

North Selby

Travel Plan

Flannigan Estates (via Heatons)

Project number: 60598627

July 2022

Quality information

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Revision History

Revision	Revision date	Details	Authorized	Name	Position
000	Jun 22	First Draft		DG	AD
001	Jul 22	With Client Comments		DG	AD

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Limitations

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1 Introduction

1.1 Overview

1.1.1 AECOM has been commissioned by Flannigan Estates (via Heaton's) to prepare a Travel Plan (TP) in support of the redevelopment of the former North Selby Mine in accordance with condition 30 of planning permission ref: 20/01546/FUL shown below:

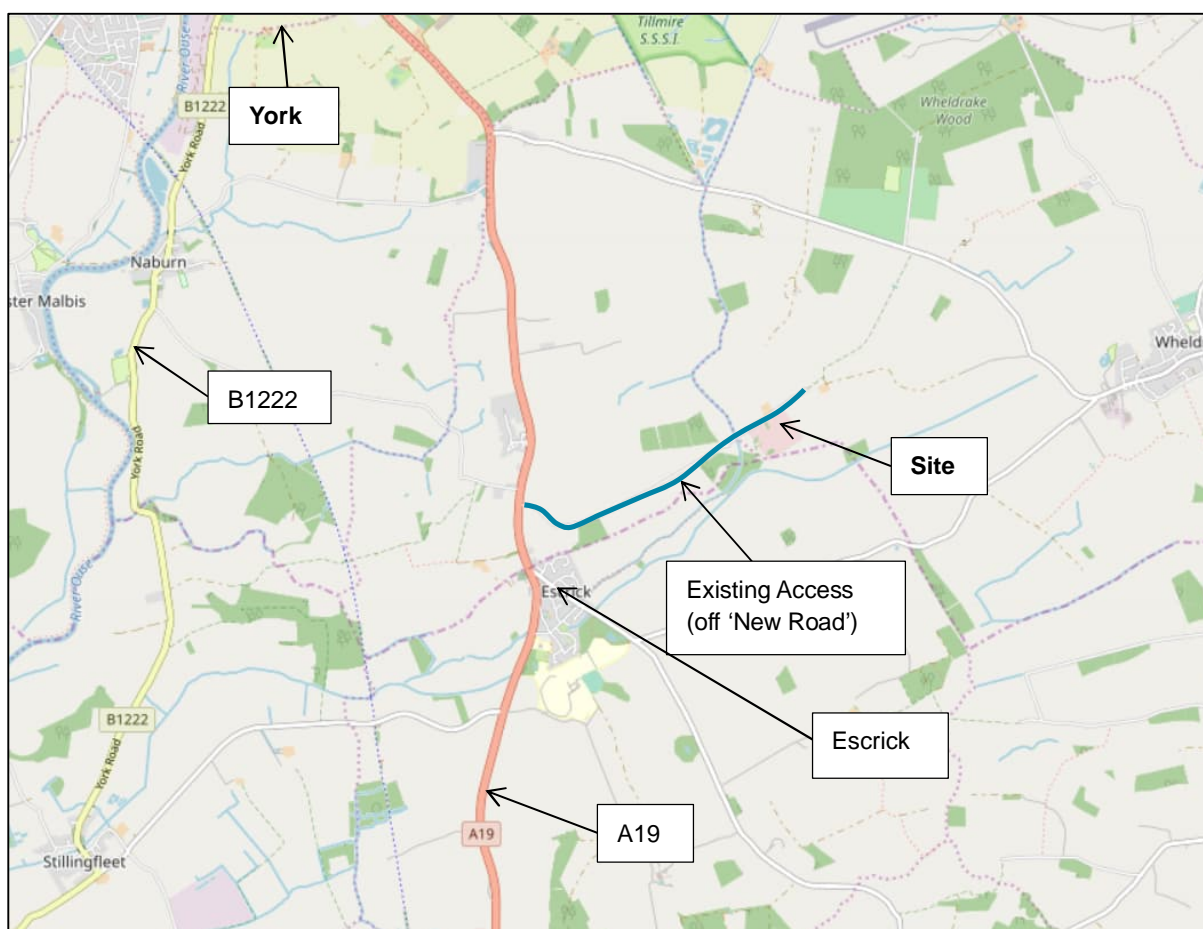
Condition 30: *Prior to the development hereby approved coming into use, a travel plan shall be submitted to and approved in writing by the Local Planning Authority. It shall include a site management strategy to ensure that peak traffic to and from the site (changeover times) avoid A19 peak hours (weekday am/pm peaks and Saturday midday peak). The approved travel plan shall thereafter be fully implemented and adhered to.*

1.1.2 The new site will comprise a leisure development consisting of a range of touring caravans and static caravans with associated facilities.

1.1.3 The location of the development is shown in Figure 1.1, whilst Appendix A includes a layout plan for the proposals.

1.1.4 The TP seeks to provide a framework to manage trips to / from the site by staff and visitors, once the site is open. The TP considers matters of access by all modes.

Figure 1.1: Site Location



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1.2 Development Proposals

- 1.2.1 It is proposed to redevelop the former North Selby Mine into a leisure development comprising of a range of touring caravans and static caravans with associated facilities.
- 1.2.2 It is proposed to provide a maximum of 323 pitches, comprising the following:
- Touring caravans = 92 pitches; and
 - Static caravans = 231 pitches.
- 1.2.3 Site facilities will be provided, including a reception and small shop facility at the site entrance along with small leisure, restaurant and entertainment facilities for site occupants.

1.3 What is a Travel Plan?

- 1.3.1 According to the Department for Transport (DfT), a travel plan is “a package of measures produced ...to encourage ... (the) use (of) alternatives to single-occupancy car-use”. The National Planning Policy Framework (NPPF, 2021) goes on to say that a Travel Plan is “a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed.
- 1.3.2 There are six standard components to a Travel Plan, which are summarised below:
- A commitment from the developer to minimise Single Occupancy Vehicle (SOV) use by promoting and supporting alternative modes;
 - The identification of a Travel Plan Coordinator to manage travel to and from the site;
 - The setting of Targets with respect to the number of vehicles using a site;
 - The adoption of measures to reduce SOV travel in line with the Targets set;
 - The adoption of a monitoring regime to report achievement against Targets to the Council; and
 - The commitment to review and update the Travel Plan in response to monitoring against Targets, which may include for the provision of fall-back measures.

1.4 Travel Plan Objectives

- 1.4.1 The primary objective of the Travel Plan is to ‘Minimise Single Occupancy Vehicles (SOV) use by promoting and supporting alternative modes’
- 1.4.2 Secondary objectives are detailed as follows:
- Increase staff and visitor awareness of the advantages and potential for travel by more environmentally friendly modes of transport;
 - To encourage the use of more sustainable modes of transport with a particular focus on walking and cycling;
 - Encourage walking and cycling by staff and visitors to promote health and fitness and reduce local pollution;
 - Reduce the level of car use, particularly single occupancy car use, to create a safer environment for those arriving and departing from the site;
 - Minimise the impact of the development on the surrounding area particularly in terms of noise and air pollution by discouraging single occupancy car use;
 - Seek to address problems with infrastructure that may prevent or make unsafe for staff and visitors to use alternative modes of transport to the car;
 - Set in place the foundations and culture for a sustainable transport, which will develop and grow with time to support the wider sustainability and green travel initiatives to be put in

place across the whole development site.

1.5 Travel Plan Principles

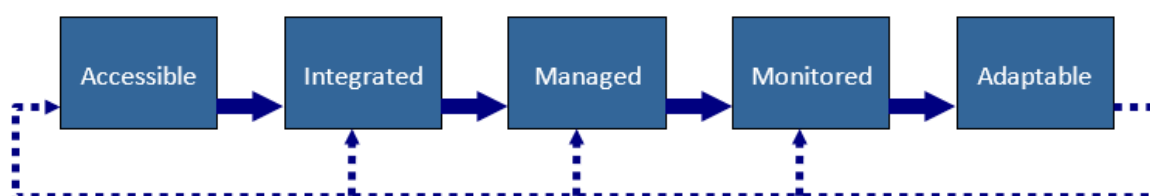
1.5.1 A successful Travel Plan will influence travel behaviour and achieve a shift towards increased use of sustainable transport modes (e.g. walking, cycling, public transport, car-sharing). According to the DfT (2005), a Travel Plan is an important tool for delivering accessible communities. To ensure that the Travel Plan is appropriate to the context in which it is set, its principles should reflect the characteristics of the site.

1.5.2 Hence the principles of this Travel Plan are that:

- The development should be integrated with the wider transport system to improve access and reduce congestion. It is recognised that congestion has an economic cost in terms of, for example, fuel costs and wasted time, increased concerns over pollution and road safety and increases in stress levels. A Travel Plan seeks to mitigate these problems and make travel more convenient to the user.
- Trips to and from the development should be managed so that there is reduced dependence on the private car. To facilitate this, a range of mode choices should be promoted, minimising the exclusion of those without access to a private car.
- The impact of the Travel Plan will be monitored to ascertain the success of the strategies employed. Measuring the number of trips by mode, for example, will highlight positives or any deficiencies so that further promotion or mitigation can be employed.
- This document is not intended to provide a rigid framework. As the site is opened and begins to function, new opportunities and challenges will be faced. Hence the Travel Plan should be iterative so that new strategies can be accommodated, as and when appropriate. Ideas for change will be presented through the monitoring process as outlined in Section 6.

1.5.3 The principles of the Travel Plan help to provide a structure that allows change which is summarised in Figure 1.2.

Figure 1.2: Travel Plan principles and their interaction



1.6 Structure

1.6.1 Following this introductory chapter, this document is structured as follows:

- Chapter 2 sets out relevant planning policy including existing transport initiatives which the TP should look to support.
- Chapter 3 details the accessibility of the site.
- Chapter 4 defines the initial targets of the TP.
- Chapter 5 summarises the measures and initiatives to be delivered to achieve the TP targets, including the marketing and communication arrangements.
- Chapter 6 sets out the monitoring and review strategy.

2 Policy and Guidance Context

2.1 National Planning Policy

2.1.1 **National Planning Policy Framework:** The National Planning Policy Framework, published in July 2021, details the planning policies in England and how they are expected to be carried out in order to be able to achieve sustainable development. The NPPF includes various objectives concentrating on the sustainable development of the area, as well as in people’s quality of life. The main objectives are:

- An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and
- An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

2.1.2 Regarding sustainable development NPPF outlines a presumption in favour of sustainable development, as reproduced below.

11. Plans and decisions should apply a presumption in favour of sustainable development.

For **plan-making** this means that:

- a) all plans should promote a sustainable pattern of development that seeks to: meet the development needs of their area; align growth and infrastructure; improve the environment; mitigate climate change (including by making effective use of land in urban areas) and adapt to its effects;
- b) strategic policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas⁶, unless:
 - i. the application of policies in this Framework that protect areas or assets of particular importance provides a strong reason for restricting the overall scale, type or distribution of development in the plan area⁷; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

For **decision-taking** this means:

- c) approving development proposals that accord with an up-to-date development plan without delay; or
- d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date⁸, granting permission unless:
 - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed⁷; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

2.1.3 Regarding sustainable transport in England, the NPPF (para 104) states:

Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) the potential impacts of development on transport networks can be addressed;*
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.*

2.1.4 NPPF emphasises the need for opportunities to promote sustainable transport modes can be or have been taken up, given the type of development and its location. Developments should be designed where practical to:

- Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- Allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

2.1.5 Para 113 requires developments that generate significant amounts of movement should be required to provide a travel plan.

2.1.6 **Planning Practice Guidance ‘Travel Plans**, Transport Assessments and Statements in Decision-Taking’: The Planning Practice Guidance (PPG, 2014) builds upon the guidance set out within the NPPF (March 2012). The Planning Practice Guidance (Travel Plans, Transport Assessments and Statements in Decision-Taking) provides a concise report on the use and importance of Transport Assessments / Statements and Travel Plans. With regard to whether to provide a Transport Assessment, Transport Statement or no assessment, the guidance states that local planning authorities, developers, relevant transport authorities, and neighbourhood planning organisations should agree what evaluation is needed in each instance.

2.1.7 The guidance states that Transport Assessments / Statements and Travel Plans can positively contribute to encouraging sustainable travel, lessening traffic generation and its detrimental impacts and reducing carbon emissions and climate impact. In doing so, they can create accessible, connected, inclusive communities with improved road safety, health and quality of life.

2.1.8 The guidance states that Transport Assessments / Statements and Travel Plans should be proportionate to the size and scope of the proposed development, be tailored to particular local circumstances and be established at the earliest practicable possible stage of a development

proposal.

- 2.1.9 This STP has been produced in accordance with the guidance outlines within PPG and has considered, and followed, the guidance prescribed by the policy document.

2.2 Local Policy Context

- 2.2.1 The 'City of York Draft Local Plan Incorporating the 4th Set of Changes (April 2005)' provides a framework to guide development in York, and forms the basis for planning decisions. A new Local Plan is in development, which is discussed later in this section.
- 2.2.2 The Local Plan highlights the necessity to minimise environmental impacts resulting from development, with the following policies relevant to the proposed development at North Selby Mine:

SP8: Reducing Dependence on the Car

"Applications for large new developments, such as housing, shopping, employment or leisure proposals, must be able to demonstrate that they will reduce dependence on the private car by providing for more environmentally friendly modes of transport.

In particular, a proposal must demonstrate that:

- a) it is well related to the primary road network, and:*
 - i) within an Air Quality Management Area (AQMA), defined in Appendix K, and does not compromise the achievements of air quality improvement targets and;*
 - ii) outside an AQMA it does not give rise to an unacceptable increase in vehicular traffic, air pollution or parking on the public highway; and*
- c) it is immediately accessible to existing or proposed pedestrian, cycle and public transport networks; and*
- d) Adequate provision is made for car and cycle parking in accordance with the standards set out in Appendix E; and*
- e) Measures are incorporated to control traffic speeds and provide appropriate priority and a safe environment for pedestrians and cyclists; and*
- f) It does not give rise to an unacceptable deterioration in air quality.*

Planning applications exceeding the site area and traffic generation thresholds set out in Appendix F of the Plan should be accompanied by evidence of the likely traffic impact on the public highway.

Planning applications for developments at which more than 30 persons will be employed, and particularly high trip generating developments should be accompanied by a Green Travel Plan."

TB2: Proposed Pedestrian / Cycle Networks

"All new built development (on sites of 0.4ha or more) should contribute towards the development and improvement of consistent, well connected and dedicated pedestrian and cycle route networks."

T13a: Travel Plans and Contributions

"Developments which meet the criteria set down in PPG13, or which are likely to employ more than 30 employees, or a residential site with more than 20 units, will be required to submit a travel plan including; modal split targets, time scales, measures and sanctions to be taken to meet these targets as well as measures to monitor the effectiveness of the plan. The travel plan will be agreed by the Council's Highways department and information will be given about the progress of the plan on a

yearly basis. Contributions through Section 106 Agreement will be secured to improve transport in the development area (hard measures) and contribute to the travel plan network services (soft measures) and pay the council a commuted sum in respect of administering the monitoring process.”

V1: Visitor Related Developments

“Visitor related development will be encouraged. In determining applications account will be taken of whether the proposal:

- a) Has made adequate servicing arrangements;*
- b) Is accessible to public transport routes;*
- c) Will result in increased traffic, parking, cycle and pedestrian movements on the public highway and pedestrian / cycle routes;*

V5: Camping / Caravan Sites

“Planning permission for new (or extensions to existing) caravan / camping sites outside defined settlement limits will be granted provided:

- ...e) the site is readily accessible by public transport; and*
- ...h) the approach roads are of a suitable standard to accommodate caravans.*

2.3 Emerging Local Plan

2.3.1 City of York Council is currently in the process of updating their Local Plan, and submitted the Pre-Publication Draft to the Secretary of State for Housing, Communities and Local Government in May 2018. The emerging Local Plan covers the period from 2017 until 2033 and will supersede all policies contained within the current Local Plan (once adopted).

2.3.2 The following draft policies contained within the emerging Local Plan are particularly relevant to the proposed development at the former North Selby Mine site:

Policy DP2: Sustainable Development

“Development should be consistent with the principles below. They will be applied in the consideration of all development proposals and underpin the subsequent sections of the plan.

...iv) Development will help ensure efficient and affordable transport links through:

- Delivering a fundamental shift in travel by prioritising and improving strategic public transport, cycle and pedestrian networks and managing travel demand and modal choice; and*
- Improving the strategic highway network capacity whilst protecting residential areas, including safeguarding routes and sites.”*

Policy EC5: Rural Economy

“In addition to the allocation of villages in Policy EC1, York’s rural economy will be sustained and diversified through:

- Permitting camping and caravan sites for holiday and recreational use where proposals can be satisfactorily integrated into the landscape without detriment to its character, are in a location accessible to local facilities and within walking distance of public transport to York, and would not generate significant volumes of traffic”*

Policy T1: Sustainable Access

“Development will be supported where it minimised the need to travel and provides safe, suitable and attractive access for all transport users to and within it, including those with impaired mobility, such that it maximises the use of more sustainable modes of transport.

This will be achieved by:

- a) ensuring developments that can be reasonably expected to generate significant traffic movements are supported by frequent high quality public transport linking them to York’s City centre and other key destinations, as appropriate; and*
- b) requiring development proposals to demonstrate:*
 - i) There is safe and appropriate access to the adjacent adopted highway.*
 - ii) There is safe and appropriate links to local services and facilities, the surrounding walking, cycling and public transport networks (including, where appropriate, the Public Rights of Way (PRoW) network), and that these integrate into the overall development.*
 - iii) They provide suitable access, permeability and circulation for a range of transport modes whilst giving priority to pedestrians (particularly those with impaired mobility), cyclists and public transport services.*
 - iv) They create safe and secure layouts for motorised vehicles (including public transport vehicles), cyclists, pedestrians that minimise conflict.*
 - v) They provide sufficient convenient, secure and covered cycle storage, ideally within the curtilage of new buildings.*
 - vi) New roads or accesses through the development restrict access for, or otherwise discourage general motor traffic.*

Where development is to be supported by frequent high quality public transport linking them to York City Centre or other key destination, developers will be required to ensure the provision of such new services or enhanced existing services, as necessary, from first occupation of the development for a period of up to 10 years, or five years after last occupation, whichever comes sooner. For all development, public transport services should be within reasonable safe walking distance and cycling travel distance of all parts of the development.

In applying this policy it is recognised that in some circumstances developments will not be able to achieve these criteria (for example, in heart of foot streets area), so they can, subject to sufficient justification of effective accessibility (including taxis) being submitted by the developer, be relaxed. Also some developments may be of a sufficient size to warrant a higher degree of accessibility than would otherwise be required for its location.”

Policy T7: Minimising and Accomodating Generated Trips

“All development proposals that can be reasonably expected to have a significant impact on the transport network must be supported by a Transport Statement (TS) or by a Transport Assessment (TA) and Travel Plan (TP), as appropriate, depending on the scope and scale of the development. The TS and TA shall demonstrate:

- i) the number and distribution of trips by each mode likely to be generated by the development, particularly by private motorised vehicles, without mitigation measures;*
- ii) the mitigation, or other measures to be put into place (through a travel plan or otherwise) to reduce the number of trips generated by the development, particularly by private motorised vehicles;*
- iii) that any resultant new traffic (principally private car traffic) generated by new developments can be safely accommodated on the local and strategic highway network, or can be made safe by appropriate transport infrastructure and service improvements; and*

- iv) *appropriate future monitoring arrangements will be put in place to show the effectiveness of mitigating measures, and if it is shown by monitoring that agreed trip generation thresholds set through a travel plan or otherwise are not being achieved, further measures will be taken.*

For strategic development sites, Transport Assessments must, specifically, identify any traffic impacts on the A64 Trunk Road and sections of highway within York’s neighbouring authorities arising from the proposed development individually or in combination with other strategic sites and any mitigation including physical capacity enhancement measures thereon (including junctions and approaches) must be agreed with Highways England and neighbouring highway authorities, as appropriate.”

2.4 Local Transport Plan

- 2.4.1 A Local Transport Plan (LTP) is the key policy document supporting the delivery of integrated transport at a local level. The City of York LTP3 covers the period from 2011 until 2031 and sets out the transport policies and measures that will contribute to the city’s economic prosperity over the next 20 years.
- 2.4.2 LTP3 emphasises York’s sustainable transport objectives, as shown in Strategic Theme 3.

Strategic Theme 3 – Implement and support behavioural change	
Aims	Objectives
B1. Promoting active and sustainable forms of travel	a. Appropriate awareness raising, advice and education
	b. Programmes to encourage cycling
	c. Promoting the use of the Public Rights of Way network
B2. Ensuring the effective delivery of road safety through education and training support	a. Targeted road safety training and education and support
B3. Effective travel planning	a. Supporting the preparation of travel plans
	b. More effective requirements for and enforcement of travel plans

- 2.4.3 LTP3 stresses that any future education, employment, leisure and retail developments within the region should thoroughly evaluate the options for sustainable travel, and should promote greater awareness of options available for sustainable modes of travel via a Travel Plan.

2.5 Policy Summary

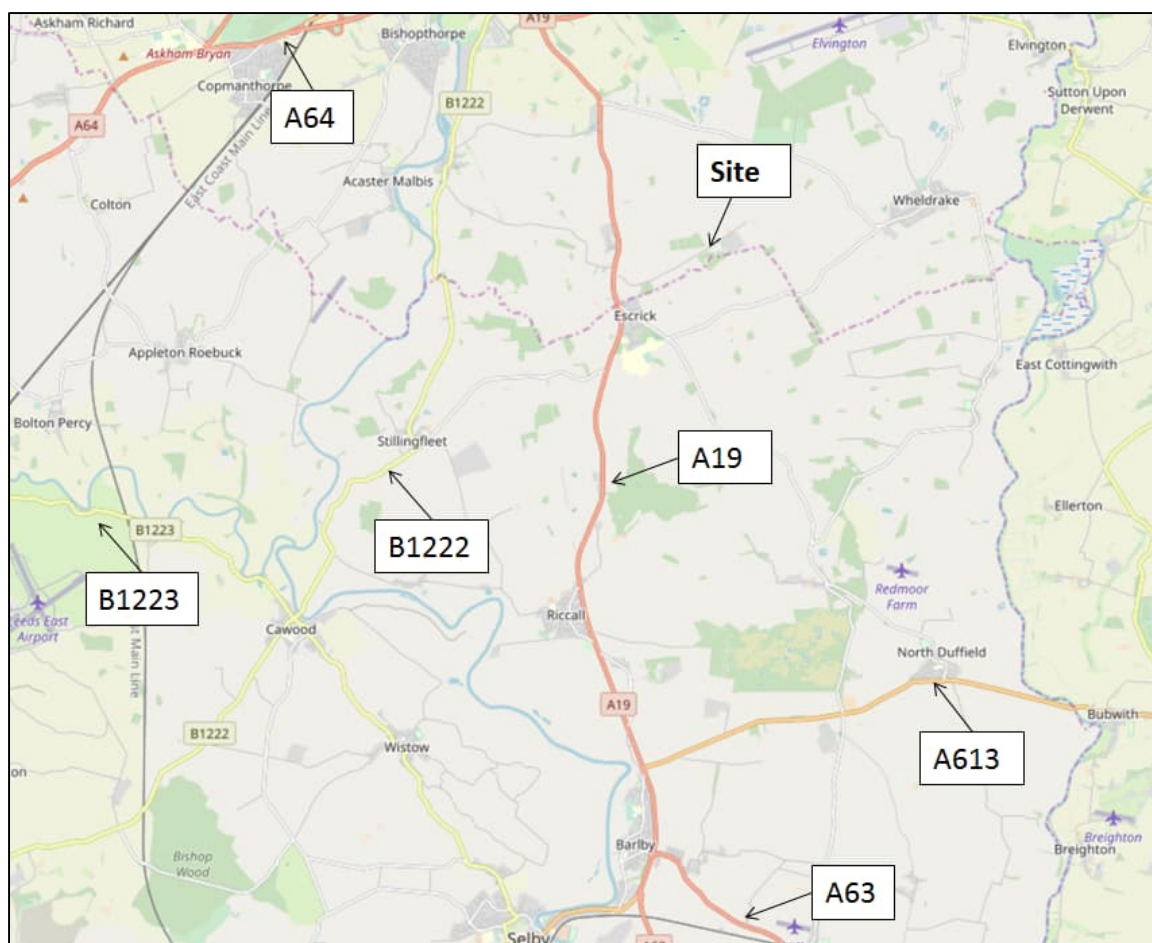
- 2.5.1 This policy review has considered policy and guidance from local, regional and national sources including the following:
 - National Planning Policy Framework (NPPF) 2019 update;
 - Planning Practice Guidance 'Travel Plans, Transport Assessments and Statements in Decision-Taking' (March 2014);
 - City of York Local Plan; and,
 - Local Transport Plan (2011-2031)

3 Site Context and Accessibility

3.1 Overview

- 3.1.1 The former North Selby Mine is located approximately 9km to the south of York City centre, and 2km east of Escrick village. The site comprises a former satellite mining site that was part of the Selby Mine Complex. The site is approximately 34 hectares and is bounded on all sides by agricultural land.
- 3.1.2 Access to the site is via an existing access road (New Road), which was built to facilitate HGV movements associated with the former North Selby Mine. New Road is a single carriageway, two-way route with a 50mph speed limit. It extends for approximately 1.7km before reaching the entrance to the site. In addition to the site, New Road also provides access for three farms.
- 3.1.3 New Road connects to the A19 via a Single Lane Dualling junction and has good visibility in both directions. The A19 is a single carriageway, two-way route connecting Doncaster to the south with Newcastle to the north. The route provides connection to a number of major towns and cities, including Selby, York, Thirsk, Middlesbrough and Sunderland. It provides connection to other strategic routes on the highway network, including the A63 to the south of the site and the A64 to the north. Figure 3.1 shows the wider highway network near the site.
- 3.1.4 At the point of its junction with New Road, the northbound and southbound carriageways of the A19 are segregated, and the route follows the national speed limit. Approximately 50m to the north of the junction, the speed limit reduces to 50mph as the route approaches Deighton village.

Figure 3.1 Wider Highway Network



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3.2 Pedestrian & Cycle Access

- 3.2.1 Due to the rural location of the site few formal walking and cycling facilities are available within the proximity of the site, although it is understood that improvement works are being conducted on the A19 to connect with National Cycle Route 65.
- 3.2.2 The DfT considers the acceptable cycle distance to new developments to be 5km, although many commuters travelling by bicycle will cycle much further.
- 3.2.3 Five kilometres covers the residential settlements of Escrick to the southwest and Deighton to the northwest of the site. Moreover, National Cycle Route 65 runs to the west of the site providing connection to York in the north and Selby to the south. This route is an off road link and located approximately 3.5km to the west of the site. It can be accessed via New Road and then via quiet country lanes. New Road does not currently have a paved footway alongside the carriageway.

3.3 Public Transport

- 3.3.1 No public transport services currently serve the site, with the nearest bus stops approximately 2.3km from the site. The site lies equidistant between the bus stops located near the White Swan Public House in Deighton and those located at St. Helens Church in Escrick. Assuming an average walking pace of 1.3 m/s (4.7km/h) (Guidelines for Providing Journeys on Foot, Institute of Highways and Transportation, 2000), the stops would take approximately 30 minutes to reach by foot. The bus stop located near the White Swan Public House provides a bus shelter as well as timetabling information.
- 3.3.2 Both bus stops are served by the 415 Sapphire service run by Arriva. The service provides connection between Selby and York (via Ricall and York Designer Outlet). The service runs every 15 minutes (Monday – Saturday) and every 30 minutes on Sundays. The service runs both early morning and late evening services, with the first bus departing Selby at 0550hrs and the last bus departing at 2320hrs.

3.4 Summary

- 3.4.1 The development site is in a rural setting, though can be accessed by bus services via a 30 minute walk.

4 Targets

4.1 Overview

- 4.1.1 In order to meet the objectives of the Travel Plan, definitive targets have been formulated from the outset. Targets are the measurable goals of the TP which are set to monitor progress and assess whether the objectives of the Travel Plan have been achieved. Targets should be SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime related).
- 4.1.2 The targets, which are related to the objectives, can be 'action' targets or 'aim' targets. Action targets set out specific commitments to implement measures within certain timescales to ensure delivery. Action targets related to this Travel Plan are shown in the Travel Action Plan at Appendix B. Aim targets provide numerical goals for modal shift.

4.2 Aim Targets – Mode Shift

- 4.2.1 **Guidance:** In terms of the effectiveness of Travel Plans, the *Guidance on the Assessment of Travel Plans* (Department for Transport, 2005) identifies that:
- a plan containing only marketing and promotion is unlikely to achieve any modal shift;
 - a plan with the above plus car sharing and cycle measures may achieve 3-5% reduction in drive alone commuting;
 - a plan with the above measures plus discounts on public transport plus works buses / additional public transport links will achieve around a 10% reduction; and
 - the combination of all of the above measures plus disincentives to car use can achieve a larger 15-30% reduction in drive alone commuting. Only in very exceptional cases will the reduction be greater than this.
- 4.2.2 **Staff Trips:** Given the above, the travel plan targets would be to reduce single occupancy staff trips by 5-10% over the lifetime of the travel plan (which is normally measured from first occupation through to a point five years following site occupation).
- 4.2.3 Given the relatively isolated position of the site, it is proposed that the target would be to achieve a 5% reduction in single vehicle occupancy car trips over the baseline staff travel survey at a date five years following the implementation of the travel plan.
- 4.2.4 **Visitors:** Given the nature of the development and its location, it is anticipated that most visitors would arrive by car. As this is a holiday trip, low levels of single-occupancy car use are expected and trips by visitors would mainly occur during interpeak and off-peak time periods.
- 4.2.5 The National Travel Survey¹ indicates that for holiday trips the car occupancy rate is 1.6 persons per car. As such, most vehicle trips to the site will be multi-occupancy and no specific visitor targets are proposed.

¹ <https://www.gov.uk/government/statistical-data-sets/nts09-vehicle-mileage-and-occupancy>

5 Measures and Initiatives

5.1 Overview

- 5.1.1 This TP is intended to deliver an impact on mode shift from the outset of the development. This section identifies the initiatives and measures that will be implemented to achieve the TP targets. The initiatives and measures will be reviewed by the TPC during occupation and the formal monitoring period in terms of their appropriateness and effectiveness.

5.2 Travel Plan Measures

5.2.1 Walking and Cycling

- 5.2.2 The proposed development will include the following initiatives to positively promote walking and cycling to staff (and visitors where appropriate).

Measure 1: Noticeboard

The Travel Plan Coordinator will provide a travel information notice board in a prominent location within the development to display local cycle maps, details of local cycle retailers, walking maps and local amenity maps. The noticeboard will display any local travel and transport updates throughout the duration of the life of the Travel Plan, including progress of improvement works to cycle facilities on the A19 to connect with National Cycle Route 65. Both staff and visitors will have access to these noticeboards.

Measure 2: Cycle training and maintenance

If there is sufficient demand from staff and visitors, the TPC would arrange for cycle maintenance sessions (e.g. a 'Dr. Bike' event) and cycle training to be hosted at the site.

Measure 3: Shower and Changing facilities

The site layout design includes for showering and changing facilities for use by staff members who choose to travel actively to work or those who travel by motorbike. The changing facilities also includes lockers for staff to store their equipment.

Measure 4: Tax-free Cycle Scheme

The TPC will explore the implementation of a tax-free cycle scheme (such as the Cycle to Work Scheme), to provide staff with access to discounted cycle equipment.

Measure 5: Secure Cycle Storage

The site will include secure cycle storage for use by staff and visitors.

5.2.3 Public Transport

- 5.2.4 Details on current and proposed local bus services which are accessible from the proposed development are outlined in section 3 of this report. The following measures to encourage use of public transport to the site are outlined below:

Measure 5: Noticeboards

The TPC will display up to date bus information on notice boards located in a prominent location within the development and will include information on bus fares, season tickets and bus company contact details. Both staff and visitors will have access to these noticeboards.

Measure 6: Discounts

The Travel Plan Coordinator will liaise with public transport operators to seek any potential discounts for staff and discuss bus service issues.

5.2.5 Car Related Measures

- 5.2.6 The car is an important mode of transport and in some cases the car is the best or only travel option. However, car sharing offers significant benefits not just for the environment but also financially. The following measures to encourage responsible car use could be promoted by the TPC.

Measure 7: Car Sharing

The site centre would promote car sharing to staff working within the development on an informal basis.

Measure 8: Park and Ride

The site would make visitors aware of York's Park and Ride system to reduce any residual trips entering the city centre.

5.2.7 Marketing and Awareness

- 5.2.8 It will be the role of the TPC to raise awareness of the TP amongst staff and visitors. Raising the awareness of the travel options available to staff will encourage sustainable transport use from the outset and help to break down one of the barriers to sustainable transport use, namely lack of information.

Measure 9: Awareness

All staff will be made aware of the existence of the Travel Plan at the commencement of their employment. The details of the Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Travel Plan will be explained.

Measure 10: Visitor Travel Information

Information will be included on the website of the proposed development, so that visitors are aware of their travel options to / from the site at the time of booking.

- 5.2.9 Research has shown that a lack of understanding of the travel options available acts as a significant barrier to travel by sustainable modes. As such, the provision of information and incentives is essential to encourage the use of non-car modes of travel.

- 5.2.10 There are several websites available that provide information on bus services, including:

- <https://www.traveline.info/>
- <https://www.itravelyork.info/buses/bus-routes-and-journey-times/timetables/>

- 5.2.11 Further to this, maps of local walking & cycling provision are available online, including;

- <https://osmaps.ordnancesurvey.co.uk/ncn>
- <https://footpathmap.co.uk/map/>

- 5.2.12 A key to the success of the TP will be the promotional and marketing strategy, and provision of information to ensure that staff are aware of the opportunities at hand. As set out above, information will be communicated through the following channels;

- Notice board(s) in a prominent location within the site;
- Travel awareness initiatives and events in conjunction with the Local Authority.

- 5.2.13 The types of information communicated through these channels will comprise;

- Details of bus stops, bus routes, timetables, ticketing options, and telephone enquiry lines;
- Taxi numbers;
- Car sharing details;
- Details of monitoring arrangements including questionnaires and corresponding results; and

- Contact details for the TPC and a brief overview of the Travel Plan and its objectives.

Measure 11: National Promotional Events

The TPC will encourage participation in National Promotional Events (such as Bike to Work Day).

5.2.14 Site Strategy

Measure 12: Changeover times

- 5.2.15 Condition 30 states that the site should include a strategy to ensure that peak traffic to and from the site (changeover times) avoid A19 peak hours (weekday am/pm peaks and Saturday midday peak).
- 5.2.16 Camping and caravanning sites operate on a similar basis to hotels in that they have times by which visitors must depart, and times at which visitors must not arrive prior (to enable site wardens to maintain pitches in between visitors). This operating model will naturally spread site arrivals and departures, especially given the distances over which visitors are likely to travel from the site making concentrations of traffic unlikely.
- 5.2.17 The above is even more effective when the departure time is not set too early in the morning (thereby avoiding a morning rush off the site). As such, initial timings would be that the operator would ask all visitors to depart the site by 11am, and no arrivals prior to 1pm.

5.3 Implementation Schedule

- 5.3.1 Appendix B includes a Travel Action Plan for the delivery of the TP initiatives and measures. The schedule provides a strategy for ensuring the timely implementation of initiatives and ensures all parties are aware of their respective duties. The Travel Action Plan will be a live document which will be updated on an ongoing basis by the TPC to reflect any changes in conditions, and to include any supplementary measures which are identified through the travel questionnaires or as a result of the monitoring of the TP.

6 Implementation and Monitoring

6.1 Overview

- 6.1.1 A suitable implementation and monitoring strategy is essential to the success of a TP. This section sets out the initial monitoring and review strategy of the TP as well as details the role and contact details of the Travel Plan Coordinator.

6.2 Travel Plan Coordinator

- 6.2.1 The Travel Planning process will be overseen by the Travel Plan Coordinator (TPC).
- 6.2.2 The TPC will be in position from at least 3 months prior to the occupation of the site and be in position until a point 5 years following occupation (unless remedial measures are required, in which case the TPC's period-in-post will be extended accordingly).

- 6.2.3 The interim TPC for the site will be:

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- 6.2.4 Once the permanent TPC is known their name and contact details will be shared with City of York Council. The Council will be informed should their details change for whatever reason.

- 6.2.5 The following are responsibilities of the TPC:

- Designing and implementing effective marketing and awareness raising campaigns;
- Acting as a point of contact for, visitors, and employees requiring information;
- Liaising with different groups relating to the TP, e.g: transport operators, cycle shops etc.;
- Co-ordinating the monitoring and review programme including target setting;
- Ensuring efficient and effective use of TPC time and resources;
- Coordinate the timescales for collection of monitoring data;
- Prepare Monitoring Reports as required.

6.3 Travel Plan Monitoring and Review

- 6.3.1 Monitoring will be carried out on an annual basis (in the same neutral month) for five years after initial monitoring. The travel survey will be agreed with City of York Council prior to issue to staff.
- 6.3.2 The TPC will also monitor the demand for car parking, shower & changing facility use etc. to determine whether additional provision should be supplied. In addition to this, secondary monitor will also entail documenting the uptake of car share sign ups and staff / visitor feedback etc.
- 6.3.3 Annual monitoring reports shall be provided to the local authority within 1 month of surveys being conducted, which will demonstrate the extent to which the agreed full occupancy mode share targets are on track to being achieved. The results of monitoring will also be documented within the site-wide newsletter, which will be disseminated to staff on an annual basis.
- 6.3.4 The Travel Plan also commits to a 3-year review and evaluation with the local authority

6.4 Remedial Measures

- 6.4.1 If the Travel Plan fails to achieve the agreed targets within its formal monitoring period (i.e. within 5 years of occupation), the monitoring period will be extended (including an extension to the period-in-post of the Travel Plan Coordinator), and a full review of measures conducted. If necessary, additional measures will be implemented.
- 6.4.2 These remedial measures should provide sufficient opportunity for the TPC to re-enforce the promotion of sustainable travel opportunities and to try and influence the travel patterns of staff at the development.
- 6.4.3 Ultimately, however, it must be recognised that the TPC does not have the power to directly affect how staff (or visitors) at the development will choose to travel. Travel Choices made by individuals are based upon a wide range of factors, many of which are outside the TPCs influence or control.

Appendix A – Site Layout

Appendix B – Travel Action Plan

Measure	Responsibility	Timescale for Delivery
Appoint a Travel Plan Coordinator to implement and manage the Travel Plan	Developer	At least 3 months prior to occupation
Conduct initial baseline monitoring	TPC	Within 3 months of site occupation
Carry out annual collection of travel survey data	TPC	Annually from initial monitoring
Carry out secondary monitoring	TPC	Annually from initial monitoring
Produce annual monitoring reports	TPC	Within 1 month of monitoring
Review and evaluation	TPC	Year 3
Measure 1 & 5: Noticeboards	TPC	Upon site occupation and ongoing
Measure 2: Cycle training and maintenance	TPC	Upon site occupation and ongoing
Measure 3: Shower and changing facilities	TPC	Upon site occupation and ongoing
Measure 4: Tax-free cycle scheme	Site Operator	Upon site occupation and ongoing
Measure 6: Public transport discounts	TPC	Upon site occupation and ongoing
Measure 7: Car sharing	TPC	Upon site occupation and ongoing
Measure 8: Park and Ride Marketing	TPC	Upon site occupation and ongoing
Measure 9: Staff awareness	TPC	Upon site occupation and ongoing
Measure 10: Visitor travel information	TPC	Upon site occupation and ongoing
Measure 11: National promotional events	TPC	Upon site occupation and ongoing
Measure 12: Changeover Times	Site Operator	Upon site occupation and ongoing

