



the
transportation
consultancy

EXCEED RESPECT VALUE INNOVATE

Travel Plan Junctions Mill Bradford College

Date: August 2023



Document Control Form

Client: Bradford College
Project Title: Future Technologies Centre

Document type: Travel Plan
Document Date: August 2023

Project No/Ref: 210851-01
Document Status: FINAL

Doc Ref: 210851-01 Junction Mills, Bradford College

Document Approval

Prepared by	Ben Murray
Project Manager	James McGavin
Technical Review/Audit	James McGavin

Document Issue

Issue Date and History	Draft	25 th August 2023
	Final	6 th September 2023
Distribution	External	Bradford College
	Internal	File

This document has been prepared for the titled project or named part thereof and should not be relied upon or used for any other project without an independent check being carried out as to its suitability and prior written authority of The Transportation Consultancy Ltd being obtained. The Transportation Consultancy Ltd accepts no responsibility or liability for the consequence of this document being used for a purpose other than the purpose for which it was commissioned. The Transportation Consultancy Ltd accepts no responsibility or liability for this document to any party other than the person by whom it was commissioned.

Contents

1.	Introduction	5
1.1	Background	5
1.2	Aim and scope of the Report	5
1.3	Report Structure	6
1.4	Report Background	6
2.	Travel Plan Objectives.....	7
2.1	Introduction	7
2.2	Objectives	7
3.	Policy Background.....	8
3.1	National Travel Plan Policy	8
3.2	Department for Transport Guidelines	8
3.3	Local Travel Plan Policy	10
	Bradford District Local Plan 2020 – 2038 (Draft)	10
	West Yorkshire Local Transport Plan 2011 – 2026	12
3.4	Summary	12
4.	Site Profile & Accessibility	13
4.1	Introduction	13
4.2	Local Transport Opportunities	13
	Site Location and Context	13
	Walking	14
	Cycling	14
	Bus Services	15
	Train Services	16
5.	Current Travel Behaviour and Targets	19
5.1	Introduction	19
5.2	Student / Staff Travel Behaviour	19
5.3	Travel Behaviour Targets	20
6.	Travel Plan Management and Coordination	22
6.1	Managing the Travel Plan: Roles and Responsibilities	22
	Travel Plan Coordinator (TPC)	22
	Partners and stakeholders	22
7.	Marketing & Communications	23

7.1	Importance of Communication	23
7.2	Marketing Strategy	23
	Webpages	23
	Social Media	24
	Annual Update	24
	Travel Surgery	24
	Smart Phone Apps	24
	Promotional Events	24
8.	Monitoring & Review	25
8.1	Monitoring Progress	25
8.2	Monitoring plan	25
9.	Measures & Action Plan	27
10.	BREEAM Compliance Summary	31
Table 4.1	Bus Services on Thornton Road	16
Table 4.2	Bus Services on Great Horton Road	16
Table 5.1	Student Modal Share Targets	20
Table 5.2	Staff Modal Share Targets	21
Table 8.1	Monitoring Plan	26
Table 9.1	Travel Plan Action Plan	27
Table 10.1	Accordance with BREEAM Tra 02 Table 7.4	31
Figure 1.1	Site Location	5
Figure 3.1	Travel Plan Pyramid	9
Figure 4.1	Site in Local Context	13
Figure 4.2	Local Pedestrian Environment	14
Figure 4.3	Walking and Cycling Catchment	15
Figure 4.4	Public Transport Coverage: Arrival at 08:30	17
Figure 4.5	Public Transport Coverage: Departure at 17:00	18
Figure 5.1	Students: Modal Split	19
Figure 5.2	Staff: Modal Split	20

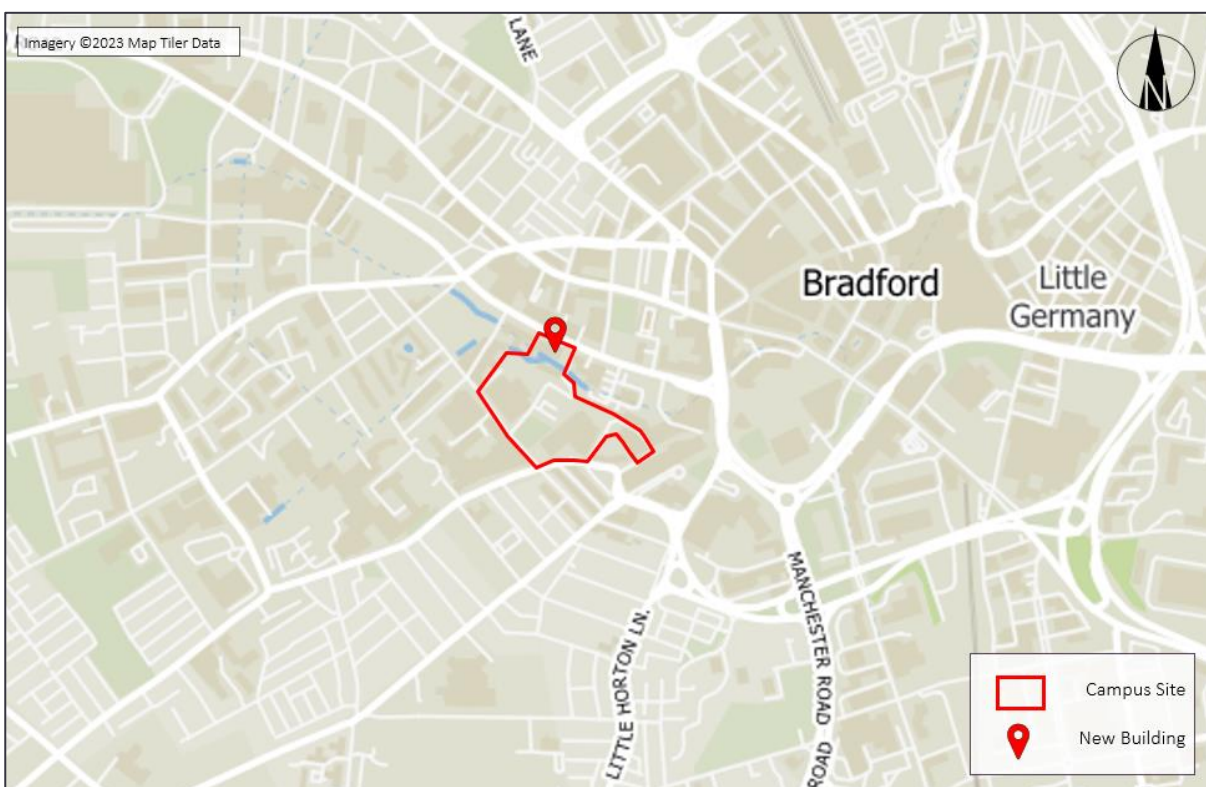
1. Introduction

1.1 Background

The Transportation Consultancy Ltd ('ttc') has been commissioned by Bradford College (the client) to prepare a Travel Plan (TP) in support of a planning application for the redevelopment of Junction Mill into a teaching building referred to as the 'Future Technologies Building'.

The site location is shown below in **Figure 1.1**.

Figure 1.1 Site Location



1.2 Aim and scope of the Report

The TP has been prepared in order to support the planning application and aims to provide all staff and students with a greater awareness of alternative sustainable modes of transport that are available and reduce the impact of private car trips to and from the site.

The purpose of this report is to set out the details of the initiatives, deliverables, preliminary targets, and responsibilities of the TP. The document will be a recorded agreement between the Local Highway Authority (LHA) and Bradford College, who will pledge their commitment to delivering the TP.

1.3 Report Structure

The content of this TP includes the following:

- **Chapter 2** – The Travel Plan Process
- **Chapter 3** – Policy Context & Review
- **Chapter 4** – Site Profile & Accessibility
- **Chapter 5** – Current Staff and Student Travel Behaviour
- **Chapter 6** – Travel Plan Management & Coordination
- **Chapter 7** – Marking & Communication
- **Chapter 8** – Monitoring & Review
- **Chapter 9** – Measures & Action Plan
- **Chapter 10** – BREEAM Compliance Summary

1.4 Report Background

This travel plan has been prepared with due consideration of the existing travel plan measures promoted by the college to support active and sustainable modes of travel, which are predominantly included within the following documents supplied by the College:

- Bradford College Travel Plan January 2009
- Bradford College Travel Plan January 2017

2. Travel Plan Objectives

2.1 Introduction

A TP is a dynamic management tool which brings together transport and operational issues in a coordinated strategy. The emphasis is on increasing the choice of sustainable methods of travel and reducing single car occupancy usage.

A successful TP can bring the following benefits to Bradford College as an organisation:

- Provide an effective, proactive approach to influencing the travel behaviour of staff and students.
- Demonstrates corporate, social, and environmental responsibility.
- Promote a healthier and more active staff/student body.

2.2 Objectives

The principal objectives of the TP are as follows:

- Reduce unnecessary car use amongst staff and students and increase the use of sustainable modes of travel.
- Raise awareness of the travel options available and the environmental, health and social benefits of using them.
- Contribute to the improved health and wellbeing of staff members and students by promoting the use of active modes of travel.
- Assist in reducing the pressure and demand for car parking spaces.
- Improve Bradford College's environmental performance and reputation by reducing the level of carbon emissions generated by travel habits.
- Set an example within the local area by taking a lead on achieving significant gains in modal shift that align with both District, County and National targets on reducing carbon emissions.

The principal outcomes from the Travel Plan development process will comprise:

- A detailed understanding of current staff and student travel behaviour.
- Achieve at least **90% modal** share by sustainable means for students.
- Achieve at least **25% modal** share by sustainable means for staff.
- The provision of a detailed Travel Plan that aligns itself with Bradford College's aspirations on smarter travel.

Other benefits of this TP may include:

- Improved staff/student health and fitness by encouraging more users to walk and cycle.
- Improved staff/student satisfaction and morale by providing travel plan measures such as upgraded on-site facilities for cyclists and pedestrians and offers for using public transport.

3. Policy Background

3.1 National Travel Plan Policy

The **National Planning Policy Framework (NPPF)** sets out the basis for requiring and securing Travel Plans and indicates that they should be submitted alongside planning applications which are likely to generate significant amounts of movements. NPPF states the following:

Paragraph 113: *'All developments that will generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.'*

In accordance with the above policy this Travel Plan proposes a package of measures that seek to:

- Reduce reliance on the car through the reduction in the length and number of motorised journeys, in particular those carried out in single occupancy vehicles;
- Promote the use of alternative means of travel which are more sustainable and environmentally friendly; and
- Reduce emissions.

In addition to assisting in achieving Central Government aims and objectives, a Travel Plan can have several benefits to individuals and the local community as well as the site, such as:

- An improvement in the environmental image of the site;
- Reduced traffic generation resulting in improved air quality, noise levels, local traffic conditions and a cleaner, more attractive environment;
- Reduced stress caused by driving, allied with improved health from adopting alternative travel habits;
- Enhancement of the role of walking and cycling in the local area and therefore an improved environment for all pedestrians and cyclists, and associated health benefits;
- Improved viability and therefore provision of local public transport services, which are available to those travelling to and from the site as well as the rest of the community; and
- A reviewable operation, so that any adverse transport impact can be quickly dealt with, and emerging opportunities maximised.

3.2 Department for Transport Guidelines

In addition to the information contained within the NPPF, the Department for Transport (DfT) publication 'Travel Plans, Transport Assessments and Statements', which is one of several guidance documents contained within the 'Planning Practice Guidance' documents suite, provides further guidance on the development and implementation of Travel Plans.

The guidance strongly supports pre-application determination on the scope and content of the Travel Plan, stating:

Consideration should be given at the pre-application stage to:

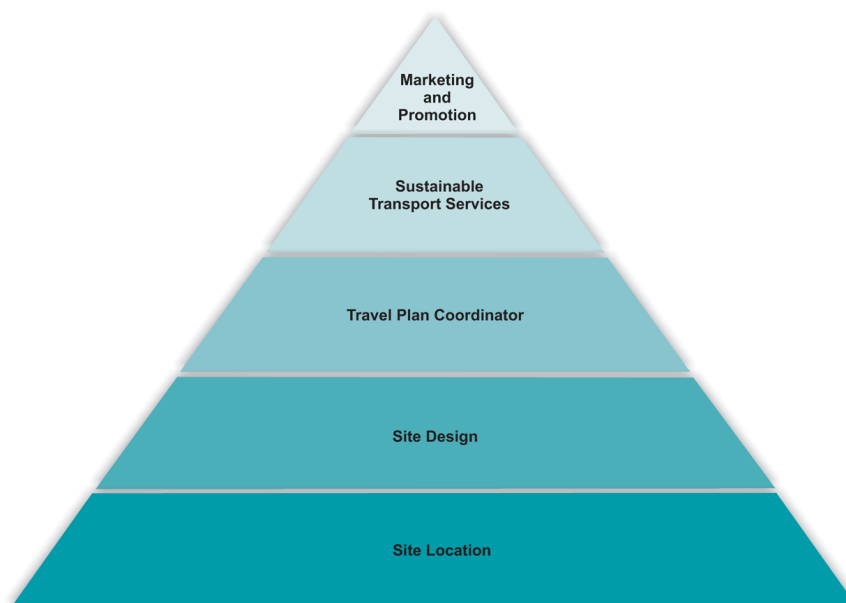
- ▶ *the form and scope of the Travel Plan;*

- ▶ *the outcomes sought by the Travel Plan;*
- ▶ *the processes, timetables and costs potentially involved in delivering the required outcomes (including any relevant conditions and obligations);*
- ▶ *the scope of the information needed; and*
- ▶ *the proposals for the on-going management, implementation, and review processes.*

Whilst the former guidance contained within DfT Document ‘Good Practice Guidelines: Delivering Travel Plans through the Planning Process’ has been superseded by the ‘Planning Practice Guidance’ documents, it is considered that the ‘pyramid of measures and actions’ referenced within the aforementioned is still a useful guide when developing a Travel Plan.

There are five levels to the pyramid, with each level building on the lower levels. A version of the Travel Plan pyramid has been included to aid the development of the TP. This is illustrated in **Figure 3.1**.

Figure 3.1 Travel Plan Pyramid



At the first level of this pyramid is the fundamental issue of site location. A Travel Plan cannot be used to justify development in an inappropriate location therefore the site must display sufficient proximity to local facilities and services. The next level comprises the physical characteristics that need to be incorporated into the design of the site from an early stage to reduce the need to travel and support walking, cycling and public transport use i.e., the ‘hard’ measures.

The next item required is the resource to facilitate and develop the measures in the plan, commonly a Travel Plan Coordinator (TPC) or similar nominated person is appointed to fulfil this role. The end user will take on the co-ordination role and assume responsibility for developing the full Travel Plan for the site.

The next level is the physical measures and services that need to be obtained for the site, such as public transport measures. The top tier of the pyramid is occupied by the ‘soft’ measures which are required to promote the Travel Plan and raise its awareness to ensure that there is adequate take-up by users of the various services and facilities offered by the Plan.

3.3 Local Travel Plan Policy

Bradford District Local Plan 2020 – 2038 (Draft)

The **Bradford District Local Plan (BDLP)** is an adopted planning document to guide development and land use practices in the Bradford District. The BDLP sets out a list of strategies and policies to guide growth through development can be sustained ecologically, economically, and socially through to 2038.

The Local Plan includes the following relevant policies, with pertinent sections highlighted in **bold** text:

Policy TR3: Integrating Sustainable Transport and Development

The Council will promote sustainable travel in new developments by supporting the following mechanisms:

A. The application of accessibility standards, in Appendix 6 will be used to guide the allocation and phasing of development sites in the Local Plan and for development proposals for windfall development. Development proposals through the allocation of land through the local plan and from windfall development should maximise the use of walking, cycling and public transport as the primary means of transportation. Applicants will be expected to adhere to Healthy Streets and 15 Minute Neighbourhood Principles

B. Development should support and contribute to appropriate levels of enhancement to all transport networks, in order of priority:

- a. cycling and walking,*
- b. public transport, and*
- c. highways infrastructure and services.*

C. Require all new developments to encourage walking and cycling by connecting to the existing street and path network, and cycle routes, bus stops and train stations where feasible. In so doing, the developments should refer to the latest applicable Government guidance (LTN 1/20 and successors) to create and expand on an active travel network which is:

- a. coherent,*
- b. direct, including by maintaining and providing direct routes through such development,*
- c. safe,*
- d. comfortable, and*
- e. attractive,*
- f. access arrangements,*
- g. parking provision (Appendix 3),*
- h. appropriate location,*
- j. design and layout. taking the necessary steps to ensure that interventions within and outside the development are considered.*

D. Require all new major developments to encourage the use of public transport, through:

- a. expansion of the public transport network to serve the development where it does not already,***

- b. greater density of development closest to public transport stops,*
- c. facilitated access by foot or cycle to these stops.*

E. Ensure all major developments provide a costed, deliverable Travel Plan with SMART objectives and suitable finances to ensure Travel Plan delivery.

F. The Council will require applicants to submit design and access statements which demonstrate how their plans are inclusive of people with a range of needs including -

- a. children,*
- b. older people,*
- c. disabled and mobility impaired people and people with non-visible disabilities and conditions including dementia and autism, are in line with current Local and Government Guidance through -*

G. Maximise the place making opportunities of public transport stops, interchange points, hubs and new stations.

H. To protect and facilitate sites and routes for proposed transport improvement schemes, as identified in the Local Plan and the Local Infrastructure Plan.

Policy TR5: Parking

The Council will act through the following mechanisms:

A. Assessing new developments against indicative car, cycle, freight and electric vehicle parking standards (see Appendix 7). Encouraging developments which minimise the need for motor vehicle parking and actively manage down parking levels below these standards:

- a. In response to high public transport accessibility where this exists or is proposed by the developer (PTAM)*
- b. In response to nearby low traffic street typologies and/or accessible nearby services*
- c. If the development is designated ‘car-free’ whereby all motor vehicle parking is consolidated in a contiguous or proximate location***
- d. If the development is designated ‘car-light’ whereby motor vehicle parking is split between conventional (co-located with development) and proximate locations*
- e. By securing part of the parking quantum through contingent parking rights, whereby parking spaces are neutralized post-opening or post occupation where these are surplus to requirement.*

f. Through other measures as addressed through a Travel Plan.

B. The requirement for new developments to take a design led approach to parking which:

- a. is well integrated within the overall layout so that it is inclusive and accessible to all users,*
- b. supports the efficient use of land,*
- c. encourages the use of more sustainable modes of transport (e.g. by catering for pedestrian and cycling desire lines),***
- d. is designed in consideration of the street scene and local character,*

- e. Incorporates greenery and sustainable drainage, and*
- f. creates a safe and pleasant environment in parking areas.*

C. The progressive reduction in temporary and long-stay parking in town centres and other highly accessible locations (other than in locations to encourage interchange with more efficient vehicular modes).

D. The improvement in quality of parking in the city and town centres for shoppers and other short stay uses so that it is accessible, safe and secure, responding to the needs of disabled users in particular

E. The improvement in quality of parking in the city and town centres for shoppers and other short stay uses so that it is accessible, safe and secure, responding to the needs of disabled users in particular.

F. A reduction and re-allocation of on-street parking in town centres and other locations readily accessible by public transport, cycling and walking, to encourage sustainable travel behaviours and efficient use of space.

G. Support the delivery of park and ride facilities and infrastructure, including infrastructure to increase public transport capacity, reliability and journey times.

West Yorkshire Local Transport Plan 2011 – 2026

The West Yorkshire Local Transport Plan (LTP) was adopted by the LHA, City of Bradford Metropolitan District Council. The plan sets out the transport policies up to 2026.

The plan states the following five objectives for Bradford:

- 1. supporting the delivery of new housing and jobs and helping to regenerate existing local communities
- 2. *making it easier to access places, services and amenities by sustainable means*
- 3. *creating high quality, distinctive, cohesive and safe environments*
- 4. *reducing congestion and supporting greener*
- 5. *serving the transport needs of the most vulnerable members of the community and reducing the harmful effects of road traffic within neighbourhoods*

3.4 Summary

Both the national and local planning policy has been used to inform the content and direction of this Travel Plan and it is considered that the aims and objectives of the Travel Plan align with all relevant policies.

4. Site Profile & Accessibility

4.1 Introduction

The proposed development site is situated to the west of Bradford City Centre, within the wider Bradford College campus.

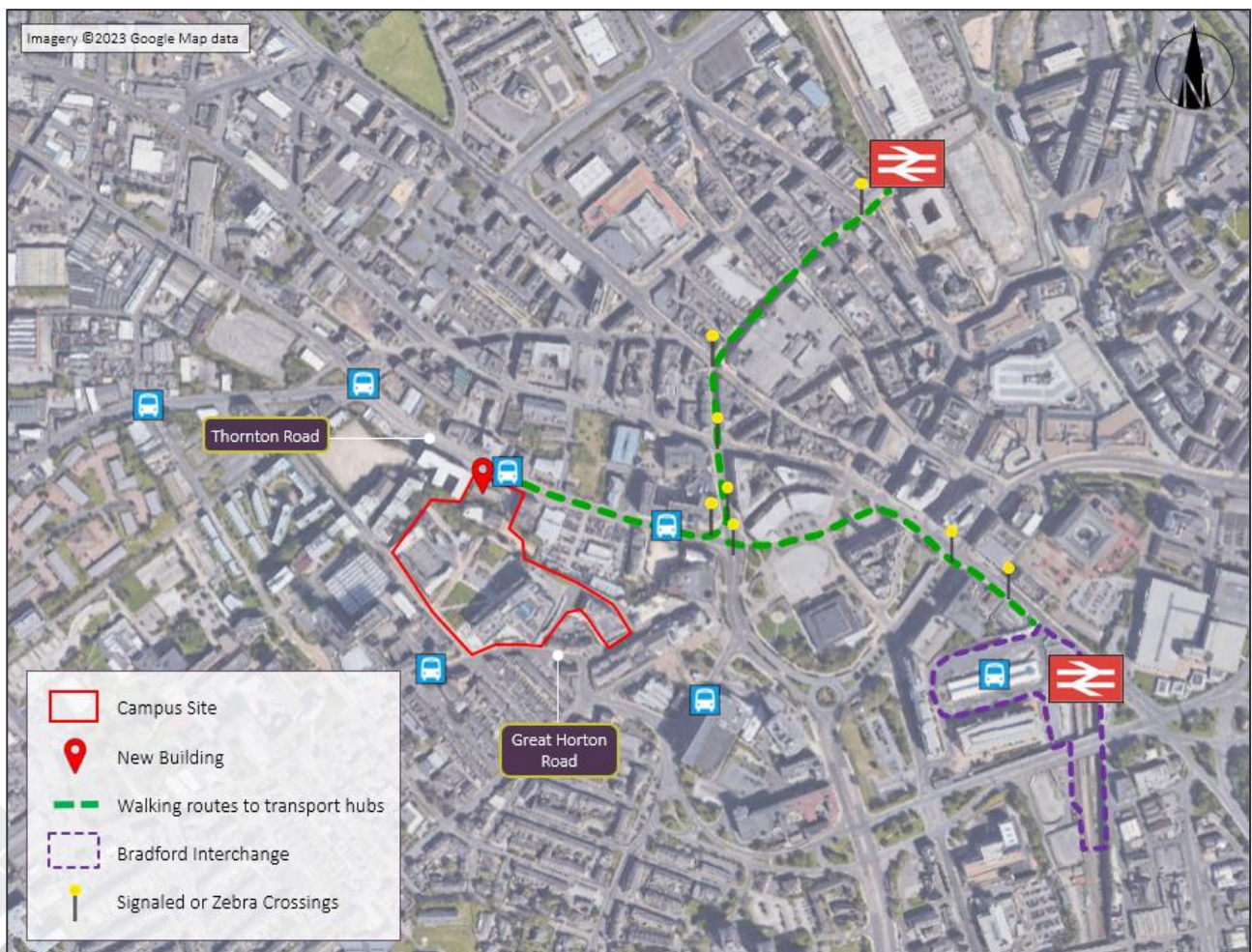
4.2 Local Transport Opportunities

Site Location and Context

The existing wider college site is situated between Thornton Road (B6145) and Great Horton Road. The site is surrounded by a mix of commercial, residential and leisure.

Figure 4.1 below illustrates the site in a local context.

Figure 4.1 Site in Local Context



In terms of operation, teaching commences at 08:40, with students predominantly arriving between 08:00 and 10:00. Scheduled lessons end at between 15:00 and 17:00, when the majority of students leave, with staff leaving during and after this period.

The college is one of the regions major education and training providers, offering a broad curriculum to c.10,000 students. The Future Technologies Centre plans to house 650 students by 2024/2025 across a mix of full time and apprenticeship courses – this will require around 8,200 weekly learning hours in the new building.

Walking

Walking and cycling form sustainable modes of transport which not only provide benefits to staff and students but also helps to reduce the amount of congestion and pollution within the local area.

It is generally considered that 2km for walking (25-minute journey) and 8km for cycling (30-minute journey) are acceptable distances to travel to work, education or nearby facilities and amenities (*Providing for Journeys on Foot* (2000), *Manual for Streets* (2007) and *Local Transport Note 1/20: Cycle Infrastructure Design* (2020)). These distances are illustrative, will vary by individual according to their personal mobility and fitness, and will be influenced by their perception and prejudices on such factors such as local topography and attitude towards travel modes.

In regard to walking, the local environment surrounding the site has an excellent network of permeable and well-connected footways, which provide convenient and safe access to/ from the site. The footways are contiguous, hard surfaces and generally in good condition. Along the Thornton Road, both the northern and southern footways are relatively wide and feature crossings with tactile paving and dropped kerbs at all side road junctions.

Within the vicinity of the site frontage, pedestrian crossings with refuges are provided and signal controlled crossings are afforded at all major junctions as illustrated within in **Figure 4.1**. A view the pedestrian environment on the main walking routes to public transport hubs is displayed within **Figure 4.2**.

Figure 4.2 Local Pedestrian Environment

Signal Controlled Crossing – West of the Junction Mills Building



Uncontrolled Crossing – Next to the Junction Mills Building



The surrounding area is highly accessible by foot and **Figure 4.3** illustrates a 2.0km walking catchment from the site, which demonstrates that a number of local suburbs, including Great Horton, Manningham and the city centre are accessible to the college.

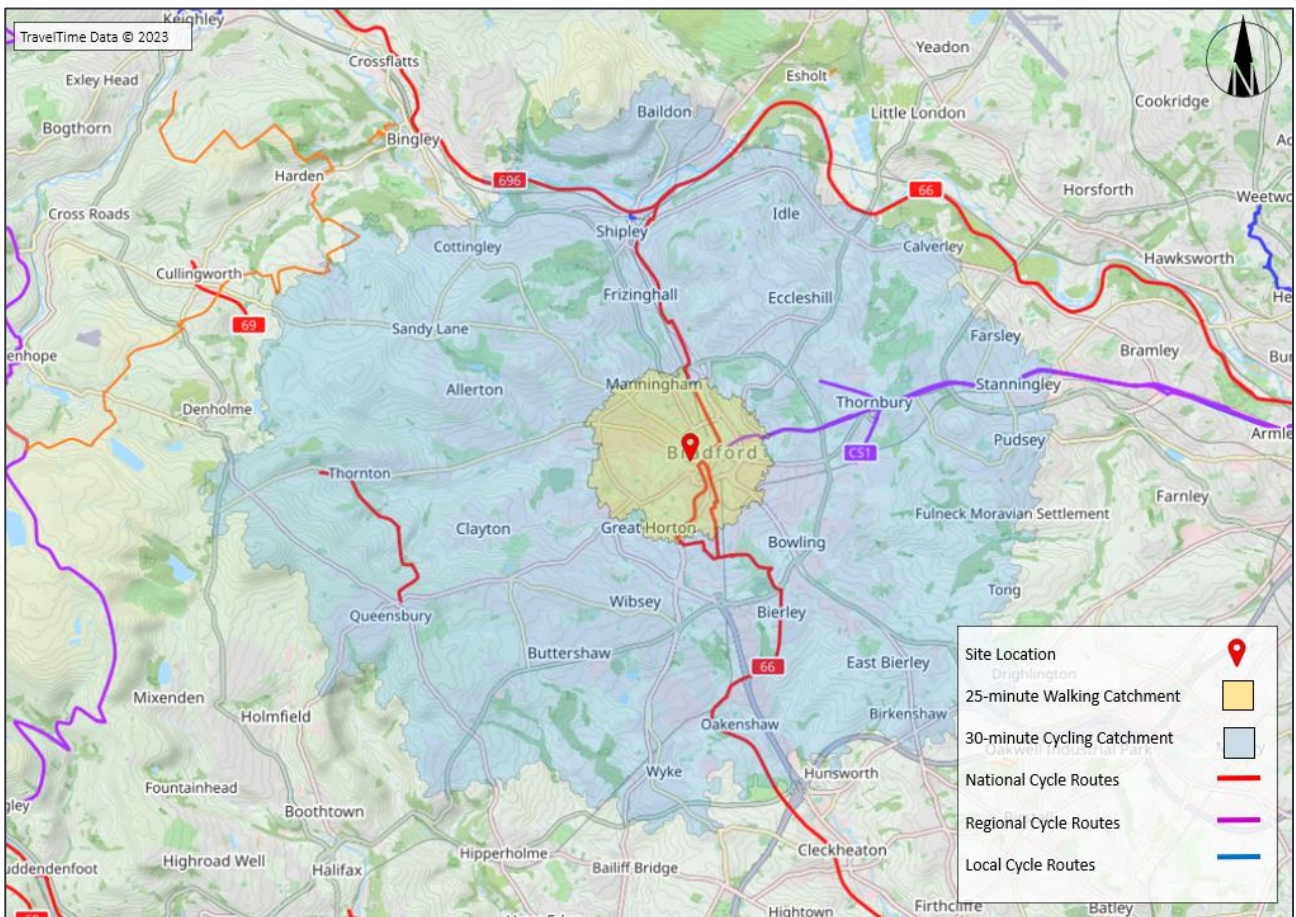
Cycling

With regard to cycling, the National Cycle Route (NCR) 66 runs through Bradford City Centre, which links Manchester and Spurn Head via Bradford, Leeds, York, Beverley and Kingston upon Hull. Route 66 also affords access into local suburbs/neighbourhoods like Manningham, Shipley, Great Horton and Oakenshaw.

In addition to the NCR, Regional Cycle Route C51 also routes from Bradford City Centre to the east through the suburbs Thornbury and Stanningley. The extent of the local area accessible by bike is illustrated within **Figure 4.3**.

In terms of cycle parking, the college currently provides 380 cycle parking spaces across the whole campus including provision at the David Hockney building situated c.400m from the site.

Figure 4.3 Walking and Cycling Catchment



Bus Services

The nearest bus stops to the Junction Mills building are ‘Thornton Road Westholme Street’. The bus stops are approximately 50m from the Junction Mills building. Both eastbound and westbound bus stops are in-carriageway, the westbound stop features a ‘digital count down board’ departures board whereas the eastbound is features a conventional flag and paper bus timetable.

There are also bus stops located southwest of the college campus, these stops are named ‘Shearbridge Great Horton Road Mannville Terrace’. Both bus stops are in-carriageway, feature shelters and paper timetables. The bus stops on Great Horton Road are c.450m from the new college building.

A summary of the service numbers, frequencies and routes are included within **Table 4.1** and **Table 4.2**:

Table 4.1 Bus Services on Thornton Road

Service No	Route	Peak Frequency	Hours of Operation
615	Bradford Interchange – Eldwick (Via Cottingley)	One bus an hour	06:23-22:08
	Eldwick – Bradford Interchange (Via Cottingley)		05:47-23:30
616	Bradford Interchange – Eldwick (Via Priestthorpe)	One bus an hour	06:37-21:52
	Eldwick – Bradford Interchange (Via Priestthorpe)		06:27-21:42
619	Bradford Interchange – Eldwick	One bus an hour	06:01-17:54
	Eldwick – Bradford Interchange		07:28-19:24
636	Bradford Interchange - Clayton	One bus every 30 minutes	06:08-21:30
	Clayton – Bradford Interchange		05:25-22:10
637	Bradford Interchange - Clayton	One bus every 30 minutes	05:49-22:00
	Clayton – Bradford Interchange		05:48-21:12

Table 4.2 Bus Services on Great Horton Road

Service No	Route	Peak Frequency	Hours of Operation
576	Bradford Interchange – Halifax Bus Station (Via Boothtown)	One bus every 15 minutes	05:25-22:37
	Halifax Bus Station – Bradford Interchange (Via Boothtown)		05:38-23:51

Source: <https://bustimes.org/>

As can be gauged from **Table 4.1** and **Table 4.2**, the site is situated within proximity of an extensive and comprehensive range of bus services.

Train Services

The closest railway station to Bradford College is Bradford Interchange, located approximately 0.8km east of the Junction Mills building, this equates to a 14-minute walk, or a 6-minute cycle journey time from Bradford College, based on Google Maps journey planner.

Bradford Interchange has 8no. cycle parking spaces, and no parking bays. The station is managed by Northern but sees services from both Grand Central and Northern. Northern operates services to Blackpool, Chester, Halifax, Huddersfield, Hull, Leeds, Manchester and York.

Grand Central offers a service to London Kings Cross, there are 3 departures in each direction. Trains stop at Halifax, Wakefield Kirkgate and Doncaster (as well as other smaller towns in between) before continuing to London Kings Cross.

Bradford Foster Square is also within the vicinity of the college, located 0.9km east from the Site, this equates to a 15-minute walk, or a 5-minute cycle journey time from Bradford College, based on Google Maps journey planner.

Bradford Foster Square has 13no. cycle parking spaces, and a car park with 50no. parking bays which includes 4no disabled bays and a daily charge of £4.00. The station is managed by Northern, who are also the main operator out of Bradford Foster Square. Northern operate services from Bradford Foster Square to Ilkley, Leeds and Skipton.

LNER also operate two services a day to and from Bradford Foster Square to London Kings Cross. All services stop at Shipley, Leeds and Wakefield Westgate before continuing to London Kings Cross on different stopping patterns. There are two services to London in the AM peak and two services from London in the evening.

Using Travel Time information and GIS, **Figures 4.4** and **4.5** illustrate the coverage of existing bus and rail services in relation to student origins, based on an 08:30 arrival and 17:00 departure respectively.

Figure 4.4 Public Transport Coverage: Arrival at 08:30

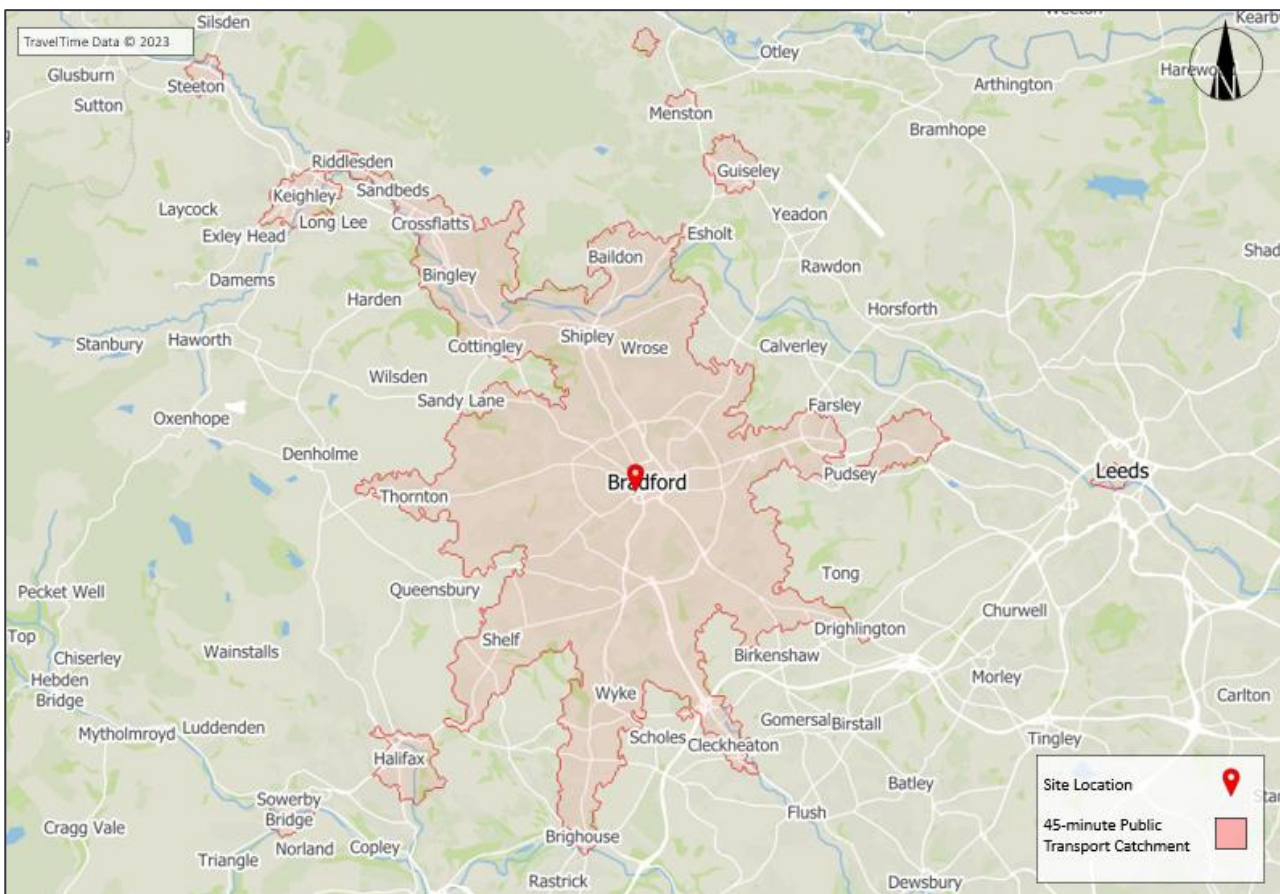
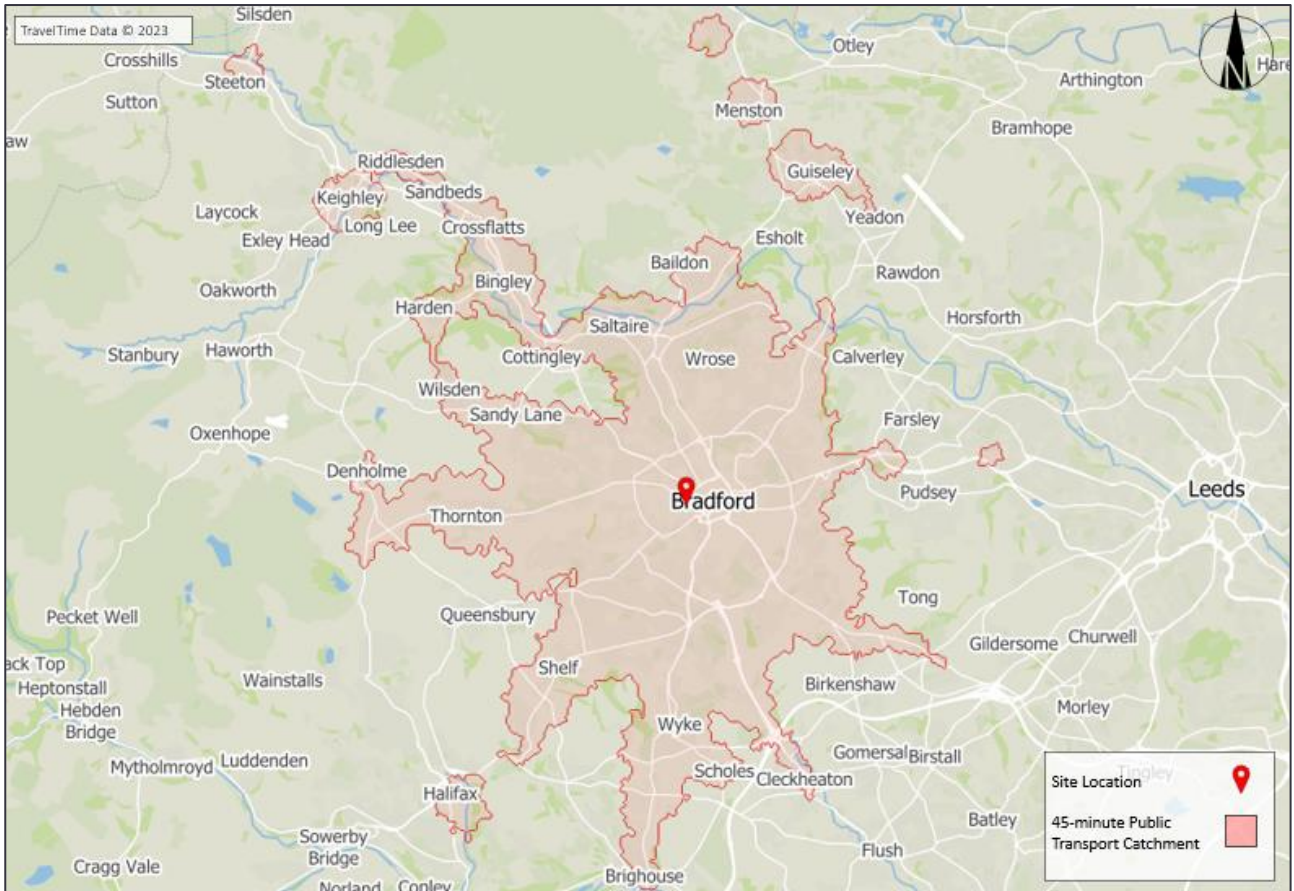


Figure 4.5 Public Transport Coverage: Departure at 17:00



5. Current Travel Behaviour and Targets

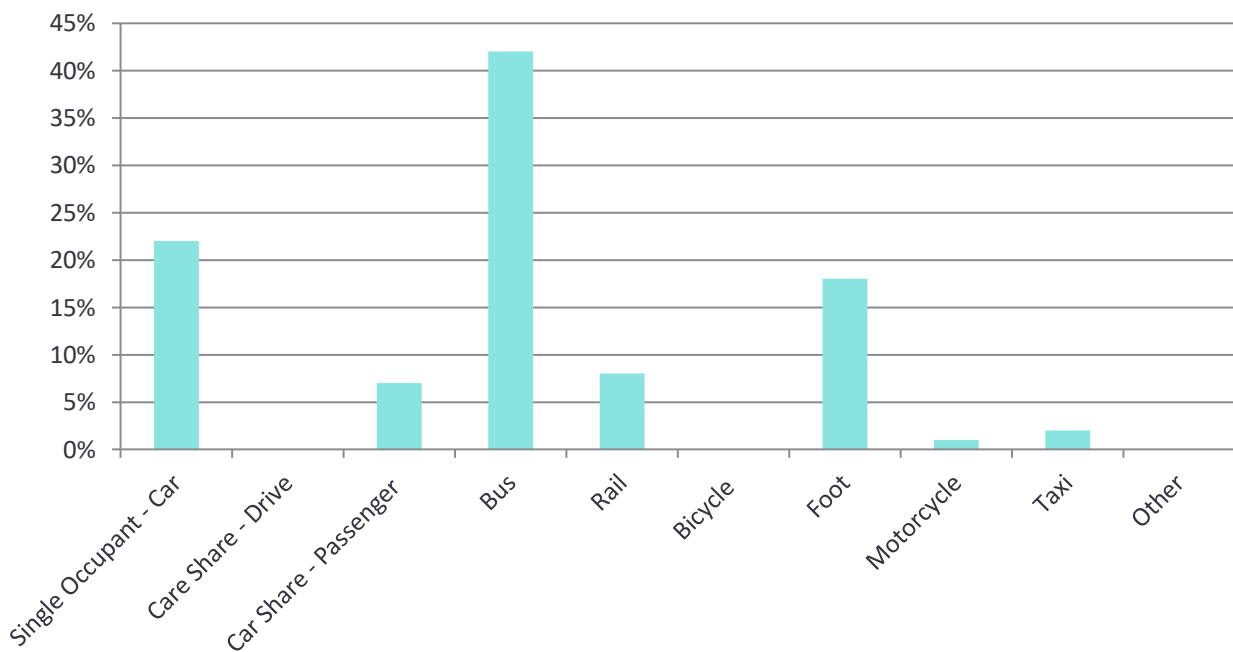
5.1 Introduction

In support of the College’s existing travel plan initiatives, surveys of student and staff travel behaviour have been conducted to determine an appropriate baseline. Whilst the surveys are historic in nature, the college continues to monitor user behaviour and conducts workshops on specific measures to determine their suitability. Notwithstanding this, it is appropriate to set targets against the known baseline, which is presented within the following section.

5.2 Student / Staff Travel Behaviour

Figure 5.1 summarises the results of the latest student travel survey:

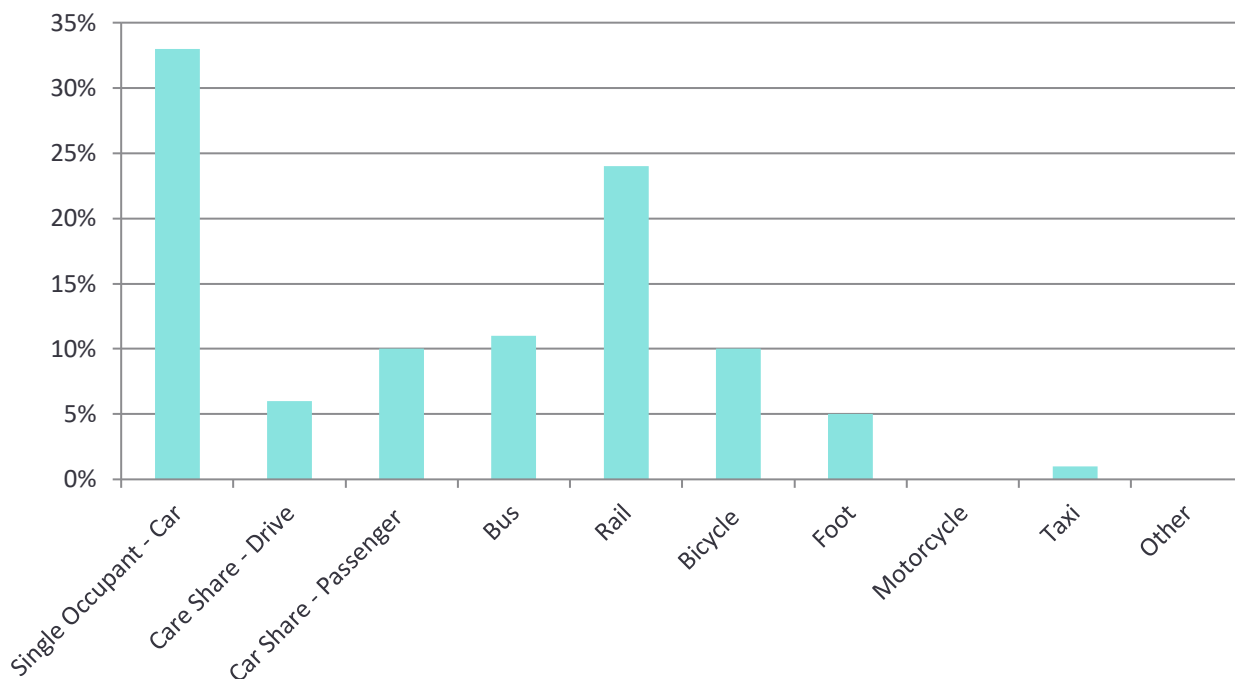
Figure 5.1 Students: Modal Split



As can be gauged from the above, the majority of students travel to the College by bus with 43%, followed by car with 22% and then on foot, with 18%. This indicates that c.78% of students travel to the college sustainably and is reflective of the site’s sustainable and accessible location within Bradford.

Figure 5.2 summarises the results of the latest staff travel survey:

Figure 5.2 Staff: Modal Split



As can be gauged from the above, staff travel is also highly sustainable, with 33% travelling by car and the remaining 67% travelling sustainably, with a high proportion travelling by train at 24%.

5.3 Travel Behaviour Targets

Based on the survey results, the following targets are proposed for students and staff with measures to achieve these targets presented within Chapter 9.

Table 5.1 Student Modal Share Targets

Category	Existing	Proposed	Net Change
Single Occupant - Car	22%	10%	-12%
Care Share - Drive	0%	0%	-
Car Share - Passenger	7%	10%	+3%
Bus	42%	47%	+5%
Rail	8%	10%	+2%
Bicycle	0%	0%	-
Foot	18%	20%	+2%
Motorcycle	1%	1%	-
Taxi	2%	2%	-
Total	100%	100%	-

Table 5.2 Staff Modal Share Targets

Category	Existing	Proposed	Net Change
Single Occupant - Car	33%	25%	-8%
Care Share - Drive	6%	6%	-
Car Share - Passenger	10%	12%	+2%
Bus	11%	13%	+2%
Rail	24%	26%	+2%
Bicycle	10%	12%	+2%
Foot	5%	5%	-
Motorcycle	0%	0%	-
Taxi	1%	1%	-
Total	100%	100%	-

6. Travel Plan Management and Coordination

This section sets out the guidance for the management and coordination of the TP for Bradford College. All Travel Plans are dependent on senior management support and nominated individuals taking responsibility for implementation and being given time and resources for success to occur.

6.1 Managing the Travel Plan: Roles and Responsibilities

Travel Plan Coordinator (TPC)

The TPC is responsible for administration and the day-to-day operation of the TP and will be the first point of contact for staff and student travel queries. The TPC will work closely with the BMDC to ensure a consistent approach is applied when influencing travel behaviour for education-based development.

The TPC's responsibilities will include:

- Promoting and encouraging the use of travel modes other than the private car.
- Providing a point of contact for members of staff and students.
- The implementation of the TP measures.
- Marketing of the measures, raising awareness, and maintaining the momentum of the TP.
- Ensure that all relevant travel and TP information is provided to new members of staff and students through the recruitment /enrolling process.
- Ensure that all information on display in public areas and presented on the Bradford College webpage is kept up to date.
- Organising and undertaking the annual travel surveys for the monitoring process of the TP.
- Monitoring modal shift patterns and reviewing the effectiveness of the TP measures.
- Liaising with BMDC to update travel survey results and discuss ongoing and future travel measures.

The appointed Travel Plan Coordinator is Chris Malish.

Sustainability Group

A Sustainability Group has been created by the college to help deliver the TPC. The Sustainability Group will be chaired by the TPC.

Partners and stakeholders

It is important that travel plans have the support of internal stakeholders, who stand to benefit from and be affected by the plan. Stakeholders will be engaged by the TPC. Key Travel Plan stakeholders are:

- Staff
- Students
- Parents

7. Marketing & Communications

7.1 Importance of Communication

A vital component of the TP is to make those it affects aware of its existence and highlight their role in helping to achieve its objectives and outcomes. The success of the measures is often linked to the success of marketing and communication of the measures. It is therefore extremely important for the TP to be effectively marketed and communicated to staff and students in order to gain their support.

Marketing and awareness raising strategies form an important part of all travel plans. They cover both the involvement/ engagement of staff and students, as well as raising awareness about travel options and the benefits of more sustainable or efficient travel.

The TP will be marketed to all users of Bradford College, those being:

- Staff
- Students
- Parents

The following tools outline the primary means of communicating the TP:

- TPC – to implement and manage the TP measures and be the first point of contact for all users.
- Sustainability Group – to assist the TPC and promote specific initiatives to staff and students.
- Marketing Materials to raise awareness (a suite of materials to include social media posts, email flyers, posters, newsletters).
- Sustainable Travel Guide and Travel Webpages.
- Annual Update.
- Sustainable Travel Events.

7.2 Marketing Strategy

The following measures will assist in the marketing and communication of the TP:

Webpages

A 'Finding Us' webpage is included on Bradford College's existing website, which provides basic travel information, allowing staff/students to plan their own personal journey.

The webpage could be updated to include the following features:

- Details of the TP and its purpose.
- Contact details and responsibilities of the TPC.
- Details of travel survey.
- Details of the Metro journey planner available at <https://www.wymetro.com/plan-a-journey/>
- Details of cycle parking.

- Public transport details including location of bus stops, rail stations and associated services.
- Details of public transport ticketing.
- Details of Bradford College's cycle incentives i.e., 'Cycle to Work Scheme'.
- Details of car clubs i.e., Enterprise Car Club.
- Calendar of key annual events (Bike Week, Walk to Work Week etc).
- Promotion of Smartphone apps for up to date/real-time public transport, walking and cycling information/maps etc.

Social Media

Aspects of the TP could be promoted through social media platform already used by Bradford College e.g., the Twitter (X) account @BradfordCollege. This method of communication will be used to promote the TP (as part of the Marketing Strategy) and raise awareness of promotional events i.e., bike to work week.

Annual Update

The TP and its key measures will be promoted to staff/students within an annual update email. The annual update would cover the TP aims and objectives plus the TP measures and their benefits to staff/students.

Travel Surgery

Consideration will be given to holding regular 'travel surgery' drop-in sessions, whereby staff/students can come along and ask questions regarding their travel options. This would be organised by the TPC and the Sustainability Group and communicated by the aforementioned communication methods.

Smart Phone Apps

The TPC will explore the potential to introduce an element of competition to the TP to encourage more staff and students to travel sustainably. Some form of competition could be established between individuals or departments whereby travelling sustainably (walk, cycle, car share or use public transport) earn staff points, which could form a league table to engender friendly competition.

The Strava GPS Cycling and Running App could be used to set up a 'Strava Group' where staff and students (potentially separately) can log their walking or cycling activity and then share it with colleagues/contemporaries. Strava enables users to track running/walking and cycling with GPS, join challenges, share photos, and follow friends.

Staff and students will also be made aware of numerous Smart Phone apps such as National Rail Enquiries, National Cycle Network, Walkit and MapMyRide. These apps can help plan/map out journeys via foot, cycle and public transport within the local area.

Promotional Events

The TPC will continue to promote events for staff and students, such as 'Bike Week', 'Walk to Work Week' and 'Environment Day'. The participating members of staff and students' success will be publicised to encourage them to continue with sustainable modes of transport.

8. Monitoring & Review

8.1 Monitoring Progress

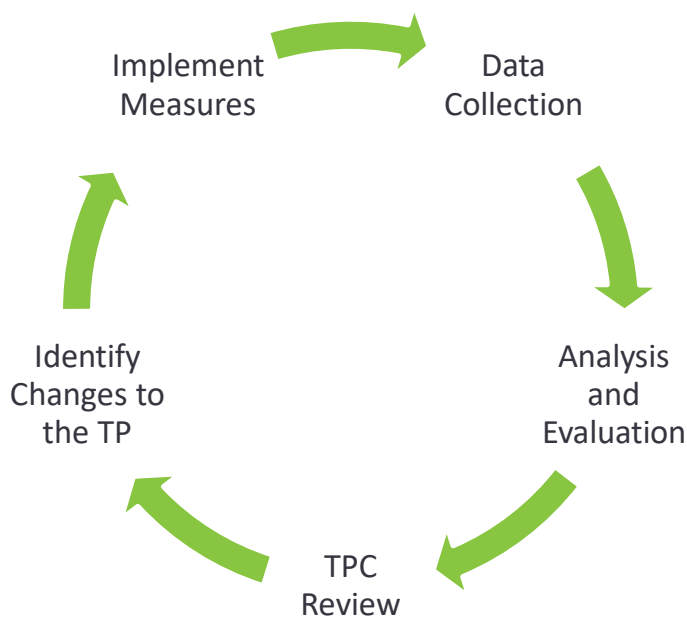
An integral part of the TP strategy is the monitoring process, which seeks to capture data on travel habits and, importantly, overall modal split (proportion of staff and students that travel by each mode of transport). It also offers the opportunity for staff and students to feedback on any travel-related issues that might offer a focus for the TP strategy moving forwards.

A Travel Plan is a living document which should have a continuous process for improvement, requiring monitoring, review, and revision to ensure it remains relevant to the organisation and those using the site. This document sets out proposals for monitoring and review of the TP over the next 5 years but will adapt in response to any changes made to Bradford College.

Bradford College will undertake continued delivery of an annual staff/student travel survey, following which it may be appropriate to prepare a revised strategy.

The monitoring process will offer a greater understanding of the changing travel needs of staff and students, the success of the sustainable measures being implemented, and where travel planning efforts could be focussed on the future in order to meet the targets set.

A cyclical approach to managing the TP is proposed and this is shown below:



8.2 Monitoring plan

The results of the annual travel surveys and of any review of the TP measures will be reported to all relevant parties by the TPC.

Table 8.1 summarises the monitoring plan, including the data collection activities which will be undertaken and when these will occur. This process will ensure that a focus and momentum for the TP is maintained.

Where clear progress towards the targets is being made, the TPC will continue to implement the measures detailed within **Chapter 9**.

Table 8.1 Monitoring Plan

Data Collection Exercise	Frequency	Responsibility
Travel Survey	Annually	TPC
Monitor implementation of TP measures	Annually	TPC
Uptake of TP Measures	Annually	TPC
Prepare and share Monitoring Report	Annually	TPC

The results of the monitoring for this TP will be analysed and detailed within a Monitoring Report which will be prepared by the TPC.

The Monitoring Report would include the following:

- **Introduction and Background:** this section will provide information on the TP, including a summary of its purpose, objectives, and targets.
- **Results of the Surveys:** this section will detail the results of the travel surveys, provide analysis of the data received and the progress towards achieving the TP targets.
- **Measures Undertaken:** this section will provide details of the measures and measures that have been implemented over the year, including take-up levels where appropriate.
- **Specific Measures:** from the TP this section will provide specific details on how TP measures have been implemented.
- **Problems and Issues:** this section will highlight any problems encountered during the implementation of the TP and clarify any issues which remain unresolved and / or require additional attention.
- **Travel Plan Amendments:** this section will propose changes to the TP where appropriate, based on the survey results and experience gained and provide justification for these changes.
- **Next Steps:** this will summarise the findings of the surveys and set out an implementation plan for the next 12 months.

9. Measures & Action Plan

An Action Plan of Measures as set out in **Table 9.1** has been developed for the site to show what and when measures are being implemented, who will be responsible for their implementation and the frequency of their operation.

Table 9.1 Travel Plan Action Plan

Action	Objective	Responsibility	Frequency
Reducing the Need to Travel			
Staff working from home	Home Working Policy in place. Change Management and HR to work on promoting this method of flexible working.	HR	Annually
Improve business travel	Flexible Working Policy in place. Bradford College Car Club for car use during work hours and business mileage is available for cars and bikes. Business/corporate MCard to be explored.	HR & Sustainability Group	Annually
Increase use of video / conference calling facilities	Promotion and training is being provided where required. As part of the ILT strategy, the use of Moodle and Virtual Learning Environments for all staff and students is becoming standard practice.	IT	Annually
Marketing and Communication			
Website travel pages	Information on the College website on sustainable access to be updated regularly.	Sustainability Group	Bi-monthly
Increase Advertising and Marketing	Information on buses and train services near the Campus to be displayed at various points around the campus.	Sustainability Group	Monthly
	Information available on notice boards to inform staff and students how to obtain information on public transport travel options		Bi-monthly
	Staff and student induction material - to inform new staff of the key aspects of the transport plan and enforce the importance of sustainability in and around the campus		Start of an induction period
All college emails	Regularly update staff about the Travel Plan and the support measures offered by including elements within the 'All College' weekly email.	TPC	Weekly
Intranet	Ensure that the intranet has up-to-date information about the Travel Plan and the promotions available.	TPC	Monthly
Website	Ensure that the College external website has up-to-date information about the Travel Plan and the promotions available.	TPC	
Active Travel Party	Hold events to promote the Travel Plan as a whole.	TPC	Annually

Action	Objective	Responsibility	Frequency
Annual review of action plan – sharing of information	Annually review the actions – ensure they are up-to-date and share them with all college stakeholders.	TPC	Annually
Travel to work survey – sharing of information	Annually participate in the survey and share the information – detailing where we have improved and what we can do to improve further where necessary.	TPC	Annually
Motorcycling Initiatives			
Provide Motorcycle and Scooter Accessories	Students, Staff and Visitors able to hire secure locks (from the Security) to secure their mode of transport whilst on College premises.	Sustainability Group	Annually
Car Use Initiatives			
Car Share Scheme	College is part of the LiftShare Scheme – currently has over 230 members and holds Gold Place nationally with an internal take-up rate of 15.4%.	Sustainability Group	Annually
Encouraging Active Travel (Walking & Cycling)			
Set-up New Walking Buddy Scheme	To create a new Buddy Walking Scheme to assist staff who want to walk with others to their cars or modes of transport.	Sustainability Group	Annually
Train as a Walking Leader and offer guided walks.	Guided walks offered in summer months via Jonathan Curtis and Students Union.	Sustainability Group	Annually
Provide pedometers and waterproofs with Bradford Logo in high profile walking for health campaign	This is now incorporated into the GCC.	Sustainability Group	Every 6 months
Promote the Green Line Mile Route	The one-mile route follows part of the well-established Bradford City Runs route from City Park, taking in the developing part of the city that includes the Bradford University and college campus. The route has been designed to be easy to follow, instantly recognisable and generally accessible to everyone.	Sustainability Group	Annually
Promote Walk-it	Promote the use of ‘Walk-it’ or similar apps to access route maps between any two points, including journey time, calorie burn, step count and carbon saving.	Sustainability Group	Annually
Participate in WYTPN Walking initiatives	Aim to take part in West Yorkshire Travel Plan Networks Walking initiatives – such as the Walk to Work Week.	Sustainability Group	Annually
Provide lockers and showers for students and staff	Lockers and showers are already present in David Hockney Building, Old Building and Trinity Green. Facilities are also being reviewed in all other buildings	Sustainability Group	Annually
Go:cycling – adult cycle training	Cycle training is now available via the Bradford Bike Hub and is regularly promoted to staff and students	Sustainability Group	Annually
Cycle accessories	Promoted and provided on a regular basis – budget dependant	Sustainability Group	Annually
‘Bike Doctor’ – arrange for high profile basic maintenance for staff bicycles	Addressed by Bradford Bike Hub based in Garden Mills and University	Sustainability Group	Annually
Bicycle User Group (BUG)	Established a core group of 67 regular cyclists joined (this is up from 12 the previous review). Private social	Sustainability Group	Annually

Action	Objective	Responsibility	Frequency
	networking site set-up on facebook.com. Cycling leaflet available. Web pages on external facing website and internal college WIKI. Info on Digital Display Screens around Campus and Student Fairs representation provided.		
Cycle Route Maps available in reception and provided to new students and staff	Around 100 cycle maps have been distributed to interested staff and to College Libraries.	Sustainability Group	Annually
Signing to cycle facilities for use by staff	Currently being reviewed.	Sustainability Group	Annually
Salary Sacrifice Schemes	The College successfully runs two schemes which are promoted within the college publications, staff inductions, via emails and on the staff intranet and public internet. Maximum voucher limit is £1000.	Sustainability Group	Annually
Free breakfasts for cyclists	Provided annually as part of National Bike Week.	Sustainability Group	Annually
Business Mileage allowance for commuters	Now available	Sustainability Group	Annually
Public Transport Initiatives			
Visitor Access	Bradford College no longer allows visitor parking – all visitors are encouraged to travel to the college via green travel modes Information on the website is provided.	Sustainability Group	Annually
Liaise with public transport authorities in Yorkshire	Currently Liaise regularly with the West Yorkshire Travel Plan Network, Metro and Bradford Council. Contacts provide valuable information and promotional materials and events.	Sustainability Group	Annually
Campus Watch Scheme	This aims to improve safety and security within the campus environment and includes the 'Bobby on a Bike' scheme. Not only does this scheme help to improve campus security but at the same time, promotes greener, cleaner travel.	Security Manager	Annually
Cheaper discounted fares for buses and trains	Staff discount scheme in place and take-up rate has increased year on year. This includes the Metro Card and the new Northern Rail Season Ticket that the College now offer for staff. Students can access the MCard Tickets, which offers lower single, day, week and monthly tickets for under 19s.	Sustainability Group	Annually
Forge relationships with local travel providers and council	Currently have working relationships with Metro and the Council	Sustainability Group	Annually
Monitoring and Review			
Undertake annual travel survey	Measure success / performance of travel.	TPC	Annually
Prepare and disseminate a Monitoring Report.	To measure the success of the Travel Plan and make amendments where necessary.	TPC	Annually
Transport Policy Review Group	Travel Plan Group meet quarterly and review issues within the Travel Plan and other issues or initiatives.	Sustainability Group	Quarterly
Miscellaneous			

Action	Objective	Responsibility	Frequency
Work with Contractors to encourage Greener Travel for employees.	Worked with major contractors working on College Projects to encourage their staff to also travel greener (avoiding impact on neighbours). Work includes site hoardings and site induction information.	Sustainability Group	Annually

It will be the responsibility of the TPC to manage the Measures & Action Plan and ensure that the tasks are being undertaken. The Measures & Action Plan will then be reviewed annually and will contain an annual programme of measures designed to achieve the TP targets.

10. BREEAM Compliance Summary

This Travel Plan, alongside the Transport Statement have been prepared in accordance with BREEAM 'Tra 01 Transport assessment and travel plan'. This equates to **2 Credits**.

Table 10.1 examines how the Travel Plan presented in the above sections accords with BREEAM 'Tra 02 Sustainable Transport Measures'.

Table 10.1 Accordance with BREEAM Tra 02 Table 7.4

Assessment Option	Description	Comment	Location in TP / Evidence	Point
1	<p>The existing AI calculated in Tra 01 achieves the following:</p> <p>≥ 4 for prison or MOD sites, rural location sensitive buildings, and other building group 3</p> <p>≥ 8 for all other building types</p>	Achieved 8.2	N/A	1 of 1
2	<p>Demonstrate an increase over the existing Accessibility Index through negotiation with local bus, train or tram companies to increase the frequency of the local service provision for the development.</p> <p>Or</p> <p>Demonstrate an increase over the existing Accessibility Index. This could be through provision of a diverted bus route, a new or enhanced bus stop, or other similar solutions.</p> <p>Or</p> <p>Provide a dedicated service, such as a bus route or service.</p>	No improvements to the existing services or bus stop infrastructure are proposed.	N/A	0 of 3
3	Provide a public transport information system in a publicly accessible area, to allow building users access to up-to-date information on the available public transport and transport infrastructure. This may include signposting to public transport, cycling, walking infrastructure or local amenities.	Public transport information will be included on the Sustainable Travel webpages and advertised to all staff and students through the recruitment/enrolment process.	Table 9.1	1 of 1
4	Provide electric recharging stations of a minimum of 3kW for at least 10% of the total car parking capacity for the development.	No parking is proposed.	N/A	0 of 1
5	Set up a car sharing group or facility to facilitate and encourage building users to car share.	A Car sharing group has already been established and the new building occupants will be enrolled within the scheme.	Table 9.1	1 of 1

Assessment Option	Description	Comment	Location in TP / Evidence	Point
	<p>Raise awareness of the sharing scheme with marketing and communication materials.</p> <p>Provide priority spaces for car sharers for at least 5% of the total car parking capacity for the development.</p> <p>Locate priority parking spaces nearest the development entrance used by the sharing scheme participants.</p>			
6	<p>During preparation of the brief, the design team consults with the local authority (LA) on the state of the local cycling network and public accessible pedestrian routes, to focus on whichever the LA deems most relevant to the project, and how to improve it.</p> <p>Agree and implement one proposition chosen with the local authority. The proposition supported by the development is additional to existing local plans and has a significant impact on the local cycling network or on pedestrian routes open to the public.</p>	The site is existing and benefits from existing access to the local footway network. As a result, no improvements are proposed as part of the development.	N/A	0 of 2
7	Install compliant cycle storage spaces to meet the minimum levels set out in Table 7.5 on the facing page.	No additional cycle storage is being proposed.	N/A	0 of 1
8	<p>Provide at least two compliant cyclists 'facilities for the building users, (including pupils where appropriate to the building type) – see Definitions on page 194 for the scope of each compliant facility:</p> <ul style="list-style-type: none"> – Showers – Changing facilities – Lockers – Drying spaces. 	Changing facilities and lockers are being provided.	N/A	1 of 1
9	At least three existing accessible amenities are present, see Table 7.6 on page 191, where relevant for a Building Group.	At least three existing accessible amenities are present.	<p>Access to cash: 332m (Longside Lane).</p> <p>Post office: 458m (Stunbridge Road Post Office)</p> <p>Open Space: 220m (Westbrook Street)</p>	1 of 1
10	<p>Ensure a minimum of one new accessible amenity, in accordance with Table 7.6 on page 191, for the relevant Building Group is provided.</p> <p>Or</p> <p>Ensure more than one new accessible amenity, in accordance with Table 7.6 on page 191 for the relevant Building Group, is provided</p>	No additional items from Table 7.6 are being provided.	N/A	0 of 3

Assessment Option	Description	Comment	Location in TP / Evidence	Point
11	Implement one site-specific improvement measure, not covered by the options already listed in this issue, in line with the recommendations of the travel plan. Submit this for review by BRE.	N/A	N/A	0 of 3
Total				5 of 18

Based on **Table 7.3** of the BREEAM Guidance and the existing AI of 8.2, a score of 5 points equates to **5 Credits**.

This brings the total BREEAM Credits under 'Tra 01' and 'Tra 02' to **7 Credits**.