT, 2005b. Making Smarter Choices Work.
- DfT, 2004. LTN 01/04 – Policy, Planning and Design for Walking and Cycling.
- DfT, 2002. Inclusive Mobility – A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure.
- ERYC (East Riding of Yorkshire Council), 2015a. ERYC Local Transport Plan 2015-2029.
- ERYC, 2015b. East Riding Proposed Submission Local Plan Allocations Document & Policies Map. Schedule of Modifications, March 2015.
- ERYC, 2014a. Sustainable Transport Supplementary Planning Document – DRAFT.
- ERYC, 2014b. ERYC Local Plan: Proposed Submission Allocations Document & Policies Map (January 2014).
- IHT (Institution of Highways and Transportation), 2000. Guidelines for Providing for Journeys on Foot.
- IHT, 1999. Guidelines for Public Transport in Development.
- JMP, 2013. TRICS Good Practice Guide 2013.
- LTP (Local Transport Projects Ltd), 2015. Proposed Residential Development, Goole Road, Snaith – Transport Assessment.

Appendix I – Proposed Site Layout



EMERGENCY ACCESS

Medical Centre

POS

Littlestone

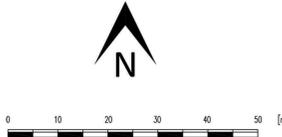
Dia-Mal

Top House Farm

MILL LANE

Mill House

THE HOLLIES



Site	Snaith				Date	23rd March 2015	Estimated no of plots	Total sqft
Architect	Ref	Type	F2	%Mix	Totals	Notes	90	
TOWN HOUSES								
Headingley	HA	285M	772			Semi/Mews Townhouses		
Barnburgh Mews	BA	385M	889			Semi/Mews Townhouses		
Hartley	YHL	385M	1,000			Semi/Mews Townhouses		
Kingston	KXK	485M	1,050			Semi/Mews Townhouses		
Hedden	YHE	485M	1,100			Semi/Mews Townhouses		
Sharbourne	CSH	485M	1,152			Semi/Mews Townhouses		
Jedburgh	JE	485M	1,207			Semi/Mews Townhouses		
Kensworthy	KW	485M	1,298			Semi/Mews Townhouses		
DETACHED HOUSES								
Alderton	DIAE	380	865	5.4%		Integral Garage Straight Plotter	5	4,325
Austwick	IAAU	380	890	8.7%		Det Garage External Corner Turner Only	8	8,336
Embsay	EMH	480	1,042	4.3%		Integral Garage Straight Plotter	4	4,396
Birkstall	GRBV	480	1,099			Integral Garage Straight Plotter	4	4,396
Botton	IBBO	480	1,099			Det Garage External Corner Turner Only	4	4,396
Crofton	ICRO	480	1,099			Det Garage External Corner & Straight	4	4,396
Kingsthorpe	KJND	480	1,134			External Corner Integral Garage	4	4,396
Huddersfield	KJND	480	1,158	8.7%		Integral Garage Straight Plotter	8	9,264
Wetherby	WJND	480	1,223	14.1%		Integral Garage Straight Plotter	13	15,889
Selby	WJND	480	1,287	12.0%		Integral Garage Straight Plotter	11	14,267
Grassington	DJGR	480	1,450	8.7%		Det Garage Straight & Corner Turner	8	11,600
Ington	JRH	480	1,486	8.7%		Integral Garage Straight Plotter	8	11,888
Headingley	OHF	480	1,486			Internal Corner Turner	8	11,888
Sakumba	BSA	480	1,518			Det Garage Straight & Corner Turner	8	11,888
Wetherby	SWW	480	1,582	9.8%		Integral Garage Straight Plotter	9	14,265
Ponchartraine	TRPO	580	1,590			Internal Corner Turner	9	14,265
Kensworth 2 S St	WJKE	580	1,615			Det Garage Straight & Corner Turner	9	14,265
Dunstanburgh	DU	580	2,013			Integral Garage Straight Plotter	9	14,265
Edlington	WED	580	2,192			Det Garage Straight & Corner Turner	9	14,265
Wetherby	WVA	4580	2,085			Integral Garage Straight Plotter	9	14,265
Heddenham	HE	580	2,292			Integral Garage Straight Plotter	9	14,265
Dunstanburgh	BU	580	2,443			Detached Garage Straight Plotter	9	14,265
AFFORDABLES								
Headingley	AMA	285M	772	10.0%		Semi/Mews	9	6,948
Barnburgh	BBA	385M	889	10.0%		Semi/Mews	9	8,001
Hartley	YHL	385M	1,000		20%	Semi/Mews	9	8,001
SHOWHOMES REQUIRED				Number	100%			
Wetherby				1				Site area 3.83 Ha 9.46 Ac
Ington				1				Plot area 3.16 Ha 7.8 Ac
								POS 0.49 Ha 1.21 Ac
								Coverage 29 dph 13.95d