

TRANSPORT AND ACCESSIBILITY

Hargreaves Land Limited
Planning Application 1 at Lincolnshire Lakes (North)
Scunthorpe, North Lincolnshire
Framework Travel Plan

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1. INTRODUCTION

Instruction

- 1.1 BWB Consulting (BWB) has been appointed by Hargreaves Land Limited ('the Client') to provide highways and transport advice to support a hybrid planning application for a proposed residential-led mixed use development ('the Proposed Development') located on land to the east of the M181/A1077(M) in Scunthorpe, North Lincolnshire, known as 'Lincolnshire Lakes – Planning Application 1' ('the Site').
- 1.2 This report presents the Framework Travel Plan (FTP) for the development and should be read in conjunction with the Transport Assessment (TA - report reference: **LLP1-BWB-GEN-XX-RP-TR-0004-S2-P3**) which has been produced separately to accompany the planning application.
- 1.3 This FTP outlines the proposed targets and measures aimed at managing and reducing car travel for residents, staff and visitors at the Proposed Development through the promotion of sustainable alternatives.
- 1.4 As development phases come forward, each dwelling housebuilder will produce detailed Travel Plans as part of Reserved Matters applications (RMA) that build on the information within this FTP.

Definition of a Travel Plan

- 1.5 As quoted in the Department for Transport's (DfT) guidance¹ a Travel Plan (TP) is “a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed”.
- 1.6 TPs involve the development of agreed targets and outcomes which are linked to an appropriate package of measures that aim to reduce the need to travel; encourage more sustainable journeys, and reduce single occupancy car use, for all trips associated with the Proposed Development. The Travel Plan process also includes continuous monitoring, review, and refinement with travel survey data used to better understand trends in travel patterns. The TP is therefore a living document that will be continually updated.
- 1.7 National Highways (NH) state in their Circular 01/22 guidance document that developments should “put forward clear targets and commitments to manage down the traffic impact of development and maximise the accessibility of and within sites by walking, wheeling, cycling, public transport and shared travel”.
- 1.8 Circular 01/22 also states that “targets for achieving a modal shift to sustainable transport will need to be subject to sustained monitoring and management by an appointed travel plan coordinator”.

¹ Good Practice Guidelines: Delivering Travel Plans through the Planning Process, Department for Transport, April 2009.

Travel Plan Objectives and Benefits

- 1.9 The National Planning Policy Framework (NPPF)² and the Planning Practice Guidance (PPG)³ set out in detail the Central Government Guidance with respect to TPs.
- 1.10 TPs aim to meet the objectives contained within the above documents and to achieve the minimum number of single occupancy car movements to and from a site. This could have positive effects such as:
- Reducing pressure on the surrounding highway capacity, particularly at peak times, cutting carbon emissions and their contribution to climate change;
 - Reducing road danger and protecting vulnerable road user;
 - Reducing the cost of works on the highway or other transport infrastructure;
 - Encouraging more active travel with associated health gains;
 - Improving local air quality;
 - Reducing noise pollution;
 - Address the access needs of Site users, by supporting walking, cycling and public transport; and
 - Provide adequately for those with mobility difficulties.
- 1.11 A TP also aims to:
- Deliver a focused approach to encourage alternative travel behaviour for staff and visitors associated with the Site;
 - Encourage and facilitate the use of safe and viable alternatives to single occupancy car travel to and from the Site;
 - Increase residents, staff and visitor's awareness of the potential for, and advantages of, travelling by sustainable modes of travel, including walking, cycling, public transport, and car sharing for all journeys;
 - Inform residents, staff and visitors of the social, environmental, and economic costs of their travel choices;
 - Provide practical information on how staff and visitors can travel by more sustainable transport modes, including car sharing, with integration between different transport modes for all journeys;
 - Provide practical initiatives based on regular appraisal of travel patterns;
 - Achieve more attractive environments that contribute to regeneration and renewal initiatives; and

² National Planning Policy Framework, Department for Communities and Local Government, updated December 2024.

³ Planning Practice Guidance: Travel Plans, Transport Assessments and Statements in Decision Making, 2014.

- Represent good practice and provide an educational tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist.

Introduction to this FTP

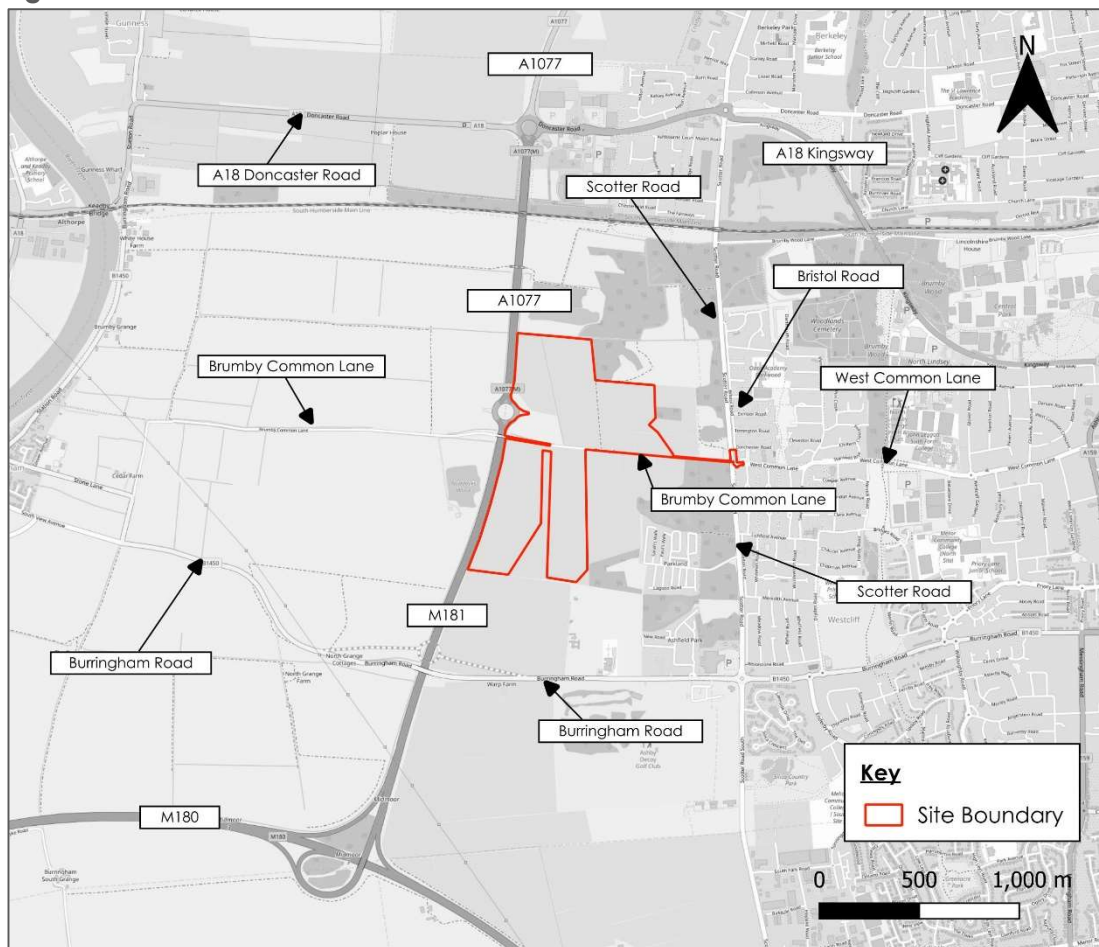
- 1.12 This FTP outlines the proposed targets and measures aimed at reducing single occupancy car travel for residents, visitors and staff to and from the Proposed Development by encouraging travel by sustainable modes.

2. EXISTING CONDITIONS

Site Location

- 2.1 The Site is located approximately 3.7km to the west of Scunthorpe town centre. The entirety of the Site falls within the North Lincolnshire Council (NLC) area.
- 2.2 **Figure 1** below displays the indicative location of the Proposed Development within the context of Scunthorpe and the surrounding area.

Figure 1: Indicative Site Location Plan



Existing Use

- 2.3 The Site is currently greenfield agricultural land and is bound by agricultural land to the north of the Site. Scotter Road is located to the east of the Site, and the M181/A1077(M), which routes along the west of the Site. Brumby Common Lane routes through the centre of the Site, connecting the B1450 with Scotter Road via a bridge of the M181.
- 2.4 As described previously, directly to the south of the Site is a residential development that is currently pending consideration under planning application PA/2023/1124 (referenced hereafter as the 'Keepmoat Planning Application'). The application is seeking permission for the following:

'Development of 593 dwellings, 200 sqm commercial unit (use class E) and lake, along with associated infrastructure, including landscaping, public open space and play area, pedestrian and cycle links, pumping station and sub-station'.

Local Highway Network

M180

- 2.5 M180 is a key motorway which connects the North Lincolnshire region to the national motorway network, routing from the M18 in Doncaster to the A180 in Grimsby in an east / west direction. The M180 is predominately a two-way three-lane carriageway road, which is subject to a national speed limit of 70mph. Within the vicinity of the Site, the M181 connects M180 at Junction 3.

M181

- 2.6 M181 provides access from the M180 motorway to A1077 at the Site access roundabout. M181 is a two-lane dual carriageway which routes in a north / south direction and is subject to the national speed limit of 70mph. The M181 integrates with the A1077 at the Site access roundabout.

A1077(M)

- 2.7 A1077(M) provides access to M181 at the Site access roundabout and to the A18 to the north, routing in a north / south direction. A1077 is subject to a 50mph speed limit within the vicinity of the Site and is currently a dual carriageway between the Site access roundabout and Frodingham Grange roundabout to the north. The A1077(M) is currently classified as a motorway.

A18 Doncaster Road

- 2.8 The A18 routes east / west to the north of the Site routing from Scunthorpe Town Centre, heading west over the River Trent and onwards towards Doncaster. The A18 links with the A1077 via the 4-arm Frodingham Grange roundabout. The A18 provides access to Gallagher Retail Park, a key retail facility in the local area.

Scotter Road

- 2.9 To the east of the Site, Scotter Road routes from the south of Luneburg Way / Ferry Road / Scotter Road roundabout to North Moor Lane and routes in a north / south direction. Scotter Road is subject to a 30mph speed limit and is a single two-way carriageway road. The road connects with Brumby Common Lane and West Common Lane via a crossroads junction at the eastern edge of the Site. There is an existing pedestrian refuge island crossing on Scotter Road approximately 30m north of Brumby Common Lane.

Brumby Common Lane

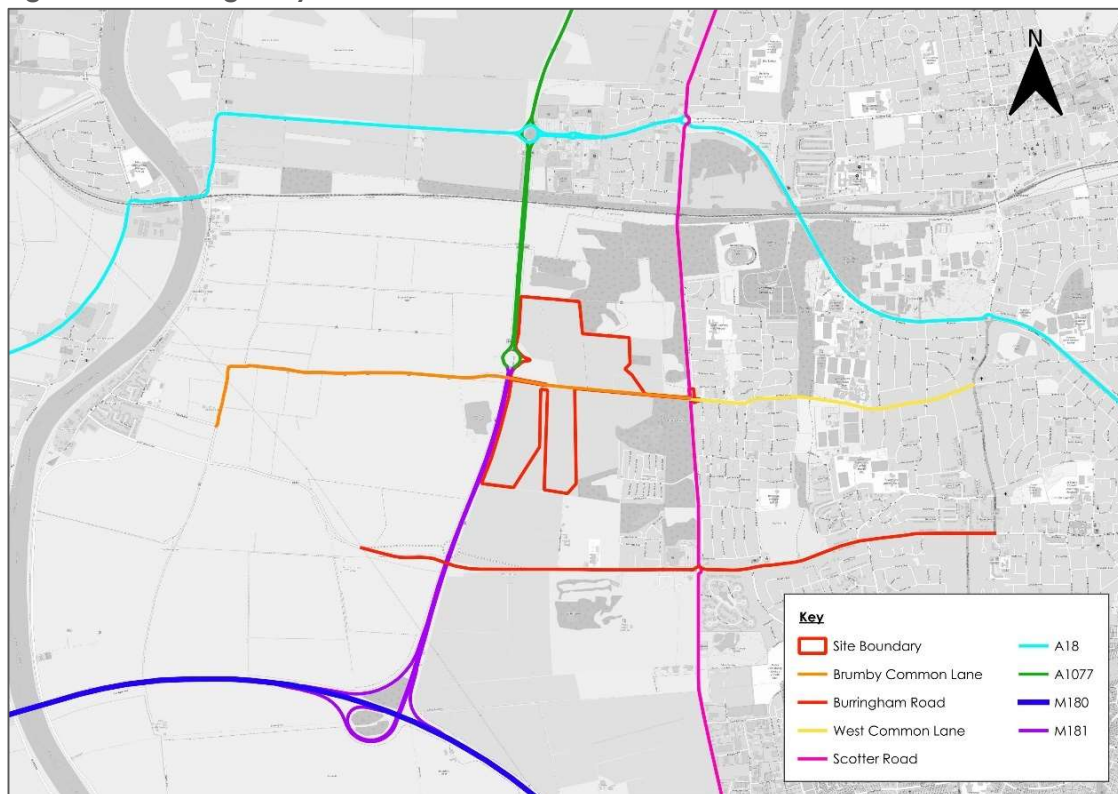
- 2.10 Brumby Common Lane runs in an east / west direction through the centre of the Site, connecting to the village of Burringham to the east and to the Scotter Road / West Common Lane / Brumby Common Lane priority crossroads to the west. Brumby

Common Lane varies in width between 4m and 5m and is subject to a national speed limit of 60mph, albeit given the nature of the road vehicle speeds are much lower. Brumby Common Lane currently provides access several agricultural fields and is lightly trafficked.

West Common Lane

- 2.11 West Common Lane connects to Scotter Road at the Scotter Road/West Common Lane/Brumby Common Lane priority crossroads. West Common Lane is subject to a 30mph speed limit and is approximately 9m wide, with central hatching narrowing the through lane widths.
- 2.12 There are 2.0m wide footways provided on both sides of the carriageway, with a segregated cycle path provided along the northern side of the carriageway and an on-street cycleway provided on the southern side of the carriageway.
- 2.13 A detailed plan of the local highway network is shown in **Figure 2**.

Figure 2: Local Highway Network



Existing Infrastructure

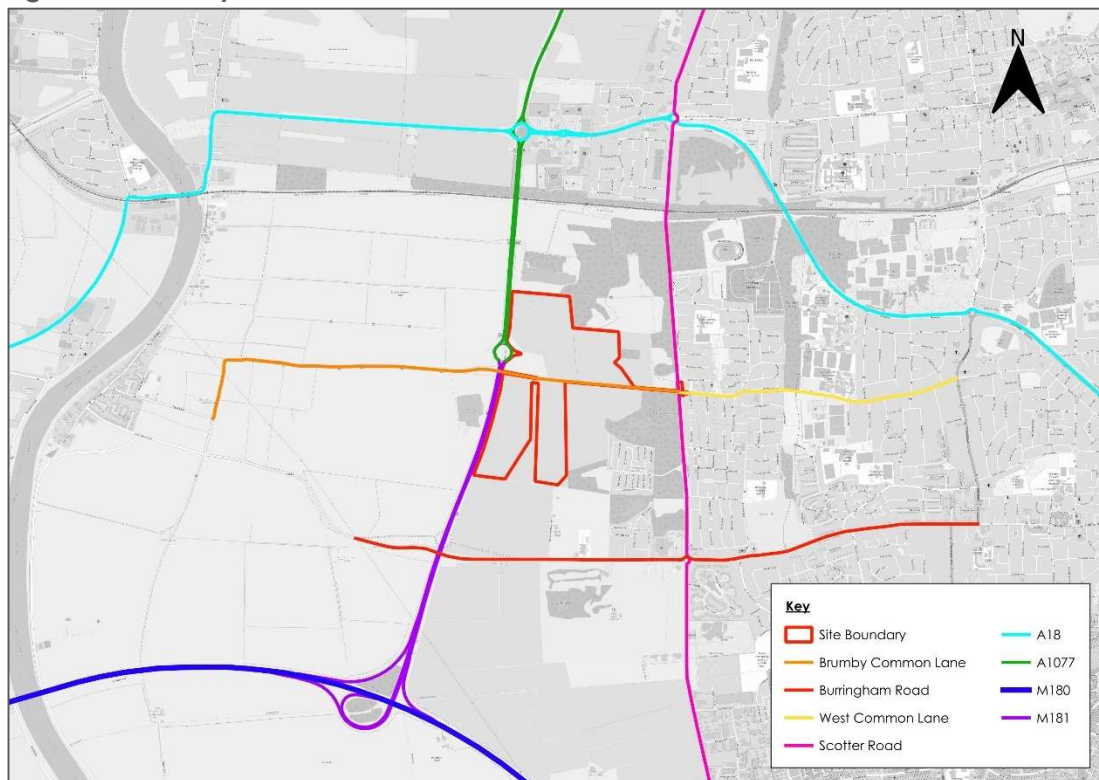
Pedestrians

- 2.14 In relation to pedestrian travel within the vicinity of the Site, there is a footway on the western side of Scotter Road, to the north of the Scotter Road/Brumby Common Lane/West Common Lane junction.
- 2.15 This pedestrian footway connects into the pedestrian crossing provided on Scotter Road, which ties into the pedestrian footway/cycleway provided on the northern side of West Common Lane.
- 2.16 There are no footways provided on the western boundary of the Site, with neither the A1077 or M181 currently providing pedestrian access to the north or south of the Site.

Cyclists

- 2.17 The local cycle routes in the immediate vicinity of the Site are shown below in **Figure 3**.

Figure 3: Local Cycle Routes



- 2.18 As shown above in **Figure 3**, there is a segregated pedestrian footway/cycleway provided along Scotter Road to the south-east of the Site, with this provision continuing to Scotter Road/Burringham Road roundabout. Furthermore, there is also a segregated cycle path provided along the northern side of the carriageway on West Common Lane, as well as an on-street cycleway provided on the southern side of the carriageway.

- 2.19 Additionally, to the east of the Site, there are on-street cycle paths provided on Bristol Road and West Common Lane which provide access to a pedestrian footway/cycleway on Scotter Road to the north of the Site.
- 2.20 Whilst there is a pedestrian refuge island located on the eastern boundary of the existing site, there is currently no formal off-road cycle crossing provision, cyclists are required to cross Scotter Road on-carriageway as part of the existing ghost island right turn lane arrangement.

Bus Services

- 2.21 In relation to bus accessibility, the Chartered Institute of Highways and Transportation's (CIHT) 'Buses in Urban Developments, January 2018' publication, recommends that the maximum walking distance to 'single high-frequency routes (every 12 minutes or better)' should be 400m. For less frequent bus routes, the maximum recommended walking distance is 300m, as displayed in **Table 1**.

Table 1: Recommended Maximum Walking Distances to Bus Stops

Situation	Maximum Walking Distance
Core bus corridors with two or more high-frequency services	500m
Single high-frequency routes (every 12 minutes or better)	400m
Less frequent routes	300m
Town/city centres	250m

- 2.22 **Figure 4** below shows the bus stops located within a 500m walking distance from the centre of the Site.

Figure 4: Existing Bus Services within 500m of Proposed Site



- 2.23 As shown above in **Figure 4** there are no bus stops located within 500m of the centre of the Site. The Dorchester Lodge bus stops on West Common Lane to the east of the Site are the closest in use bus stops, however the stops are over 800m from the centre of the Site.
- 2.24 The eastbound bus stop at Dorchester Lodge comprises of bus box marking, a bus shelter with seating and a flag post. The westbound bus stop has no facilities.
- 2.25 The following tables set out the typical weekday and weekend bus services as appropriate.

Table 2: Summary of Weekday Bus Services

Service Number and Route	First Service		Last Service		Daytime Frequency
	'Inbound' Route	'Outbound' Route	'Inbound' Route	'Outbound' Route	
3 – Scunthorpe Bus Station to Scunthorpe Bus Station	09:34	08:30	17:34	17:30	Hourly

Note: Timetable information obtained (January 2024), first/last service based on time service arrives/leaves the nearest bus stop to the development site.

Table 3: Summary of Saturday Bus Services

Service Number and Route	First Service		Last Service		Daytime Frequency
	'Inbound' Route	'Outbound' Route	'Inbound' Route	'Outbound' Route	
3 – Scunthorpe Bus Station to Scunthorpe Bus Station	09:34	08:30	17:34	17:30	Hourly

Note: Timetable information obtained (January 2024), first/last service based on time service arrives/leaves the nearest bus stop to the development site.

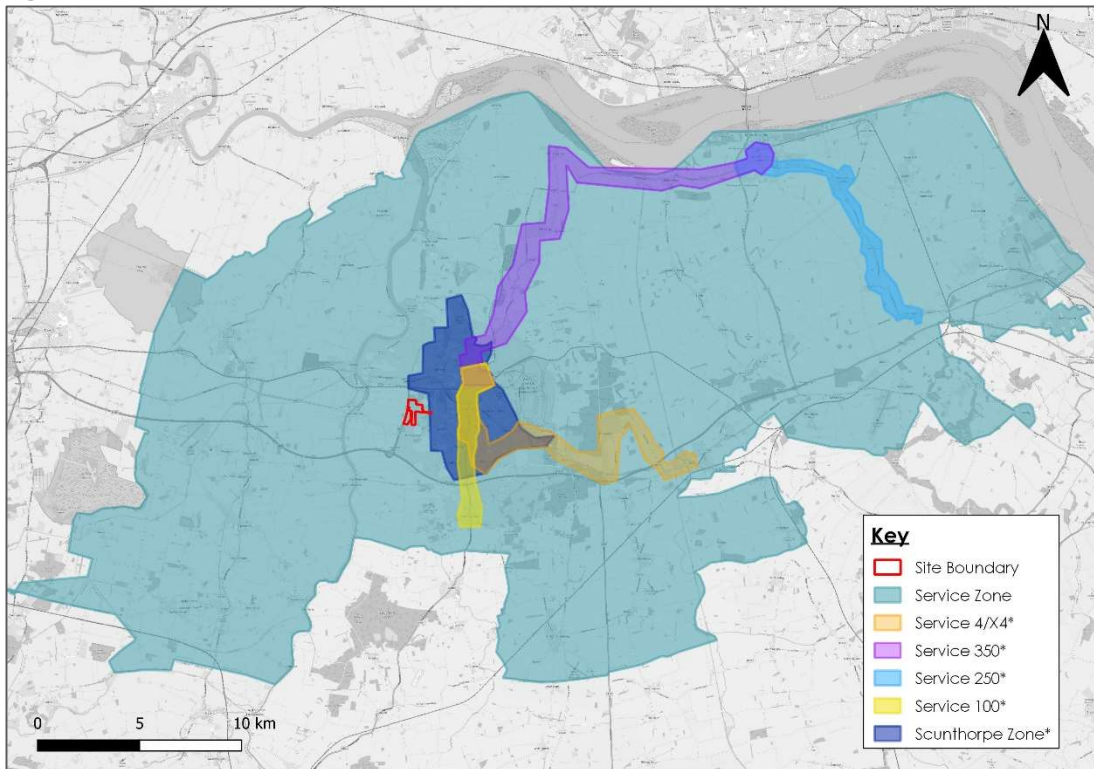
Table 4: Summary of Sunday Bus Services

Service Number and Route	First Service		Last Service		Daytime Frequency
	'Inbound' Route	'Outbound' Route	'Inbound' Route	'Outbound' Route	
3 – Scunthorpe Bus Station to Scunthorpe Bus Station	No Service	No Service	No Service	No Service	Hourly

Note: Timetable information obtained (January 2024), first/last service based on time service arrives/leaves the nearest bus stop to the development site.

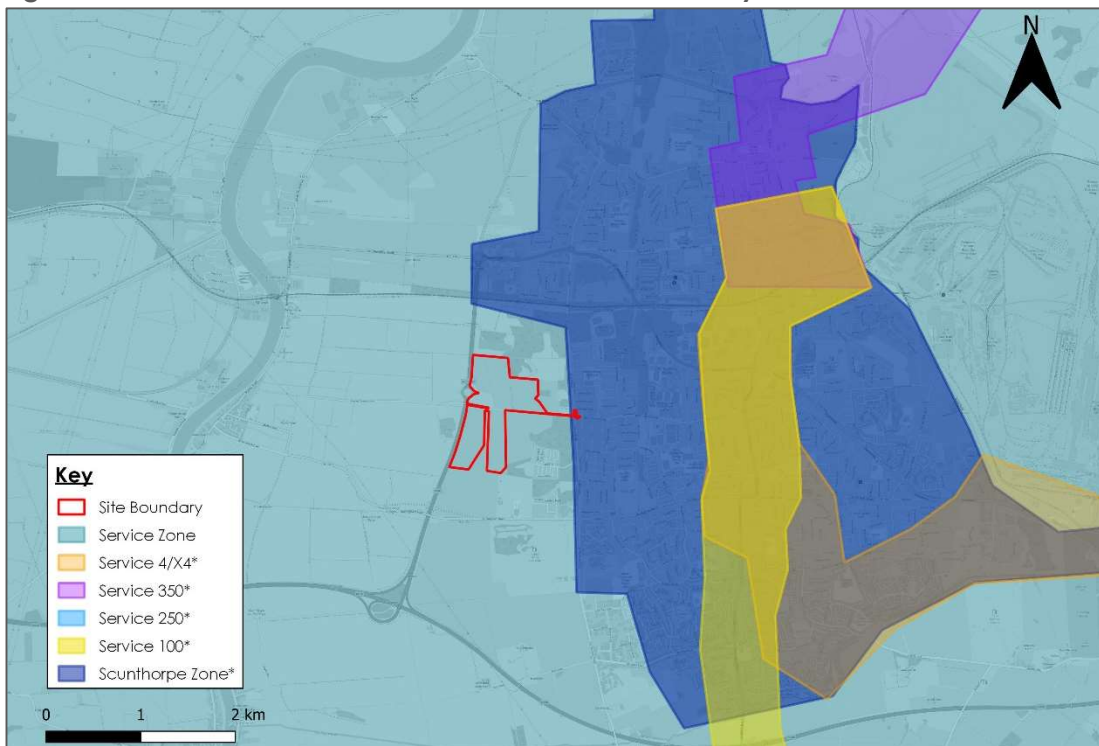
- 2.26 The above tables demonstrate that (notwithstanding the distance to the bus stop) the existing public transport services surrounding the Site are of poor quality.
- 2.27 It is noted however that Site sits within the North Lincolnshire Demand Responsive Transport (DRT) bus service catchment area. A flexible, on-demand public transport service that provides residents with the ability to use public transport to access Scunthorpe from rural and less-connected areas. The service covers 876sq. kilometres in total.
- 2.28 Launched in September 2020, the service is operated by Go-Ahead Group, in partnership with North Lincolnshire Council and technology provider Liftango. There are a total of seven vehicles which provide service between the hours of 7am-7pm on weekdays and between 8am-6pm on Saturdays. The dedicated app for the service provides 24-hour booking, live bus tracking and updates about the passenger's journey. The app also lets users know where regular bus services would be more suited for their journey, taking them to the relevant operator's website for timetable and ticketing information.
- 2.29 As there are many regular buses in and around Scunthorpe, the DRT cannot be used to travel between two meeting points in the Scunthorpe or specific route zones shown on the zone map in **Figure 5**. Passengers can travel into and out of the Scunthorpe area from the wider service area where there is no regular bus service.

Figure 5: JustGo North Lincolnshire DRT Total Catchment Area



2.30 **Figure 6** below shows that the Proposed Development does not site within the Scunthorpe Zone and therefore the DRT is available for residents to use to access Scunthorpe Town Centre and the surrounding areas.

Figure 6: JustGo North Lincolnshire DRT Areas within vicinity of the site



2.31 There have been 275,000 trip requests made to date, with 6,999 unique users. 10% of users have mobility issues, with some requiring a wheelchair. The service also aims to provide transport for elderly residents who struggle to access conventional bus services or require assistance.

2.32 **Figure 7** below shows the fleet vehicle used, which includes free WiFi, USB charging ports and luxury seating.

Figure 7: JustGo North Lincolnshire DRT Vehicle



Source -
<https://busandtrainuser.com/2021/07/13/its-prt-not-drt/>

2.33 Proposed Development residents will be able to make use of the DRT upon 1st occupation of a dwelling and will complement a proposed bus service (described in further detail later in this report) that is to be routed through the Site by the occupation of the 200th dwelling.

Rail Services

2.34 The nearest railway station to the Site is Scunthorpe Railway Service, which is approximately 4.2km to the north-west of the Site (16-minute cycle ride).

2.35 There are waiting rooms and seating provided on both sides of the platform at Scunthorpe Train Station, with a ticket office and self-service, step free access to both platforms and parking and cycle storage facilities.

2.36 Scunthorpe Rail Station is served by a multitude of frequent rail services, and the destinations of these services are detailed in **Table 5**.

Table 5: Local Rail Services

Destination	Approx. Weekday Daytime Frequency	Approx. Journey Time
Doncaster	Hourly	34 minutes
Cleethorpes	Hourly	48 minutes
Sheffield	Hourly	57 minutes
Manchester Piccadilly	Hourly	1 hour 59 minutes
Liverpool Lime Street	Hourly	2 hours 52 minutes

Note: Timetable information obtained (January 2024).

Existing Sustainable Travel Options Summary

2.37 To summarise, there is limited opportunity for sustainable travel to and from the Site currently, given the closest public transport stop is over the 500m distance and situated approximately 800m to the east of the existing centre of the site. Furthermore, there is no formal cycle crossing facility on Scotter Road.

2.38 The proposals provided in Section 4 address the current issues set out above.

3. PROPOSED DEVELOPMENT

Introduction

- 3.1 The Proposed Development comprises of a hybrid planning application for a residential-led mixed use development located on land to the east of the M181/A1077(M) in Scunthorpe, North Lincolnshire. The description of the outline element is provided below:

'Outline planning application, with all matters reserved, for the development of up to 550 residential dwellings (Use Class C3), a local centre (Use Class E) and associated 'on-plot' landscaping, drainage and other infrastructure works'.

- 3.2 The outline element to be provided at the Site includes:

- Up to 550 dwellings.
- Up to 3,999sqm (gross external area (GEA)) of Use Class E within the Local Centre. Split as follows
 - Up to 2,499 sq.m (GEA) of 'main town centre uses' including retail, pub/family restaurant and gym (with a limit of up to 500sq.m (GEA) of Food Retail use).
- Up to 1,500sqm of 'non-town centre uses' (including a Creche, Doctors Surgery GP with ancillary Pharmacy use).

- 3.3 The description of the detailed element is provided below:

'Full planning application for the construction of a new vehicular access off the M181 roundabout, a pedestrian and cycle link to Scotter Road, a foul pumping station and 'off plot' earthworks, drainage, utilities and other infrastructure works'.

- 3.4 The above full planning application will facilitate access to the Proposed Development that is to be secured under the outline application permission.

- 3.5 A copy of the indicative Site layout is included within **Appendix 1**.

Vehicular Access

- 3.6 Vehicular access into the Proposed Development will be via the eastern arm of the M181 roundabout located to the west of the Site. This access will be used by all vehicle modes (including public transport).

- 3.7 The access carriageway will form a main spine road through the development (7.3m wide), which will include a number of parcel accesses, including access to the local centre area. The route will also include a bus turning loop to facilitate access and egress by a bus in a forward gear.

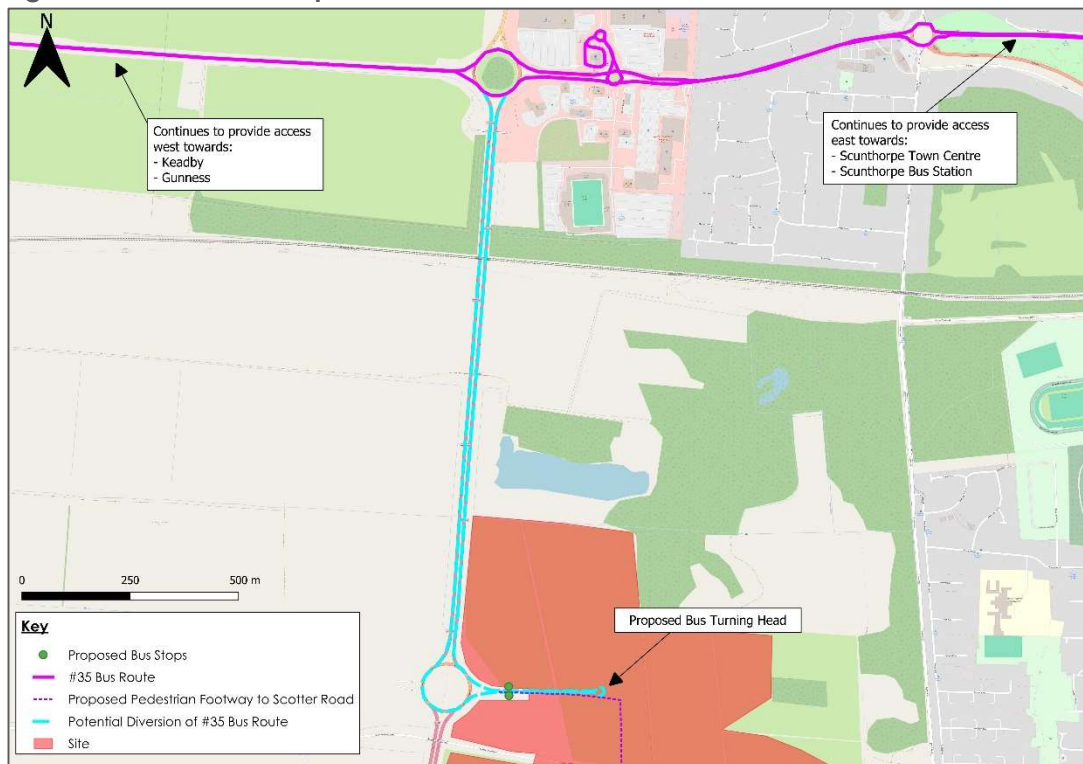
- 3.8 Grass verges will be provided either side of the main spine road to accommodate future carriageway widening (for e.g. right turn lanes) if the main spine road connects with Scotter Road to the east as part of a future application phase.

- 3.9 The highway layout has been designed so that a vehicular connection to Scotter Road can be provided as part of a planning permission associated with a future phase of development.
- 3.10 The proposal also includes a north to south connection that will provide the ability to connect into future development plots and to the Keepmoat scheme to the south.

Public Transport Access

- 3.11 A public transport strategy has been proposed so as to maximise accessibility to key destinations for future residents, whilst providing access for future visitors and staff working within the Site.
- 3.12 Following discussions with NLC's public transport team, the most suitable option would be to reroute bus service number 35 into the site. An illustration of the service (and the rerouting proposals into the Site) is illustrated on **Figure 8**.

Figure 8: Bus Service Proposals



- 3.13 A bus service will serve the site is to be implemented by no later than the occupation of the 200th dwelling. Rerouting the bus earlier than the occupation of the 200th dwelling will likely result in the service making unnecessary journeys due to limited demand during the early phase of development, and could impact future usage. Therefore the rerouted service (and funding) should be provided once an appropriate number of dwellings are occupied to ensure the funding (and likely success of the rerouted service on encouraging patronage) is maximised.

- 3.14 Prior to the implementation of the rerouted service, Site users will be able to make use of the North Lincolnshire DRT Service described in detail in Section 2, the flexible, on-demand public transport service that provides residents with the greater access to Scunthorpe from rural and less-connected areas.

Pedestrian and Cyclist Access

- 3.15 The proposal includes a high-quality network of active travel infrastructure, with segregated pedestrian and cycle links alongside the main spine road and the section of carriageway that will route along the eastern side of the local centre.
- 3.16 Pedestrians and cyclists will be able to access the internal network of footways and cycleways via the active travel corridor proposed adjacent to Brumby Common Lane. The 5m wide corridor will provide an attractive non-motorised user connection from the Site to Scotter Road (and onwards into areas of Scunthorpe to the east, north and south). A signalised tiger crossing is proposed to route pedestrians and cyclists across Scotter Road and linking into the existing shared footway/cycleway provision on Scotter Road and West Common Lane.

Parking Provision

- 3.17 NLC set out parking requirements for new development within the 'Parking Provision Guidelines for New & Change of Use Developments' document. The residential and non-residential parking standards prescribed by NLC are summarised in **Table 6**.

Table 6: Parking Guidance

Residential/ Use Class	Maximum Car Parking Standards	Cycle Parking Standards	Disabled Parking Standards	EV Parking Standards
Residential				
2 or 3 bed dwellings	1 space per dwelling within curtilage plus 0.5 space communal	1 stand per 5 units		1 EVCP per dwelling
4 bed or greater dwellings	2 space per dwelling within curtilage plus 0.5 space communal	1 stand per 5 units		1 EVCP per dwelling
Non-Residential				
Local Centre	1 space per 30 sq.m GFA outside pedestrian areas	1 stand per 4 staff	Less than 20 spaces in total - 1 space (minimum). More than 20 spaces - 2 spaces or 5% whichever is greater	5% of all parking provision on commercial developments.
Food Retail & Non-Food Retail	1 space per 14sq.m GFA	1 stand per 4 staff	Less than 20 spaces in total - 1 space (minimum). More than 20 spaces - 2 spaces or 5% whichever is greater	5% of all parking provision on commercial developments.
Doctors Surgery GP with Pharmacy	1 space per 4 staff plus 3 spaces per consulting room	1 stand per 4 staff	Less than 20 spaces in total - 1 space (minimum). More than 20 spaces - 2 spaces or 5% whichever is greater	5% of all parking provision on commercial developments.
Creche	1 space per 4 staff, plus 1 space per 3 pupils but will be assessed individually.	1 stand per 4 staff	Less than 20 spaces in total - 1 space (minimum). More than 20 spaces - 2 spaces or 5% whichever is greater	5% of all parking provision on commercial developments.

3.18 The quantum of parking provided will be confirmed at the RMA stage as each development plot comes forward.

4. ACCESSIBILITY TO KEY SERVICES

Definition and Context

- 4.1 Accessibility can be defined as the extent to which the surrounding multi-modal transport system enables individuals to access day-to-day facilities and services, the most important of which are considered to include employment, education, healthcare, food retail and town centres.
- 4.2 The provision of residential development that enables its residents to utilise sustainable transport modes to access the aforementioned key facilities and services helps to minimise the number of single occupancy vehicular trips generated by the new development. The distances and travel times between a site and these key services and amenities play a key role in determining the site's capability to encourage sustainable trips and therefore determine its overall sustainable accessibility.
- 4.3 The Guidelines for Providing for Journeys on Foot (GPJF) document describes acceptable walking distances for pedestrians without mobility impairment. GPJF suggests that the maximum walking distance for town centres is approximately 800m, commuting / schools is approximately 2km and for other facilities is approximately 1.2km.
- 4.4 GPJF states that an average walking speed of approximately 1.4m/s (5km's/hr) can be assumed. The walking distance thresholds for commuting and other facilities set out in the GPJF document (within table 3.2) are summarised below in **Table 7**.

Table 7: GPJF Acceptable Walking Distances Guidance Table

Journey Purpose	Suggested Acceptable Walking Distance (Metres)		
	Town Centres	Commuting / School / Sight-seeing	Elsewhere
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

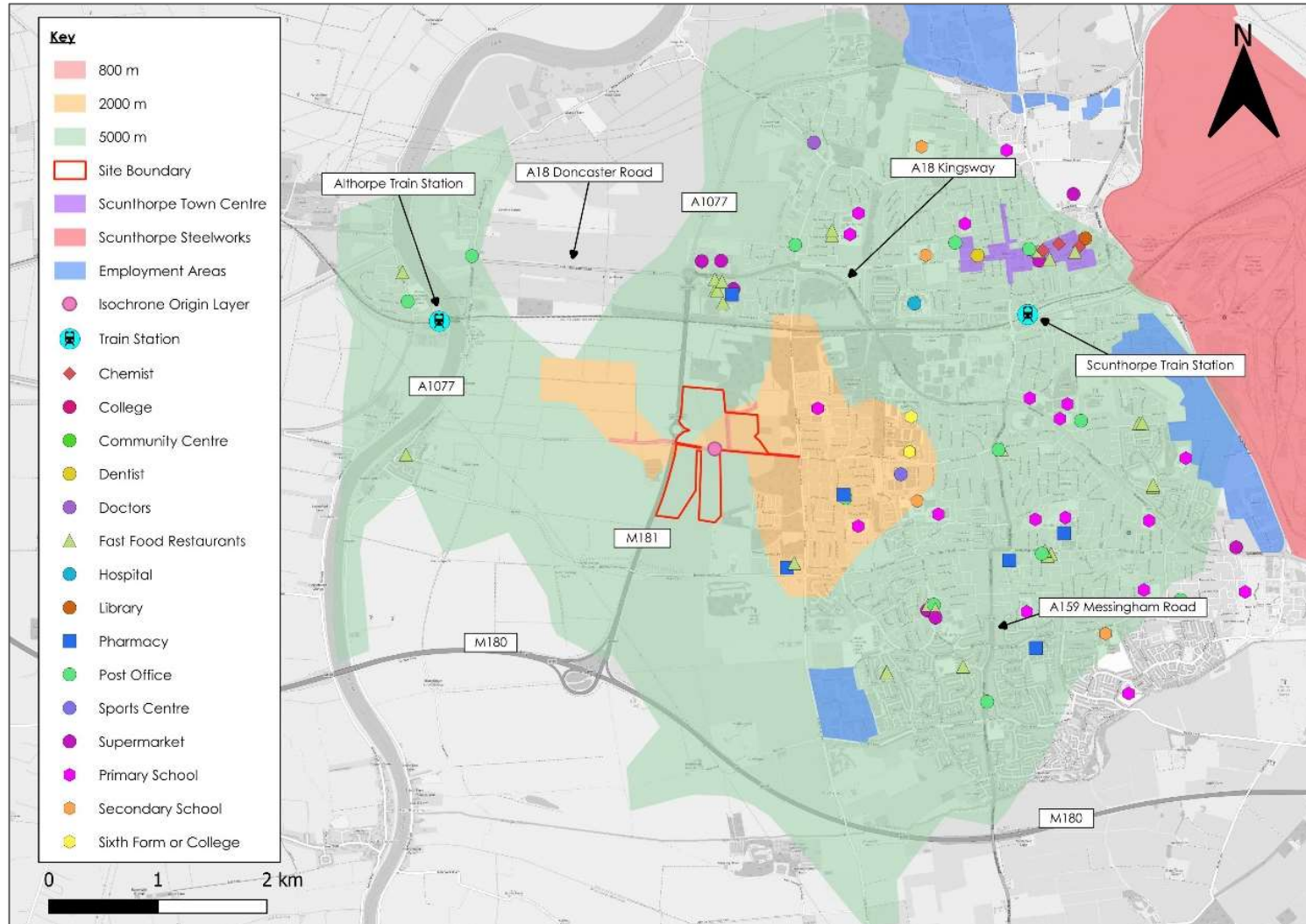
- 4.5 In relation to cycling, it is generally accepted that cycling has the potential to substitute short car trips, particularly those under 5km, and to form part of a longer journey by public transport.
- 4.6 More recently further guidance on suitable distances has been provided within the following guidance documents:
- CIHT Planning for Walking (2015) – walking neighbourhoods are typically characterised as having a range of facilities within a 10-minute walk or around 800m.
 - Active Travel England (ATE) Planning Toolkit (2023) – there should be a sufficient number and variety of local amenities within an 800m or 10-minute walk of all areas of the site via an accessible walking route.

- All locations within the site should be within a 400m walk of a public transport station or stop. There should be at least one public transport route secured or proposed for larger sites that can be fully operational on the first day of occupation or in accordance with the phasing plan.
- LTN 1/20 (2020) – two out of three personal trips are less than five miles (eight kilometres) in length, which is an achievable distance to cycle for most people. Three quarters of children live within a 15- minute cycle ride of a secondary school and 90% of children live within a 15-minute walk or public transport ride of a primary school.

Accessibility

- 4.7 Based on the above, **Figure 9** illustrates 2km and 5km catchments from the north western corner of the residential element of the development (to ensure robustness), alongside a range of amenities and facilities located within the catchments. The 800m catchment captures the Proposed Development amenities proposed only.

Figure 9: Accessibility Review



4.8 **Table 8** presents walking and cycling journey times to amenities within proximity of the proposed development. The walking and cycling journey times referenced in green indicate that the associated walking or cycle time is distance is within the 2km and 5km catchment respectively.

Table 8: Key Local Amenities

Amenity type	Amenity	Approximate Walking Distance: metres (minutes)	Approximate Cycling time: metres (minutes)
Local Centre	Local Centre	On Site	On Site
Local Centre	Food Shop	On Site	On Site
Local Centre	Non-Food Shop	On Site	On Site
Health	Doctor's Surgery	On Site	On Site
Health	Pharmacy	On Site	On Site
Education	Creche	On Site	On Site
Health	West Common Lane Teaching Practice	1.2km (16 min)	1.2km (5 min)
Religion	The Haven Church of Reconciliation	1.4km (19 min)	1.4km (5 min)
Education	Oasis Academy Parkwood	2.0km (27 min)	2.0km (7 min)
Community Centre	Westcliff Community Association	1.7km (22 min)	1.7km (6 min)
Food Shop	Tesco Express	1.8km (24 min)	1.8km (7 min)
Takeaway	Sam's Plaice Westcliff	1.8km (24 min)	1.8km (7 min)
Takeaway	Pizza Plaza	1.8km (24 min)	1.8km (7 min)
Health	Co-op Pharmacy	1.8km (24 min)	1.8km (7 min)
Post Office	Westcliff Post Office	1.8km (24 min)	1.8km (7 min)
Education	Trent View Specialist College	2.0km (31 min)	2.0km (10 min)
Education	Westcliff Primary School	2.1km (28 min)	2.1km (8 min)
Shops	Asda Scunthorpe S'store & Subway	2.1km (27 min)	2.1km (7 min)
Education	John Leggot College	2.1km (30 min)	2.1km (10 min)
Shops	North Lincolnshire Shopping Park	3.4km (45 min)	3.4km (11 min)
Shops	Gallagher Retail Park	3.5km (46 min)	3.5km (12 min)
Place of Interest	Central Park	3.6km (47 min)	3.6km (15 min)
Health	Scunthorpe General Hospital	3.6km (49 min)	3.6km (15 min)
Shops	Ashby High Street	4.3km (59 min)	4.3km (17 min)
Transport	Scunthorpe Train Station	4.9km (1hr 4 min)	4.9km (19 min)
Town Centre	Scunthorpe Town Centre	4.9km (1hr 6 min)	4.9km (19 min)
Shops	Scunthorpe Retail Park	5.0km (1hr 7 min)	5.0km (17 min)

- 4.9 Whist the inclusion of the local centre will ensure that a range of amenities are within a 800m catchment, there are a large number of amenities within a 2km walking and 5km cycle distance, including Scunthorpe Transport Station and Town Centre, which will be able to be accessed via the proposed segregated crossing facility on Scotter Road.

5. OBJECTIVES

- 5.1 A TP is a package of practical, sustainable measures aimed at addressing the travel and transport needs of a development. Alternatively, The Good Practice Guide defines a TP as 'a long-term management strategy for a site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed'.
- 5.2 This FTP proposes measures to encourage accessibility via a variety of sustainable transport modes, which will be implemented across the Site.
- 5.3 The specific objectives of the FTP lie in the delivery of sustainable transport objectives which aim to:
- Ensure the TP meets the needs of the residents, staff and visitors;
 - Make residents and staff aware of the environmental, financial and health benefits to be derived from the TP;
 - Minimise the level of vehicular traffic generated by the Proposed Development;
 - Enable the Proposed Development to protect and enhance the environment; and
 - Manage car parking demand in a sustainable and responsible manner.

6. TARGETS

- 6.1 Targets are a way of monitoring the success of the TP, so as to maximise its impact. Whilst it is difficult to set definitive targets prior to site user travel habits being confirmed, this section identifies some indicative targets based on Census travel to work (2011) and TRICS data.
- 6.2 The targets of the FTP for the Proposed Development will be Specific, Measurable, Achievable, Realistic, and Time-Constrained (SMART). At the planning application stage such targets are difficult to define without the undertaking of resident and staff surveys. Therefore, site specific targets will be defined once initial travel surveys are undertaken and included in an updated TP, as appropriate.
- 6.3 The targets for the FTP are therefore as follows:
- The Proposed Development will promote the opportunities and benefits of sustainable modes of travel which results in a 10% reduction in vehicle trips to and from the Site during the AM and PM peak hours.
 - To encourage half of all local trips to be carried out by walking and cycling.
 - All residents and staff will be made aware of the TP, and the sustainable travel options that are available to them, as part of the moving in / start of employment process; and

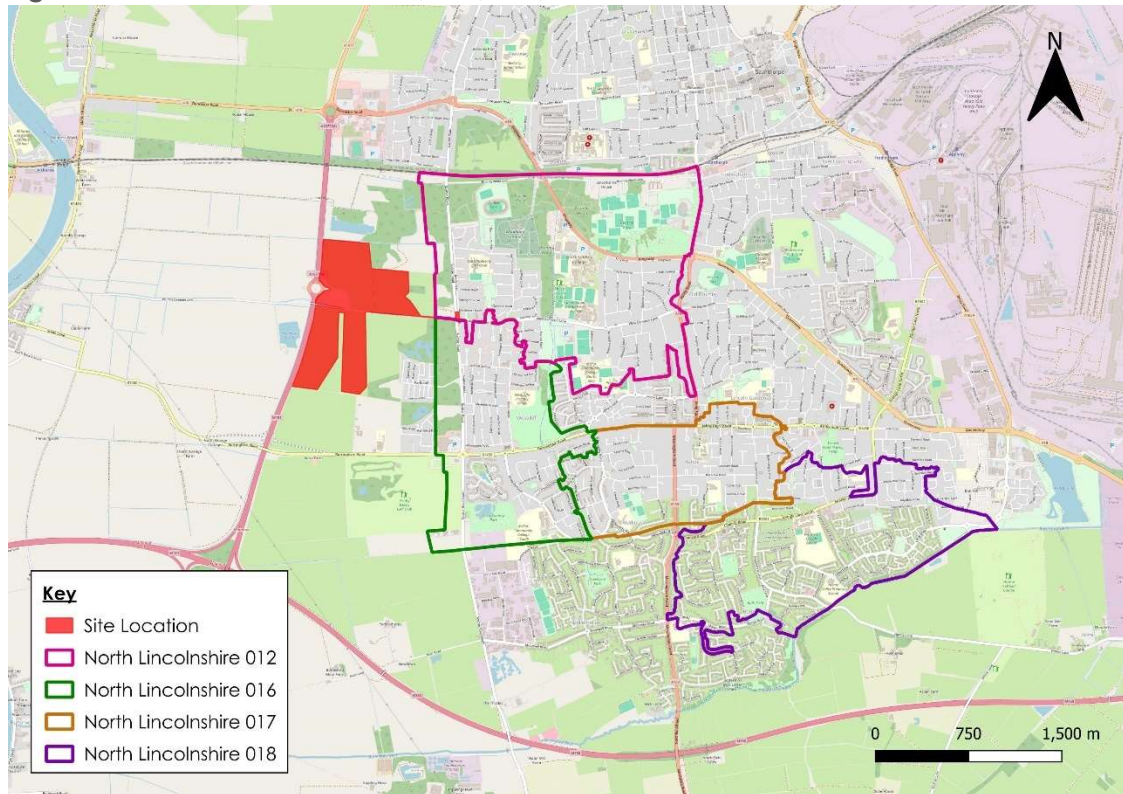
Travel Survey

- 6.4 It is essential to conduct travel behaviour questionnaires with residents and staff once the Site is (at least partially) occupied. This information will then act to confirm the baseline situation against which any progress towards the future mode share targets can be measured. Surveys will be conducted within the six months of the first dwelling being occupied and annually thereafter to at least 5 years post 50% dwelling occupation.

Residential Modal Split

- 6.5 To provide a baseline reference for "typical" commuter transport modes in the local area, 2011 Census "Method of Travel to Work" data has been obtained for the Mid Layer Super Output Areas (MSOA) North Lincolnshire 012, 016, 017 and 018). The selected MSOAs are chosen as they are considered to hold representative land uses to the proposed development, i.e. predominantly larger residential areas on the edge of Scunthorpe. Other nearby MSOAs were not considered due to the large scale of industrial/employment land uses within them, and/or a closer proximity to the town centre.
- 6.6 2021 census data has not been used as it is widely considered to not accurately reflect typical conditions given the impact of Covid-19 on working patterns at the time. The MSOA boundaries used are presented in **Figure 10**.

Figure 10: North Lincolnshire 012, 016, 017, 018 MSOA Areas



6.7 The method of travel to work data for the 4 MSOAs has been examined and modal splits calculated, the results are summarised below in **Table 9**. The average of the 4 has been used as the baseline modal split for the Site.

Table 9: MSOA Modal Splits

Method of Travel to Work	Modal Split				Average
	E02002760: North Lincolnshire 012	E02002764: North Lincolnshire 016	E02002765: North Lincolnshire 017	E02002766: North Lincolnshire 018	
Car Driver	72.4%	65.3%	68.3%	76.6%	71.7%
Car Passenger	7.6%	11.3%	8.3%	7.2%	8.3%
Motorcycle	1.6%	2.0%	2.0%	1.6%	1.8%
Bus	4.2%	6.6%	5.0%	3.8%	4.6%
Train	0.2%	0.6%	0.2%	0.2%	0.3%
On Foot	7.1%	7.9%	8.1%	4.8%	6.6%
Bicycle	6.5%	5.7%	7.4%	5.5%	6.2%
Other	0.5%	0.8%	0.8%	0.3%	0.5%

Source: Nomis – Office for National Statistics.

6.8 The mode share data indicates that approximately 71.7% of residents in the vicinity of the Site travel to work by car either as a driver or a passenger, 4.9% travel by public transport and 12.8% travel on foot or cycle. This is therefore considered in further detail later on in this TA.

Residential Modal Split

6.9 **Table 10** shows the vehicle trip generation of the residential element of the Proposed Development, as determined within the Transport Assessment.

Table 10: Summary of Vehicle Trips for Residential Dwellings

AM Peak 08:00 – 09:00			PM Peak 17:00 – 18:00		
Arrive	Depart	Two-Way	Arrive	Depart	Two-Way
0.130	0.552	0.682	0.354	0.211	0.566

6.10 The method of travel to work modal splits outlined in **Table 9** have been combined with residential vehicle trip generation presented in **Table 10** to calculate the two-way person trips associated with the residential aspect of the Proposed Development, for 550 dwellings. These trips are shown in **Table 11**.

Table 11: Proposed Residential Person Trips

Mode	AM Peak	PM Peak	Two-Way
Car Driver	375	311	2693
Car Passenger	43	36	312
Motorcycle	9	8	68
Public Transport	26	21	184
On Foot	35	29	248
Bicycle	32	27	233
Other	3	2	19
Total	523	434	3756

Non-Residential Modal Split

6.11 **Table 12** shows the vehicle trip generation for the non-residential elements of the Proposed Development, as determined within the TA.

Table 12: Summary of Vehicle Trips for Non-Residential Use Class

Use Class	AM Peak 08:00 – 09:00			PM Peak 17:00 – 18:00		
	Arrive	Depart	Two-Way	Arrive	Depart	Two-Way
Local Centre (Food Retail and Non-Food Retail)	116	97	214	151	161	312
Doctors Surgery GP with Pharmacy	31	12	43	12	22	34
Creche	17	15	32	14	18	32
Total	164	124	289	178	200	378

- 6.12 The method of travel to work modal split data used to calculate the residential modal split is not considered representative for the non-residential elements given the majority of the trips are not work related.
- 6.13 The TRICS criteria for local centre/local shops has 2 surveys that provide multi-modal trip rates.
- 6.14 TRICS site survey reference SE-01-I-01 is considered appropriate to represent a multi-modal split for the proposed local centre given its size and location within a residential area within Doncaster is similar to area which the Proposed Development is located.
- 6.15 A copy of the TRICS output is included within the TA. **Table 13** Error! Reference source not found. presents the Doncaster site's modal split.

Table 13: Non-Residential Modal Split

Mode	Percentage Share (Not Including LGVs/OGVs)
Car Driver	79.2%
Car Passenger	7.9%
Motorcycle, Scooter or Moped	0%
Public Transport	4.5%
Taxi	0.3%
Cycle	0.3%
Walk	7.8%
Total (Not Including LGVs/OGVs)	100%
LGVs	0.7%

- 6.16 The above shows that based on the TRICS output, the majority of trips to the local centre would be via driving a car (79.2%) with a small proportion by active travel modes: Bus (4.5%), cycle (0.3%) and walk (7.8%).
- 6.17 The above land use splits results in AM, PM and Daily multi-modal trips presented in **Table 14**.

Table 14: Non-Residential Multi-Modal Trips - TRICS Approach

Mode	AM Peak	PM Peak	Two-Way
Car Driver	286	374	4456
Car Passenger	26	34	403
LGVs/OGVs	0	0	33
Motorcycle	0	0	0
Taxi	1	1	17
Public Transport	16	21	256
On Foot	28	37	437
Bicycle	1	1	17
Total People (Not Including LGVs/OGVs)	361	472	5618

6.18 The above suggests that based on a TRICS approach, the development would generate circa 5618 person trips per day, of which the vast majority (4456) would be via the car, 437 by pedestrians, 256 by public transport, and 17 via the bicycle.

Vision & Validate Modal Split Targets

6.19 ATE's ambition focuses on generating an environment that results in 50% of all 'short' trips be made via walking, wheeling or cycling by 2030. The scheme's active travel proposals (complemented by the implementation of the Framework Travel Plan) will help ATE to achieve the said target.

6.20 It is not however possible to quantify the number of predicted trips to the proposed development that would be short trips, and data will need to be captured to monitor active travel use during the Travel Plan process to understand what mode of travel Site users typically use for their 'short trips'.

6.21 Notwithstanding the above, a 'Vision and Validate' approach, based on NH highway assessment requirements, is presented below that sets out modal split scenarios where a 20% reduction in single occupancy private car use is achieved.

6.22 In transport planning, 'Vision and Validate' is an approach that contrasts with the "Predict and Provide" model. It focuses on setting a long-term goal (vision) and then designing transport systems to achieve that vision, rather than simply reacting to projected traffic demand. In this instance, trips have been generated based on historical TRICS data, and in the Vision and Validate scenario, the car trips have been reduced by 20%, with 20% reallocated to active and sustainable travel modes.

Vision and Validate – Residential Modal Split Trips

6.23 **Table 15** presents a modal split for the residential element of the Proposed Development based on a 20% reduction in car driver trips. The car driver mode share percentage would reduce by 14.3% (20% of 71.7%), from 71.7% to 57.4%, with the 14.3% redistributed across the other mode types.

Table 15: Residential Modal Split Vision and Validate Targets

Mode	Census Modal Split	Vision and Validate Modal Split	% Change
Car Driver	71.7%	57.4%	-14.3%
Car Passenger	8.3%	12.5%	4.2%
Motorcycle	1.8%	2.7%	0.9%
Public Transport	4.9%	7.4%	2.5%
On Foot	6.6%	9.9%	3.3%
Bicycle	6.2%	9.3%	3.1%
Other	0.5%	0.8%	0.3%

6.24 The amended modal splits presented in **Table 15** generates the multi-modal trip generation values presented in **Table 16**.

Table 16: Residential Vision & Validate Trip Generation Scenario

Mode	AM Peak	PM Peak	Daily
Car Driver	300	249	2154
Car Passenger	65	54	470
Motorcycle	14	12	102
Public Transport	39	32	277
On Foot	52	43	374
Bicycle	49	41	351
Other	4	3	28
Total	523	434	3756

6.25 **Table 16** Error! Reference source not found. shows that in a scenario where car driver trips are reduced by 20%, the residential element of the Proposed Development would generate 300 and 249 two-way car driver trips in the AM and PM peaks respectively (includes both primary and non-primary trips).

6.26 The above Vision and Validate scenario residential car driver trips will be used in the Vision and Validate highway assessment that is to be presented in the TA Addendum.

Vision and Validate – Non-Residential Modal Split Targets

6.27 **Table 17** presents a modal split for the non-residential element of the Proposed Development based on a 20% reduction in car driver trips. The car driver mode share percentage would reduce by 15.8% (20% of 79.2%), from 79.2% to 63.4%, with the 15.8% redistributed across the other mode types.

Table 17: Non-Residential Modal Split Vision and Validate Targets

Mode	TRICS Modal Split	Vision and Validate Modal Split	% Change
Car Driver	79.2%	63.4%	-15.8%
Car Passenger	7.9%	13.9%	+6%
Motorcycle	0.0%	0.0%	0%
Taxi	0.3%	0.5%	+0.2%
Public Transport	4.5%	8.0%	+3.5%
On Foot	7.8%	13.7%	+5.9%
Bicycle	0.3%	0.5%	+0.2%
Total People (Not Including LGVs/OGVs)	100%	100%	

6.28 The amended modal splits presented in **Table 17** generates the multi-modal trip generation values presented in **Table 18**.

Table 18: Non-Residential Vision and Validate Trip Generation Scenario

Mode	TRICS Modal Split	Vision and Validate Modal Split	% Change
Car Driver	229	299	3,565
Car Passenger	46	61	721
LGVs/OGVs	2	2	33
Motorcycle	0	0	0
Taxi	2	2	30
Public Transport	29	38	458
On Foot	50	66	782
Bicycle	2	2	30
Total People (Not Including LGVs/OGVs)	361	472	5618

- 6.29 **Table 18** shows that in a scenario where car driver trips are reduced by 20%, the non-residential element of the Proposed Development would generate 229 and 299 two-way car driver trips in the AM and PM peaks respectively (includes both primary and non-primary trips).
- 6.30 As well as aiming to ensure that as many 'short' trips are carried out by walking, wheeling and cycling where possible, the development is committed to promoting sustainable travel and the 20% reduction in single occupancy driver car use presented in the Vision and Validate scenario will be the target modal split change for the Site (as set out in the Framework Travel Plan). The active travel infrastructure proposed and the implementation of a bus service through the Site (as well as the ability for users to make use of the North Lincolnshire DRT service) will promote and encourage sustainable travel, along with measures proposed in the Framework Travel Plan.

7. IMPLEMENTATION AND MANAGEMENT

Implementation

- 7.1 This FTP establishes a structure within which future TPs (that will be produced and approved as part of Proposed Development RMAs) will be managed and operated.
- 7.2 Each residential and non-residential RMA will produce a detailed TP building on the information provided within this FTP.
- 7.3 Travel Plan Coordinators (TPC) will be appointed by the future developer/occupier(s) of the Site, confirmation of this appointment will be made to the relevant highway and planning officers at NLC as soon as the position is filled formally (and no later than 1 month prior to first occupation of the relevant development). The appointed TPCs will be responsible for implementing, communicating, monitoring and managing aims and objectives set out in the TP for their respective development.

Site Wide Travel Plan Coordinator

- 7.4 For the 550 dwellings proposed, a Site Wide Travel Plan Co-ordinator (SWTPC) will be appointed to oversee the TPC role for the whole of the residential development. The SWTPC will also act as an overarching TPC for the whole site, where the TPC's appointed for the non-residential elements will report back to the SWTPC who will then produce annual Site wide TP monitoring reports.
- 7.5 The SWTPC role will require part time involvement, and the role will be appointed from when construction of the dwellings first begins on-site, for a period of five years after 50% dwelling occupation. The other TPCs should be in place for a minimum of 5 years post first occupation of their respective non-residential unit. Full contact details of the SWTPC will be shared with NLC when appointed. NLC will also be informed of any changes to the SWTPC.
- 7.6 The role of the SWTPC will be to:
 - Oversee the development, promotion, and implementation of the TP measures and incentives.
 - Design and implement continuous, effective marketing and awareness raising strategies to promote the TP measures and incentives. For example, they will be responsible for the effective display of information on the Travel Information Boards, etc.
 - Act as a point of contact for all residents requiring information. In doing so, they will represent the 'human face' of the TP – explaining the purpose and the opportunities on offer.
 - Secure any necessary funding to support the TP and ensure its efficient and effective use.
 - The SWTPC will review and agree the measures.

- The SWTPC will review and agree the TP targets, the measures and incentives, the methods for implementing and monitoring the TP, and the successes and failures; and
- The SWTPC will work with the individual non-residential unit TPC identified in the TPs that accompanied the RMAs to implement the TP measures and actions.

Travel Plan Coordinators

7.7 The role of the TPCs for each of the non-residential units is provided below:

- A TPR will be appointed prior to first occupation of the non-residential unit will make themselves known to the SWTPC at the start of their appointment.
- The TPC will report directly to the SWTPC who will be the single point of contact with NLC.
- The TPC should be as the first point of call for staff and residents associated with the development within the RMA regarding any travel and transport queries.
- Distribute marketing material to residents and staff that the SWTPC has shared; and
- Distribute surveys to staff after receiving the survey from the SWTPC and return survey results to the SWTPC where required.

TPC Structure

7.8 Based on the above, the following TPC structure will be in place:

- Site Wide Travel Plan Coordinator – Appointed to act as the Travel Plan Coordinator for all residential dwellings and acts as the main point of contact between the whole development and NLC.
- Travel Plan Coordinators – Appointed by each of the non-residential land uses to implement their respective Travel Plans, and will work closely with the Site Wide Travel Plan Coordinator.

8. MEASURES AND INCENTIVES

Introduction

- 8.1 This section identifies the initiatives and measures that will be implemented to achieve the FTP targets including responsibilities and timescales for implementation. The measures will be reviewed by the SWTPC prior to occupation in terms of their appropriateness and effectiveness and will be refined, if required, subject to analysis of the monitoring results.
- 8.2 Following occupation of each property and unit, every household / unit will be issued with a Travel Welcome Pack providing details of facilities within the local area. This will also provide residents and staff with an understanding of the TP process and background information on the access to the facilities, as outlined in the following sections.
- 8.3 The potential hours of work for residents and staff should be considered in the TP as the working hours has an influence on the transport mode they may choose to take. For example, late working hours will incline workers to use a car more as public transport does not often run as frequently at night or after dark. Again, during the day, it also is more likely for people to choose public transport during rush hour periods to avoid being caught in traffic, or walking / cycling off the roads to avoid vehicle fumes / emissions.
- 8.4 To provide accurate and clear timescales for the implementation of the TP, its associated measures, incentives and targets are linked to the construction and occupation of the new residential plots and employment units. Immediate measures refer to those that will be implemented prior to the occupation of the new residential plots and employment units. Short term measures refer to those that will be implemented during the first six months of occupation of a residential plot and non-residential unit, and medium-term measures refer to those that will be implemented between six and twelve months of occupation of a development plot.
- 8.5 These measures relate to the potential for reducing the need to travel, and where travel is necessary, and promoting active and shared transport methods, such as carpooling, walking, cycling, and public transport among all residents and visitors.

Hard Measures

Public Transport Access

- 8.6 As described previously, the development will be served by a bus service (discussions ongoing to divert bus service no. 35 into the site). The bus will make use of the proposed internal bus stops and turning head to facilitate safe access and egress. The rerouted service will be implemented prior to the occupation of the 200th dwelling, of which prior to this residents will be able to make use of the North Lincolnshire DRT service.

Active Travel Access

- 8.7 The Proposed Development will also implement internal high quality segregated active travel infrastructure, including a connection with Scotter Road to the east. Segregated

walking and cycling routes will be provided within the Site, and extend to the Scotter Road crossing facility. The link to Scotter Road to be open before 1st occupation.

Soft Measures

Promotion and Awareness Raising

- 8.8 As detailed above, the Site will be accessible by active and sustainable travel. Therefore, the TP process will focus on the promotion of the active and sustainable travel opportunities to and from the Site. It is essential that the travel opportunities be clearly highlighted and promoted to all residents, staff and visitors, in order to allow people to choose alternative modes of travel.

Travel Welcome Pack

- 8.9 All residents and staff will be provided with detailed information about the transport facilities to and from the site through Travel Welcome Packs issued by the TPR (via the SWTPC) prior to them starting their residency / job. The content of the welcome pack will include:
- Pedestrian and cycle route map, with key locations (such as transport interchanges, local facilities, short-cuts, etc.) and the distances and journey times to key destinations.
 - Information on local bus routes, services timetables, stop locations and fares.
 - Contact details for the SWTPC and TPR (employment only).
 - Public transport information, including a bus and train route map and the latest timetable information. The welcome pack will include full details of the range of tickets available; contact details of relevant car share schemes, and
 - Provide details of mobile phone apps that provide up to date information on travel options.

Travel Information boards, Sustainable Travel Newsletters and General Travel Plan Awareness

- 8.10 After initial communication, the awareness raising process will be maintained through notice boards within the residential estate and non-residential units. This will allow the information to be seen by the residents, staff, and where appropriate visitors. The SWTPC will be responsible for ensuring that the information is kept up to date.
- 8.11 Via discussions with the TPRs, the SWTPC will investigate running their own promotional TP events, such as 'Bikers Breakfast' for anyone who cycles to work, or car sharing events, to publicise car sharing and highlight the social element. These events will be advertised on the Travel Information Boards and through newsletters detailing upcoming events and any including key details within the welcome packs (updated as appropriate) which can be distributed to residents and staff.

- 8.12 The notice boards will also display information produced for the welcome packs including a pedestrian and cycle route map and information on the local bus routes, service timetables, stop locations, and fares.
- 8.13 The TP and possible modes of sustainable travel will also be introduced to visitors to the development. This will be achieved by providing information detailing how they can reach the site by sustainable modes through promotional literature.
- 8.14 By implementing the above measures, all residents, staff and visitors will have the necessary information about the cycle and pedestrian routes, public transport services and car sharing opportunities, to allow them to realistically consider the use of these modes of travel. This will allow all perspective residents, staff and visitors to have knowledge of the sustainable options to travel to the development, the facilities at the Site to aid sustainable travel and the measures available.

Walking and Cycling

- 8.15 To encourage walking to and from the Site, plans and information should be provided to residents and staff to indicate pedestrian / cycle routes in Scunthorpe and the surrounding areas to local amenities.
- 8.16 This will be promoted using existing walking resources provided by NLC, such as www.northlincs.gov.uk/peoplehealth-and-care/walking-in-north-lincolnshire.
- 8.17 Residents with school aged children will be encouraged to explore the sustainable travel plans offered by their local schools and take up initiatives such as walking buses.
- 8.18 Awareness of health benefits of walking will be highlighted through posters, leaflets and/or events with incentives, prizes, give-aways etc.
- 8.19 The initial purchase of a cycle and suitable equipment can present a barrier to cycle uptake. Suitable cycles for commuting are available such as foldable bikes but are often expensive to purchase and maintain and suitable equipment such as helmets and clothing are required to improve comfort and safety during the journey. A cycle voucher (equivalent to the cost of Stagecoach's East Midlands Flexi10 ticket).
- 8.20 The TP will seek to support potential riders by reducing up-front costs through seeking the provision of vouchers/discounts in conjunction with local cycling groups – this information will be provided to residents in the Travel Pack.
- 8.21 The TP will provide information on local cycle groups in the local area to residents in the Travel Pack. If it is identified from the travel survey that residents would like a cycle group set up within the development, this will be implemented.
- 8.22 A potential bicycle user group (BUG) & bike buddy scheme will be investigated. In addition, events to promote cycling to work such as “biker's breakfasts” and “bike2work” events will be considered.
- 8.23 The TPC will seek to organise cycle repair events, such as Dr Bike, and cycle training to occur on site on a regular basis and / or as needed.

8.24 Regular monitoring of the use of cycle parking will take place by each TPC to identify utilisation. Should demand be surpassed, additional cycle parking will be provided at the relevant land use.

Public Transport Vouchers

8.25 As part of a bus service routing through the Site, residents will be able to apply for a free Scunthorpe 28 Day MegRider pass. The bus pass vouchers will be offered to the first occupier of each residential dwelling. Residents will be able to apply for the bus passes through the SWTPC.

8.26 Each full-time employee of the non-residential elements of the scheme first hired for their respective role will be offered the above bus pass voucher as part of their on-boarding process.

8.27 Residents and staff will be able to either obtain the above buss pass, or a cycle voucher for the equivalent value.

Car Sharing Participation

8.28 The SWPTC will promote existing car sharing services such as www.carshare.com, www.shareacar.com, www.liftshare.com, and www.nationalcarshare.co.uk. These sites do not require members to have a car as some existing members will offer lifts in exchange for a contribution towards fuel costs.

8.29 These websites allow people to log in, state where they are travelling to and from, and whether they are seeking or providing a lift, and the days and times they are willing to car share. Car sharing matches are then sent over secure email.

Reducing the Need to Travel

8.30 Whilst many of the measures encourage a move away from car trips (and especially single occupancy car trips), opportunities to negate the need for travel will also be promoted. Support will be provided in terms of:

- Advice for those wishing to 'work from home', either occasionally or frequently. Advice would be offered through the TPC on how to approach this with employers. Broadband connection will be provided to each residential property.
- Promotion of home delivery services. For example, in the case of supermarket shopping, delivery services mean that multiple properties can all be served by a single delivery vehicle, thus reducing the transport impact of the movement of the goods. See 'Planning for Efficient Deliveries and Servicing' later in this section; and
- Providing support and encouraging residents with children to set up 'walking buses' with adults escorting children to schools. This can be applicable for educational facilities off-site as well as the school located within the development. The SWTPC will also be able to assist these activities to support the local Primary School Travel plans.

Sustainable Living Initiatives

- 8.31 Promotional materials will be produced by the TPC to provide residents with information which can encourage a more sustainable way of life. Examples include promoting delivery services which will reduce the need for trips to collect purchases or promoting working from home which removes the need for any travel.
- 8.32 A Travel Plan Steering Group will be established by the SWTPC to bring together travel planning activities on the site. The Group will meet quarterly to discuss progress on the Travel Plans and their future direction. The Group will include each appointed TPC as well as representatives from larger organisations and interest groups (such as the school and businesses) within the development.
- 8.33 Resident 'champions' will be sought to attend the Group and promote initiatives to their neighbourhood, further encouraging local buy-in to the Travel Plan.
- 8.34 Residents will be identified by the Steering Group as occupations are complete per phase.
- 8.35 Dissemination of information and promotional materials will be an important part of ensuring that travel planning at the site is taken forward coherently. It is recommended that promotion should be taken forward under a single brand, with information distributed through the SWTPC to other members of the Steering Group.

Travel Plan Toolkits

- 8.36 **Table 19** and **Table 20** summarise toolkits of measures that could be adopted by the TPC for residential and workplace below provides a summary of these measures along with designated responsibility and timescales for implementation.



Table 19: Residential Travel Plan Toolkit

Measure	Justification	Responsibility	Target date (from 1 st occupation) / Frequency	Monitoring
Walking				
Arrange for maps that illustrate safe walking routes to be provided to all dwellings	Raise awareness of the available walking routes and distances to / from key local facilities / amenities	TPC	To be provided to all new residents in the Travel Pack	TPC to record number of maps provided to residents
Seek discounts at local retailers for suitable walking clothing and footwear	Potential opportunity for residents to have suitable clothing to walk in all weather conditions	TPC	Available upon occupation	TPC to document agreements with local retailers and if appropriate, record the number of vouchers given to residents
Provide information on local walking groups	Raise awareness of local walking groups to encourage an active healthy lifestyle	TPC	Available upon occupation	Travel Survey to gather information on resident's participation in local walking groups
Establish a walking bus for children in conjunction with school(s)	The walking bus will provide children with a safe way to walk to school	TPC	Within 18 months	Walking bus leaders to provide TPC with number of participants
Cycling				
Arrange for maps that illustrate recommended cycle routes to be provided to all dwellings	Raise awareness of the available cycling route and distances to / from key local facilities / amenities	TPC	To be provided to all new residents in the Travel Pack	Number of maps provided to residents
Provide information on local cycle groups	Raise awareness of local cycle groups to encourage an active healthy lifestyle	TPC	Within 12 months	Travel Survey to gather information on resident's participation in local cycle groups



Measure	Justification	Responsibility	Target date (from 1 st occupation) / Frequency	Monitoring
Cycle voucher equivalent to bus pass voucher	Facilitate the potential purchase of a bicycle / accessories – resident can apply for either a bus or cycle voucher.	TPC	Within 12 months	Travel survey to record number of cycle vouchers issued
Seek discounts for residents at a local cycle shop	Improve cycle / cycle equipment ownership within the development	TPC	Within 12 months	TPC to document agreements with local retailers and if appropriate, record the number of vouchers given to residents
A cycle maintenance kit to be stored in sales office for residents use	The maintenance kit will cut down the cost of cycling for residents to use	TPC	Within 12 months	Sales team to keep record of the number of times the kit is used
Cycle maintenance events (e.g. Dr Bike)	Maintenance events can teach the basic skills required to maintain a bike, thus further reducing the overall cost of cycling	TPC	Annually	TPC to monitor take-up and demand for additional sessions
Cycle Training	Improve confidence to cycle and increase likelihood of cycling	TPC	Annually	TPC to monitor take-up and demand for additional sessions
Public Transport				
Arrange a timetable drop to all dwellings	This will provide all dwellings within the establishment with up-to-date bus and rail timetables	TPC	Upon 1 st occupation	TPC to record the number of timetables provided to residents



Measure	Justification	Responsibility	Target date (from 1 st occupation) / Frequency	Monitoring
Free 28 Day Scunthorpe Megarider bus pass voucher per dwelling	This will encourage residents to use the bus especially to / from regular destinations. Residents to either apply for a bus pass or cycle voucher	TPC	Within 6 months of bus routing through the Site	TPC to record the number of bus passes that are requested
Car Sharing				
Send invites to car share websites	This will highlight whether a suitable car sharing partner is available in the area, and highlight the positives of car sharing	TPC	Within 6 months	Travel survey to indicate how many residents are car sharing
Car share scheme registration	Make aware of car sharing, provide direct opportunity for residents to register with web based matching service	TPC	Within 6 months	TPC to record number of car sharers
Awareness Raising				
Personal Journey Planner	To provide new residents with the information to make an informed decision about how they may travel	TPC	On-going	TPC to monitor number of requests
Provide occupier Travel Pack	The pack will highlight the need for sustainable travel and how the occupant car travel sustainably in the area	TPC	Available upon occupation	Number of packs delivered
Travel Plan Newsletter	Update residents on any travel related changes and	TPC	Periodically	Number of newsletters delivered



Measure	Justification	Responsibility	Target date (from 1 st occupation) / Frequency	Monitoring
	results of travel plan monitoring			
Marketing / Promotional Leaflets	Leaflets will be distributed every 6 months to promote all aspects of sustainable travel, from timetables, to responsible parking, walking routes, cycle groups etc	TPC	After 6 months post occupation	Number of leaflets delivered
"The true cost of motoring"	Provision of this information is designed to challenge common perceptions regarding the car as the "cheap" transport option. Details about average UK motoring costs e.g. tax, insurance, fuel, environmental impact	TPC	To be provided to all residents in the Travel Pack	Number of packs delivered
"Responsible car parking"	Provided within the travel pack, this information will highlight the need to park "responsibly" by maintaining safe, unobstructed accesses, maximising use of formal off-street parking	TPC	To be provide to all residents in the Travel Pack	Number of packs delivered
Undertake / coordinator activities in line with local / national campaigns e.g. "The Big Pedal", "Catch the Bus Week" etc	Ensures a continued engagement with / awareness of sustainable travel options and benefits	TPC	Annal	TPC to record the number of participants



Measure	Justification	Responsibility	Target date (from 1 st occupation) / Frequency	Monitoring
Other				
Social media TP updates	Social media will be used by the TPC to liaise with all interested parties, co-ordinate meetings with user groups / key stakeholders, publicise TP events, progress and achievements	TPC	Social media accounts to be set up upon first occupation	TPC provide status / progress / co-ordinate meetings / achievement updates throughout the duration of the TP process
Key stakeholder meetings (e.g. local planning authority, parish council, local school and bus operators)	Within 2 months of each travel survey the TPC will meet key stakeholders to discuss the findings of the surveys, identify any issues and consider how improvements could be made	TPC	Every 6 months	TPC to minute meetings and summarise outcomes in monitoring report



Table 20: Workplace Travel Plan Toolkit

Measure	Justification	Responsibility	Target date (from 1 st occupation) / Frequency	Monitoring
Walking				
Umbrellas provided for staff walking to Site	To encourage staff to walk in all weather	TPC	Within 1 month of unit occupation	TPC to monitor usage and condition of umbrellas
Information of national and local sustainable events	Encourage staff to take part in sustainable events	TPC	Update every 12 months	TPC to monitor how many staff take part in the events
Cycling				
Secure cycle stands will be provided	To encourage cycling by providing safe and dry cycle parking facilities	Site Developer	Prior to occupation	Yearly monitoring reports to review the usage of cycle spaces
Showering facilities	To encourage cycling by providing facilities (where appropriate) to change pre / post commute	Site Developer	Prior to occupation	Year monitoring reports to review the number of cyclists
A bicycle user group to be established	The user group will meet to discuss how cycling facilities could be improved	TPC	Within 6 months of first occupation	TPC to monitor numbers attending meetings
Cycle voucher equivalent to bus pass voucher	Facilitate the potential purchase of a bicycle / accessories – resident can apply for either a bus or cycle voucher.	TPC	Within 12 months	Travel survey to record number of cycle vouchers issued
A cycle maintenance kits	Cycle maintenance kits to be kept on site to assist staff if their bicycle needed repair	TPC	Within 6 months of occupation	TPC to monitor how many times the maintenance kit is used



Measure	Justification	Responsibility	Target date (from 1 st occupation) / Frequency	Monitoring
Cycle maintenance events (e.g. Dr Bike)	Maintenance events can teach the basic skills required to maintain a bike, thus further reducing the overall cost of cycling	TPC	Annually	TPC to monitor take-up and demand for additional sessions
Cycle Training	Improve confidence to cycle and increase likelihood of cycling	TPC	Annually	TPC to monitor take-up and demand for additional sessions
Cycle purchase schemes	Individual employers could aid in purchasing bicycles to promote cycling to those that may not have bicycle	TPC	Within 12 months of first occupation	TPC to monitor how many employees use the scheme
Public Transport				
Site specific public transport routes to be promoted	To encourage the use of the rerouted bus service and the DRT services	TPC	On-going	Yearly monitoring reports to review the number of bus passengers
Free 28 Day Scunthorpe Megarider bus pass voucher per dwelling	This will encourage staff to use the bus especially to / from regular destinations. Staff to either apply for a bus pass or cycle voucher	TPC	Within 6 months of bus routing through the Site	TPC to record the number of bus passes that are requested
Car Sharing				
Send invites to car share websites	This will highlight whether a suitable car sharing partner is available in the area, and highlight the positives of car sharing	TPC	Within 6 months	Travel survey to indicate how many staff are car sharing



Measure	Justification	Responsibility	Target date (from 1 st occupation) / Frequency	Monitoring
Car share scheme registration	Make aware of car sharing, provide direct opportunity for staff to register with web based matching service	TPC	Within 6 months	TPC to record number of car sharers
Awareness Raising				
Personal Journey Planner	To provide new staff with the information to make an informed decision about how they may travel	TPC	On-going	TPC to monitor number of requests
Sustainable transport leaflets to be supplied as part of a staff's onboarding process	To provide new staff with the information to make an informed decision about how they may travel to work	TPC	On-going	TPC to monitor number of leaflets issued

9. MONITORING AND REVIEW

Monitoring

- 9.1 Sustainable transport initiatives will be in place prior to, or soon after occupation of the Proposed Development. This will allow people to assess the potential to travel by alternative transport modes and allow a sustainable travel culture to emerge from the outset.
- 9.2 The SWTPC will be responsible for undertaking surveys to monitor the progress of the TP against its targets. Repeating these surveys over time will show whether the TP is succeeding in encouraging a greater number of residents and staff to travel by more sustainable travel modes.
- 9.3 Where progress towards targets is slow, the monitoring process allows this to be easily identified. It may be possible to determine particularly effective / ineffective measures, and thereby identify remedial action to ensure the continued success of the TP. The SWTPC will be responsible for ensuring that the TP is being delivered to greatest effect and that targets are being met. The monitoring report should be completed each year.
- 9.4 The monitoring report will include the following:
- Details of the methodology used in undertaking the surveys.
 - Details of response rates and a summary of findings.
 - A review of the findings of the surveys in the context of the objectives and targets; and
 - An action plan (strategy), together with updated targets and objectives for the forthcoming year.
- 9.5 The monitoring program will also include the following 'hard' data recorded at 12 monthly intervals:
- Usage of cycle parking (number of occupied stands).
 - Usage of motorcycle parking (number of motorcycles parked).
 - Demand for car parking (number of spaces occupied).
 - The take-up of the tax-free bicycle purchase scheme for employees.
 - The uptake of any of the incentives offered by the TPC's; and
 - Demand for car share scheme.
- 9.6 In addition, the following would also be recorded:
- Informal comments made by employees regarding the operation of the TP; and
 - Any problems and issues encountered by the TPCs.
- 9.7 From first occupation until a period of five years after 50% dwelling occupation, each year during a neutral month, the SWTPC will organise a five-day automatic traffic count

(ATC) at the Site access junction, in order to determine the number of vehicle arrivals and departures during the peak hour periods on an average week for the full Site.

Annual Monitoring Report

9.8 The year after the submission and agreement of the Initial Monitoring Report and every 12 months throughout the operational period of the TP of the Site (from 1st occupation to 5 years post 50% dwelling occupation), an Annual Monitoring Report will be prepared by the SWTPC and issued to NLC. The report will be structured as follows:

- Introduction and background – number of occupied dwellings, name of non-residential unit plots, date plots occupied, number of staff employed, working hours, number of parking spaces etc.
- Results of surveys – detail of the results of the surveys that have been undertaken against indicators defined in the TP.
- Description of work undertaken over the past 12 months with evidence and examples.
- Problems and issues encountered – detail of any problems encountered in implementing the TP, and any issues that have not yet been resolved.
- Specific measures from the TP – detail how the measures from the TP have been implemented in terms of infrastructure, policy and promotion for each specific travel mode and strategy (walking, cycling, public transport, car sharing, general measures, working practices etc), with evidence of how each measure has been implemented.
- Summary – detail whether the Site is on track to meet targets; and
- Plan for next 12 months – detail of any specific outcomes or desired results.

Travel Plan Review

9.9 The TP will be reviewed against the targets annually as part of the monitoring report exercise. If the targets are not met and aspects of the TP are seen to be underperforming, the SWTPC will review the measures in place and revise them where appropriate in consultation with NLC.

9.10 Mitigation measures such as increasing transport information provision and promotional material or providing incentives will be considered in consultation with NLC. The SWTPC will work closely with NLC to ensure that all national and local sustainable travel initiatives are promoted within the Site.

APPENDICES

Appendix 1: Indicative Site Masterplan

Architects are to be notified of any discrepancies.
 Contractors must check all dimensions on site.
 This drawing is subject to copyright here and is for use on this project only.
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