



travel plan services

# Rothwell Juniors Football Club Fleet Lane Development Travel Plan version 1.4

January 2009

[www.travelplanservices.co.uk](http://www.travelplanservices.co.uk)

## CONTENTS

<b>Section</b>	<b>Detail</b>	<b>Page Number</b>
1	<b>Introduction</b>	1
2	<b>What is a Travel Plan</b>	2
3	<b>Policy Context</b>	3
4	<b>Travel Planning Benefits</b>	4
5	<b>The Development Context</b>	5
6	<b>Sustainable Accessibility</b>	7
7	<b>The Travel Plan Strategy</b>	8
8	<b>Travel Plan Measures</b>	11
9	<b>Monitoring and Evaluation</b>	17
10	<b>Strategic Implementation</b>	19

- This report is the copyright of Travel Plan Services Ltd
- The information, ideas and other intellectual property set out in this report are the property of Travel Plan Services and are for the sole benefit of the Rothwell Juniors Football Club.
- We require that the information, ideas and other intellectual property set out in this report are:-
  - Not shared with third parties and particularly with direct or indirect competitors of Travel Plan Services Ltd
  - Not conveyed to other consultants or personnel without the prior approval of Travel Plan Services Ltd
  - Not copied in part or in whole

# 1 Introduction

- 1.1 This document sets out the process of formulating, introducing and managing a customised Travel Plan Strategy for Rothwell Juniors Football Club on Fleet Lane in Rothwell, Leeds.
- 1.2 The Rothwell Juniors Football Club Travel Plan has been prepared taking into account the end use of the development, its likely impact on the local road network and the environment, considering and commenting on the existing sustainable transport opportunities in the area and the ways in which their use can be maximised.
- 1.3 Travel Plan Coordinator responsibilities for the implementation and monitoring of the travel plan will be undertaken by the club in line with the Strategic Implementation Plan outlined in this document.

## 2 What is a Travel Plan?

- 2.1 A travel plan is a strategy through which an organisation is able to manage journeys related to its operation in a sustainable manner, reducing the social and environmental impact and helping to reduce the economic cost of travel.
- 2.2 There are three ways of managing the transport impacts that an organisation generates:
- Improve the quality of non car modes;
  - Provide disincentives for the single occupancy use of the car; or
  - A combination of both of these.
- 2.3 A travel plan can address a range of travel types such as staff commuting, business trips, journeys made by visitors and clients to the site, how a company's fleet is managed and travel made by suppliers. A travel plan involves the development of a set of mechanisms and initiatives that together can enable an individual to reduce the impact of travel and transport on the environment, whilst also bringing about a wide range of further personal benefits.
- 2.4 Furthermore travel planning is a dynamic process that will grow with time and in accordance with the changing circumstances of a development. A travel plan is not a one-off event to be undertaken and completed, nor is it a document to be produced and put on a shelf, but will be continually reviewed and adapted to suit the circumstances of the development and the changing demands/travel patterns therein.

## 3 Policy Context

### **The Local Transport Plan**

- 3.1 Transport is of fundamental importance to the West Yorkshire economy and environment as well helping to determine many aspects of the quality of life enjoyed by residents and visitors.
- 3.2 In common with elsewhere the policies and objectives of the West Yorkshire Local Transport Plan are aimed at securing a modal shift to other more sustainable and environmentally friendly forms of transport, especially within new developments.

### **The National Strategy**

- 3.3 Government has recognised the need for a radical change in transport policy. In its Integrated Transport White Paper, a wide range of measures to deal with congestion and pollution are set out. These are not just national policies; the White Paper also highlights the need for action at a local level.
- 3.4 On sustainability, the White Paper emphasises the wider impacts of road traffic stating “climate change is one of the greatest environmental threats facing the world today”. The UK has a legally binding target to reduce greenhouse gas emissions to 12.5% below 1990 levels by the period 2008 – 2012 but Government have set an objective of 20%.

### **Supplementary Planning Document**

- 3.5 The Travel Planning Supplementary Planning Document sets out the Leeds City Council requirements for travel plans and identifies when they are required in support of a planning application.
- 3.6 This travel plan has been developed in accordance with that guidance.

## 4 Travel Planning Benefits

4.1 There are a range of headline benefits associated to the implementation of effective travel planning measures including, but not limited to, the following: -

**Financial:** Using non-car modes or sharing the car is more cost effective than driving alone. Cycling and walking cost next to nothing and public transport can also be cheaper than the car.

**Health:** Leaving the car at home is a simple way for people to improve their health. Cycling or walking for 20 minutes a day halves the risk of heart disease.

**Life balance:** Time saved through reduced local congestion can improve an individual's life balance, allowing them to spend more time as they choose. Avoiding the cost of car ownership also allows an individual to redirect limited funds to other areas such as their accommodation or their lifestyle.

**Social Benefits:** People can benefit from increased social interaction through the introduction of car sharing.

**Air Quality:** A reduction in the number of cars on the road will lead to improved local air quality.

**Climate Change:** Increased use of sustainable methods of transport will reduce the effect that travel has on climate change.

**Congestion:** A travel plan will reduce the number of cars on the road, and will hence reduce the level of congestion in the community.

## 5 The Development Context

5.1 The new Rothwell Juniors Football Club site is located on Fleet Lane, off Aberford Road in Rothwell, Leeds. The site is adjacent to the West Ridings Football Association facility and is being developed to provide the following range of facilities for club and community use in partnership with Football Foundation and Leeds City Council:-

- Six grass football pitches
- One all weather football pitch
- Changing Rooms
- Basic Club House (no licenced bar) including a tea room, office and meeting room.

5.2 Due for completion in March 2009 the facility will not only accommodate the needs of the existing club teams, it will also be a facility that the community as a whole can benefit from. It should be noted therefore that the peak demand for the hire and use of the facilities is likely to be outside the normal peak travel periods, with evening and weekend use being more common.

5.3 At present Rothwell Juniors have 27 football teams for ages between 6 and 18 years old, with a total membership in the region of 400. Due to the age groups involved there will be a significant proportion of those who will use the facility that will be accompanied by parents/guardians and this will have an impact on the travel modes to and from the development.

5.4 There are to be a total of 72 parking spaces provided at the development, and should demand on occasion exceed this level of supply, use can be made of the provision at the adjacent West Ridings FA facility, however this requirement is only anticipated to be needed very occasionally.

5.5 Car parking will be managed to ensure that those travelling in the most sustainable manner get priority. The very nature of the likely users of the development (as outlined in paragraph 5.3) means that most vehicles will be in multiple occupancy. Parents will be further encouraged to car share/pool car seats as outlined in the Sustainable Car Use strategy of this travel plan and this will be further supported by allocating spaces to car sharers on occasions when demand is likely to peak.

- 5.6 With regard to cycle storage, 6 Sheffield type stands will be provided in prominent locations around the club house. It should be noted that players in the older age categories at the club may wish to travel independently to the site by bicycle and this will be encouraged and supported with the provision of secure and prominent cycle storage.

## 6 Sustainable Accessibility

- 6.1 The site is located some ½ mile from the nearest bus stops on Aberford Road. Although there is no practical way by which service provision could be brought nearer to the development, the range of services on offer on Aberford Road is considerable, as summarised below: -

Service	Route	Frequency (Number of services per hour)			
		Weekdays		Saturday	Sunday
		Daytime	Evening		
9	Seacroft – Rothwell – White Rose Centre – Holt Park	1	1	1	1
153	Castleford – Rothwell – Morley	1	0	1	0
167/168	Leeds – Woodlesford – Swillington – Castleford	2	2	1	1
173/174/175	Garforth/Wetherby/Castleford – Woodlesford - Wakefield	1	0	1	0
447/448	Leeds – Rothwell – Woodlesford – Wakefield	2	1	1	1

- 6.2 Whilst service provision during the day Monday to Friday is considerable, it is fair to say that this would not prove particularly beneficial to the majority of users of the facility (as identified in paragraph 5.2). Nevertheless there are a total of 4 buses per hour operating in the evening, 5 per hour on Saturday and 3 per hour on Sunday giving a level of service which should be more than adequate for the needs of the development.
- 6.3 The development is within walking distance of the residential area of Woodlesford and Oulton. Furthermore there is a designated cycle lane along the section of Fleet Lane between Aberford Road and the development, advisory routes to Rothwell and Woodlesford and a link via Fleet Lane to the National Cycle Network (67).
- 6.4 Taking these opportunities into account, and noting the likely travel behaviour of the users of the facility, it is clear that the site benefits from a highly sustainable location relative to the community it serves. Indeed the very nature of a community resource such as Rothwell Juniors Football Club is that it provides for those in the immediate surrounding areas and therefore any travel impact will be minimal. It is noted however that the promotion of existing opportunities, in addition to supporting measures to encourage modal shift where possible, are critical to managing existing and future demand and this travel plan will outline the way in which it proposed to be delivered at the development.

## 7 The Travel Plan Strategy

7.1 Rothwell Juniors Football Club recognise the many benefits that a travel plan can deliver. For this reason there is a clear commitment to effective travel planning not just throughout the course of development but also afterwards as the site is occupied.

7.2 This commitment translates into the Rothwell Juniors Football Club Travel Plan which sets out the process of formulating, introducing and managing a customised travel plan for the development. The initiatives/measures included within this travel plan are not exhaustive, and the plan will develop over time to include emerging best practice and available measures.

7.3 The primary aims of the travel plan are:

- To maximise the attractiveness of the development to potential users by providing a range of direct benefits;
- To minimise the effect development has on the environment and the local community;

7.4 To achieve these aims the travel plan will focus upon three key objectives:

- Promoting the use of alternative and more sustainable modes of travel to the car;
- Reducing both the need to travel, and the need to travel by car;
- Reducing the impact of those journeys which are made by car;

7.5 This travel plan and the package of initiatives and measures within it, have been carefully planned to ensure as far as possible that the travel needs of all users of the facility can be satisfied without reliance upon the private car.

### Travel Plan Co-ordinator & Management

- 7.6 The developer recognises that the key to the success of a travel plan will be an effective, highly motivated travel plan co-ordinator.
- 7.7 To ensure that the travel plan measures are undertaken in line with this document a travel plan co-ordinator will be appointed to have overall responsibility for the development, implementation and management of the plan. TPS Ltd will take responsibility for forwarding the approved travel plan to the nominated travel plan co-ordinator at the development. Furthermore TPS Ltd will ensure that the nominated person is aware of their responsibilities to deliver the content of the plan. Due to the scale of the development this role will be accommodated within the existing football club structure as decided by the General Manager, whose contact details are as follows: -
- Mr Neil Maslen
  - Secretary to Rothwell Juniors Football Club
  - Email – [neilmaslen@btinternet.com](mailto:neilmaslen@btinternet.com)
- 7.8 Once the development is completed, the coordinator will forward full contact details to the Leeds TravelWise team at the following address:

Transport Policy  
Leeds City Council  
The Leonardo Building  
2 Rossington Street  
Leeds LS2 8HD

Tel. 0113 3950276

Email – [travelwise@leeds.gov.uk](mailto:travelwise@leeds.gov.uk)

- 7.9 Furthermore TPS Ltd will take responsibility for forwarding the completed Travel Plan document to the Travel Plan Coordinator and explaining the requirement to implement it in line with the Strategic Implementation Plan outlined later in this document.

## Partnerships

- 7.10 Effective partnerships are key to the success of any travel plan and it will therefore be both developed and managed in partnership with relevant stakeholders, including the City Council and Metro.

## 8 Travel Plan Measures

8.1 In order to achieve the aims and objectives of the travel plan there is a need to set in place a series of initiatives and promotions which encourage sustainable travel choices and minimise the impact of car journeys where no alternative is available. Therefore each key mode of transport will be considered separately, and specific actions proposed.

### **Walking Strategy**

8.2 Walking contributes towards maintaining fitness levels and research indicates that 30 minutes brisk walking per day can halve the risk of heart disease.

8.3 As already identified the location of the site is within walking distance of Woodlesford and Oulton residential areas. The site is therefore conveniently located for trips during the day, particularly for events such as summer schools and weekend games, when the facilities are most likely to be in use.

8.4 Key sources of information upon walking include: -  
[www.walkit.com](http://www.walkit.com) – online walking journey planning site

### **Elements of the Walking Strategy –**

<b>Action</b>	
<b>WS1</b>	Promote the Walkit.com website

### **Cycling Strategy**

8.5 Cycling has many benefits in terms of health and fitness, mental well being and reliability. In traffic congestion and over short distances it offers competitive journey times with motorised transport. Furthermore cycling is recognised by this travel plan as having the potential to significantly contribute towards improvements in air quality and reducing car parking demand and peak hour congestion.

8.6 To encourage cycling there needs to be a mixture of hard and soft measures provided. In terms of hard measures (infrastructure), cycle parking will be provided in

well lit and secure locations as outlined in the development context section of this travel plan and this is further supplemented with the existing on street infrastructure in the area.

- 8.7 Cycling will be promoted through a series of marketing exercises comprising of information provision (city cycle maps, storage locations etc) and benefit promotion. Parents and club members will be made aware of the opportunity to obtain a free Leeds Cycle Map from Leeds City Council by calling 0113 3951470. One of the main barriers which prevent people considering cycling as a primary mode of transport is having the confidence to do so. This is normally related to both a perception of safety and also an individual's ability to ride (fitness and skill) and with this in mind the opportunities afforded through the Leeds City Council's Bike Buddy scheme, a 1-2-1 training service, will be promoted to all club members.
- 8.8 As outlined earlier there is the potential for older children to access the site by bike, particularly given the cycle paths and opportunities in the surrounding areas, for daytime matches/training sessions. With this in mind, and to ensure the safety of club members, the potential to provide group Cycle Training, akin to that offered in schools, will be explored by the club.
- 8.9 Further sources of information include: -  
[www.leeds.gov.uk/page.aspx?pageidentifier=140BF2947A2A1D80256E15003E8A37](http://www.leeds.gov.uk/page.aspx?pageidentifier=140BF2947A2A1D80256E15003E8A37) = locations of public cycle parking and local cycle maps and information  
[www.leeds.gov.uk/page.aspx?pageidentifier=fcb70256-4155-4f68-8c0e-c9c5cc060114](http://www.leeds.gov.uk/page.aspx?pageidentifier=fcb70256-4155-4f68-8c0e-c9c5cc060114) – Further details on the Leeds Cycle buddy scheme

#### Elements of the Cycling Strategy –

	Action
<b>CYS1</b>	Identify and develop secure areas for cycle parking and shower facilities at the development which meet the needs of all users.
<b>CYS2</b>	Provide cycle maps which identify routes to and from the development to other key locations in the Leeds area.
<b>CYS3</b>	Promote cycle training opportunities through the Leeds City Council's Bike Buddy scheme.
<b>CYS4</b>	Explore potential to offer group cycle training.

### **Public Transport Strategy**

- 8.10 The public transport opportunities afforded by the location of this development have been outlined earlier within this document.
- 8.11 Given the nature of the facilities being provided, and the fact that much of the demand from adults will be in the evening, public transport is unlikely to be a viable option for many. Children attending training sessions and games will invariably be unable to travel independently and the most popular time for trips will be when the public transport options are fewest.
- 8.12 This is not to say that public transport does not have a part to play in ensuring travel to the site cannot be undertaken in the most sustainable manner and the existing services, frequencies and travel opportunities, will be promoted wherever possible to encourage further use.
- 8.13 In addition to the provision of information at the site itself, the Rothwell Juniors Football Club website will include travel information and links to journey planning websites for use by visiting teams and regular users alike.
- 8.14 Key sources of information include: -  
[www.metrojourneyplanner.info/welcome.do](http://www.metrojourneyplanner.info/welcome.do) - free online journey planner  
<http://wypte.acislive.com/> - YourNextBus – Online real time bus information  
[www.wymetro.com](http://www.wymetro.com) – Public transport information, bus and train timetables, ticketing information

### **Elements of the Public Transport Strategy**

---

#### **Action**

- |             |  |
|-------------|--|
| <b>PTS1</b> | Promote targeted public transport opportunities through a range of mediums as outlined in the marketing and communications strategy. |
|-------------|--|

### **Sustainable Car Use Strategy**

- 8.15 The travel plan accepts that for some journeys there is no alternative to using the car, hence the plan seeks to promote ways in which this can be achieved in a sustainable way. As stated previously sustainable travel, and therein this travel plan, is not an anti car campaign, but rather a pro choice campaign.
- 8.16 The majority of users of the site will need to travel by car, whether due to the time at which the trip takes place (evening and weekends), the distance travelled (by visiting teams) or because the club members are too young to travel along and need to be dropped off/collected by parents. With this in mind promoting sustainable forms of car use will be potentially the most important element of the travel plan at this site.
- 8.17 For the reasons outlined above car sharing will be heavily promoted and encouraged. Car sharing can be an effective way of minimising congestion and parking demand and involves two or more people sharing a car for their journey. The Leeds Car Share Scheme ([www.carshareleeds.com](http://www.carshareleeds.com)) will be promoted to all at the club. The car sharing scheme will also be promoted via the Rothwell Juniors website. Furthermore the Travel Plan Coordinator will request that Liftshare add the development as a specific location on their database. This will ensure that visitors are more likely to find potential car share matches. Already common practice amongst existing members of the football club, the concept of pooling car seats for journeys to the site for training, and to transport players to away games will be promoted. Furthermore on occasions when car park capacity is likely to be stretched, spaces close to the facilities will be restricted for use only by those cars with more than two people in them. On such occasions people travelling by car alone will be advised to park further away such as in the overflow car parking provision at the West Ridings FA facility.

### **Elements of the Sustainable Car Use Strategy –**

	<b>Action</b>
<b>CS1</b>	Promotion of the Leeds Car Share Scheme
<b>CS2</b>	Implement car park management strategy

### **Motorcycle Strategy**

- 8.18 This travel plan recognises the benefits in terms of reduced congestion and alleviation of parking problems that motorcycles can make, and therefore their overall contribution to achieving the aims and objectives of the plan.
- 8.19 Parking for powered two wheel vehicles will be accommodated within the car park in locations that are prominent, secure and sheltered. Metal anchorage points will be added to four car park spaces.

### **Elements of the Motorcycle Strategy**

<b>Action</b>	
<b>MS1</b>	Promote motorcycle parking opportunities

### **Marketing and Communication Strategy**

- 8.20 Lack of information about alternatives to single occupancy car use, whether it be car sharing, cycling, public transport or simply local walking routes, is often the most significant barrier to their use. It is important that this information is available and promoted in a variety of 'user friendly' formats.
- 8.21 The success of the initiatives outlined in this travel plan is impingent on their effective promotion targeted at all potential visitors to the site. One of the key tools to deliver the sustainable transport message is the provision of updated travel information through the website and on notice boards. This information pack will include details of public transport services, online journey planning opportunities, web site addresses for the car share scheme and other useful information. LCC and Metro's assistance in developing this material is acknowledged and appreciated.
- 8.22 The marketing and information material that Leeds TravelWise team and Metro can provide will also be promoted, particularly for use on the club notice boards.

- 8.23 In addition to initial marketing and promotion of sustainable transport options there is a need to communicate travel issues, updates and news on a regular basis. The club website will be used to forward this information.

#### **Elements of the Marketing and Communications Strategy –**

---

##### **Action**

**MCS1** Provision of travel information (bus timetables, cycle maps etc in communal areas).

**MCS2** Provision of travel information on notice boards.

**MCS3** Provide quarterly updates on travel changes, opportunities and new projects via the club website.

## 9 Monitoring and Evaluation

- 9.1 Successful travel planning is dependent upon the ongoing monitoring and evaluation of not only individual initiatives but also their more general impact on the modal split statistics for the development as a whole. Taking this into account the travel plan seeks to set out a monitoring framework which will allow the co-ordinator to effectively identify and analyse travel behaviour and report upon the impact of the travel plan.
- 9.2 Following occupation a full baseline travel survey will be undertaken. Ongoing modal split targets will then be considered, subject to consultation with Leeds City Council, taking into account existing travel patterns, home postcode data for club members and the potential for individuals to use alternative modes of travel.
- 9.3 As outlined, the majority of travel to and from the site is likely to be by car, but that is not to say that this can't be done in a sustainable way and therefore the proposed initial target is for not more than 40% of trips to be undertaken by single occupancy car.
- 9.4 The modal split targets are, and will continue to be, ambitious yet achievable and to continually monitor the impact of the travel plan a follow up survey will be undertaken annually by the travel plan co-ordinator. The results of the annual survey will be submitted to Leeds TravelWise within three months of the survey for comparison against the initial (and ongoing) targets set out above.
- 9.5 Travel plans should be living documents, adapting to change and the challenges faced over time. This allows for adaptation to take place within individual organisations, whilst ensuring the overarching aims and objectives are not compromised. An annual review of the travel plan will take place in conjunction with LCC's TravelWise team which will include the completion of an Annual Action Plan which highlights the actions to be taken in the following year and target implementation dates for each.

## Elements of the Monitoring and Evaluation Strategy

---

	<b>Action</b>
<b>MES1</b>	Undertake initial survey to establish baseline data on modal split
<b>MES2</b>	Agree modal split targets in conjunction with the Council.
<b>MES3</b>	Carry out annual travel survey
<b>MES4</b>	Undertake annual review of the travel plan

---

## 10. Strategic Implementation

- 10.1 The final section of the travel plan sets out the draft timescale for delivering the initiatives outlined thus far, highlighting where strategic elements are for immediate implementation and where elements are a more long term aspiration. This will provide a structure to the work that all those involved with travel planning at the development will be undertaking.

### Year One Priorities (post completion)

#### *Walking Strategy*

##### **Action**

<b>WS1</b>	Promote walkit.com website
------------	----------------------------

#### *Cycling Strategy*

##### **Action**

<b>CYS1</b>	Identify and develop secure areas for cycle parking and shower facilities at the development which meet the needs of all users.
-------------	---

<b>CYS2</b>	Provide cycle maps which identify routes to and from the development to other key locations in the Leeds area.
-------------	--

<b>CYS3</b>	Promote cycle training opportunities through the Leeds City Council's Bike Buddy scheme.
-------------	--

<b>CYS4</b>	Explore potential to offer group cycle training.
-------------	--

#### *Public transport Strategy*

##### **Action**

<b>PTS1</b>	Promote targeted public transport opportunities through a range of mediums as outlined in the marketing and communications strategy.
-------------	--

#### *Sustainable Car Use Strategy*

##### **Action**

<b>CS1</b>	Promotion of the Leeds Car Share Scheme
------------	---

<b>CS2</b>	Implement car park management strategy
------------	--

*Motorcycle Strategy***Action**

<b>MS1</b>	Promote motorcycle parking opportunities and facilities.
------------	--

*Marketing and Communications Strategy***Action**

<b>MCS1</b>	Provision of travel information (bus timetables, cycle maps etc in communal areas).
-------------	---

<b>MCS2</b>	Provision of travel information on the notice boards
-------------	--

*Monitoring and Evaluation Strategy***Action**

<b>MES1</b>	Undertake initial survey to establish baseline data on modal split
-------------	--

<b>MES2</b>	Agree modal split targets in conjunction with the LPA and HA.
-------------	---

**Ongoing (Annual) Priorities/Actions –***Marketing and Communications Strategy –***Action**

<b>MCS3</b>	Provide quarterly updates on travel changes, opportunities and new projects via the club website.
-------------	---

*Monitoring and Evaluation Strategy –***Action**

<b>MES3</b>	Carry out annual survey
-------------	-------------------------

<b>MES4</b>	Undertake annual review of the travel plan
-------------	--