



2025 TRAVEL PLAN UPDATE REPORT

SNOWHILL, WAKEFIELD
PERSIMMON HOMES

SEPTEMBER 2026

Document Issue Record

Project Name:	Snowhill, Wakefield
TPS Project Reference:	P0969
Document Reference:	P0969_20260907_2025 Snowhill Monitoring Report

Revision	Date	Author	Checked	Approved	Notes
-	04.09.25	LF			Draft
1	07.09.2026	LF	SA	SA	Issue

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Contents

Chapter	Title	Page
1.	INTRODUCTION	1
	Background.....	1
2.	TRAVEL PLAN IMPLEMENTATION UPDATE.....	2
	Travel Plan Management	2
	Travel Plan Engagement	2
	Support For Sustainable Travel	5
3.	TARGETS & MONITORING METHODOLOGY	8
	Travel Plan Targets	8
	Monitoring Methodology	9
4.	MONITORING RESULTS	10
	Traffic Count Results	10
5.	FURTHER SURVEY RESULTS	12

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 the 2025 monitoring exercise there were an estimated 435 homes occupied across the three 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 An original Framework Travel Plan was prepared for Snow Hill as a whole in June 2011, which was superseded by an Operational Travel Plan for Area 1 in 2012.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 2025 monitoring exercise, which is the sixth 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 Persimmon Homes have appointed the Travel Choices team at 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 new Snowhill 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, the most recent 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 Initially, these newsletters were delivered on an annual basis, but have now been upped to biannual, so that two are delivered each year. In 2025, one newsletter was sent out in March and the other in October, both of these can be seen in the appendices of this report. These newsletters will continue to be delivered approximately every spring and autumn throughout the Travel Plan period.

Bespoke Cycling Guide

- 2.9 A bespoke cycling guide was produced for residents at Snowhill, providing practical information and advice to encourage cycling for both leisure and everyday journeys. The guide was delivered to occupied properties alongside the offer of a free Dr Bike session for residents (further details in the next section), in September 2025. It included local cycling maps and routes provided by Cycling Wakefield, journey planning tools, information on local and regional cycle routes and training opportunities, and guidance on getting started with cycling. It also promoted the development's available cycling voucher offer and provided information on e-bikes, M-Check, and cycling with children. The guide also included contact details for the TPC and signposted residents to further sources of information and support.
- 2.10 A copy of the Cycling Guide can be found in **Appendix D**.

- 2.11 As part of the Travel Plan Programme, a suite of these mode-specific guides will be produced over the coming years and be available for download from the Snowhill website. In 2026, the intention is to create a guide to car sharing for residents.

SUPPORT FOR SUSTAINABLE TRAVEL

Sustainable Travel Related Discounts

- 2.12 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.
- 2.13 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;
 - Cord: 10% off products with standard EV charging installation;
 - BikeRegister: Discounts on bike marking solutions.

Personalised Journey Plan

- 2.14 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.
- 2.15 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.

Sustainable Travel Voucher or Pass

- 2.16 In order to facilitate the use of local sustainable travel options, through the Sustainable Travel Fund at the development, 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

- 2.17 This offer, which is limited to one claim per address, is promoted to residents through the travel guide, website, newsletters and within this year's Cycling Guide. Residents can claim their choice of voucher by completing the form on the Travel Choices website or by contacting the Travel Plan Coordinator.
- 2.18 As of the end of 2025, a total of 248 households have claimed a pass, with 221 of these being for a cycling voucher, 22 for a bus MCard and 5 for a bus and rail MCard.
- 2.19 The future implementation plan involves undertaking voucher impact survey to understand how those that have received the voucher have used it and if it has changed their travel habits. Incentives will be offered to encourage people to fill out the survey, exact details will be confirmed closer to the time.

Dr Bike Event

- 2.20 As mentioned previously, on Saturday 13th September 2025 a free Dr Bike session for residents at Snowhill. This event was hosted on the green space next to Ruby Street and Red Hall Lane, on the development. Halfords Mobile Mechanics provided free bronze level servicing across a four hour period on the day and the event was also attended by the Travel Choices team and Wakefield District Cycling Forum (WDCF), to provide further advice on cycling and offer free BikeRegister marking.
- 2.21 The event was promoted with two flyers, delivered directly to all occupied homes at the development. One of these was delivered alongside the Cycling Guide (detailed previously). In total the event provided space for 16 bike services, and was fully booked with 3 others on the waiting list. Attendees were a mixture of ages, with many families visiting.
- 2.22 **Figure 2.1** shows a series of pictures from the event and promotional materials.
- 2.23 Another one of these events will be delivered in 2026, this time aiming for a date which falls in the school holidays, to cater for families at the development. WDCF will once again be invited to provide advice and bike marking.

Figure 2.1 – Images from the Dr Bike Event



3. TARGETS & MONITORING METHODOLOGY

TRAVEL PLAN TARGETS

- 3.1 There are two targets set out in the approved Travel Plan. The primary target 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, to be used as occupations progress at the 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.
- 3.2 The TPC can then 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

- 3.3 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 435 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 401 two-way trips in the AM peak hour and 358 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.
- 3.4 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.
- 3.5 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

- 3.6 As a result of these two targets, there are two different monitoring methodologies employed at this development, as follows.

Peak Period Traffic Counts

- 3.7 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 Tuesday 8th July 2025. Within the peak period 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

- 3.8 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 July - August 2025 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.
- 3.9 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 D.

4. MONITORING RESULTS

TRAFFIC COUNT RESULTS

- 4.1 During the AM peak hour (07:45 – 08:45), there were 70 inbound trips and 198 outbound trips; giving a total number of 268 two-way vehicular trips during the AM peak period. With 435 homes occupied, this equates to a two-way vehicular trip rate per dwelling of 0.616.
- 4.2 During the PM peak hour (17:00 – 18:00), there were 152 inbound trips and 101 outbound trips; giving a total number of 253 two-way vehicular trips during the PM peak period. This equates to a two-way vehicular trip rate per dwelling of 0.582.
- 4.3 **Table 4.1** shows the 2025 vehicular trip rate compared with the targets set out within the Travel Plan.

Table 4.1: 2025 and Target Trip Rates

Peak Hour	Target Trip Rates	2025 Trip Rates
AM	0.922	0.616
PM	0.823	0.582
Averaged	0.873	0.599

- 4.4 On this basis, the Travel Plan vehicle trip rate target was being achieved in both the AM and PM peak periods, at the time of the 2025 monitoring exercise.

RESIDENT TRAVEL SURVEY RESULTS

- 4.5 A total of 50 households completed the 2025 resident travel survey, representing 87 adults. This equates to a response rate of around 11.5%. 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 and provides enough data to draw meaningful conclusions from. A summary of the response to the method of journey to work question is presented below in **Table 4.2**.

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

Response	Number	Percentage
Car alone	51	58.6%
Car share, as driver	5	6%
Car share, as passenger	2	2%
Bus	14	16%
Train	3	3.4%
Walk	5	6%
Cycle	1	1%
Work from Home	5	6%
Do not work/study	1	1%

- 4.6 Based upon the responses provided, currently 64.6% of respondents travel to work as a car driver. The results from the survey show that the modal split target from the travel plan was being achieved at the time of the 2025 monitoring exercise.

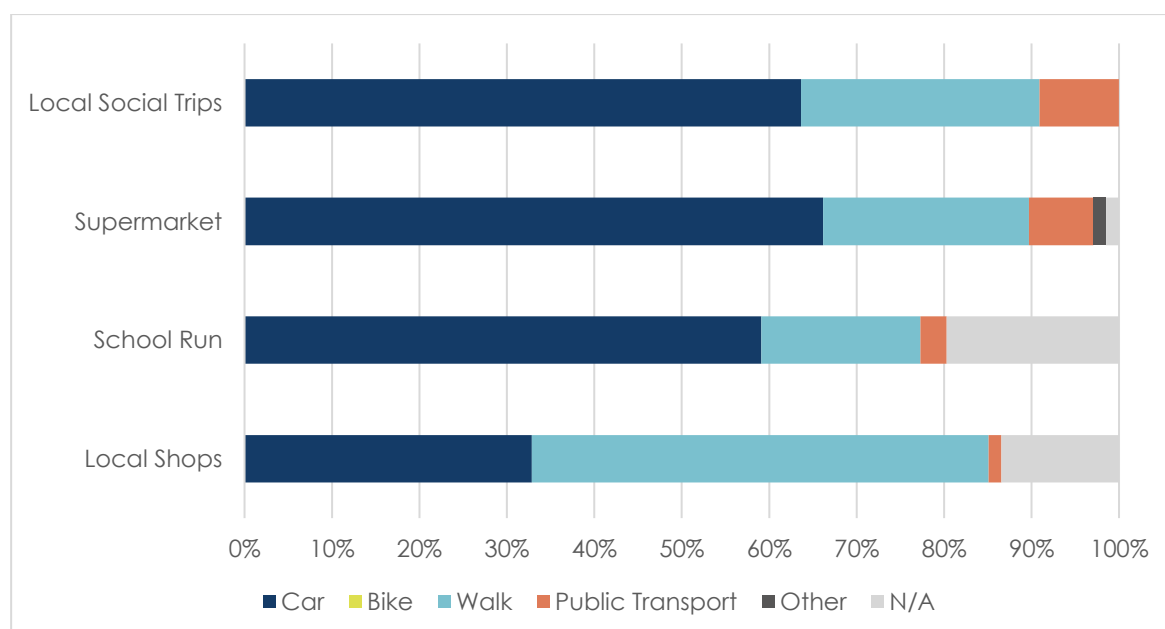
FUTURE MONITORING

- 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 decision was made to increase the monitoring frequency to annually from this point and therefore a further monitoring exercise will be undertaken in 2026, 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**.

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



Journey Frequency

- 5.3 Respondents were then asked to identify how frequently they travel to work, and also how frequently they work from home.

Table 5.1 – Journey Frequency

	Number of People							
Number of days per week	0	1	2	3	4	5	6	7
Travel To Work	8	3	14	12	7	34	5	4
Work from Home	32	4	21	14	8	8	0	0

Vehicle Fuel Type

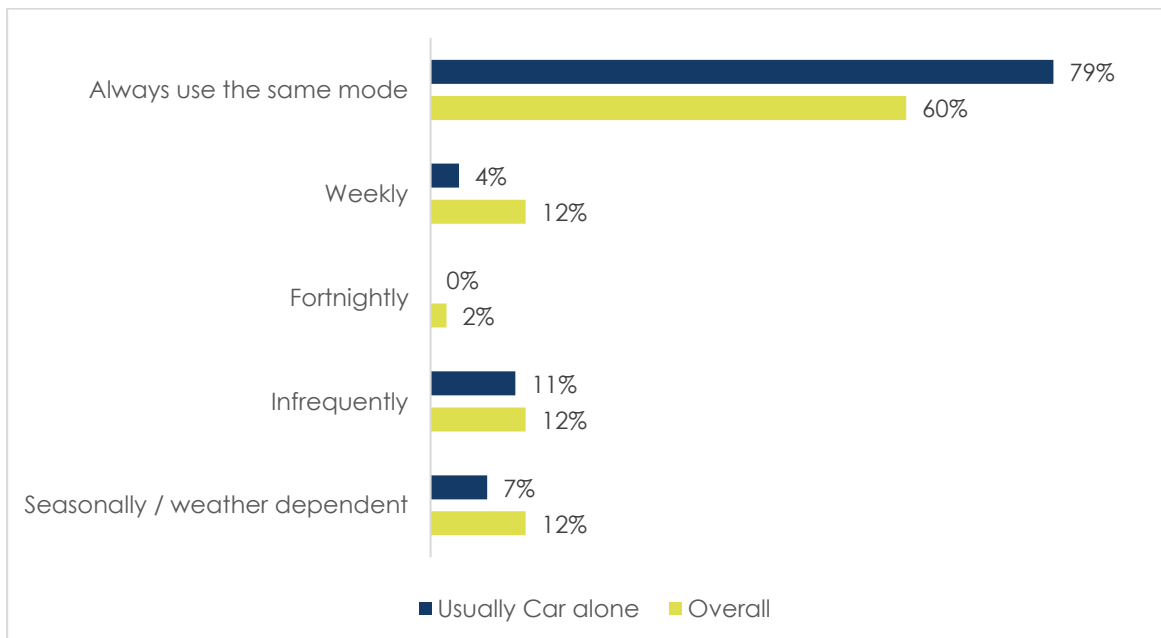
- 5.4 Respondents were asked to identify the fuel type of their vehicle, where applicable. The finds are summarised below in **Table 5.1**

Table 5.2 – Fuel Type of Respondents

Fuel Type	No. of Responses
Petrol	33
Diesel	11
Full Electric	12
Plug In Hybrid	2
Self-Charging Hybrid	3

- 5.5 Respondents were asked if they sometimes us an alternative mode of travel for their journeys to / from work, and the frequency with which they do, if so. The results are presented in **Figure 5.2**, with the result for those who usually travel by car alone presented alongside the overall picture.

Figure 5.2 – Occasional Use of an Alternative Mode for Travel to Work



- 5.6 Finally, respondents were asking if they have any additional comments to make about travel in the local area. The responses to this question can be seen in **Table 5.3**.

Table 5.3 – Additional Comments from Residents

If you have any further comments about travel around your local area, please leave them in the space below.
No direct bus from my home to workplace in Wakefield
No buses
Maybe add some more bus routes to other places
No comment
Walking to the nearest bus stop is a bit far. A closer bus stop for snowhill residents and more buses coming into snowhill will be a great idea. This gives us easier and a more frequent access to using buses.
Train Station is a far walk away or have to drive/use an uber to get there so it is easier to drive to the place rather than mess around. Local bus stop again is a 10/15 min walk there doesn't seem to be one close enough for frequent enough for all routes
More buses and more frequent
Car parking issues on the development arising from local retail units, people avoiding their car park due to how busy it is and how traffic jams can occur. It is a nuisance as well as making it riskier for people on foot.
we have a 3rd adult who drives 5 times per week to LS11 OLR. I would like access on snow hill for a bus to Leeds and wakefield as I have a disability and can't walk long distances
I really wish there was a nearer bus stop to WF1 2GU and can't understand why you can't get public transport to Snowhill retain centre
Always a bottle neck getting out of the estate a busy times. One way in a one way out. Often difficult to get out onto the busy roundabout due to the speed of cars travelling away from Wakefield towards the M62 (Burger King roundabout)
Unfortunately when we moved into our property I'd choose from the incentive of free bus pass, but never got to use it due too covid then had to work from home, so feel missed out on incentive! So never got to use it
Speed of cars coming along the A650 not accessing the estates. They do not slow down and do not look for cars coming around the roundabout in either direction to access the housing development.
There isn't a bus so very little transport if no car
None
We would use the bus more if there was a stop near to us. We have been promised a cut through to Wrenthorpe which will help a bit with this.
It would be nice to have more cycle paths on the roads
Keep the bus schedule



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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.

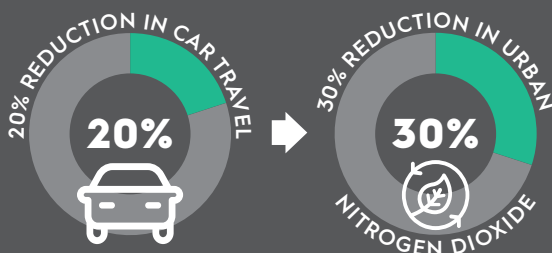
By choosing alternatives to car travel, together we can contribute to a healthier, greener and more connected local area. This guide provides a summary of your local travel options, with recommendations on sources of further information and things to consider when making daily travel choices.

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.



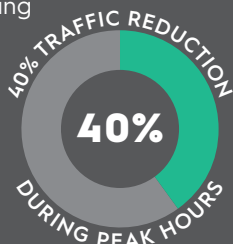
SAFETY AND CONGESTION:

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.

YOUR LOCAL AREA



Bus Stop

Education

Retail

Food & Drink

Sport & Leisure

Train Station

Medical

Primary Cycle
& Pedestrian
Routes



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.



LET'S GET ACTIVE

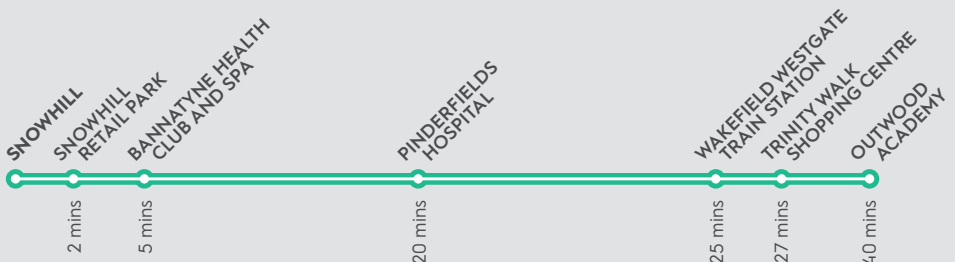
Embracing active travel by choosing to walk, cycle, or even run, for your local journeys is more than just a way to get from A to B; it's a step towards a healthier, more vibrant lifestyle. Regular physical activity, as part of our daily routines, offers profound benefits to our personal health, including 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 congestion, 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 takes a little over 10 minutes, whilst a journey to London takes around 2 hours.

Key local bus services include the following.

From Leeds Road:

Service 110

Wakefield – Outwood – Leeds

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

From Bradford Road:

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 £6.50 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

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:

8% 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.



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



Appendix B

Sustainable Travel Newsletter – Spring



SNOWHILL

2025 NEWSLETTER

TRAVEL

CHOICES

LOOK INSIDE
FOR YOUR **FREE**
SUSTAINABLE
TRAVEL CREDIT
WORTH UP TO

£930

FIND OUT MORE INSIDE

**EXCLUSIVE
OFFERS**

PAGE 4

**LOCAL PUBLIC
TRANSPORT**

PAGE 6

**SPRING CYCLING
MADE EASY**

PAGE 12



TRAVEL
CHOICES



Persimmon
Together, we make your home



CHARLES CHURCH



WELCOME

to your Snowhill
sustainable travel
newsletter.

Balancing convenience with sustainability in our daily journeys can be a challenge, but Travel Choices is here to make it easier and more enjoyable. In this edition of our Travel Choices newsletter you can find out about exclusive sustainable travel related offers and discounts, plus the lowdown on saving on the cost of train travel, learn about Sarah and Tom's car sharing journey and pick up some essential cycle safety tips with our spring cycling guide.

The Snowhill Travel Choices programme is focused on finding practical, sustainable travel solutions that fit

seamlessly into our daily routines. While cars are sometimes necessary, many local journeys present perfect opportunities to explore alternatives.

Imagine the difference we could make if we drove less, even if just some of the time: less traffic, safer streets, and a cleaner environment. These changes not only benefit our community but also lead to personal gains like extra savings and improved well-being.

So, dive in and see what changes you can make, no matter how small, and share your journey with us.

YOUR CARBON FOOTPRINT



Are you interested in understanding how big your carbon footprint is from the regular journeys you make, your home and the food you eat?

WWF has an eye-opening, interactive carbon calculator that estimates your carbon footprint and identifies ways in which you could make cleaner, greener, changes to your life.

Give it a go and see how you rank compared to the rest of the country and postcode area. Scan the QR code or visit the website:



footprint.wwf.org.uk

Would you like more information on your travel choices from Snowhill? 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.



snowhill-travelchoices.co.uk

WE'VE GOT SOME
EXCITING
NEWS!



OFFER 1

FREE
ANNUAL BUS ONLY
MCARD



OR

OFFER 2

FREE
£500
CYCLE VOUCHER



Explore your local public transport options with an annual bus only MCard, designed to introduce you to the ease and benefits of bus travel within the area. Whether you're commuting, running errands, or exploring, this pass is your invitation to experience the West Yorkshire bus network on us.

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 request yours 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 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



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 restricted to one claim per address and must be made by a resident living at the address. If a claim has previously been made, or you are not a resident at the address, you will unfortunately be unable to claim.

Applications should only be made once you have completed on the purchase of your home.

EXCLUSIVE OFFERS, DISCOUNTS & SAVINGS

The benefits don't stop there. 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.

HALFORDS:

8% 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

Owning and running a car can be expensive, so for those that can, have you tried your local public transport options as an alternative?

LOCAL BUS TRAVEL

The closest bus stops to your new home are available from either Leeds Road or Bradford Road, your closest will depend on where your home is within the development. The stops on each road provide different services.

Key local services, both operated by Arriva, include:

Service 110

Wakefield to Leeds via Outwood

Services run every 15 minutes Monday to Saturday and every 30 minutes on Sunday. Accessed from the stops on Leeds Road.

Service 425

Wakefield to Bradford via Morley

Services run every 30 minutes Monday to Saturday and hourly on Sunday. Accessed from the stops on Bradford Road.

For further information and advice on how to travel by public transport in the local area, visit wymetro.com.

LOCAL TRAIN TRAVEL

The homes at Snowhill are ideally located for train travel, with a number of stations close by, offering convenient access to a variety of destinations.

Wakefield Westgate, Wakefield Kirkgate and Outwood stations are all accessible, with the stations sitting on differing local lines, meaning they can be used to reach different destinations.

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

APPY PUBLIC TRANSPORT JOURNEYS

Looking to make your public transport journeys smoother? We've got you covered! There are plenty of great websites and apps out there to help you navigate your way around, find the best routes, and save money on fares. Here are a couple we'd suggest taking a look at or downloading:

ARRIVA

Arriva operate many of your local bus services.

Download their free app on both Google Play and iOS devices, where you can plan your journey with live departures, access real time service updates and even purchase tickets!



 arrivabus.co.uk

RAIL APPS

Purchase your train tickets through the Northern or LNER app, including season tickets. You can also get live train updates and check for any service disruption. Remember there are no booking fees when purchasing tickets directly through the apps.



 northernrailway.co.uk/app

 lner.co.uk/tickets/lner-app

WAYS TO SAVE ON TRAIN TRAVEL



Travelling by train in the UK isn't always the lowest cost option, but there are various ways to make your journeys more affordable and convenient. Some allow you to cut the cost of train journeys by as much as 50%!

FLEXI-SEASON TICKETS

Say goodbye to the rigid commute with flexi season tickets! Designed for the modern, flexible workforce, these tickets offer the perfect blend of convenience and savings for part-time and hybrid workers.

Enjoy unlimited travel on any eight days within a 28-day period. You will then save compared to buying daily tickets plus avoid the commitment of a traditional season pass.

Flexi-season tickets are perfect for adapting to your changing schedule!



nationalrail.co.uk



Unlock the potential for affordable and flexible travel with a UK Railcard and start enjoying your journeys even more!

Most Railcards can be purchased online with the option to download as a digital Railcard to your smartphone or device with the Railcard App.

You can book your train tickets online or in person, but in order to qualify for a reduced rate ticket you must be able to present your Railcard during your journey. Failing to do this will invalidate your train ticket.

Find out more and see how much you could save:



SPLIT SAVE

Split ticketing is a way to save money on train fares by breaking your journey into multiple segments and purchasing separate tickets for each leg, rather than buying a single ticket for the entire route.

The best part? You don't need to change trains at the split points. The trick lies in how rail fares are calculated, and split ticketing takes advantage of this to offer cheaper prices without compromising on your journey.

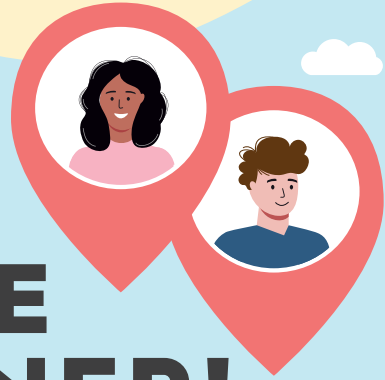
There are websites that will help work out the most effective points to split your fare – **trainline.com** provides a split fare ticket option, or alternatively, check out the **splitticketing.com** website. You can then always book directly with the train operators to avoid booking fees!

REASONS TO GET A RAILCARD

- 1 Significant savings:** Railcards typically offer a 1/3 discount on most rail fares, which can lead to substantial savings over time. There's even a 16-17 year old saver offering 50% off most fares!
- 2 Convenience:** With a Railcard, you can enjoy discounted travel across the UK without the need to search for deals or special offers.
- 3 Versatility:** There's a Railcard for almost everyone, whether you're a student, senior, family, or frequent traveller.
- 4 Easy to obtain:** Applying for a Railcard is simple, and many are now available digitally, making them even more convenient to use.

HAVE YOU EXPLORED YOUR
CAR SHARE OPTIONS?

IT COULD BE
A NO-BRAINER!



Also known as lift sharing or car-pooling, car sharing is essentially sharing your car journey with at least one other person. By matching your journeys with other people, there is the potential to significantly reduce emissions from travel whilst also saving money. Car sharing can be informal between friends, family and colleagues or you could find others to share with through online platforms such as Liftshare.

SARAH & TOM'S CAR SHARING STORY

Tell us how you first started car sharing:

Sarah: It all started when we realised we live in the same neighbourhood. We were casually chatting in the office one day about some traffic issues that morning and realised we lived close to each other! I then suggested we try car sharing to save on travel costs and make our commutes more enjoyable.

Tom: Yeah, it was a no-brainer. We were both driving the same route every day, so it made sense to combine our journeys.

What have been the main benefits of car sharing for both of you?

Sarah: For me, the biggest benefit has been the cost savings. Splitting the fuel costs has significantly reduced my monthly expenses. Plus, it's a lot more fun to have someone to chat with during the drive.

Tom: I agree. The financial savings are great, but I also appreciate the environmental impact. We're reducing our carbon footprint by having one less car on the road. And like Sarah said, having company makes the commute much more enjoyable.



Have you encountered any challenges with car sharing?

Tom: Initially, we had to coordinate our schedules and make sure we were both punctual. But once we got into a routine, it became second nature. I once had to rush home unexpectedly which left Sarah without a lift home that day. Fortunately our workplace is great and provides a guaranteed ride home in emergencies – covering the cost of a taxi fare!

Sarah: Yes, having that as a backup option is great as you don't need to worry! Also, more generally communication is key. We make sure to let each other know if we have any changes to our plans. It's all about being flexible and considerate of each other's time.

What advice would you give to others considering car sharing?

Tom: I'd say give it a try! Start by finding someone with a similar schedule and route. It's important to establish clear communication from the beginning and be open to adjustments.

Sarah: Yes, and don't be afraid to ask around. You might be surprised at how many colleagues or neighbours are interested in lift sharing. It's a great way to save money, help the environment, and make your commute more enjoyable.

Feeling inspired to start sharing your journeys? Head over to snowhill-travelchoices.co.uk for more advice on how to get started, or to liftshare.com to jump straight in!

A low-angle, upward-looking shot of a mountain biker. The rider is positioned on the right side of the frame, leaning forward over the handlebars. The front wheel of the bicycle is large and dominates the center-left of the image. The bike has a dark frame with some blue accents. The rider is wearing a light-colored long-sleeved shirt, dark shorts, and a backpack. The ground is covered in green grass and numerous small white flowers, possibly Anemones, which are in sharp focus in the foreground. The background is a clear, bright blue sky. The overall mood is energetic and fresh, representing spring cycling.

SPRING CYCLING MADE EASY



With the days getting warmer and longer it can be much easier to enjoy many local trips by bike or on foot. Here are our top tips for staying safe, comfortable, and stylish as you make the most of springtime adventures by bike.

EMBRACE THE LIGHT

Take advantage of the brighter mornings and evenings by ensuring your bike lights and reflectors are in good working order. Whilst days are slowly getting longer, it's always smart to be prepared for early sunsets or overcast skies. High-visibility clothing is a good idea at all times of the year to keep you noticeable on the road.

DRESS FOR THE SEASON

Weather can always be unpredictable, so a lightweight, waterproof jacket is a must-have. Look for an option that's easy to pack or tie around your waist when the sun comes out. Breathable fabrics will keep you comfortable during those longer rides or walks.

KEEP COMFORTABLE

While it's warming up, chilly mornings can still catch you off guard. Opt for lightweight gloves that keep your hands warm without compromising your ability to grip handlebars or manage brakes. As temperatures rise during the day, layering is your best friend. Thin, breathable layers allow you to adjust to fluctuating conditions with ease.

MAINTAIN YOUR RIDE

Spring can bring its fair share of muddy trails and damp roads. After each journey, take a moment to wipe down your bike to remove dirt and protect its components. Check that your tyres have sufficient tread for optimal grip, especially if unexpected rain showers make the roads slick.

RIDE SMART

Roads and cycle paths can be dotted with puddles and patches of wet leaves. Avoid these hazards by staying vigilant and selecting safe cycling positions. Choose well-maintained paths and be mindful of slippery surfaces like drain covers.

ADAPT TO CONDITIONS

While spring invites more outdoor activity, don't hesitate to switch gears if the weather turns sour! Consider walking, taking public transport, or even car sharing when the conditions aren't ideal for cycling.

With these tips, you'll be ready to enjoy the fresh blooms, mild weather, and longer days that make spring the ideal season for staying active outdoors.

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

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

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

BUSES

ARRIVA

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

CYCLE WAKEFIELD

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

cyclewakefield.co.uk

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!



snowhill-travelchoices.co.uk

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

Sustainable Travel Newsletter – Autumn



SNOWHILL

2025 NEWSLETTER

TRAVEL

CHOICES

TURNING HEADS
& WHEELS

FREE TRAVEL VOUCHER FOR RESIDENTS OF SNOWHILL!





WELCOME

TO THE SNOWHILL TRAVEL CHOICES NEWSLETTER

At Travel Choices we're all about encouraging sustainable travel choices that fit seamlessly into everyday life. In this edition of our newsletter, we're excited to bring you fresh insights; from busting common EV myths to exploring the perfect bicycle for every journey.

The Snowhill Travel Choices programme is focused on helping residents find practical, sustainable travel solutions that benefit our local community, our health and wellbeing, and the environment. While cars are sometimes necessary, many local journeys present perfect opportunities to explore alternatives.



snowhill-travelchoices.co.uk

TWO WHEELS, MANY STYLES!

CAN YOU IDENTIFY THE DIFFERENT BIKES?

With bikes available in all shapes and sizes, designed for everything from smooth city commutes to rugged trails, you'll have no trouble finding an option that will turn heads when riding past! Whether you're a casual rider or a cycling enthusiast, there's a perfect bike for every adventure. Here, we've highlighted a few different types, but can you guess which is which?

1. FOLDING BIKE

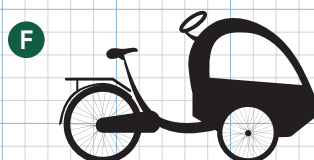
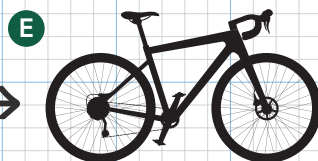
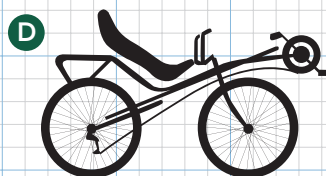
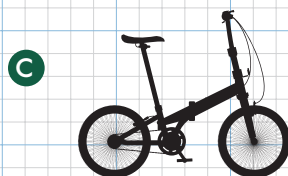
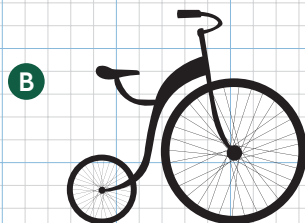
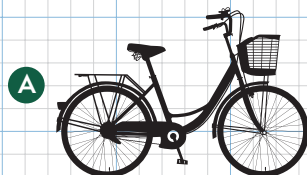
2. ROAD BIKE

3. STEP THROUGH

4. PENNY FARTHING

5. CARGO BIKE

6. RECUMBENT



You'll find the correct answers on page 10!

SPECIAL OFFER

FOR RESIDENTS

CLAIM
ONE OF

2

EXCLUSIVE FREE TRAVEL OFFERS

We are delighted to offer each home at Snowhill a free travel voucher!

As part of the planning process, funding was secured to support use of sustainable travel options. The initiative aims to help residents make the most of local walking, cycling, and public transport choices, to reduce traffic congestion, improve air quality and promote healthier, more active lifestyles.

Make sure you claim yours!

EACH HOME AT SNOWHILL CAN SELECT ONE OF THE FOLLOWING:



ANNUAL BUS MCARD

Unlimited access to buses across West Yorkshire, for a whole year!

OFFER 1

OR



£500 CYCLE VOUCHER

Use this voucher at your local Halfords store towards the cost of a new bike, cycle accessories or a bike service!

OFFER 2



CLAIM YOUR OFFER:

Scan here to request yours today!



Or visit;
snowhill-travelchoices.co.uk

Simply fill out the form with a few of your details and you'll be on your way to exploring West Yorkshire like never before.

* You may be asked to provide proof of residence; full T&Cs can be found on the website.

IT DOESN'T STOP THERE!

We have further ways you can save on the cost of your sustainable travel journeys, with a selection of discounts and tips, including:

halfords

8% off products and services from the cycling range.

BIKEDOCKSOLUTIONS
THE MANUFACTURING STANDARD

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

 **bikmo**

5% off the cost of cycle insurance with Bikmo.

 snowhill-travelchoices.co.uk



EXPLORE YOUR PUBLIC TRANSPORT OPTIONS

For both regular and one-off journeys, public transport can offer a smart and sustainable travel choice - saving you money and helping to reduce carbon footprints.

Snowhill is ideally located for travelling by public transport. In addition to bus services being available from Leeds Road and Bradford Road, Wakefield Westgate train station is only a short bike ride away. Whether your journey is local or long distance, public transport could therefore provide a great travel option.

TRAVEL BY BUS

Depending on the service you want to catch, your closest bus stops can be found on either Leeds Road to the east or Bradford Road to the west.

Service 110

Connects Wakefield to Leeds with departures every 15 minutes, Monday to Saturday and every 30 minutes on Sunday. Operated by Arriva and available from Leeds Road.

Service 425

Operates between Wakefield and Bradford, with services every 30 minutes Monday to Saturday and hourly on Sunday. Operated by Arriva and available from Bradford Road.

Explore all of your public transport options on the Travel Choices website:
snowhill-travelchoices.co.uk

£2.50

The Bus Fare Cap is still here! You won't pay more than £2.50 for a single journey in West Yorkshire.

Some handy websites to help you on your bus journey:

arriva.co.uk
wymetro.com





TRAVEL BY TRAIN

Wakefield Westgate station is the closest and can be reached in under 10 minutes by bike or around 25 minutes on foot.

From the station there are regular services to Leeds, Sheffield and London King's Cross, as well as less frequent trains to Edinburgh.

A train to Leeds takes just 15 minutes, making it a quick and convenient alternative to making the trip by car.

If you are looking to plan a journey by train, here are some useful websites to check out:

nationalrail.co.uk
wymetro.com



APPROX. BUS JOURNEY TIMES



THE FUTURE'S ELECTRIC

With technology rapidly advancing, EVs are turning both heads and wheels, as they become a practical and sustainable choice for an increasing number of drivers across the UK. You've probably heard a lot of misconceptions about EVs, but they're often wrong! We've tried to myth bust some of the most common ones here...



1.4 million

As of February 2025, there are over 1.4 million electric cars in the UK.

50%

Over 50% of new car sales in the UK are either fully electric or hybrid.

BUT...

"EVs don't have enough range"...

Did you know, **72% of car journeys are under 5 miles**? Modern EVs can travel between 150-400 miles on a single charge, depending on the model. With a growing UK charging network, longer journeys are easier than ever.

“EVs are expensive”...

While EVs used to be more expensive than petrol and diesel cars, this isn't necessarily the case anymore! There are some great deals on second hand EVs, and some new models entering the market at less than £30,000 too.

They are also cheaper to run than petrol or diesel vehicles, which helps to offset the upfront cost of buying an EV. Alternatively, if your workplace offers a salary sacrifice scheme, or an EV company car, you could save large amounts on income tax and national insurance.

“I'll be forced to have an EV anyway”...

Although the UK government have set the aim of **banning the sale of new petrol and diesel cars by 2030**, this doesn't mean that petrol and diesel cars will disappear completely. Used combustion engine cars will still be available. It is also expected that new hybrid vehicles will still be available to buy from 2030 with these then being phased out by 2035.



“There aren't enough chargers”...

The UK now has over

75,000

public charging points

with rapid chargers available at motorway services and urban locations. Home charging is also convenient, with special energy tariffs available to help keep costs down.



For more information and advice on electric vehicles, take a look at the following websites:

 [zap-map.com](https://www.zap-map.com)

 [green.car](https://www.green.car)

 [electrifying.com](https://www.electrifying.com)

FIND YOUR PERFECT RIDE!

How well did you identify the bikes on page 3?

1. FOLDING BIKE

Perfect for multi-modal travel, folding bikes are compact, easy to store, and convenient for public transport, making them ideal for urban dwellers with limited space.

2. ROAD BIKE

A very common bike type. Lightweight and fast, road bikes are perfect for cyclists covering long distances on smooth surfaces.

3. STEP THROUGH

Ideal for urban commuting and casual rides, these bikes offer an upright seating position and practical features like racks or baskets, perfect for smooth cycling.

4. PENNY FARTHING

Yes, these are still available with a modern twist! Popular in the late 1800s, their large front wheel enables faster speeds and guarantees head-turning rides.

5. CARGO BIKE

Need to carry groceries, kids, or gear? With a sturdy build and extra storage, cargo bikes are the top choice for families and professionals alike.

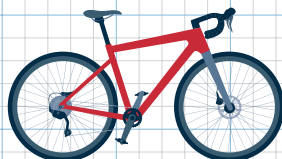
6. RECUMBENT

For a relaxed ride with better aerodynamics and comfort, a recumbent bike evenly distributes weight, making it a great choice for laid-back cycling.

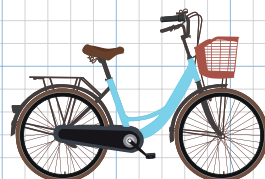
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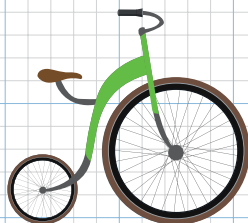
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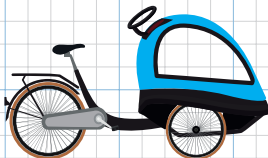
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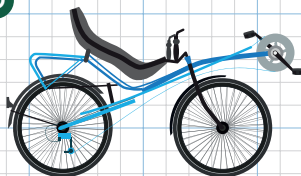
B



F



D



With so many different types of bikes available, there's truly something for everyone, no matter your needs or riding style. Whether you're commuting through the city, exploring off-road trails, or simply enjoying a leisurely weekend ride, there's a bike designed to make your journey smoother and more enjoyable.

Cycling can open up a world of possibilities, and with today's diverse range of options and adaptations, almost anyone can find their perfect match. Taking the time to discover what suits you best will really enhance your cycling experience.

When choosing your ideal cycle, look for one that meets these essential criteria:

- ✓ You can mount and dismount with confidence
- ✓ You can maintain stability whether moving or stopped
- ✓ You can manage the pedalling effort comfortably
- ✓ The bike feels good during your rides and is suitable for your intended routes.

Remember, the ultimate measure of a great cycle is simple – it should bring you joy every time you ride!



Looking for more information on different bikes and struggling to decide which would best suit your needs? The Cycling UK website has plenty of great resources and information:

YOUR PERSONAL JOURNEY PLAN



Have you ever wondered how you could undertake regular journeys from your home at Snowhill more sustainably?

Let us help you turn heads and wheels with advice on your regular journeys with our personal journey plans. These are designed to help you explore alternatives to the car, save money, and reduce your environmental impact.

HOW TO CLAIM YOUR FREE JOURNEY PLAN:

1

Scan the QR code:

**2**

Fill in the form:

Provide a few simple details about your daily journey and travel needs. This includes – your home postcode, your journey destination (e.g. work postcode) and the times you would like to travel.

3

Receive your plan:

We'll send you a personalised travel plan which will include information on local public transport options if available, cycling routes and links to useful resources.

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.



YOUR CARBON FOOTPRINT

In WFI the average
carbon footprint is

17.5 tonnes CO₂e per year,
how do you compare?

A carbon footprint is the total amount of greenhouse gases, mainly carbon dioxide (CO₂), that are released into the atmosphere because of our activities. It's not all about transport though, everything we do has an impact on the environment.

If you want to understand your footprint, WWF has a great online tool to work out your own carbon footprint.

It's free to try and only takes a few minutes, so why not scan the QR code to check it out?



Small changes add up to make a big impact, but some actions can have a much bigger influence on your carbon footprint. Here is our guide to how beneficial simple swaps could be:

1. Travel smarter

Walk, cycle, or use public transport instead of driving.



If you drive, could you share the car journey with other people?



2. Use less energy

Switch off lights and unplug devices when not in use.



Use energy-efficient appliances and switch to a green energy provider.



3. Eat sustainably

Eat more plant-based meals and less red meat.



Buy local and seasonal foods to cut down on transport emissions.



4. Shop smart & reduce waste

Buy second-hand and sell your unwanted items!



Reduce plastic use - carry a reusable water bottle, bags, and containers.





USEFUL WEBSITES & TOOLS

If you're looking for tips on travelling more sustainably or advice on your local options, we've handpicked some key resources to help out below.

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

Explore your cycling options across West Yorkshire and find out about the support available to those travelling on two wheels. Home of the West Yorkshire interactive cycle map.

cyclecityconnect.co.uk

SUSTAINABLE DAYS OUT

GOOD JOURNEY

Helps you explore the UK sustainably by providing information on car-free travel to attractions, discounts for eco-friendly travel, and tips on using public transport, cycling, and walking. You can even receive discounts to popular attractions for travelling by sustainable modes!

goodjourney.org.uk

i



INFORMATION

ENERGY SAVING TRUST

A UK organisation that provides expert advice on energy efficiency, renewable energy, and sustainable transport, including EVs. They offer guidance on grants, government incentives, and ways to reduce carbon emissions.

energysavingtrust.org.uk

WALKING

SLOW WAYS – NATIONAL WALKING NETWORK

Slow Ways is a citizen-made national walking network, connecting all of Britain's towns, cities and national landscapes. A great website for discovering new local walks!

beta.slowways.org

SUSTAINABLE TRAVEL

WALK WHEEL CYCLE TRUST

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

walkwheelcycletrust.org.uk



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 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 D

Bespoke Cycling Guide



YOUR GUIDE TO
CYCLING
@ SNOWHILL



**TRAVEL
CHOICES**



Persimmon
Together, we make your home



Charles Church

2 Welcome

Contents

Welcome P2

Free £500 Cycle Voucher P3

Getting Started P4

Your Location P6

Get Road Ready
with an M Check P8

E-bikes 101 P9

School Run Cycle P10

TRAVEL SUPPORT, BIG SAVINGS, AND YOUR GUIDE TO GETTING AROUND

Welcome to your guide to cycling around Snowhill and West Yorkshire. Whether you're a seasoned cyclist, curious commuter, or just looking to get out and move more with your family, this guide is for you.

You'll find advice and support to help you get on your bike in the local area, but there's plenty more information available on the Snowhill Travel Choices website and the Travel Choices team are always on hand to help out!



As part of the planning permission for the development, Persimmon Homes and Charles Church are required to promote sustainable travel options to residents. That's where the Travel Choices programme comes in! Each home is also able to claim a free travel voucher, see the next page for more information.

Wherever your journey begins, let's make it easier, greener and more enjoyable using pedal power!

3 Claim your voucher

FREE £500 CYCLE VOUCHER



Embrace the joy of cycling with our exclusive **£500 cycle voucher**. Redeemable instore or online at Halfords, the voucher can be used on their extensive cycle range, including the latest e-bike technology, their full range of accessories and cycling essentials, as well as servicing.

You may need to provide proof of residence at Snowhill, full T&Cs can be found on the website.



Simply scan the QR code to
claim your voucher, or visit:
snowhill-travelchoices.co.uk

Cycling not your thing? No problem!
Scan the QR code above to see
the other options for free public
transport passes!

THE OFFERS DON'T STOP THERE

As a resident of Snowhill, we have some additional exclusive cycling discounts you can take advantage of:



5% OFF



10% OFF



10% OFF



8% OFF



25% OFF

4 Getting Started

WHY CYCLE?

Cycling is one of the most accessible and rewarding ways to get around.

Getting around by bike is more than just a way to travel, it is a lifestyle choice that benefits your body, mind, and the environment. Unlike being stuck in traffic or waiting for a bus, cycling gives you independence and flexibility. You can start your day with fresh air, arrive energised, and even save money on fuel and fares.

Whether you're looking to commute to work, reduce your carbon footprint, or simply enjoy the outdoors, cycling offers a fantastic combination of practicality and pleasure. In West Yorkshire, with its growing network of cycle routes and scenic landscapes, it's easier than ever to get started.

WAKEFIELD DISTRICT CYCLE FORUM

WDCF host a huge range of events in the area, including a range of easy rides aimed at beginners looking to build their confidence. They also run a range of free cycling maintenance events, fun holiday sessions for all the family and you can even get a loan bike if you're unsure about committing to a purchase!

Signing up to their lifetime membership is a great first step in your cycling journey!



cycling-wakefield.org.uk

CYCLING IN WAKEFIELD

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. There's also the fantastic Wakefield Wheel and Wonders of Wakefield routes which are made up of both on and off-road sections. Head to page 6 for more details on cycling locally.

OUR TOP TIPS

If you're new to cycling, you don't need to invest in fancy equipment or take on long rides from the beginning. A simple, comfortable bike is all you need to start enjoying the benefits of cycling. Begin with short rides around your local area to build up your confidence and stamina. Safety and visibility are important, so make sure you're equipped with some basic gear like a helmet and bike lights.

Here are a few helpful tips to get you started:

- 1. Choose the right bike:** Start with a basic hybrid or city bike that suits your needs and is comfortable to ride. You don't need anything high-tech or expensive to begin with.
- 2. Check your fit:** Make sure your saddle height and handlebar position are properly adjusted to avoid discomfort or injury.
- 3. Plan short, familiar routes:** Begin with quiet streets or cycling paths in your neighbourhood to get used to handling your bike.
- 4. Wear a helmet:** It's essential for safety, even on short rides.
- 5. Be seen:** Use front and rear bike lights and wear bright or reflective clothing, especially if riding in low-light conditions.
- 6. Learn the rules of the road:** Understand basic cycling road rules and hand signals to ride safely and predictably.

Cycling can be a fun, low-impact way to stay active and explore your surroundings, just take it at your own pace and enjoy the ride!

If you would like help and advice on cycling more often, **Cycle City Connect** offers free adult cycle training in Wakefield. Sessions range from beginner riding lessons held in traffic-free areas like parks and car parks, to on-road training for navigating quiet and busy streets safely. More advanced journey practice sessions offer one-to-one or small group guidance for commuting or regular travel routes.

Cycle City Connect have an app and a website:

cyclecityconnect.co.uk



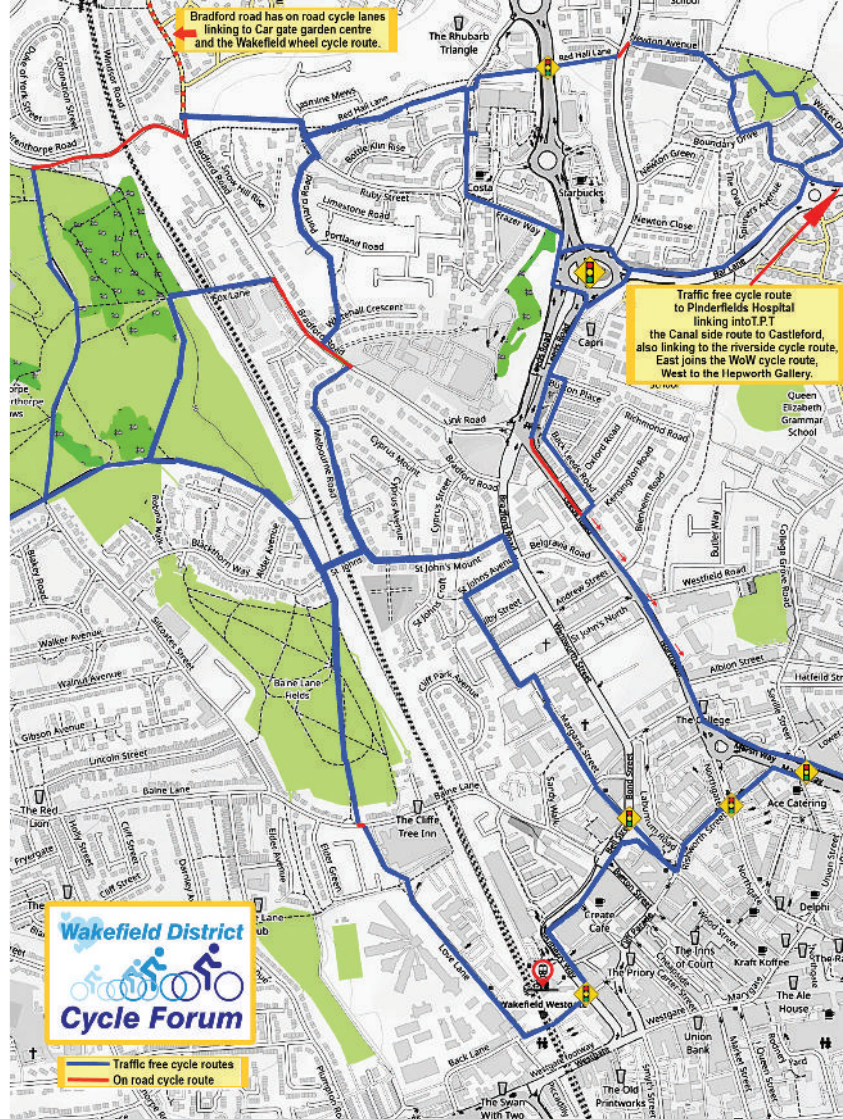
6 Your Location

As mentioned before, you'll find a number of great formal cycle routes around Wakefield, including National Cycle Routes, the Wakefield Wheel and the Wonders of Wakefield trail. However, you'll also find a number of the local roads have cycle lanes or are low traffic and low speed, so can be a great place to start with road cycling.

WDCF have put together the adjacent map of routes in the local area, including routes to Wakefield Westgate station.

Routes 67, 69 and 699 of the National Cycle Network all pass through Wakefield. All three have a mixture of on and off-road sections. Route 67 is the closest and forms part of the Wakefield Wheel, connecting with areas such as Stanley to the north and Walton to the south.

For full information on the National Cycle Network visit:



WAKEFIELD WHEEL

Across Wakefield there are a series of circular cycle routes, plus one larger 38 mile route! These routes are designed to suit a wide range of cyclists - from families seeking scenic outings to riders looking for a longer challenge. The Wheel primarily uses back roads and mixed surfaces. In wet weather, some sections can be muddy or uneven, ideal for hybrid or mountain bikes. Most importantly, you can find plenty of refreshment stops across the various routes including cafés, pubs, and bike shops, offering perfect break opportunities. Highlights include Pugneys Water Park café, Squire's Tea Rooms at Anglers Country Park, and several local pubs and bike-friendly cafés.

The **Wakefield Wheel** offers a fantastic combination of countryside, heritage, and flexibility, perfect for weekends, days out, or setting your own cycling challenge in the heart of West Yorkshire. For more information, visit: cyclewakefield.co.uk

SCAN THE QR CODES TO VISIT THE WAKEFIELD WHEEL MAP AND THE WONDERS OF WAKEFIELD MAP



WAKEFIELD
WHEEL MAP



WONDERS OF
WAKEFIELD
MAP

APPROX CYCLING TIMES

SNOWHILL	
WAKEFIELD CITY CENTRE	8 mins
WAKEFIELD WESTGATE TRAIN STATION	8 mins
TRINITY WALK SHOPPING CENTRE	10 mins
OUTWOOD TRAIN STATION	10 mins
WAKEFIELD KIRKGATE TRAIN STATION	11 mins
NATIONAL CYCLE ROUTE 67	12 mins
WESTGATE RETAIL & LEISURE PARK	12 mins
THE HEPWORTH	14 mins

8 M Check

Get road ready with an M Check! Simply follow the outline of the letter M across your bike to examine key components. Set the stage for a safe and enjoyable ride by making sure parts are secured and functioning properly.

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.

4. SADDLE

- ☐ Saddle.
- ☐ Rear light.

5. BACK WHEELS AND TYRE

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

9 E-Bikes 101



Did you know that around 1 in 20 people in the UK now owns an e-bike? 10% of all bikes sold in 2023 were e-bikes too! It's no surprise when you hear that over half of e-bike owners say they ride more often than they would with a traditional bike.

E-bikes are becoming increasingly popular and over 180,000 were sold in the UK in 2023. The appeal is clear: e-bikes combine the feel of cycling with a built-in electric motor that gives you a boost just when you need it. The legal speed limit for an electric bike motor in the UK is 15.5mph. While e-bikes can be ridden at faster speeds, motor assistance stops at this limit.

Whether you're tackling hills, commuting longer distances, or just want a more comfortable ride, e-bikes make cycling more accessible and enjoyable. **The motor provides pedal assistance, meaning it supports your effort rather than replacing it** - so you still get the health benefits of cycling, but with less strain.

They're also a game-changer for people who may have avoided cycling due to distance, fitness, or mobility. With an e-bike, journeys feel shorter, and you **arrive fresher and less fatigued**.

WANT TO SEE WHAT ALL THE FUSS IS ABOUT?

Halfords offers a free 6-hour e-bike trial, so you can experience the difference for yourself. Just visit [halfords.com](https://www.halfords.com) to find out more. The Snowhill Travel Choices website is also a good place to start. There you'll find guides on e-bikes and information on how to get the most out of your e-bike.

PEDAL POWER TO THE PLAYGROUND!

Children who cycle to school benefit from daily physical activity, which supports healthy growth, boosts concentration in the classroom, and promotes better mental wellbeing. Riding a bike also encourages children to develop road awareness and confidence in navigating their local area - valuable life skills.

PARENTS: WHAT CAN YOU DO?

Start by riding the route together: This helps your child get familiar with the roads, crossings, and cycle paths they'll use each day. Look out for quieter streets or designated cycle routes where possible.

Make sure your child's bike is roadworthy: Check brakes, tyres, and lights regularly. Take a look at our M Check guide on page 8 to help guide you through this, alternatively, book in with a local cycle mechanic for peace of mind. A well-fitting helmet is also important, and bright or reflective clothing can help children stay visible, especially on darker mornings.

Establish a routine early on: Practice rides during the school holidays can help build confidence before term starts. If you're not ready for them to ride solo, you can ride together until they're more experienced.

RIDE SAFE, RIDE SMART:

Always ride in a straight line and avoid weaving between parked cars.

Use hand signals to show when you're turning and always look behind before moving out.

Stick to cycle paths or the left-hand side of the road and follow the Highway Code.

Never use phones, headphones, or any distractions while riding.

Lock your bike securely at school using a sturdy lock - schools often have designated bike racks.



READY SET RIDE

British Cycling have a great YouTube series designed to help you teach your children to ride a bike. Quick and easy games that are perfect for playtime, in short videos of around a minute each!

Check out the playlist by scanning the QR code:



The Cycle City Connect website has plenty of resources online, from learning to ride to key skills for cycling on road. Head over to find out more:

 cyclecityconnect.co.uk

Also, head over to the Snowhill Travel Choices website for more information on cycling in the area and advice to get you started on your cycling journey:

 snowhill-travelchoices.co.uk

OBSTACLE COURSE FUN

If your kids are learning how to ride a bike, consider setting up an obstacle course for them to take on. It can really help to build their confidence on a bike by practising manoeuvring and fine tuning their attention and reactions while cycling.

If physical obstacles are too advanced right now, then try marking out a course on the floor. Or if you're looking to make things harder, then have them carry rings or objects around with them to be dropped off at certain points in the course.

It's always a good idea to run or ride around the course first yourself to show the kids how it's done!





Persimmon
Together, we make your home



Charles Church

CONTACT US

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

snowhill-travelchoices.co.uk



Appendix E

Travel Survey Flyer

GOT A MINUTE?

A CHANCE TO WIN A

£100 AMAZON
VOUCHER!

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/4mLtRuA

Survey closing date: 3rd August.*



EXCLUSIVE OFFERS

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:



£500 HALFORDS CYCLE VOUCHER

A £500 Halfords cycle voucher, redeemable at your local Halfords store on products within the cycling category range.

OR



ANNUAL BUS ONLY MCARD

Permits unlimited travel across West Yorkshire by bus for a whole year!

OR



3-MONTH BUS & RAIL MCARD

Permits unlimited travel across zones 1-3 for 3 months, by train or bus.

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



**TRAVEL
CHOICES**



Persimmon
Together, we make your home



CHARLES CHURCH

*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 a £100 Amazon voucher!

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