



2024 TRAVEL PLAN UPDATE REPORT

SNOWHILL, WAKEFIELD
PERSIMMON HOMES

December 2024

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1. INTRODUCTION

BACKGROUND

- 1.1 There are three residential developments covered by this Travel Plan update, from Persimmon and Charles Church (a subsidiary of Persimmon). They are located within the wider Snowhill development area, to the north of Wakefield city centre. Homes are marketed under three different sales names:

Kingsbury Meadows (Persimmon Homes)
Windsor Park (Charles Church)
Jubilee Gardens (Persimmon Homes)
- 1.2 In total, there will be 750 homes across the three sites. At the time of this monitoring exercise there were an estimated 372 homes occupied across the developments. One Travel Plan Programme covers the three sites listed above.
- 1.3 Snowhill has a long and complex planning history, with a number of Travel Plans prepared at the site at various stages of the planning process. An original Framework Travel Plan was prepared for Snow Hill as a whole in June 2011, which was superseded by an Operational Travel Plan for Area 1 in 2012. These Travel Plans, which are associated with the S106 Agreement secured in relation to the outline planning approval, establish the overall aims and objectives for Travel Planning activity across Area 1 of the site.
- 1.4 Also established within the Operational Travel Plan are the overall targets set in relation to the Travel Plan, and the associated monitoring strategy to be adopted.
- 1.5 This note has been prepared following the 2024 monitoring exercise, which is the fifth to take place at the site; it provides an overview of the methodology adopted and the data captured and demonstrates the developers commitment to the continued implementation and monitoring of travel planning activities at the site.

2. TRAVEL PLAN IMPLEMENTATION UPDATE

- 2.1 A range of Travel Plan measures have been implemented at the development to date (and the implementation of these measures will continue in line with the requirements of the approved Travel Plan), as summarised below:

TRAVEL PLAN MANAGEMENT

- 2.2 Perismmon Homes have appointed TPS to fulfil the role of Travel Plan Coordinator (TPC) across the three developments from them and Charles Church in the Snowhill area. Responsibilities of the Travel Plan Coordinator (TPC) include:

- Acting as the main point of contact for residents' travel queries;
- Overseeing the development of appropriate promotional materials / communication mechanisms and ensuring these are kept up to date;
- Fulfilling the developer's responsibilities with respect to Travel Plan monitoring.

- 2.3 Initially, the travel plan was implemented under the two brands, with different marketing materials for Kingsbury Meadows and Windsor Park. However, since the introduction of the Jubilee Gardens sales name, travel planning has been combined for all three sites under one 'Snowhill' brand, for simplicity. From this point on and for the purposes of this report, the three developments will be jointly referred to as 'Snowhill'.

TRAVEL PLAN ENGAGEMENT

Sustainable Travel Choices Website

- 2.4 A sustainable travel website has been set up by TPS to provide the residents of Snowhill with access to advice and information on their local travel options.
- 2.1 The website contains a wide range of site specific travel information and advice and, where appropriate, provides direct links to external sources of information, including but not limited to:
- The provision of public transport timetables and maps for download;
 - Links to journey planning software (e.g. traveline.info and the WY Metro planner)
 - Information and advice on car sharing, with a link to the nationwide LiftShare scheme – liftshare.com;

- Details of local cycle routes, including links to the Cycle City Connect Journey Planner and Interactive Map, and recommended cycle routes and loops;
- Advice on walking and cycling in the local community, including details of local walking groups and led walks;
- A map illustrating the key local travel options and key local amenities.

2.2 This website is promoted within the sustainable travel guide and newsletters (see below) and maintained/updated by the TPC as required. The website can be found at: snowhill-travelchoices.co.uk.

Sustainable Travel Choices Guide

2.3 A new bespoke Travel Choices guide has also been prepared for Snowhill, a copy of which can be found in **Appendix A**.

2.4 Within the Travel Choices guide, residents are presented with a range of information, including:

- An overview of the purpose of the Travel Choices programme;
- A map, illustrating the location of key local destinations relative to the site;
- An overview of local active travel options and infrastructure, with typical walking and cycling times to key local destinations;
- Links to key sources of further information which can assist in the planning of a local journey by foot or by bike;
- An overview of local public transport options, including key information on the route and frequency of local services, with typical journey times to key local destinations;
- Advice on the most appropriate sources of further information on public transport options, including details of relevant smart phone apps and journey planning tools;
- A summary of timetables, which will also point future residents to the location of online timetables which can be viewed and downloaded;
- Details of local (and appropriate national) car share schemes and car clubs, which can be used to connect with others undertaking a similar journey by car;
- Advice on making the switch to an electric or hybrid vehicle, with links to key sources of further information;
- Details of a range of offers, discounts and savings, which can be made through the Travel Choices programme (further details provided below);
- Advice on the support available from the Travel Choices team, including the offer of a Personal Journey Plan.

- 2.5 The Travel Choices guide is made available through the sales office, to both prospective purchasers and new homeowners. The content of the guide will be reviewed regularly, throughout the period of occupations, to ensure the information provided to residents is up to date. As required, updated copies of the guide are provided to the sales team.

Travel Choices Newsletters

- 2.6 Having provided residents with information on their local travel choices at first occupation, it is important to follow this up with further engagement throughout the first years of living at the site.
- 2.7 This helps to remind people of the benefits of making sustainable travel choices, reminds them of the options available to them and, in some cases, provides an update on any changes to local travel options, or new related tools and initiatives such as local cycle training or bike marking events. The newsletter also provides an opportunity to engage with second occupants of any homes at the development that are sold on, or tenants of any homes at the development that are rented.
- 2.8 For this reason, all occupied homes at the development have in 2024 been sent a Travel Choices newsletter, a copy of which can be found in **Appendix B**. This newsletter will continue to be published at least annually, throughout the delivery of Travel Choices programme.

Personalised Journey Plan

- 2.9 Where residents remain unsure of their travel options, the Travel Choices team are on-hand to help. Promoted through the Travel Choices engagement materials is the offer of a free 'personal journey plan', which can help to inform residents of the journey options available for a regular journey of their choice.
- 2.10 Based upon the journeys start and end point, and the intended time of travel, the Travel Choices team can present the residents with details of the travel options available. This will include details such as journey time, route and even the exact location of the bus stops / services to use if travelling by public transport.

SUPPORTING SUSTAINABLE TRAVEL

Sustainable Travel Related Discounts

- 2.11 Those living at Snowhill can access a range of offers and discounts on sustainable transport related services and products, alongside advice on ways to make savings when travelling by public transport.
- 2.12 These offers, which are promoted through the engagement materials, include:
- Halfords: 8% off bikes, cycle accessories and cycle servicing;
 - Bike Dock Solutions: 10% off home bike storage and security solutions
 - Bikmo: 5% off the cost of bike insurance;
 - Talio: 25% off e-bikes;
 - Frog Bikes: 10% off children's bikes;
 - Cord: 10% off products with standard EV charging installation;
 - EO: £50 off home EV charging solutions;
 - BikeRegister: Discounts on bike marking solutions.

Sustainable Travel Voucher or Pass

- 2.13 In order to facilitate the use of local sustainable travel options, each home at Snowhill is able to claim one of the following:
- Free £500 bike voucher to be spent at Halfords; or
 - Free annual bus-only MCard; or
 - Free 3-month bus and rail MCard
- 2.14 This offer, which is limited to one claim per address, is promoted to residents through the travel guide, website and newsletters. Residents can claim their choice of voucher by contacting the Travel Plan Coordinator.
- 2.15 To date, a total of 168 residents have claimed a Halfords voucher, 15 have claimed an annual bus pass and 8 have claimed the bus and rail pass.

3. TARGETS & MONITORING METHODOLOGY

TRAVEL PLAN TARGETS

- 3.1 There are two targets set out in the approved Travel Plan. The primary target within the FTP was a maximum vehicle trip generation target for the development, once fully occupied. Taking this target maximum number of vehicle trips, it is possible to identify a maximum vehicle trip rate per dwelling, as occupations progress at the development.
- 3.2 Vehicle trip rates are used to estimate the number of car trips likely to be generated by the proposed residential development. Multiplying the vehicular trip rate by the number of occupied homes, allows you to set the target for vehicle trips at the current occupation level.
- 3.3 This allows the TPC to easily determine progress towards the maximum trip targets at any given point by simply multiplying the number of occupied dwellings by the vehicle trip rate per dwelling and comparing this with vehicular trip counts. **Table 3.1** identifies the target maximum vehicular trip rates per dwelling for the AM and PM peak hours.

Table 3.1: Target Vehicle Trip Rate

Assessment Period	Target 2-Way Trip Rates (per dwelling)	Target Vehicle Trip Generation (at full occupation 750 dwellings)
AM Peak	0.922	682
PM Peak	0.823	618

- 3.4 Based upon the above, it is expected that at full occupation (750 dwellings) the development would generate some 682 2-way vehicle trips in the AM peak hour and 618 2-way vehicle trips in the PM peak hour. Given only 372 dwellings are currently occupied, there is a requirement to use the target trip rates to give the target vehicle trips at this occupation level. Doing so gives a target of 342 two-way trips in the AM peak hour and 306 two-way trips in the PM peak hour. Targets will be considered to be met if the actual number of counted 2-way vehicle trips per dwellings is less than or equal to the target, averaged across the peak hours.
- 3.5 The secondary target within the Travel Plan is a modal split target based on Journey to Work census data from the local area. The aim of the Travel Plan is to reduce the percentage of residents who travel to work as a 'car driver' by 10%, below the local average.

- 3.6 The baseline and target 'Method of Journey to Work' data is set out below, in **Table 3.2**.

Table 3.2: Method of Journey to Work – Baseline and Target

Mode	Baseline Mode Split	Target Mode Split
Car Driver	75%	67.5%
All Other Modes	25%	32.5%

MONITORING METHODOLOGY

- 3.7 Within the Travel Plan, two different monitoring methodologies were identified, as follows.

Peak Period Traffic Counts

- 3.8 To monitor progress against the vehicle trip rate targets, a peak hour vehicle trip count was undertaken at the site's vehicular access points on the 5th November 2024. Within the peak hours all vehicle trips (in and out) were recorded and used to calculate the resultant vehicle trip rate (number of vehicle trips / number of occupied homes).

Resident Travel Survey

- 3.9 A resident travel survey was set up online by TPS, utilising software which also allows easy completion from a mobile device. The survey was open for a period of around 3 weeks in November 2024 and was promoted via a branded flyer distributed to all occupied homes at the development. A follow up flyer was also distributed to all occupied homes, midway through the survey period.
- 3.10 To maximise response rates all residents completing the survey were entered into a prize draw to win a £100 Amazon voucher. Electronic copies of the survey flyers can be found at **Appendix C**.

4. MONITORING RESULTS

TRAFFIC COUNT RESULTS

- 4.1 During the AM peak hour (08:00 – 09:00), there were 51 inbound trips and 155 outbound trips; giving a total number of 206 two-way vehicular trips during the AM peak period. This equates to a two-way vehicular trip rate per dwelling of 0.553.
- 4.2 During the PM peak hour (17:00 – 18:00), there were 135 inbound trips and 76 outbound trips; giving a total number of 211 two-way vehicular trips during the PM peak period. This equates to a two-way vehicular trip rate per dwelling of 0.567.
- 4.3 **Table 4.1** shows the 2024 vehicular trip rate compared with the targets set out within the Travel Plan.

Table 4.1: 2024 and Target Trip Rates

Peak Hour	Target Trip Rates	2024 Trip Rates
AM	0.922	0.553
PM	0.823	0.567

- 4.4 On this basis, the Travel Plan vehicle trip rate target is currently being achieved in both the AM and PM peak periods.

RESIDENT TRAVEL SURVEY RESULTS

- 4.5 A total of 66 households completed the 2024 resident travel survey, representing a response rate of around 17%. Whilst this does not strictly provide a statistically reliable quantum of data, it is a respectable number of responses in this context where residents are not obligated to complete the survey. A summary of the response provided is presented below in **Table 4.2**, overleaf.

Table 4.2: Travel Survey Response Summary – Method of Journey to Work

Response	Number	Percentage
Car alone	31	47.0%
Car share, as driver	8	12.1%
Car share, as passenger	2	3.0%
Bus	3	4.5%
Train	4	6.1%
Walk	4	6.1%
Cycle	0	0%
Work from Home	4	6.1%
Do not work/study	10	15.2%

- 4.6 Based upon the responses provided, currently 59.1% of respondents travel to work as a car driver. If the responses from the survey were considered to be conclusive, the travel plan target to achieve a 67.5% car driver mode split would be being achieved at the time of the survey.

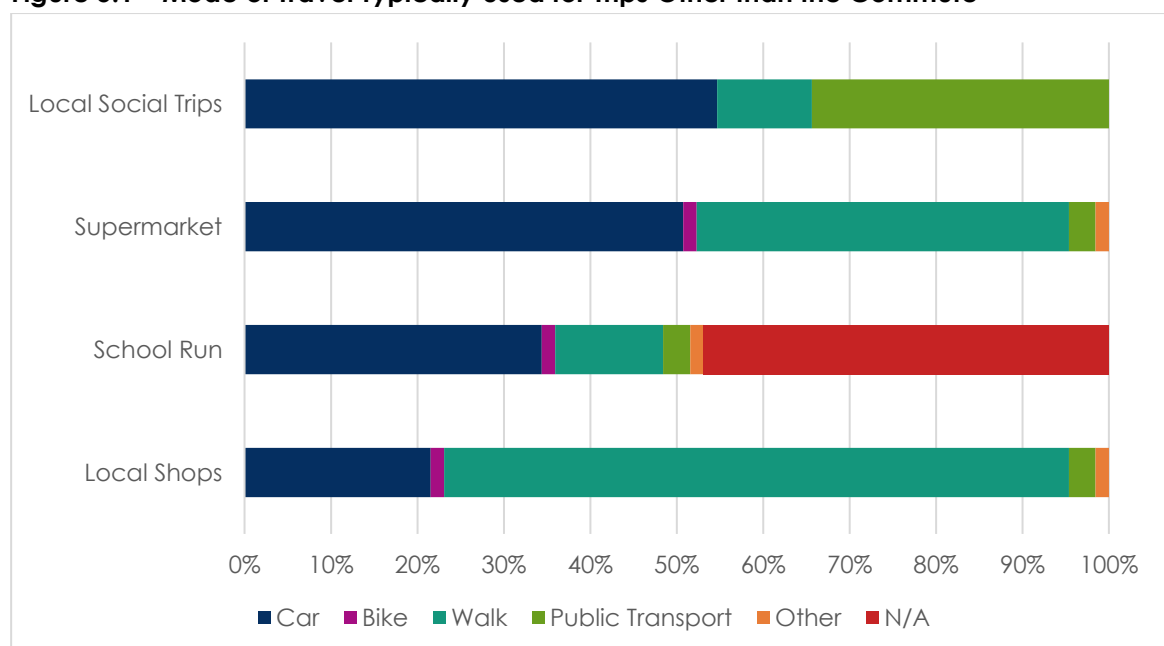
FUTURE MONITORING

- 4.7 The Framework Travel Plan and Operational Travel Plan stated that monitoring would be undertaken until a point 5 years' post completion of the development. A further monitoring exercise will, therefore, be undertaken in 2025, with the finding to be submitted to Wakefield Council at that time.

5. FURTHER SURVEY RESULTS

- 5.1 The travel survey asked a series of other questions, not directly related to the modal split targets, but instead seeking to collect feedback from resident on local travel issues and understand patterns further. A summary of these results will be given in this section.
- 5.2 The survey asked about trips other than the commute, and modes typically used for these trips. The categories of other trips were: local social trips, supermarket, school run, and local shops. The results of this question can be found in **Figure 5.1**, below.

Figure 5.1 – Mode of Travel Typically Used for Trips Other than the Commute



- 5.3 Looking further into school travel, respondents were asked about the number of school aged children they have, how those children travel to school and which schools they attend. 41% of respondents have at least one school aged child (**Figure 5.2**). 56% of school aged children of the respondents currently travel to school by car, with a parent or guardian, 32% currently walk, either with a parent or guardian, or with another student (**Figure 5.3**).
- 5.4 Among the respondents children, Outwood Grange Academy is the most commonly attended school, followed by Newton Hill School. **Figure 5.4** shows the schools attended, with the other category containing schools that were only selected by one respondent.

Figure 5.2 – Number of School Aged Children among Respondents.

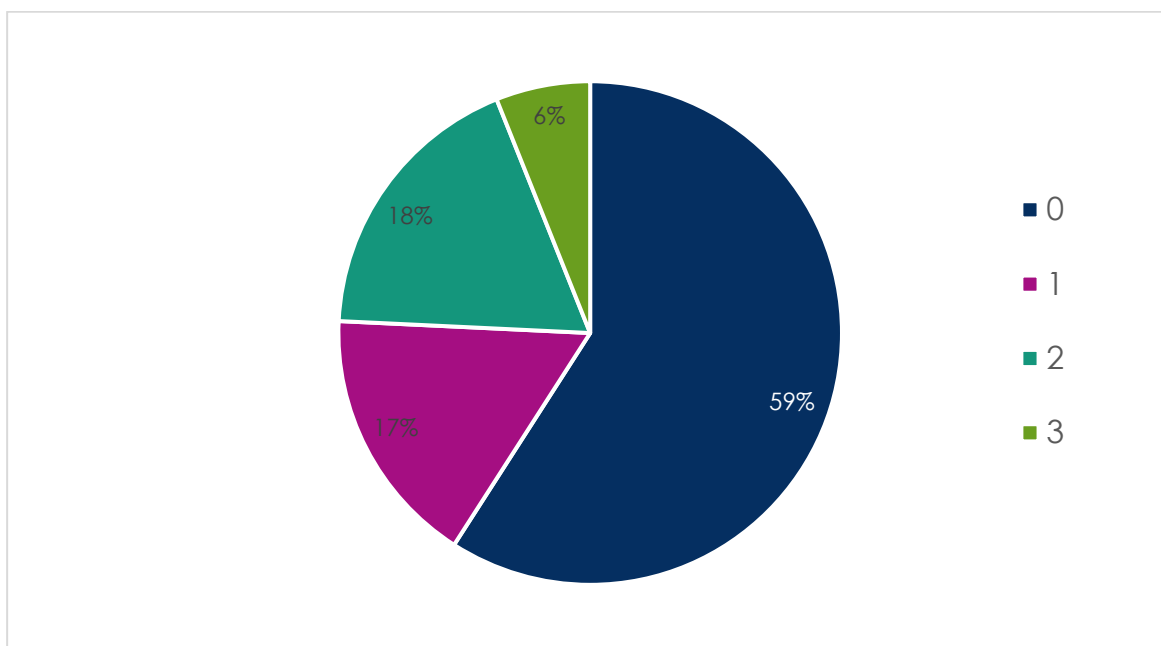


Figure 5.3 – Method of Travel to School

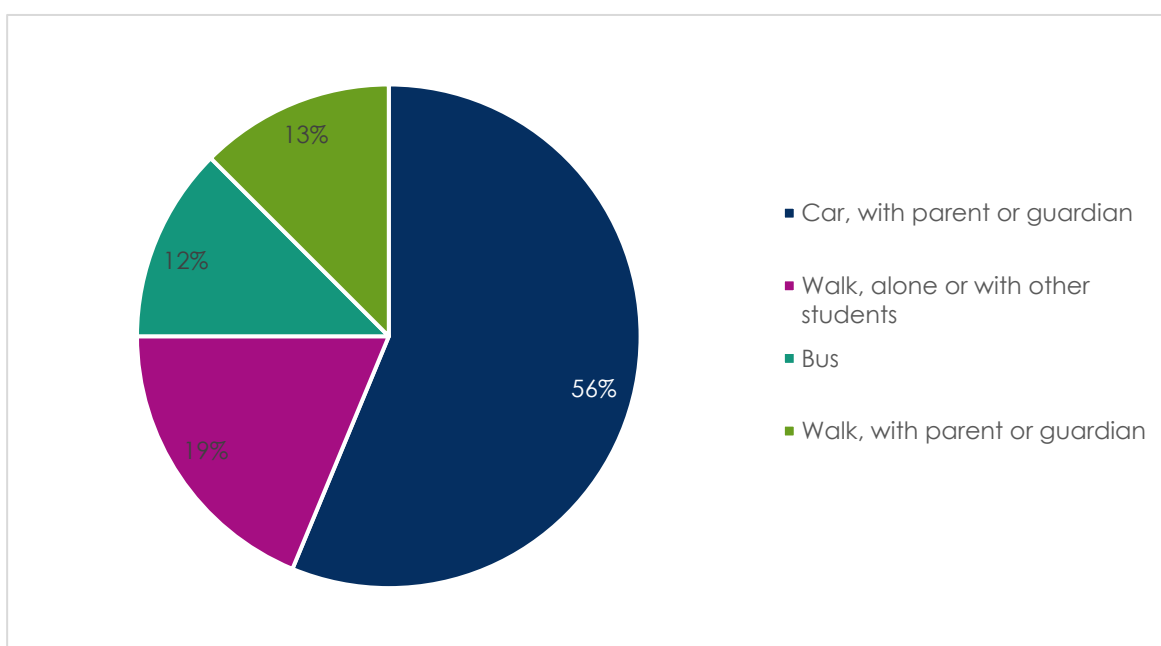
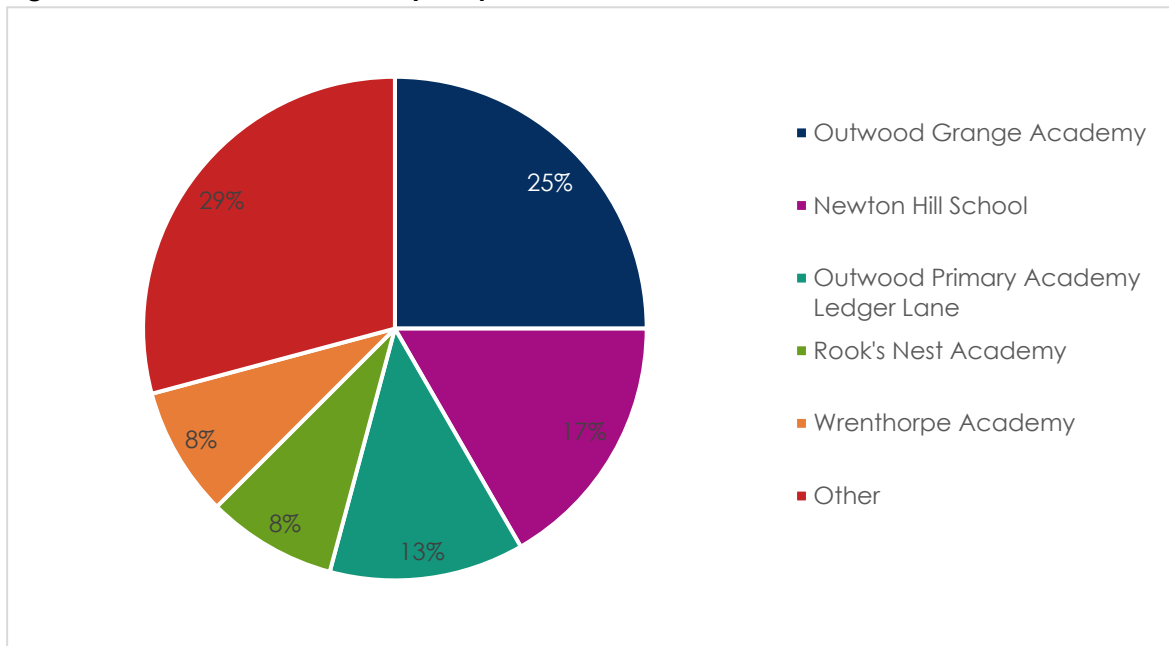
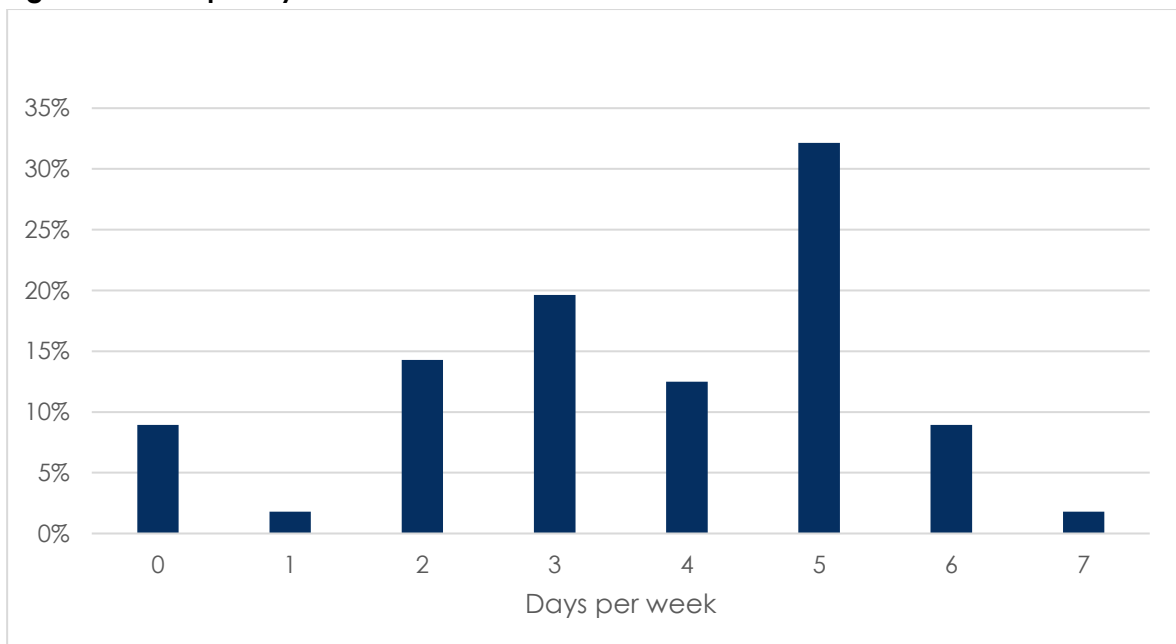


Figure 5.3 – Schools Attended by Respondents Children



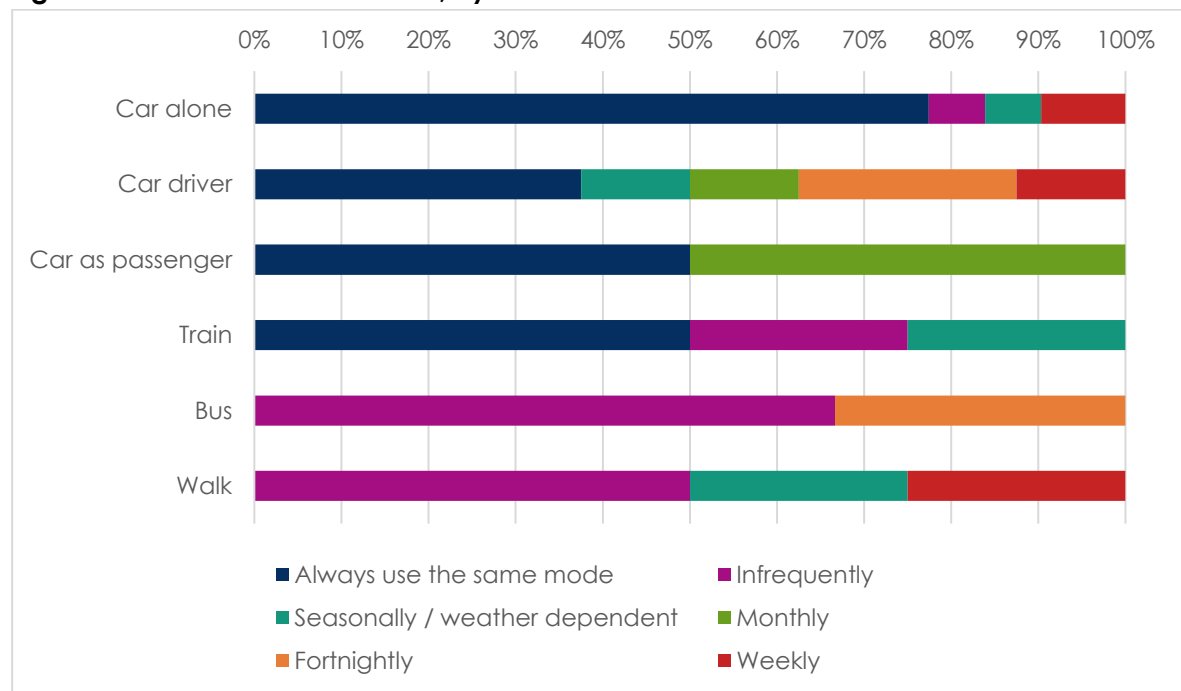
- 5.5 Further to this, the survey also asked about the frequency with which respondents travelled to their place of work, as well as any alternative modes they occasionally used for their commute.
- 5.6 On average, respondents travelled to their place of work 3.7 times per week, with 43% travelling 5 days per week, or more.

Figure 5.4 – Frequency of Travel to Work



- 5.7 Overall, 58% of respondents always travel to their place of work/education the same way. 23% of respondents use an alternative mode infrequently or seasonally / depending on the weather. 9.6% use an alternative mode weekly.
- 5.8 Those who usually travel by car alone are most likely to always travel the same way. All of the respondents who usually use the bus or walk use an alternative mode of travel. Weekly alternative mode use is most common among those who usually walk.

Figure 5.5 – Alternative Mode Use, by Main Mode of Travel





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REPORT APPENDICES

Appendix A

Sustainable Travel Guide

Explore your

TRAVEL CHOICES @ SNOWHILL

WAKEFIELD

Exclusive travel
offers for
residents of
Snowhill worth
up to

£930

See inside



WELCOME

TO YOUR NEW HOME AT SNOWHILL

Moving home marks the start of an exciting chapter, often bringing changes to your lifestyle and daily routines. Whether you're considering moving to the homes at Snowhill or are already settling in, you might be exploring your local travel options.

This guide is designed to introduce you to sustainable and environmentally friendly travel choices, aiming to enhance your well-being, save costs and encourage a vibrant community spirit.

Persimmon and Charles Church are committed to minimising the development's impact on the environment and the local community.

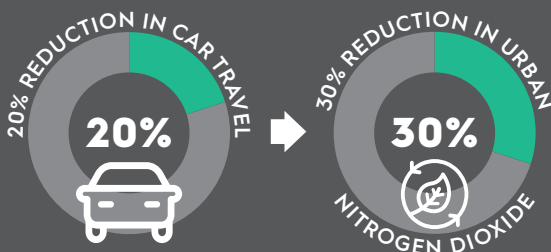
By choosing alternatives to car travel, together we can contribute to a healthier, greener and more connected local area. This guide provides a summary of your local travel options, with recommendations on sources of further information and things to consider when making daily travel choices.

We encourage you to dive in and discover how easy and rewarding sustainable travel can be. Let's make a difference one journey at a time.

JUST SOME OF THE REASONS TO CONSIDER YOUR SUSTAINABLE TRAVEL OPTIONS

LOCAL AIR QUALITY:

Did you know reducing car travel by 20% could lower urban nitrogen dioxide levels by up to 30%. This could massively improve public health.



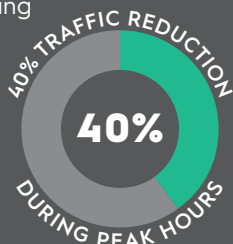
SAFETY AND CONGESTION:

Did you know a

10%



increase in cycling could reduce traffic congestion by 40% during peak hours, making streets safer and commutes faster?



SUPPORT FOR LOCAL BUSINESSES:

Did you know cyclists and pedestrians are more likely to shop locally, visiting more often and spending more money over time?

COMMUNITY COHESION:

Locations with higher levels of walking and cycling have better utilised and more vibrant public spaces, fostering a strong sense of community.



Would you like more information on your travel choices from Snowhill? Head over to the Travel Choices website for information and resources on active travel, public transport, and sustainable car use. We've put the website together to help you make more sustainable daily travel choices, where possible.

WE'VE GOT SOME
EXCITING
NEWS!



OFFER 1

FREE
BUS TRAVEL
FOR A YEAR



OR

OFFER 2

FREE
£500
CYCLE VOUCHER



Get a complimentary annual MCard for unlimited travel across West Yorkshire by bus. Use it to freely board any bus, offering an easy no-cost way to commute or explore. Ideal for an eco-friendly, flexible transport option, the MCard lets you uncover local treasures, simplify your commute, or enjoy weekends worry-free from travel costs.

Embrace the joy of cycling with our exclusive £500 cycle voucher. Redeemable at your local Halfords store or online, the voucher can be used on their extensive cycle range, including the latest e-bike technology, stylish and functional accessories, and all the essentials for your cycling adventures.

HOW TO CLAIM YOUR FREE OFFER:

Getting your hands on your choice of offer is easy.

Simply visit snowhill-travelchoices.co.uk to apply and learn more about how you can start your free travel journey. All you need is proof of residence, and you'll be on your way to exploring West Yorkshire like never before.

Whilst the benefits of making sustainable travel choices are often clear, we understand that adjusting our daily routines can be difficult. Recognising that sometimes we all need a little nudge in the right direction, we're delighted to offer each of the Persimmon and Charles Church homes at Snowhill the chance to claim one of the following fantastic offers.

OFFER 3

OR

FREE

**BUS &
RAIL**

TRAVEL



Elevate your daily commute with a 3-month bus and rail ticket, offering a sustainable and budget-friendly alternative to the car. Valid on buses across the region and trains within zones 1 to 3 in West Yorkshire, this is your chance to switch some of those car journeys to public transport, while contributing to a greener community.

T&Cs: The offer is limited to one claim per address, and must be made by a resident living at the address. If a claim has previously been made by someone at your address, or you are not a resident at the address, you will unfortunately be unable to claim. Full T&Cs available on the Travel Choices website.

EXCLUSIVE OFFERS, DISCOUNTS & SAVINGS

The benefits don't stop there.

Visit snowhill-travelchoices.co.uk to find details of further ways to save on the cost of your sustainable travel journeys, through exclusive discounts, tips on ways to save and more.

Discounts include:

HALFORDS:

10% off products and services from the cycling range.

BIKE DOCK SOLUTIONS:

10% off the cost of bike storage and security at home.

FROG BIKES:

Save 10% on the cost of new bikes from the expert in children's bikes.

BIKMO:

5% off the cost of cycle insurance with Bikmo.



LET'S GET ACTIVE

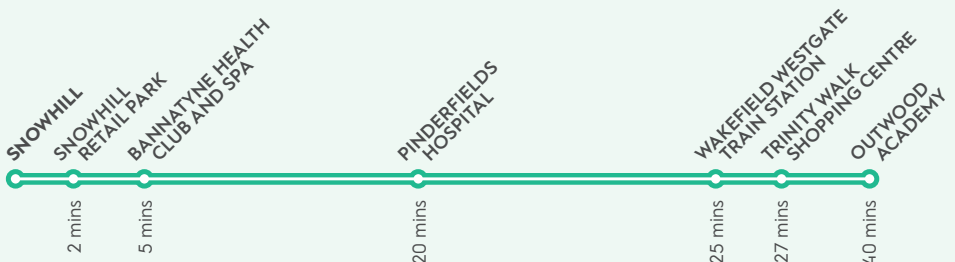
Embracing active travel by choosing to walk, cycle, or even run, for your local journeys is more than just a way to get from A to B; it's a step towards a healthier, more vibrant lifestyle. Regular physical activity, as part of our daily routines, offers profound benefits to our personal health, including reducing the risk of chronic diseases, enhancing mental health and improving overall quality of life.

Beyond the personal gains, opting for active travel plays a crucial role in reducing local congestions, easing parking pressures and significantly improving air quality.

This collective effort will help make the streets around Snowhill not only more pleasant and safer for everyone, but also nurtures a stronger sense of community.

With the added bonus that walking and cycling are incredibly cost-effective – often entirely free – we're presented with an opportunity to positively impact our environment, our health and our wallets simultaneously.

APPROX TIME TO TRAVEL ON FOOT





CYCLING FOR EVERYONE:

Snowhill's prime location offers convenient access to a variety of cycling routes, catering to both daily commutes and leisurely explorations. Wakefield City Centre, including both train stations, can be reached in around 10 minutes on a bike. Outwood station is also a similar journey time by bike, making cycling as part of a longer journey by public transport a great option.

If you're looking for a more leisurely ride, there are some great routes in the local area, including off-road canal tow path sections which form part of the National Cycle Network.

START YOUR ADVENTURE:

If the idea of cycling appeals to you, but you're unsure where to begin, Cycle City Connect is a great resource. This website serves as a comprehensive guide to cycling in West Yorkshire, offering route planning tools and information on cycle training opportunities. It's designed to support cyclists of all levels, from beginners to seasoned enthusiasts, in finding the most enjoyable and efficient routes.

 cyclecityconnect.co.uk

DISCOVER MORE:

Our dedicated website is loaded with a wealth of information, tools, and resources aimed at encouraging local active travel. Whether you're interested in detailed route maps, safety tips, or community groups to get involved in, you'll find everything you need to start making more sustainable travel choices.

 snowhill-travelchoices.co.uk

APPROX TIME TO TRAVEL BY BIKE



EXPLORE YOUR PUBLIC TRANSPORT OPTIONS

There are frequent bus services just minutes from your new home at Snowhill. The nearest stops are located just a short walk away on either Leeds Road or Bradford Road, depending on which service you are using.

Those travelling further afield have the option of travelling by train from Outwood, Wakefield Westgate or Wakefield Kirkgate.

Whilst Wakefield Westgate is the larger station, sitting on the East Coast Mainline, the stations sit on different local lines and can therefore be used to reach different destinations. A journey by train from Westgate station to Leeds will take a little over 10 minutes, whilst a journey to London will take around 2 hours.

Key local bus services include:

Service 110 Leeds Road

Wakefield – Outwood – Leeds

Every 15 minutes Monday to Friday, every 20 minutes Saturday and every 30 minutes on Sundays.

Service 118 Bradford Road

Wakefield – White Rose – Leeds

Hourly Monday - Saturday and every 2 hours on Sunday.

Service 425 Bradford Road

Wakefield – Morley – Bradford

Every 30 minutes Monday to Saturday and hourly on Sundays.

Service 101 Bradford Road

Wakefield – Wrenthorpe

Hourly Monday to Saturday.

APPROX PUBLIC TRANSPORT JOURNEY TIMES



MAKE THE MOST OF BUS OPERATOR APPS

The way that we plan and pay for bus journeys is changing. Gone are the days of flicking through printed timetables, standing at the bus stop in the hope that your bus is around the corner, or fumbling around for loose change.

Bus operators have been embracing the technology now available. Handy apps show the location of your bus on a real time map, allow you to easily plan a journey between A and B, and even let you buy and store your tickets for easy and safe access. Visit the Snowhill Travel Choices website to find out more.



FIND OUT MORE

We have packed the Snowhill Travel Choices website with a range of further information, advice and tools to support a journey by public transport.

Downloads timetables, access journey planners, view route maps and much more:



SUSTAINABLE CAR USE

Whilst there are times when it is easy enough to walk, cycle or hop on public transport, for some people and some trips the only realistic option is to travel by car. That is not to say, however, that you couldn't still save money and do your bit for the environment, even when travelling by car.

Have you considered whether you could share your journey by car, reducing the number of vehicles on the road? Or could you switch to an electric or hybrid vehicle, helping to reduce transport related CO₂ emissions?

FIND A CAR SHARE COMPANION

Do you often drive alone in your car, maybe to work on a daily basis? If you share the ride with just one other person you could halve the costs of your journey, by splitting the cost of petrol and parking.

Whilst a lot of car sharing is arranged informally, with friends, family or colleagues, there are now ways of identifying other people undertaking a similar journey. The **Liftshare** scheme is easy to use and allows you to see if there is anyone else you could share a car journey with. Simply enter your journey details and some basic preferences, and let the system do the rest.

liftshare.com





Visit the Snowhill Travel Choices website for further information on sustainable car use. snowhill-travelchoices.co.uk

JOIN THE EV REVOLUTION

Could your next car be an electric or hybrid model?

Electric vehicles (EVs) are the future of driving. With an ever-increasing number of charging points available, as well as new and exciting vehicles on the market, drivers now have greater choices and flexibility when it comes to choosing an EV.

The EV market can seem like a minefield, with lots of questions about the best options and practicalities of owning an EV. To try and help out we've pulled together some useful information, resources and tools on the Snowhill Travel Choices website. Find out more about vehicle options, how to charge and how much money you could stand to save.

USING A CAR CLUB

Car clubs are great! They provide people with convenient access to a car, without all the costs and hassle of owning one. No need to buy a car, pay fixed rentals, sort insurance or maintenance.

You can reserve a car at a moment's notice, with bookings available from as little as £5.03 an hour. When picking up the car there is no need to even see anyone, simply unlock the vehicle using your smartphone or membership card and off you go!

Your nearest car club vehicle is currently located at Wakefield Westgate station, which is easily accessed from Snowhill. Visit the Travel Choices website to find out more!

snowhill-travelchoices.co.uk

USEFUL WEBSITES & TOOLS



There are an increasing range of online tools and information sources which can help you to plan and undertake journeys by different travel modes. Here are just a few that we have picked out for you:

INFORMATION

SNOWHILL TRAVEL CHOICES WEBSITE

When it comes to information on local travel choices, the Snowhill Travel Choices website is a great place to start.

snowhill-travelchoices.co.uk

BUSES

ARRIVA

Find out more about using key local bus services on the Arriva website. Explore routes, plan a journey, view timetables and buy your tickets.

arrivabus.co.uk

CYCLING

CYCLE CITY CONNECT

Unlock your cycling potential in West Yorkshire. Find extensive support for two-wheeled trips, including the interactive West Yorkshire cycle map.

cyclecityconnect.co.uk

PUBLIC TRANSPORT

M CARD

Offered by WY Metro, the MCard is your smart solution for public transport fares in West Yorkshire. Choose your ticket for unlimited access to bus and rail services and enjoy the convenience of storing tickets on your phone.

m-card.co.uk

PUBLIC TRANSPORT

WY METRO

Discover the gateway to public transport across West Yorkshire with WY Metro. Here, you can plan your journey, download timetables, and view maps to navigate the area with ease.

wymetro.com

CYCLING

SUSTRANS

Sustrans is the national charity delivering a wide range of work focused upon cycling. They are responsible for the management of the National Cycle Network, a UK-wide network of signed paths and routes.

sustrans.org.uk

TRAINS

NATIONAL RAIL

For comprehensive train travel information, including station details, live departures and maintenance updates visit the National Rail website.

nationalrail.co.uk

CYCLING

CYCLE WAKEFIELD

Find support for cyclists of all abilities across Wakefield, including details of local events and group rides.

cyclewakefield.co.uk

YOUR LOCAL AREA



-  Bus Stop
-  Education
-  Retail
-  Food & Drink
-  Sport & Leisure
-  Train Station
-  Medical



FURTHER INFORMATION AND ADVICE

FIND US ONLINE

snowhill-travelchoices.co.uk

The Snowhill Travel Choices website is packed full of further information, advice, and tools to help you explore and plan your daily or one-off journeys.

EMAIL US

info@travelchoices.uk

REQUEST A PERSONAL JOURNEY PLAN (PJP)

If you are unsure about your local travel choices, we are here to help!

We can provide you with a PJP for a journey of your choice. Based upon your destination and time of travel you will receive an interactive email which sets out your journey choices in a user-friendly format. View your route options on a map, find out how long your journey will take by different choices, and even receive detailed directions and tips. Simply email us or complete the form on the Travel Choices website.



CONTACT US

If you would like information or further advice regarding the travel options available to you please email us at: info@travelchoices.co.uk

[snowhill-travelchoices.co.uk](https://www.snowhill-travelchoices.co.uk)



Appendix B

Sustainable Travel Newsletter



SNOWHILL

2024 NEWSLETTER

TRAVEL

CHOICES

ON THE MOVE

...WITH
TRAVEL
CHOICES

Exclusive travel
offers for
Snowhill residents
worth up to

£930

See inside for details

P6

**LOCAL PUBLIC
TRANSPORT**

P10

**E-BIKE
101**

P12

**GET ACTIVE ON
THE SCHOOL RUN**



**TRAVEL
CHOICES**



Persimmon
Together, we make your home



CHARLES CHURCH



WELCOME

to the latest edition of the Snowhill Travel Choices newsletter.

When it comes to how we travel for regular daily journeys, we all face the challenge of balancing convenience with sustainability. This edition of the Travel Choices newsletter is packed with resources and ideas to help make that balance easier and more enjoyable.

From the lowdown on e-bikes and top tips for a joyful school run to a simple bike maintenance guide, we've got you covered. Plus, don't forget to check out the latest on local public transport options, with single bus fares capped at just £2.

The Snowhill Travel Choices programme is all about discovering practical, sustainable travel options that can easily fit into our daily lives. While cars are sometimes necessary, many journeys, especially local ones, offer a perfect opportunity to explore alternatives.

Imagine the difference we could make: less traffic, safer streets, and a cleaner environment. It's not just our community that benefits; sustainable travel can also lead to personal gains like extra savings and improved well-being.

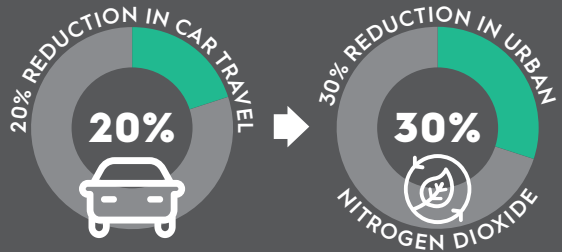
So why not dive in? See what changes you can make, no matter how small, and share your journey with us.

Let's work together to make Snowhill a shining example in sustainable travel.

JUST SOME OF THE REASONS TO CONSIDER YOUR SUSTAINABLE TRAVEL OPTIONS

LOCAL AIR QUALITY:

Did you know reducing car travel by 20% could lower urban nitrogen dioxide levels by up to 30%. This could massively improve public health.



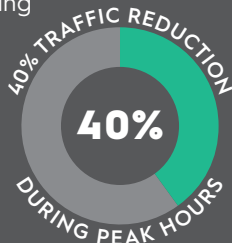
SAFETY AND CONGESTION:

Did you know a

10%



increase in cycling could reduce traffic congestion by 40% during peak hours, making streets safer and commutes faster?



SUPPORT FOR LOCAL BUSINESSES:

Did you know cyclists and pedestrians are more likely to shop locally, visiting more often and spending more money over time?

COMMUNITY COHESION:

Locations with higher levels of walking and cycling have better utilised and more vibrant public spaces, fostering a strong sense of community.



Would you like more information on your travel choices around Wakefield? Head over to the Snowhill Travel Choices website for information and resources on active travel, public transport, and sustainable car use. We've put the website together to help you make more sustainable daily travel choices, where possible.

WE'VE GOT SOME EXCITING NEWS!



At Snowhill, residents of the Persimmon and Charles Church homes can choose one of the following great offers:

OFFER 1

**FREE
BUS TRAVEL
FOR A YEAR**



Get a complimentary bus-only annual MCard for unlimited travel across West Yorkshire by bus. Use it to freely board any bus, offering an easy, no-cost way to commute or explore. Ideal for an eco-friendly, flexible transport option, the MCard lets you uncover local treasures, simplify your commute, or enjoy weekends worry-free from travel costs.

OFFER 2

FREE

£500

CYCLE VOUCHER



Embrace the joy of cycling with our exclusive £500 cycle voucher – perfect if you're in the market for a new bike or looking to accessorise for smoother travels. Redeem at your local Halfords store on their extensive cycling range, including the latest in e-bike technology, stylish and functional accessories, and all the essentials for your cycling adventures.

HOW TO CLAIM YOUR FREE OFFER:

Getting your hands on your choice of offer is easy.

Simply visit snowhill-travelchoices.co.uk to sign up and learn more about how you can start your free travel journey. All you need is proof of residence, and you'll be on your way to exploring West Yorkshire like never before.

Whilst the benefits of making sustainable travel choices are often clear, we understand that adjusting our daily routines can be a significant change. Recognising that sometimes we all need a little nudge in the right direction, we're delighted to offer an exclusive selection of rewards to residents of the Persimmon and Charles Church homes at Snowhill. This is our way of saying thank you for joining us in making a difference and to encourage you to give local sustainable travel options a go.



OFFER 3

FREE 3-MONTH BUS AND RAIL PASS



Explore your local public transport options with a complimentary three-month bus and rail MCard (zones 1-3), designed to introduce you to the ease and benefits of sustainable travel within West Yorkshire. Whether you're commuting, running errands, or exploring, this pass is your invitation to experience the local bus and rail network on us.

T&Cs: The offer is restricted to one claim per home built by Persimmon or Charles Church, and must be made by a resident living at the address. If a claim has previously been made by someone living at your address (including previous residents), or you are not a resident at the address, you will unfortunately be unable to claim.

For full T&Cs please see the Snowhill Travel Choices website.

EXCLUSIVE OFFERS, DISCOUNTS & SAVINGS

The benefits don't stop there. Visit snowhill-travelchoices.co.uk to find details of further ways to save on the cost of your sustainable travel journeys, through exclusive discounts, tips on ways to save and more. Discounts include:

HALFORDS:

10% off products and services from the cycling range.

BIKE DOCK SOLUTIONS:

10% off the cost of bike storage and security at home.

BIKMO:

5% off the cost of cycle insurance with Bikmo.



EXPLORE YOUR **PUBLIC TRANSPORT OPTIONS**

TRAVEL BY TRAIN

If you are travelling further afield, or heading into a nearby city such as Leeds, hopping on a train may be a great option. Wakefield Westgate, Wakefield Kirkgate and Outwood train stations are all accessible from Snowhill. While Wakefield Westgate is the largest, the stations sit on differing local lines and so can be used to reach different destinations.

Leeds and Sheffield can be reached via regular services from any of the stations, with a train to Leeds taking just over 10 minutes. When considering traffic and the time it can take to find parking, this could be much quicker and more convenient than travelling by car.

TRAVEL BY BUS

There are frequent bus services just minutes from your home at Snowhill. The nearest stops are located just a short walk away, either on Leeds Road or Bradford Road, depending on which service you wish to use.

Key local services (all operated by Arriva) include:

Service 110

Wakefield – Outwood – Leeds
(stops on Leeds Road)

Services run every 15 minutes Monday to Saturday and every 30 minutes on Sunday.

Service 425

Wakefield - Morley - Bradford
(stops on Bradford Road)

Services run every 30 minutes Monday to Saturday and hourly on Sunday.

Service 118

Wakefield – White Rose – Leeds
(stops on Bradford Road)

Services run hourly Monday to Saturday and every two hours on Sunday.

To find out more about your public transport options simply visit:
snowhill-travelchoices.co.uk

£2 BUS FARE CAP



Great news for those that use the bus already or those who would like to use the bus more often.

Bus fares across England are capped at £2 per single journey until the end of 2024 - and until March 2025 in West Yorkshire! The scheme is designed to allow more people to make local journeys by bus, in an affordable way. It also aims to reduce carbon emissions.

Remember, this isn't just about saving pennies; it's about getting us all to hop on a bus and give it a go. Whether you're off to work, school, or just out for some fun, let's make the most of this and ride more for less!

Some exclusions do apply so check with your local operators before you travel.

APPROX. TRAIN JOURNEY TIMES



ROAD READY WITH AN M CHECK

Is your bike gathering dust in the back of the shed? Before you hit the road again, it's crucial to ensure your bicycle is safe and road-ready. An easy-to-perform M-Check is the perfect starting point, allowing you to identify any issues from the comfort of your own home.

Simply follow the outline of the letter 'M' across your bike to examine key components. This quick check ensures that parts are secure, damage-free, and functioning properly, setting the stage for a safe and enjoyable ride.

2. HANDBRAKES AND BRAKES

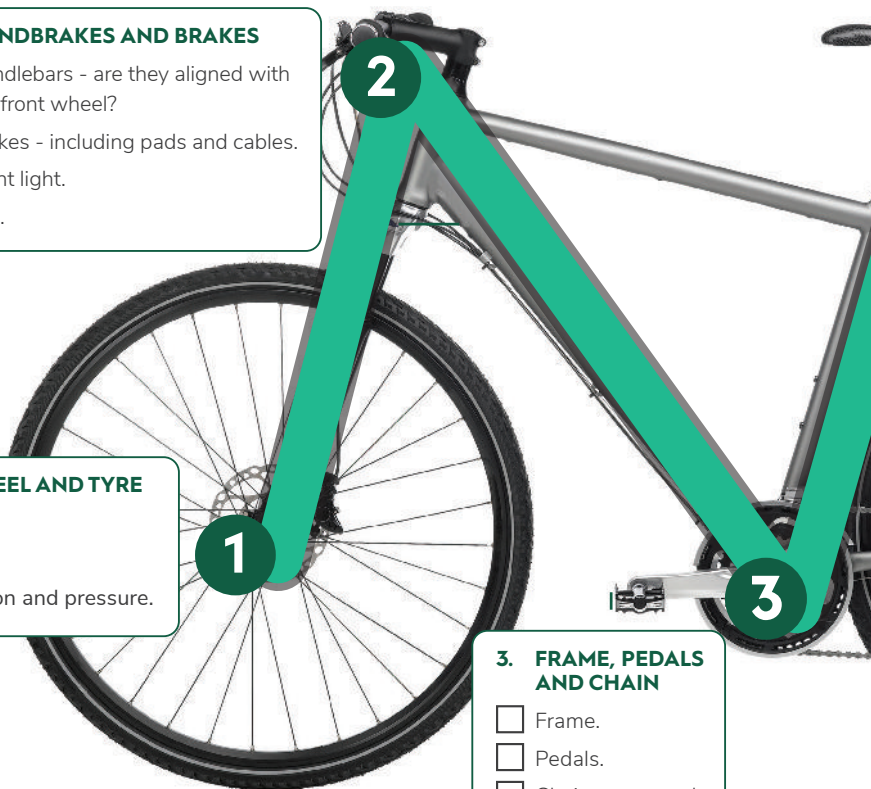
- ☐ Handlebars - are they aligned with the front wheel?
- ☐ Brakes - including pads and cables.
- ☐ Front light.
- ☐ Bell.

1. FRONT WHEEL AND TYRE

- ☐ Wheel nut.
- ☐ Spokes.
- ☐ Tyre condition and pressure.

3. FRAME, PEDALS AND CHAIN

- ☐ Frame.
- ☐ Pedals.
- ☐ Chain, gears and chain-guide.



An easy-to-perform M-Check is the perfect starting point, allowing you to identify any issues from the comfort of your own home.

4

4. SADDLE

- ☐ Saddle.
- ☐ Rear light.

5

5. BACK WHEELS AND TYRE

- ☐ Wheel nut.
- ☐ Spokes.
- ☐ Tyre, including condition and pressure.

Feeling unsure about the M-Check? Opt for the simpler ABC Quick Check instead, before you consider a visit to a cycle mechanic.

A for Air: Ensure your tyres are inflated to the pressure indicated on their sides. A reliable bicycle pump is a small investment for your cycling safety and can be found at minimal cost. If you're uncertain, most local cycle stores offer assistance – they can also inspect the tyres for any damage that might have been overlooked.

B for Brakes: Test both your front and rear brakes by trying to move your bike back and forth while applying them. They should hold the bike firmly in place. If they feel loose or ineffective, it's time for a mechanic to take a look.

C for Chain: A clean, rust-free chain is vital for a smooth ride. Look for rust or debris and clean it with a degreaser if necessary, followed by lubrication to keep it running smoothly.

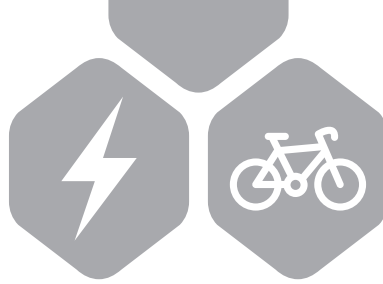
Bonus Tip: The internet is brimming with step-by-step videos for bicycle maintenance – a great resource for visual learners. And remember, if anything looks or feels off, don't hesitate to consult a professional cycle mechanic for expert advice and repairs.

If you spot anything of concern, contact a professional cycle mechanic to make repairs.

A person wearing a silver helmet and a dark jacket is riding a bicycle. They are carrying a large, light-colored backpack with multiple straps. The background is a blurred city street with trees and buildings.

ELECTRIFY YOUR RIDE

Discover the Exciting
World of E-Bikes



Did you know that an estimated 1 in 20 people in the UK now owns an e-bike? And with good reason—over half (55%) of e-bike owners report using their electric bicycle more frequently than they would a traditional bicycle.

The appeal is undeniable, as evidenced by the impressive 150,000 e-bikes sold in the UK during 2022 alone. Moreover, a remarkable 30% of e-bike owners use their bikes daily!

Why are e-bikes generating so much excitement? These innovative bicycles merge traditional biking with a modern twist: an integrated electric motor for a gentle push when you need it. This means tackling those formidable hills or lengthy commutes becomes a breeze, literally. E-bikes are designed to provide pedal assistance as you ride, making the experience more accessible to a broader audience—including those facing challenging terrains or looking to ease their commute.

Riding an e-bike offers the best of both worlds: the physical benefits of cycling, with a helpful boost from the motor when accelerating or climbing. The assistance level adjusts based on your pedalling effort, ensuring you're still getting a workout, albeit with a little extra help.

The advantages of e-bikes extend far beyond their fun factor. They're transforming perceptions of distance, making riders more inclined to cycle further, arriving at their destinations less fatigued and stressed compared to traditional cyclists. Furthermore, e-bikes are making cycling more inclusive, welcoming older individuals or those with limited mobility back onto the saddle.

Curious to experience the magic of e-bikes? Halfords offers a free trial for up to 6 hours, allowing you to feel the difference firsthand. Visit the Halfords website to learn more and explore your options.

And if you're considering purchasing an e-bike but don't know where to start, Halfords has you covered. Check out their Electric Bike Buyer's Guide by visiting their website at [halfords.com](https://www.halfords.com) for expert advice on selecting the perfect e-bike for your needs.

Navigating the school run can feel like a chaotic rush, affecting not just parents and children but everyone on the road.

Encouraging your child to walk, cycle, or scoot to school isn't just a way to dodge the morning traffic - it's an opportunity to weave essential physical activity into their daily routine.

Active travel isn't only beneficial for children; it's a healthy choice for individuals of all ages!

Interested in learning more about transforming the school run into an active, enjoyable part of the day? For a wealth of tips, insights, and support, visit Living Streets at livingstreets.org.uk

Let's take steps together towards healthier, happier school journeys.



GETTING ACTIVE ON THE SCHOOL RUN

THE JOURNEY TO ACTIVE LEARNING

6

The 6 advantages of walking, cycling, or scooting to school:

1

FULFILLS DAILY EXERCISE NEEDS:

Helps children meet the recommended 60 minutes of daily physical activity for those aged 5 to 18.

2

ENHANCES SOCIAL SKILLS:

Provides a fun opportunity for kids to chat and bond with friends along the way.

3

BOOSTS HEART HEALTH:

Improves cardiovascular fitness from an early age.



MAKING THE ACTIVE SCHOOL RUN ENJOYABLE:

VISIBILITY IS KEY

Opt for bright and reflective clothing to stand out, particularly during shorter days.

THE WALKING SCHOOL BUS

Join forces with other parents to alternate walking groups of children to school - it's fun and efficient!

PLAN YOUR JOURNEY

Choose the safest route, utilising crossings and bike lanes where available.

NO NEED TO RUSH

Allow extra time to make the commute an exploratory adventure, not a sprint.

SAFETY FIRST

Use the journey as a teachable moment for road-crossing and cycling safety.

4

SHARPENS FOCUS:

Kids arrive at school energised, alert, and ready to engage in learning.

5

CULTIVATES INDEPENDENCE:

Encourages self-reliance and spatial awareness.

6

TEACHES SAFETY:

A practical way to learn valuable road safety and navigation skills.

USEFUL WEBSITES & TOOLS



There are an increasing range of online tools and information sources which can help you to plan and undertake journeys by different travel choices. Here are just a few that we have picked out for you:

INFORMATION

SNOWHILL TRAVEL CHOICES

When it comes to information on local travel choices, the Snowhill Travel Choices website is a great place to start.

snowhill-travelchoices.co.uk

PUBLIC TRANSPORT

WY METRO

Discover the gateway to public transport across West Yorkshire with WY Metro. Here, you can plan your journey, download timetables, and view maps to navigate the area with ease.

wymetro.com

CYCLING

CYCLE CITY CONNECT

Unlock your cycling potential in West Yorkshire. Find extensive support for two-wheeled trips, including the interactive West Yorkshire cycle map.

cyclecityconnect.co.uk

PUBLIC TRANSPORT

MCARD

Offered by WY Metro, the MCard is your smart solution for public transport fares in West Yorkshire. Choose your ticket for unlimited access to bus and rail services and enjoy the convenience of storing tickets on your phone.

m-card.co.uk

BUSES

BUS OPERATORS

Dive into the details of key local bus services. Find routes, plan your journeys, view timetables, and purchase tickets to streamline your journey.

arrivabus.co.uk

CYCLING

FREE ADULT CYCLE TRAINING

Whether you're new to cycling, returning after a break, or seeking advanced one-on-one training, City Connect has a program for you.

cyclecityconnect.co.uk/get-cycling

FOR FURTHER INFORMATION

The Travel Choices website for Snowhill has been created exclusively for you! The website is jam-packed full of resources and information on how to travel more sustainably, including active travel, public transport, and sustainable car use. Head on over for information on getting around the local area by foot or bicycle, guides to bike maintenance, public transport ticket options and much, much more!



CONTACT US

If you would like information or further advice regarding the travel options available to you please email us at:
info@travelchoices.uk



Appendix C

Travel Survey Flyer and Reminder

GOT A MINUTE?

A CHANCE TO WIN ONE OF FIVE

£100 AMAZON
VOUCHERS!

FOR RESIDENTS AT SNOWHILL

Just for answering a few short questions on
your travel habits for regular journeys from
your home.

The survey responses will be collated and anonymously shared
with Wakefield Metropolitan District Council as part of the
Travel Plan.

To complete, scan the QR code
or head over to bit.ly/3NCyAlu

Survey closing date: 27th November 2024.*



EXCLUSIVE OFFERS FOR SNOWHILL RESIDENTS

CLAIM YOUR **FREE** SUSTAINABLE TRAVEL CREDIT

In addition to our survey prize draw, to help support a shift towards the use of sustainable travel choices we're offering residents of Snowhill the chance to claim one of the following great incentives:



**ANNUAL BUS-ONLY
MCARD**

OR



**£500 HALFORDS
VOUCHER**

OR



**3-MONTH BUS & RAIL
MCARD (ZONES 1-3)**

Simply visit snowhill-travelchoices.co.uk
to find out more and claim your discounts!



*Anyone over the age of 18 at Snowhill can complete the survey and as a thank you for your time, you'll be entered into a prize draw to win one of five £100 Amazon vouchers!

The survey is being undertaken by TPS Transport Consultants on behalf of Persimmon and Charles Church.
If you require the survey in an alternative format, please contact info@travel-choices.co.uk or phone 01924 664638.



“
THANK YOU!
”

We have already received so much great feedback through our survey, all of which is invaluable in helping improve local travel options to and from Snowhill.

If you haven't yet had the opportunity to complete the survey, there's still time to take part and be in with a chance to

WIN A £100
AMAZON VOUCHER!

Turn me over to find out more.

HAVE YOUR SAY

We're looking to gather information on your current travel habits and help to guide meaningful and useful improvements to local transport options, in partnership with Wakefield Council.

Simply scan the QR code or visit bit.ly/3NCyA1u to complete our survey by **Wednesday 27th November** to be entered into the prize draw to



WIN A £100 AMAZON VOUCHER!



The survey can be completed by all adults over the age of 18 living at Snowhill.

If you require a copy in a different format, please get in touch with the Travel Choices team. Visit; snowhill-travelchoices.co.uk call; 01924 664638 or email; info@travelchoices.co.uk