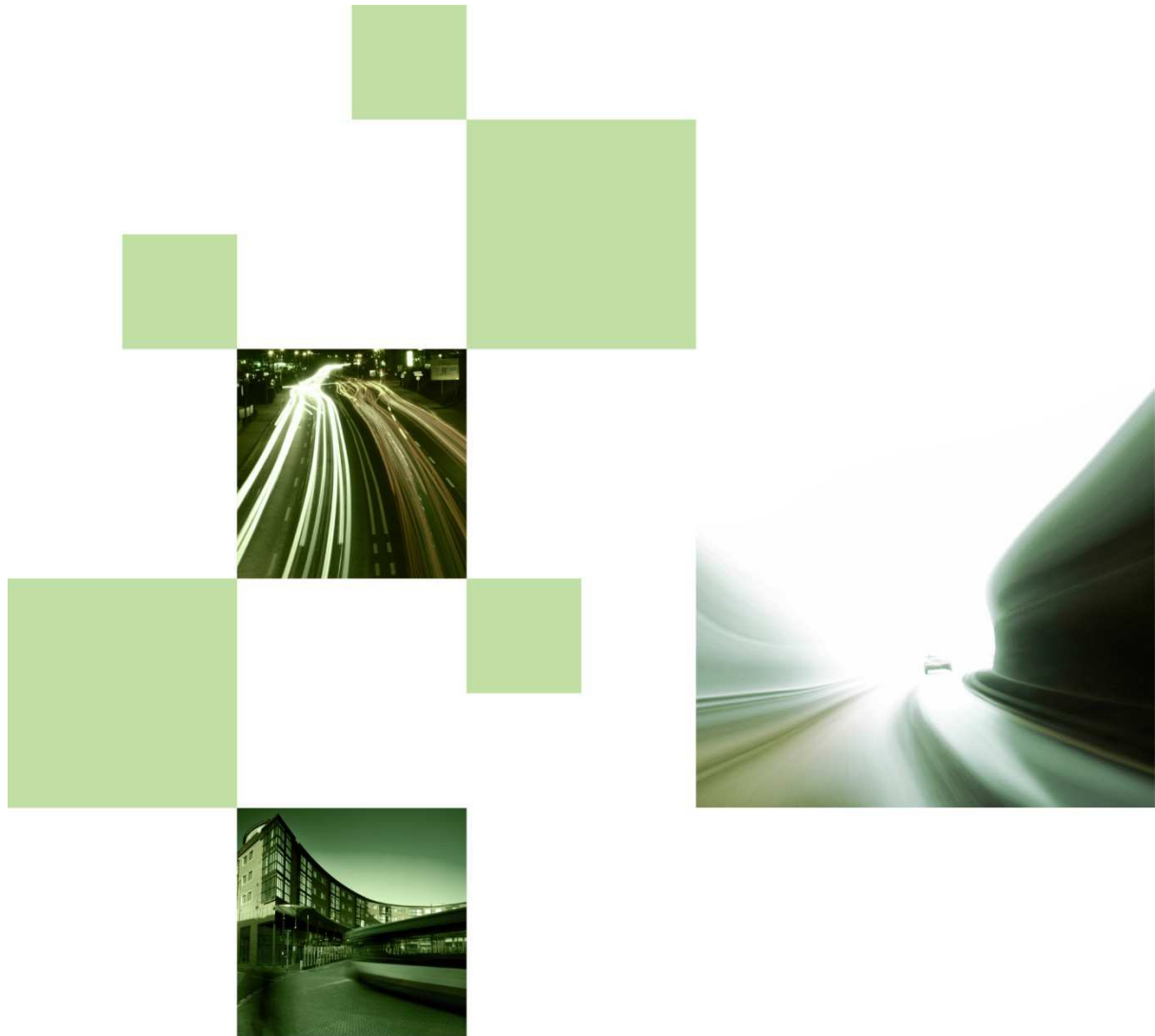


BRYAN G HALL

CONSULTING CIVIL & TRANSPORTATION PLANNING ENGINEERS



Proposed Residential Development Racecourse Road, East Ayton

Framework Travel Plan

December 2015

PROPOSED RESIDENTIAL DEVELOPMENT
RACECOURSE ROAD
EAST AYTON

PLANNING APPLICATION BY
TRUSTEES OF MRS E GUTHRIE'S 1991 SETTLEMENT c/o MATHER JAMIE

FRAMEWORK TRAVEL PLAN

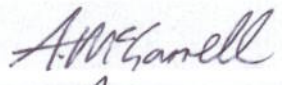
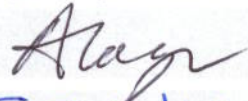

Report by: Alex McGarrell

Bryan G Hall
Consulting Civil & Transportation Planning Engineers
Suite E15, Joseph's Well, Hanover Walk, Leeds, LS3 1AB

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	Name	Signed	Date
Report prepared by	Alex McGarrell		December 2015
Report checked by	Andy Cooper		December 2015
Report overview by	Stuart Wilkins		December 2015

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1.0 INTRODUCTION

Background

- 1.1 This Framework Travel Plan relates to a proposal to provide 40 residential dwellings on land to the south of the A170 Racecourse Road in East Ayton. A plan showing the location of the site in relation to the highway network is attached at **Appendix TP1**.
- 1.2 Primary access to the development will be by way of a ghost island priority controlled T-junction onto the A170 Racecourse Road located at the north-eastern extent of the site frontage some 75.0 metres from the Broadlands junction on the opposite side of the carriageway.
- 1.3 The purpose of this Framework Travel Plan is to put forward a specific collection of key targets and measures that can be developed and implemented, and their effectiveness monitored by the Travel Plan Co-ordinator (TPC) for the development site. The developer will be responsible for appointing a TPC for the development site. The TPC will be responsible for implementing all elements of the Travel Plan.
- 1.4 Delivery of the Travel Plan commences from start of construction and continues through marketing and occupation. The key measures will be implemented, monitored, refined and developed to meet the specific needs of the residents. This Framework Travel Plan contains details of the accessibility of the development site for travel by modes other than the private car.
- 1.5 The Travel Plan, which will be made available to all residents, is a mechanism to provide incentives which will help persuade residents to travel by other modes of travel that have less environmental impact than the car. The Travel Plan therefore begins with a review of existing travel patterns locally and the available opportunities for the use of other modes to the private car. That information defines a starting point against which the success of the Travel Plan is measured as part of the ongoing review process.

Purpose of the Travel Plan

- 1.6 The Department for Transport and Communities and Local Government document 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process', April 2009, provides guidance on producing and developing Travels Plans for new development. It sets out that the national sustainability agenda and modernisation of the planning system have reinforced the important and positive

role that travel planning can play in achieving a wide range of national and local objectives. These include:

- Supporting increased choice of travel modes;
- Promoting and achieving access by sustainable modes;
- Responding to the growing concern about the environment, congestion, pollution and poverty of access; and
- Promoting a partnership between the authority and the developer in creating and shaping 'place'.

1.7 The Good Practice Guidelines outline that there are different types of Travel Plan, depending on the size of development, the location and context, and the use or uses of the proposed development.

1.8 The aims of the Travel Plan are to:

- Reduce the impact of travel and transport on the environment, and make the site more sustainable;
- Improve and promote access to the site by various means;
- Provide a co-ordinated strategy to reduce reliance on the car;
- Reduce the amount of traffic generated during the peak periods on local roads; and
- Provide benefits to residents in terms of choice of access and improved travel facilities.

How will the Travel Plan Work

1.9 A Travel Plan is a living document which works by providing a framework for constant review and development by the TPC for the proposed development.

1.10 The Travel Plan works by identifying measures to fulfil the objectives above by:

- Raising awareness of sustainable travel behaviour and seeking participation and development of the plan;
- Removing the practical barriers that stop people who would like to travel by non-car modes from doing so. Many people have preconceptions about what it is like to travel by bus or to cycle. Alternatively, some people do not have the time to track down the information required so the plan tries to help by providing required resources. Residents can then make informed decisions using the available information;
- Offering incentives. The TPC will investigate measures such as setting up a communal on-site cycle loan scheme for residents. The TPC will also

explore various measures which may encourage residents to try alternative modes other than the private car; and

- Improving alternatives. The TPC will provide information on schemes such as a local car share database. Car sharing can be more convenient than driving alone and can lead to considerable cost savings. It is often a viable alternative for journeys which cannot be readily made by public transport.

2.0 SITE ACCESSIBILITY

Walking

- 2.1 The Institution of Highways and Transportation (IHT) document 'Guidelines for providing for Journeys on Foot' notes that walking accounts for over a quarter of all journeys and four-fifths of journeys less than one mile (1.6 kilometres).
- 2.2 Walking is the most important mode of travel at a local level and offers the greatest potential to replace short car journeys, particularly those under 2.0 kilometres. The distance of 2.0 kilometres is also derived from the IHT document 'Guidelines for providing for Journeys on Foot'.
- 2.3 The site is located within 2.0 kilometres of the whole of East Ayton and West Ayton. The most convenient walking route between the site and the local facilities on Main Street which runs through the centre of East Ayton and West Ayton has good standard, continuous footways and street lighting which are suitable for pedestrian movements (a footway will be provided along the site frontage to link the development site into the existing footways).
- 2.4 Walking is also an essential part of public transport travel with bus stops usually being accessed on foot. Promoting sustainable, integrated transport involves providing good pedestrian links to public transport facilities that are currently available to the development site.
- 2.5 The pedestrian infrastructure in the vicinity of the site offers a safe and convenient link to the bus stops on Seamer Road which will act to promote walking as part of a linked sustainable trip.
- 2.6 An accessibility study of the site has been carried out and the plan attached at **Appendix TP2** shows in detail the full range of existing facilities within 800 metres (10 minutes) walking distance of the site. As indicated above, a footway will be provided on the site frontage as part of the proposed site access, to link in with the existing footways within the vicinity of the development. However, there are limited pedestrian facilities such as dropped kerbs and tactile paving on the route between the application site and East Ayton Primary School. As part of the development proposals, it is proposed to provide dropped crossing points and tactile paving on this route which would comprise of the following:

- Upgrade the pedestrian refuge island on the A170 Racecourse Road to the south-west of Broadlands Drive to include dropped kerbs and tactile paving.
- Dropped kerbs and tactile paving across Racecourse Road and The Close culs-de-sac on the northern side of the A170 Racecourse Road.

2.7 Facilities within the 800 metre catchment include East Ayton Primary School. There is also a range of shops and amenities on Main Street which are within the 800 metre catchment which include a dental surgery, St John the Baptist Church, a petrol filling station with a foodstore and a pharmacy. Ayton Library and a doctor's surgery are just outside the 800 metre catchment located on Main Street within West Ayton.

2.8 The nearest secondary school is St Augustines which is located on Sandybed Lane to the north-east of the development site. Scarborough Sixth Form College is also located on Sandybed Lane between St Augustines and the A170 Stepney Road.

2.9 A Walking Accessibility Plan is provided at **Appendix TP3** which shows the 1.6 kilometre and 2 kilometre walking isochrones from the centre of the site. Within the 2 kilometre catchment is the whole of East Ayton and West Ayton. This area includes the facilities described above in paragraph 2.7 as well as some other amenities such as a public house, hotel and takeaway providing a number of facilities within reasonable walking distance of the site.

Cycling

2.10 The Department of the Environment publication [1996] 'PPG13: A Guide to Better Practice' states that the bicycle is an ideal mode of transport for journeys under 8 kilometres. PPG13 Transport [March 2001] provided advice associated with cycle trips and stated that cycling "has clear potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport." Based upon journeys less than 5 kilometres, a wide area is accessible by cycle.

2.11 Seamer, Wykeham and Hutton Buscal lie within the 5.0 kilometre catchment area of the site. Seamer Railway Station and Scarborough Railway Station, as well as areas including Eastfield, Brompton, Snainton are all within the 8.0 kilometre catchment area of the site. A Cycling Accessibility Plan showing the 5.0 kilometre and 8.0 kilometre cycle isochrones from the centre of the site is attached at **Appendix TP4**.

2.12 Experienced cyclists can access Scarborough via the A170 Racecourse Road from the application site. Alternatively, cyclists can access Scarborough via a leisure

route which comprises a series of off road cycle paths starting from the public bridleway which can be accessed from Moor Lane to the north of East Ayton Primary School.

Public Transport

Bus Services

- 2.13 The Institution of Highways and Transportation publication 'Planning for Public Transport in Development' states:

"The maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m. These distances are quoted for guidance, and should not be followed slavishly if that would lead to complex or indirect bus routes"

- 2.14 The CIHT publication 'Guidelines for Planning for Public Transport in Development', March 1999, sets out that the maximum walking distance to a bus stop should ideally not exceed 400 metres and preferably be no more than 300 metres although these distances are quoted for guidance.

- 2.15 The nearest bus stops to the site are located on Seamer Road in the vicinity of the mini-roundabout junction with the A170 Racecourse Road and Main Road. The eastbound bus stop located on the northern side of Seamer Road includes a lay-by, shelter and timetable information. The westbound bus stop located on the opposite side of Seamer Road includes a lay-by and timetable information. Both bus stops are approximately 700 metres walking distance from the centre of the site. The bus services that use the bus stops on Seamer Road are shown below in Table 2.1 as well as the school services that are accessible from the A170 Racecourse Road via the bus stops (both sides of the road) to the north-east of Broadlands Drive and to the south-west of the Betton Rise eastern access.

Table 2.1
Bus Service Information

Service Number	Operator	Route	Frequency		
			Monday – Saturday	Evenings	Sundays
8	East Yorkshire Motor Services	Hutton Buscel – East Ayton – Scarborough Hospital – Scarborough Railway Station	2 Journeys	-	-
128	East Yorkshire Motor Services	Scarborough – Easy Ayton – Hutton Buscel – Ruston – Snainton – Allerston – Wilton – Pickering	60mins	-	120mins
350S	Shoreline Suncruiser	Ruston - Hutton Buscel – West Ayton – East Ayton – Graham School	School Service		
357S	Shoreline Suncruiser	Ebberston – Snainton – East Ayton – Irton – Seamer – Crossgates – Osgodby – St Augustine’s RC	School Service		
383S	Stephensons of Easingwold	Helmsley – Kirkbymoorside – Pickering – Ebberston – Snainton – Wykeham – East Ayton – Scarborough 6 th Form College – Yorkshire Coast College	College Service		
386S	Perry’s	West Ayton – East Ayton – Irton – Seamer – Crossgates – Eastfield – St Martins C of E School	School Service		
392S	Esk Valley Coaches	Snainton – Brompton – Hutton Buscel – East Ayton – Seamer – Edgehill – Scarborough Dean Road – Scalby School	School Service		

Rail Services

- 2.16 Pickering and Scarborough (including Scarborough railway station) are accessible via service number 128 which provides approximately an hourly service during the day on weekdays.
- 2.17 The school services 357S, 386S and 392S can all be accessed via the Seamer Road bus stops while the 350S and 383S are accessible via the bus stops located on the A170 Racecourse Road. One of the school bus stops on Racecourse Road (north-eastbound) is located to the north-east of Broadlands Drive on the site frontage while another is to the south-west of the Betton Rise eastern access. The school buses stop on both sides of A170 Racecourse Road and in these two locations there are areas of hard standing within the grass verge on the south-eastern side of the carriageway.
- 2.18 The Public Transport Accessibility Plan at **Appendix TP5** shows a 60 minute catchment area around the site. The DfT Commuting and Business Travel factsheet, dated April 2011 states that on average, commuting trips by bus take

around 40 minutes. The plan demonstrates that within a 40 minute journey (including waiting time) of the site lie areas including Scarborough, Seamer, Eastfield and Ebberston. Areas such as Pickering and Filey are accessible within a 60 minute journey.

- 2.19 Seamer Railway Station is located approximately 5 kilometres from the centre of the application site and this is within the cycling distance for experienced cyclists, therefore, there is an opportunity for linked journeys. Scarborough Railway Station is located approximately 6.5 kilometres cycling distance from the centre of the application site which is within the cycling catchment area for experienced cyclists but can also be reached by bus. Both railway stations provide regular services to destinations such as Malton, York, Hull, Doncaster and Leeds. The rail services that are accessible from Scarborough Railway Station and Seamer Railway Station are shown below in Table 2.2.

Table 2.2
Rail Service Information

Operator	Route	Frequency
Northern	Scarborough – Sheffield	60 mins
Northern	Scarborough – Hull	90 mins
Transpennine Express	Scarborough – Malton – York – Leeds – Manchester – Liverpool	60mins

- 2.20 Given that Seamer and Scarborough Railway Stations are well within cycling distance of the site, there is an opportunity for linked trips for experienced cyclists.

3.0 OBJECTIVES AND OVERALL STRATEGY

- 3.1 The overall objective of the Travel Plan for the proposed development is to minimise the number of car-borne trips to the site and surrounding area particularly during the highway network peak periods and those which involve single occupancy of the vehicle.
- 3.2 The availability and convenience of alternative modes of transport, to the private car, will have an impact upon the travel patterns of residents. The Travel Plan focuses on identifying the alternatives and in encouraging residents to be sustainable in their travel choices.
- 3.3 In order to achieve this overall objective the Travel Plan therefore aims to:
- Provide adequate facilities on site from first occupation to encourage residents to use alternative modes of travel to the private car;
 - Ensure that all residents are provided with sufficient information and advice to allow them to make reasoned choices with regard to sustainable travel; and
 - Provide adequate restraint with regard to parking to ensure that unnecessary journeys to the site by car are discouraged.
- 3.4 The production of the Travel Plan will ideally represent a partnership approach between the applicant or developer and North Yorkshire County Council (NYCC) who are likely to make up the core of such a partnership, but third parties such as car club providers and public transport operators may also be involved.
- 3.5 It should be stressed that in order that the Travel Plan can be effective, the choice of measures will be chosen so as to work together as a single strategy aimed at delivering the Travel Plan objectives and the site layout and facilities will be designed to encourage and facilitate the provision and use of the Travel Plan measures.

4.0 TRAVEL PLAN ADMINISTRATION AND PROMOTION

Travel Plan Co-ordinator

- 4.1 The developer will appoint a TPC for the development site. The TPC will be appointed prior to the development first being marketed. Any changes to the TPC will be notified to NYCC.
- 4.2 The appointment of a TPC will commence 6 months prior to first occupation and the appointment will remain in place for at least 5 years after full occupation. This way the TPC can implement some measures for first occupation and can monitor the Travel Plan for 5 years after full occupation. The developer will fund this position, but given the scale of development proposed it will not be a full time position.
- 4.3 Upon appointment the contact details of the TPC will be provided to NYCC. The TPC will be responsible for overseeing the implementation of the Travel Plan based on this initial document. The Travel Plan is the responsibility of the TPC. The TPC will contact NYCC to advise the authority that work has commenced in relation to delivering the Travel Plan.
- 4.4 The TPC will take ultimate responsibility for travel planning for the whole development and will be the main point of contact with NYCC. The TPC will take responsibility for all site-wide transport matters, ensuring physical aspects of the site support the sustainability aims of the Travel Plan, and maintaining liaison with public transport operators and other statutory bodies.
- 4.5 The TPC will remain in post for at least 5 years after full occupation of the site and this role will continue to be part of the developers responsibilities and will assume the following:
- Ensuring that all residents are aware of the Travel Plan and its measures;
 - Implementing, monitoring and maintaining a Travel Plan which addresses at a minimum the measures set out in section 5.0;
 - Advise residents in all matters relating to sustainable travel including providing information on public transport, cycling and walking;
 - Obtain current public transport timetable and fare information and ensure this is made readily available to residents;
 - To encourage residents to walk or cycle to their place of work;
 - Coordinate the annual Travel Survey; and
 - Respond to residents travel issues/questions.

- 4.6 The TPC will provide assistance to sales staff by providing any information required in relation to travel planning.
- 4.7 The TPC will ensure that on-call support for the residents is provided for a maximum of 6 working days per annum for the development as a whole, for a period of 4 years.
- 4.8 The TPC will also act as a point of information and guidance in raising awareness of travel issues through e-mails, newsletters, memos, leaflets, special activities, promotions, and reinforcing annual activities such as Leave Your Car at Home Day, National Bike Week and Green transport Week.

Marketing and Communication Strategy

- 4.9 If the Travel Plan is to be effective, it is vital that all residents have easy access to a range of information which allows them to make an informed decision on the way they travel. NYCC may be able to provide posters, leaflets and timetables for display on notice boards/display units in communal areas. All residents must also be made fully aware as to why the Travel Plan has been developed (e.g. the effect travel has on our lives and the environment), and subsequently the range of benefits it can deliver.
- 4.10 The TPC will develop and distribute leaflets to summarise the site specific sustainable travel options.
- 4.11 The TPC will provide free personal attack alarms to help improve safety all year round for those residents walking some, or all, of their journey.
- 4.12 The TPC will also ensure the residents are aware of the following events to promote sustainable travel:
- Walk to Work Week www.livingstreets.org.uk/walk-with-us/events/walk-to-work-week
 - Cycle to Work Day www.cycletoworkday.org/
 - Car Free Day - www.eta.co.uk/campaigns/car-free-day/
 - Bike Week - www.bikeweek.org.uk
 - Liftshare Week - <http://liftshare.com/liftshareweek/>.

Travel Plan Budget

- 4.13 The TPC will have a budget available for promoting sustainable modes of travel to residents. This budget will be set at the appropriate time and NYCC will be notified of this.

Personal Travel Planning

- 4.14 Research shows that simply providing individuals with promotional literature and offers is not as effective as engaging with people on an individual basis and encouraging them to actively select the information and incentives they need. The TPC will offer Personal Travel Planning to all residents. This programme of Personal Travel Planning will be required to adopt the following approach:
- Each resident will be provided with the opportunity to attend a personal meeting with the TPC;
 - Residents will be offered advice on the range of travel options available to the site, and the opportunity to select from a range of information and incentives available; and
 - Information and incentives selected by each resident will be compiled into a personalised Travel Welcome Pack which will be provided shortly after the meeting.
- 4.15 Whilst the contents of personalised Travel Welcome Packs provided to residents will be selected following discussions at the meeting, the TPC will also prepare a generic Travel Welcome Pack that gives details of the opportunities for sustainable travel to and from the site. The Travel Welcome Pack will be made available to all prospective residents.
- 4.16 In addition to the initial promotion of sustainable travel options as residents first occupy the site other initiatives will be used to promote sustainable travel as the development progresses on an ongoing basis. These initiatives will include the following:
- Community travel events, for example cycle promotion days, establishment of a Bicycle User Group for the site; special launches for new services etc; and
 - The distribution of an annual travel newsletter.

5.0 TRAVEL PLAN MEASURES

General

- 5.1 The following sections outline the specific measures that will be introduced within the initial Travel Plan. Implementation of the listed measures, which include awareness initiatives and infrastructure provision, is at the core of the Travel Plan proposals.
- 5.2 The Travel Plan measures described will be regularly monitored and reviewed as necessary. These measures should not be considered to be fixed, nor are they necessarily an exhaustive list of measures that may be implemented. The success of the Travel Plan will depend upon the TPC being free to investigate all potential travel initiatives and adapt the Travel Plan to the evolving circumstances.
- 5.3 Act TravelWise is a network of organisations, including local authorities, health sector, academic sector and passenger transport executives that aims to reduce society's dependence on car use by: raising awareness of environmental, health, economic and social effects of car use; changing attitudes towards car use; promoting more sustainable modes of travel, and lifestyles which require less travel, encouraging action to change travel behaviour and reduce unnecessary car use. Details of the Association can be found at www.acttravelwise.org.uk.
- 5.4 The TPC will make residents aware of the following websites:
- Public transport timetables and maps for download at www.northyorks.gov.uk/article/25851/Transport---timetable-information;
 - Journey planning tools at www.yorkshiretravel.net/welcome.do and www.traveline.info/;
 - Car sharing schemes and car clubs at <http://gocarshare.com>;
 - National coach and rail services at www.nationalrail.co.uk, www.nationalexpress.com and www.thetrainline.com/;

Walking

- 5.5 The site is easily accessible on foot from the local highway network and will be improved by the site access which includes a footway on Racecourse Road. The TPC will encourage residents to walk to employment destinations and local facilities, by providing them with information and advice concerning safe pedestrian routes to and from the development to be contained within the Travel Welcome Pack.

- 5.6 The TPC will make residents aware of the health benefits associated with walking (as well as financial and environmental benefits) and consideration will be given to the provision of personal attack alarms and also umbrellas to encourage walking for all or part of their journey.
- 5.7 As described in Section 2.0, dropped crossing points and tactile paving will be provided which comprise the following:
- Upgrade the pedestrian refuge island on the A170 Racecourse Road to the south-west of Broadlands Drive to include dropped kerbs and tactile paving.
 - Dropped kerbs and tactile paving across Racecourse Road and The Close culs-de-sac on the northern side of the A170 Racecourse Road.

Cycling

- 5.8 The Development is accessible by cycle from the local highway network and each dwelling will provide a cycle store for use by residents. The TPC will ensure that sufficient storage space will be provided for cycling equipment.
- 5.9 The TPC will encourage residents to cycle to employment destinations and local facilities, by providing them with information and advice concerning cycle routes to and from the development to be contained within the Travel Welcome Pack.
- 5.10 The TPC will make residents aware of the health benefits associated with cycling (as well as financial and environmental benefits).
- 5.11 Residents will be provided with information and advice concerning safe cycle routes to and from the development. A way of encouraging cycling particularly for novices is to organise a series of Breakfast Clubs where new cyclists are introduced to experienced riders in order to gain confidence and useful information. The TPC will consider the implementation of such meetings to encourage more residents to use this mode of transport on a regular basis. It is suggested that the information on established cycle groups and clubs will also be provided to residents within the Travel Welcome Pack.
- 5.12 The TPC will approach cycle shops in Scarborough in an attempt to negotiate a discount for residents of the development for purchasing bicycles and accessories.
- 5.13 The TPC will also make residents aware of the nationwide on-line bike buddy scheme that is available at www.cyclingbuddy.com/. Registration with the scheme is free and the aim is to match individuals who live and work/study in similar locations in order that they can share the cycle together.

- 5.14 The TPC will also advise residents of the annual Bike Week that is usually held in June. Details of the Bike Week are available at www.bikeweek.org.uk.
- 5.15 The web-site www.bikeforall.net also contains useful information for the TPC in advising on the benefits of cycling and the tax advantages in purchasing cycles through a cycle to work scheme in order that residents may pursue this option through their respective employers. Everyday Cycling at www.everydaycycling.com provides valuable information for all non-competitive cyclists.
- 5.16 Reference will be made on leaflets to the following websites:-

www.transpenninetrail.org.uk,
www.northyorks.gov.uk/article/25586/Cycle-lanes-and-routes.

Public Transport

- 5.17 The provision of good quality public transport alternatives is considered to be one of the most effective means of encouraging less use of the private car.
- 5.18 An objective of the Travel Plan is to maximise the use of the existing public transport services to and from the site. The A170 Main Street and Seamer Road are served by public transport. The TPC will have full access to full details of the current local bus and rail services at the following websites and can share the details with the residents:-

www.northyorks.gov.uk/article/25851/Transport---timetable-information
www.yorkshiretravel.net/welcome.do
www.nationalrail.co.uk
ww.traveline.info/
- The following hotline number is also available:-
0870 6082608 (Travel Line).
- 5.19 The TPC will keep residents informed regarding the free public transport journey planner website, www.yorkshiretravel.net. The TPC will ensure that he/she can assist residents if they do not have access to this website.
- 5.20 In addition, the TPC will encourage residents to use public transport in the following ways, by:
- Being a dedicated point of contact for any information relating to public transport.

- Seeking information from residents using public transport on ways in which services may be improved and by passing this information on to NYCC.

Powered Two Wheelers (PTWs).

- 5.21 The Government has recognised that PTWs have a part to play in an integrated transport policy and is encouraging Local Authorities to consider the needs of these vehicles within their Local Transport Plans.
- 5.22 PTWs have advantages over cars in terms of flexibility and affordability. They can make more efficient use of road space in congested town and city centres and provide an alternative for people on low incomes and those living in rural areas.
- 5.23 There are various national groups that represent the owners and riders of PTWs including MAG UK (www.mag-uk.org), the British Motorcyclists' Federation (www.bmf.co.uk), the Motor Cycle Industry Association (www.mcia.co.uk) and the Institute of Advanced Motorcyclists (www.iam.org.uk).

Car Sharing and Car Clubs

- 5.24 Car sharing represents a relatively convenient form of travel whilst offering significant potential to reduce overall private mileage of residents.
- 5.25 The TPC will assist those residents wishing to car share by establishing an informal car sharing scheme and encourage residents to embrace it where practical. In addition, residents will be made aware of the <http://gocarshare.com/> as part of the car share initiatives.

Reducing the Need to Travel

- 5.26 Broadband wireless internet provision is now widely available through a standard telephone line and this facility allows residents to work from home and also takes advantage of a wide range of home shopping opportunities.
- 5.27 In order to reduce the need to travel, the TPC will promote to all residents the advantages that internet use and home delivery services can provide in terms of reducing the number of trips to and from the development, particularly during peak periods on the local highway network.

6.0 MARKETING AND AWARENESS-RAISING

- 6.1 The TPC will implement measures to ensure that the Travel Plan is effectively promoted and marketed.
- 6.2 Sustainable travel alternatives and accessibility information will be provided to all new residents prior to them taking up residence at the site to ensure that they are aware of what is available. Residents will be provided with a Travel Welcome Pack which provide assistance, information and contacts to allow new residents to fully explore the possible options for sustainable transport. Personal Travel Planning will be offered to all residents.
- 6.3 Other measures that will be investigated and implemented by the TPC include:
- Information on any intranet site for residents including up to date public transport information, cycling and walking initiatives and all relevant links;
 - Development of sustainable transport information sheets for resident welcome packs.
- 6.4 The TPC will ensure that they keep up-to-date information regarding any changes to public transport services, developments to off-site provision for cyclists and the various schemes that offer assistance to cyclists and pedestrians.

7.0 INITIAL MODAL SPLIT AND INTERIM TARGETS

7.1 In order to determine the impacts of the Travel Plan, challenging but realistic targets must be developed. Prior to any occupation of the development, the travel patterns of existing residents in the vicinity can be estimated from available census data.

7.2 Table 7.1 below shows Census 2011 'Method of Travel to Work' data obtained for the Derwent Valley ward.

**Table 7.1 - Census 2011 Journey to Work Mode Share Data –
Derwent Valley Ward**

Mode	Existing Mode Share	
	Number of Trips	%
Car Driver	1,346	76%
Foot	127	7%
Bus	75	4%
Car Passenger (inc Taxi)	134	8%
Train	19	1%
Bicycle	30	2%
Motorcycle	22	1%
Other	17	1%
Total	1,770	100%

7.3 The data shows that some 76% undertake their journey as a car driver, with 8% as a passenger, 5% using public transport (bus and train), 2% cycling and 7% walking.

7.4 The initial Travel Plan target is therefore for a maximum of 71% (5% reduction) of journeys by residents to and from the development to be by single occupancy car. Until the travel to work surveys are undertaken it is not possible to say which

alternative methods of travel residents may be encouraged to use. Targets will be reviewed following the first Resident Travel to Work survey. The targets set are to be achieved within five years of initial occupation of the site. This target is subject to discussion and agreement with NYCC.

- 7.5 The interim target set out above will be used to agree reductions in car usage and set targets for alternative modes of transport as part of the Travel Plan.
- 7.6 A programme of monitoring and review will be implemented by the TPC to generate information by which the success of the Travel Plan can be evaluated. NYCC requires that the Travel Plan be monitored against the agreed targets and then reviewed in the light of the findings.
- 7.7 The TPC will distribute travel information packs to each dwelling. Resident Travel to Work surveys will be undertaken following 50% occupation of the site and then annually thereafter. The TPC will devise a standard survey form for this purpose and agree its format with NYCC. It will be the responsibility of the TPC to achieve at least a 75% response rate to each annual survey.
- 7.8 The TPC will review the completed surveys in order to obtain a picture of travel patterns to and from the development for work, education, shopping and leisure purposes. From this data the TPC will summarise the site specific baseline modal split which can then be used to set future targets. The initial target set out above will be reviewed following the results of the initial travel surveys, in conjunction with NYCC.
- 7.9 Following the completion of each annual survey, the Travel Plan will be reviewed in conjunction with NYCC. In particular the annual review will look at how effective the plan is being in meeting the targets of modal shift. Annual targets will be set so progress can be monitored on an annual basis. The survey results are to be submitted to NYCC.
- 7.10 The targets for the development will be monitored for as long as the TPC is in place, at least 5 years after occupation.
- 7.11 The TPC will be responsible for the provision of an annual monitoring report, which shall be produced within 1 month of the annual surveys being undertaken. The reports will need to include the survey data, any proposed revisions to the Travel Plan and the annual action plans for the next 12 months. The action plan for the Travel Plan must contain an annual programme of measures designed to help achieve the travel plan targets on travel modal share. It should clearly set

out the tasks involved, the person(s) responsible and dates by which the measures will be achieved over the next 12 months.

7.12 Should it be found that the agreed targets are not being met then the TPC shall:

- Consider the extent of the non-compliance with the agreed targets;
- Consider measures which can be initially implemented, as recommended by residents, which can achieve a relatively rapid modal shift away from private car usage;
- Decide upon what longer term measures are necessary to implement, set a time period for their implementation and review their effectiveness on an agreed basis; and
- Produce a revised Action Plan that shows the timescales for the implementation of short and longer term measures.

7.13 The requirements set out above will be carried out within 6 weeks of the surveys being carried out and the additional information provided with the annual monitoring report (which therefore will be delayed by 2 weeks, should the agreed targets not be met).

8.0 MONITORING AND REVIEW

- 8.1 A programme of monitoring and review will be implemented by the TPC to generate information by which the success of the Travel Plan can be evaluated.
- 8.2 Whilst the major objective of a Travel Plan is to effect a reduction in the dependence on private cars (particularly single occupancy journeys), a less direct objective is to increase residents awareness of the environmental implications of travel mode choice. Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the Travel Plan measured by the feedback from the residents as the strategy evolves.
- 8.3 Monitoring will involve the regular collection of data in the form of resident feedback. The TPC will therefore:
- Monitor the take up of any site based car-sharing scheme and the already established web-based schemes,
 - Monitor the level of usage of cycling to and from the site to the cycle stands to establish demands,
 - Record comments made by residents on the operation of the Travel Plan.
- 8.4 Information gathered through this informal monitoring process will be recorded and used through the subsequent annual review process.

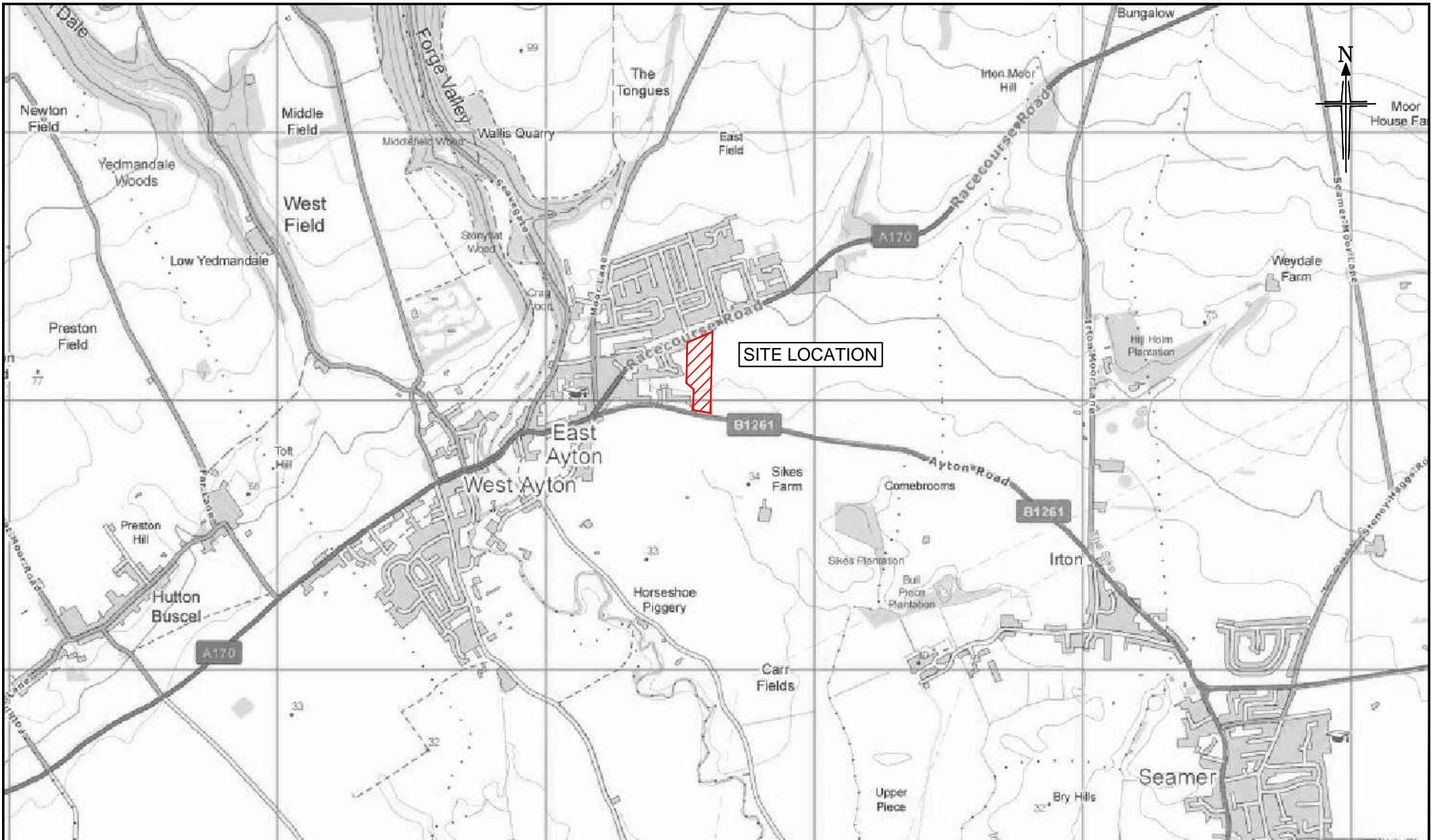
9.0 ACTION PLAN

- 9.1 The TPC will develop an Action Plan based upon the content of this Framework Travel Plan and Initial Action Plan which will be reviewed annually. The Action Plan will contain an annual programme of measures and should clearly set out the tasks involved, person responsible and a date by which this will be achieved. The initial goal of the approved Travel Plan, prior to first occupation, is to implement the measures and opportunities for sustainable travel as identified within this Travel Plan.
- 9.2 It will be the responsibility of the TPC to manage the Action Plan over the periods between annual reviews and ensure that the tasks are being carried out to the agreed programme. At every annual anniversary following first occupation, the Travel Plan must be reviewed in cooperation with NYCC and a revised annual Action Plan prepared and agreed.
- 9.3 Below is the initial Action Plan up to first occupation when responsibilities may then be taken over by the TPC appointed by the site management company. One year after first occupation the Travel Plan and Action Plan will be reviewed and possibly expanded to include particular measures, monitoring and initiatives, which will be agreed with NYCC.

Initial Action Plan

Action	Date	Responsibility
Appoint TPC	Prior to first occupation	Developer
Liaison with NYCC regarding bus and train posters, leaflets and timetable information	Prior to first occupation	TPC
Produce Travel Welcome Packs	Prior to first occupation	TPC
Arrange visit to complete resident Personal Travel Planning. Following meeting prepare Personal Travel Welcome Pack.	Following first occupation	TPC
Distribute Resident Travel to Work Questionnaires	Within three months of occupation or 50% occupation	TPC
Keep residents informed regarding the free public transport journey planner website, www.yorkshiretravel.net	Following first occupation	TPC
Agree targets with NYCC	Within three months of occupation	TPC
Review Travel Plan and Action Plan in conjunction with NYCC	Annually	TPC/NYCC
Distribute Residential Travel to Work questionnaires within twelve months of previous survey and yearly thereafter. Provide results to NYCC within three months of undertaking the survey	Annually	TPC

APPENDIX TP 1



Rev:	Amendment:	DRN:	CHK:	Date:

Client: TRUSTEES OF MRS E GUTHRIE'S 1991 SETTLEMENT

Project: RACECOURSE ROAD, EAST AYTON

Title: SITE LOCATION PLAN

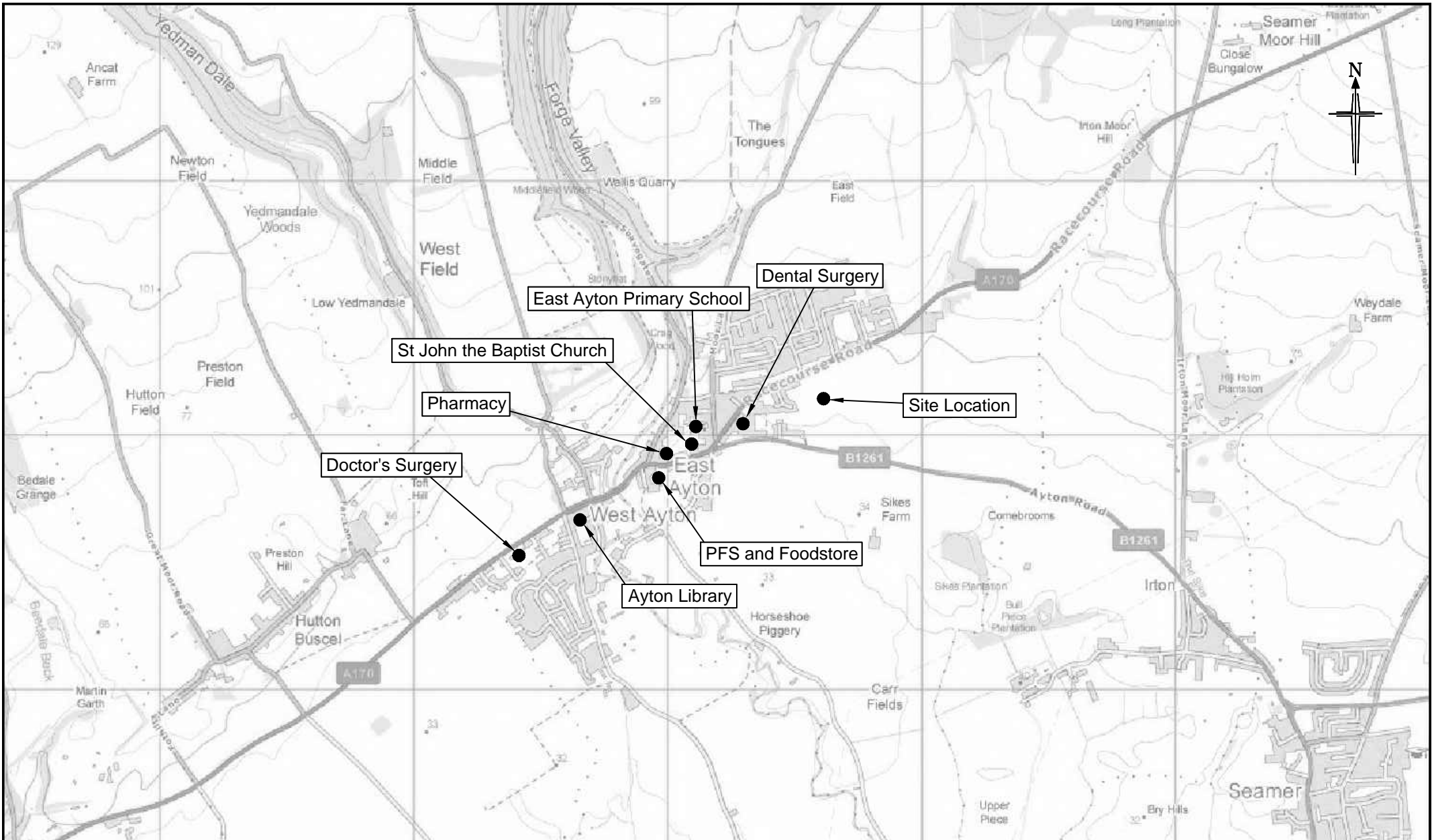
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Job No: 15-236 Drawn: NC Checked: AM Date: 22.10.15

Scale: NTS Drawing No: 15/236/LOC/005 Revision: -

highways@bryanhall.co.uk www.bryanhall.co.uk
Suite E15 | Josephs Well
Hanover Walk | LEEDS | LS3 1AB
T 0113 246 1555
F 0113 234 2201
Lighterman House
26/36 Wharfedale Road
LONDON | N1 9RY
T 0203 553 2336

APPENDIX TP 2



Rev:	Amendment:	DRN:	CHK:	Date:

Client: TRUSTEES OF MRS E GUTHRIES 1991 SETTLEMENT

Project: RACECOURSE ROAD
EAST AYTON

Title: LOCAL AMENITIES
LOCATION PLAN

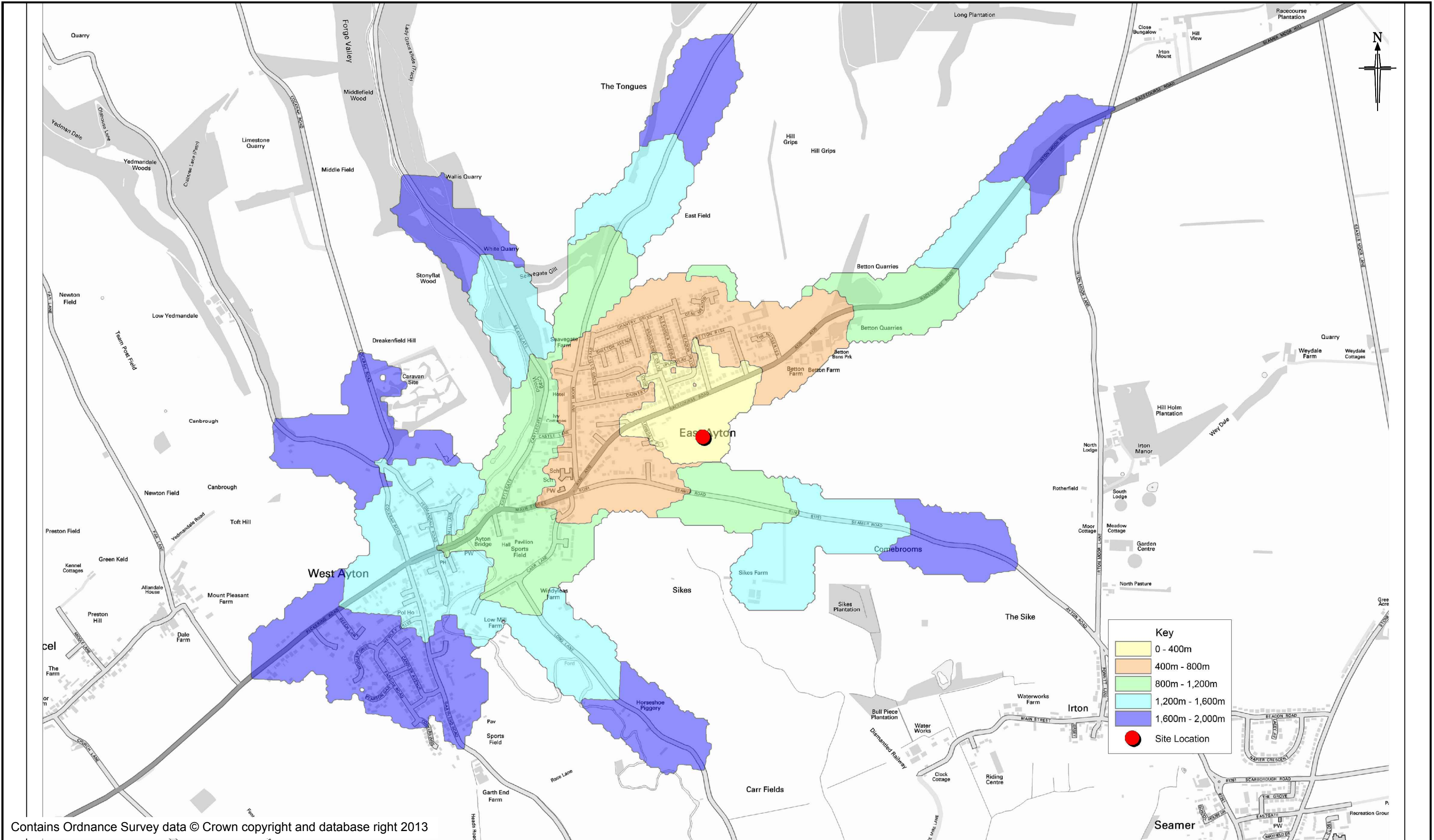
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Job No: 15-236 Drawn: NC Checked: AM Date: 20.10.15

Scale: 1:20,000 Drawing No: 15/236/TR/002 Revision: -

[E highways@bryanhall.co.uk](mailto:highways@bryanhall.co.uk) [W www.bryanhall.co.uk](http://www.bryanhall.co.uk)
Suite E15 | Josephs Well
Hanover Walk | LEEDS | LS3 1AB
T 0113 246 1555
F 0113 234 2201
Lighterman House
26/36 Wharfedale Road
LONDON | N1 9RY
T 0203 553 2336

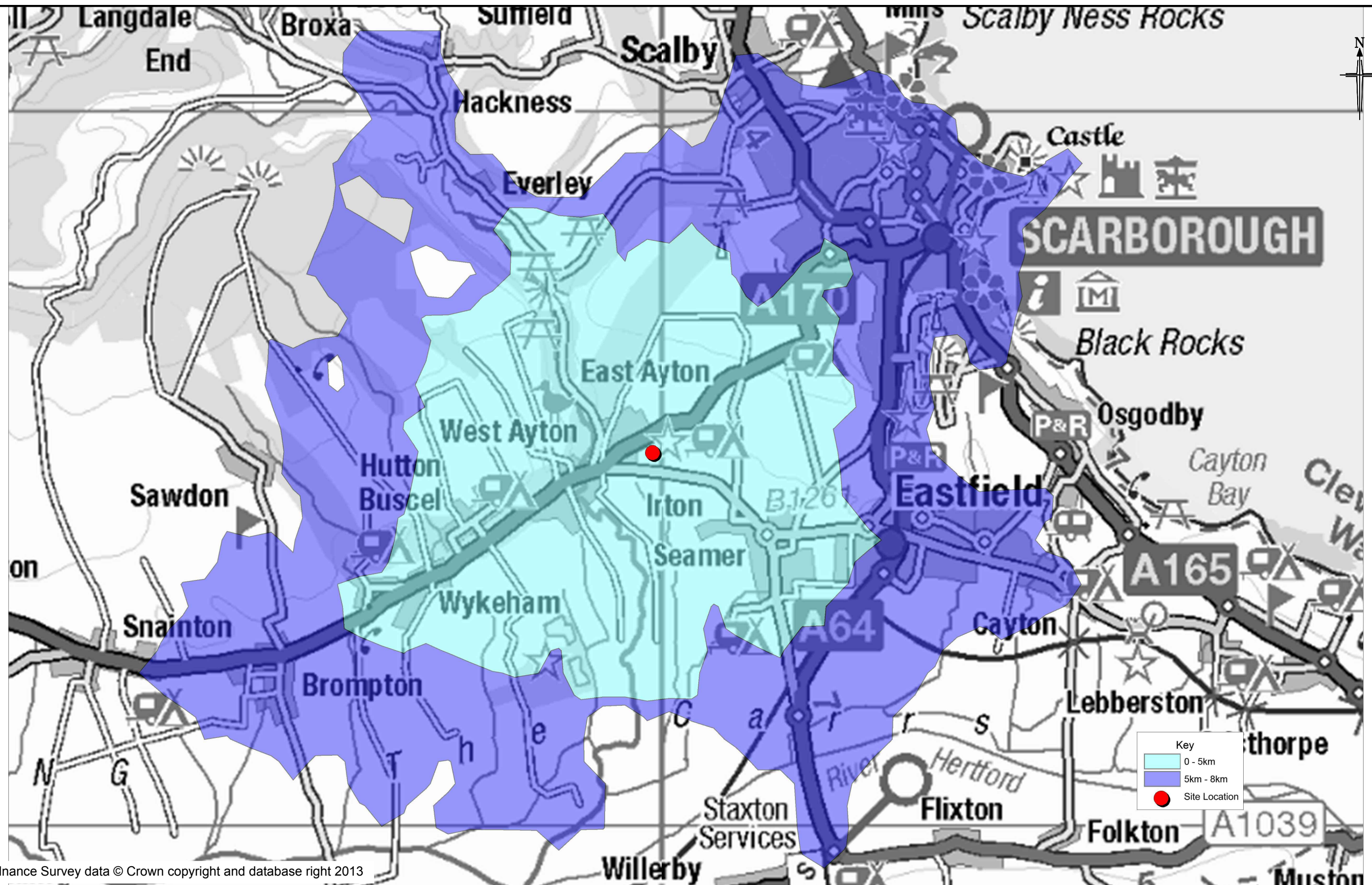
APPENDIX TP 3



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Client:		Project:							
TRUSTEES OF MRS E GUTHRIE'S 1991 SETTLEMENT		RACECOURSE ROAD EAST AYTON							
BRYAN G HALL		WALKING ACCESSIBILITY CATCHMENT 2km		Rev:		Amendment:		Drn:	
CONSULTING CIVIL & TRANSPORTATION PLANNING ENGINEERS				Job No:		15-236		Date:	
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E highways@bryanghall.co.uk		W www.bryanghall.co.uk		Drawn:		NC		15/236/ACC/001	
Suite E8 Josephs Well Hanover Walk LEEDS LS3 1AB T 0113 246 1555 F 0113 234 2201		Suites 17 & 18 Lighterman House 26/36 Wharfedale Road LONDON N1 9RY T 0203 077 2103		Checked:		AM		-	
				Date:		20.10.15			

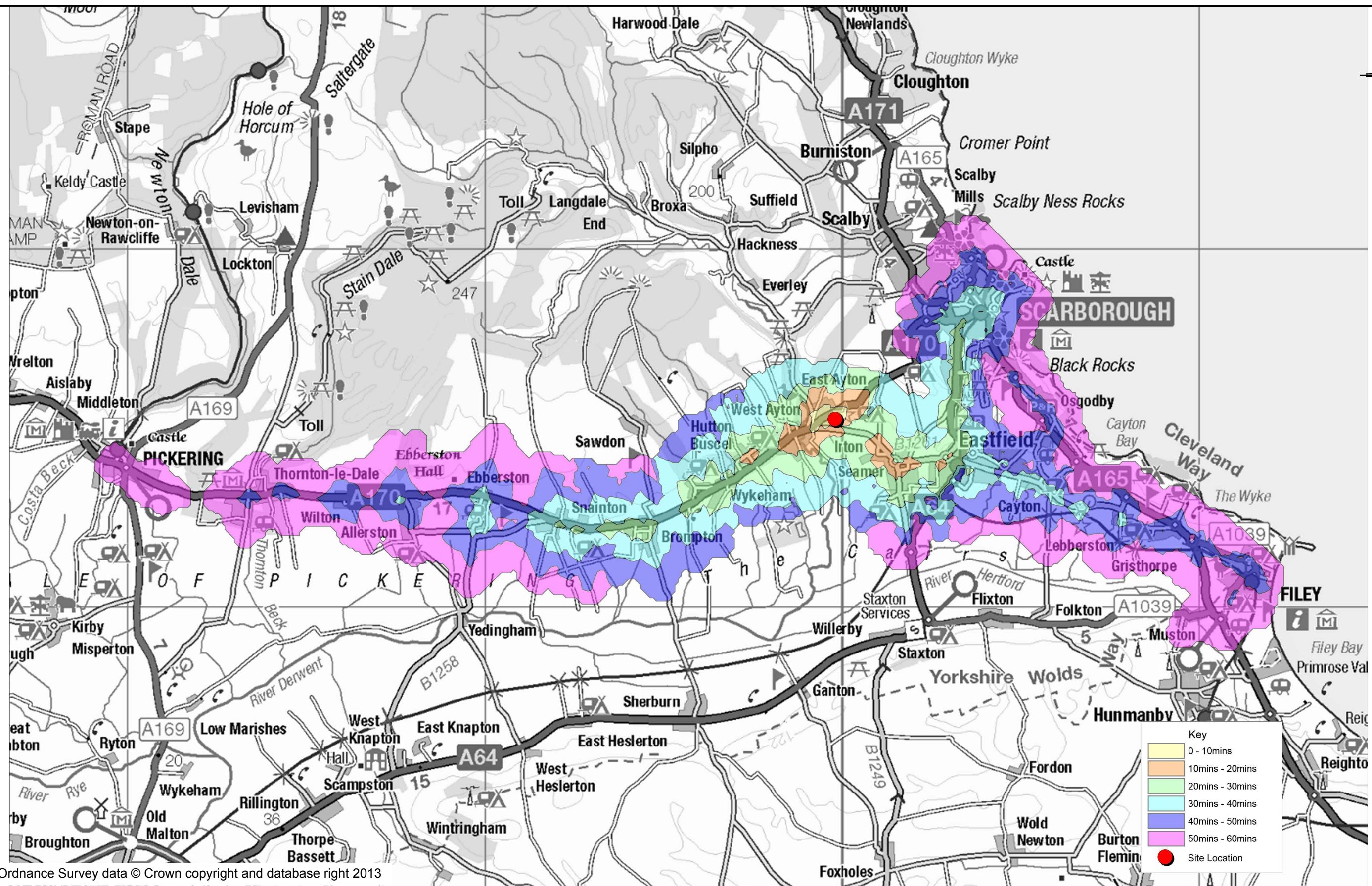
APPENDIX TP 4



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TRUSTEES OF MRS E GUTHRIES 1991 SETTLEMENT		RACECOURSE ROAD EAST AYTON							
BRYAN G HALL CONSULTING CIVIL & TRANSPORTATION PLANNING ENGINEERS Copyright Reserved Bryan G Hall Ltd.		Title		CYCLING ACCESSIBILITY CATCHMENT 5km & 8km		Rev:		Amendment:	
E highways@bryanghall.co.uk Suite E8 Josephs Well Hanover Walk LEEDS LS3 1AB T 0113 246 1555 F 0113 234 2201		W www.bryanghall.co.uk Suites 17 & 18 Lighterman House 26/36 Wharfedale Road LONDON N1 9RY T 0203 077 2103				Job No:		15-236	
						Scale:		N.T.S. A3 - 420 x 297	
						Drawing No:		15/236/ACC/002	
						Drn:		AM	
						Chk:		Date:	
								20.10.15	
						Revision:		-	

APPENDIX TP 5



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Client:

TRUSTEES OF MRS E GUTHRIES 1991 SETTLEMENT

Project:

RACECOURSE ROAD
EAST AYTON

BRYAN G HALL

CONSULTING CIVIL & TRANSPORTATION PLANNING ENGINEERS
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highways@bryanhall.co.uk

Suite E8 | Josephs Well
Hanover Walk | LEEDS | LS3 1AB
T 0113 246 1555
F 0113 234 2201

www.bryanhall.co.uk

Suites 17 & 18 Lighterman House
26/36 Wharfedale Road
LONDON | N1 9RY
T 0203 077 2103

Title

PUBLIC TRANSPORT ACCESSIBILITY CATCHMENT 60mins

Rev:	Amendment:			Drn:	Chk:	Date:
Job No:	15-236	Drawn:	NC	Checked:	AM	Date: 20.10.15
Scale:	N.T.S.	Drawing No:	15/236/ACC/003			Revision:
A3 - 420 x 297					-	

BRYAN G HALL
CONSULTING CIVIL & TRANSPORTATION PLANNING ENGINEERS

Registered in England & Wales
Co No: 4104802

VAT No: 399 4601 07

Registered Office

Suite E15 Joseph's Well
Hanover Walk
Leeds LS3 1AB

Telephone: 0113 246 1555

Email: highways@bryanghall.co.uk

London Office

Lighterman House
26-36 Wharfedale Road
London N1 9RY

Telephone: 0203 553 2336

Website:
www.bryanghall.co.uk