



**OPTIMA**

Intelligent Highways Solutions

16<sup>th</sup> October 2019

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Dear Alison

**Hoyland North Masterplan Framework  
Interim Travel Plan - Fee Proposal (Our Ref: 19186-B1)**

I refer to your email dated 11<sup>th</sup> October 2019 where you are seeking a fee proposal to prepare an Interim Travel Plan as part of the Hoyland North Masterplan Framework process. Optima is very experienced in the preparation of travel plans for all types and size of development proposal. We are currently working on a detailed travel plan and strategy for the Princess Royal University Hospital in Bromley where we will then undertake the role of Travel Plan Manager for several years. We are also acting as Travel Plan Manager / Travel Plan Co-ordinator on a number of other developments both residential and commercial.

I therefore confirm that Optima Highways and Transportation Consultancy Ltd (Optima) would be very pleased to become involved in the master planning process in this way and I set out below our fee proposal in line with the brief that was provided in the note attached to your email.

I note that, as part of the consultation period on the Hoyland North Masterplan, Highways England submitted representations which highlighted the need for an interim Travel Plan to cover the whole of the Masterplan Framework area. I understand that this is to be an interim high level document which will act as an 'umbrella' Framework Travel Plan under which detailed Travel Plans as part of individual planning applications will sit.

I consider that this is an essential requirement when dealing with travel planning on large sites such as Hoyland North as it sets out expectations at an early stage for the development as a whole and individual sites and also facilitates effective travel plan management.

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Optima Highways & Transportation Ltd

I have structured the fee proposal below into the following sections:

- Approach to the task;
- Details of the project team; and
- Likely fees and timescales.

### **Approach to the Task**

Given the limited time available to the latest deadline for delivery of the interim Travel Plan it will not be possible to consult widely with all interested stakeholders. However, it is noted that the Council has already had discussions with representatives of Barnsley Bus Partnership and South Yorkshire Passenger Transport Executive. We will therefore arrange to meet / liaise with relevant officers from the Council to discuss the ongoing engagement on public transport and what this means for the Hoyland North Masterplan as well as arranging to meet / liaise with the master planning team at WYG to understand how the planned infrastructure will assist in the travel planning process.

In addition to the Masterplan team engagement outlined above, we will also have discussions with Highways England (HE) to ensure the Interim Travel Plan will meet any specific HE requirements.

The high level interim Travel Plan will have overarching aims, objectives, indicative measures and targets and will set the framework for individual businesses, workers and residents. The interim Travel Plan will take account of the guidance in the Council's Draft Sustainable Travel SPD in terms of its measures and mechanisms for approval, monitoring and review and it will set out the very high priority being placed on achieving long-term sustainable travel solutions in the Barnsley and wider Sheffield City Region area.

As already stated, the interim Travel Plan will, in fact, be a Framework Travel Plan which will set out a two-tier approach suitable for a strategic site such as Hoyland North. Once established, the approach will also be suitable for the other Masterplan Framework sites at Barnsley West, Carlton, Goldthorpe, Hoyland South, Hoyland West and Royston. The approach is as follows:

- The preparation of the interim Travel Plan (Framework) that sets out the overarching strategy for Hoyland North and provides a framework for the preparation of detailed Travel Plans for the individual residential and employment sites; and
- Individual detailed Travel Plans relating to each site are prepared and submitted within the timescales set out in the framework.

The interim Travel Plan will therefore provide a strategic framework for the promotion of sustainable travel and will set out a co-ordinated approach to be employed across the whole Hoyland North Masterplan area. A structure will be set out for individual Travel Plans and guidance provided to include:

- Potential initiatives to deliver more sustainable travel choice;
- Monitoring and review requirements and practices; and
- Setting of modal shift targets from private car travel to more sustainable modes.

A key element of successful travel planning is 'ownership' and allocation of sufficient resources to enable it to happen. The interim Travel Plan will therefore include details of the key roles which are



expected to be a Travel Plan Manager for the Hoyland North Masterplan area and individual Travel Plan Co-ordinators for each site. It is envisaged that a Travel Plans Steering Group will also be established and managed by the Travel Plan Manager with other members including the individual Travel Plan Co-ordinators, officers from the Council and representatives from Barnsley Bus Partnership and South Yorkshire Passenger Transport Executive. Representatives from other key organisations such as residents' groups, car clubs, walking and cycling groups will also be invited to join either as a permanent member or to attend specific meetings.

The interim Travel Plan, setting out the overarching strategy for Hoyland North, will therefore cover the following headings:

- Introduction – including the structure of the Travel Plan
- Travel Plan Aims and Objectives
- Travel Plan Management
- Initial Design Measures
- Travel Plan Initiatives
- Engagement, Consultation and Communication
- Targets
- Monitoring Strategy
- Potential Mitigation Measures
- Framework Travel Plan Funding

As already outlined, there will also be guidance within the interim Travel Plan to assist individual Developers and Travel Plan Co-ordinators in the preparation of the Travel Plans for each site. This will ensure consistency and fit of individual travel plans under the framework.

### **Details of the Project Team**

The project team will be led by our Associate Director, Liz Green. Liz personally has a wealth of experience of the development of travel plans for all types and sizes of development proposal, since their inception in the 90s. Elizabeth has been involved in stakeholder engagement over many years and therefore will be able to quickly assimilate the views of the key parties to input into the interim Travel Plan.

At Optima Highways we have a team of transport planners and engineers who will assist in the preparation of the interim Travel Plan providing technical support and carrying out research / liaison as required. Chloe Regan, one of our experienced transport planners, will co-ordinate the technical support work that will be required.

### **Fees**

Our likely fee to prepare the interim Travel Plan for Hoyland North is **£3,618.00 (three thousand six hundred and eighteen pounds)** excluding general expenses, disbursements and VAT.



### Timescales

We understand that the final version of the interim Travel Plan is required by 4<sup>th</sup> November 2019 at the latest to append to the final version of the Masterplan Framework. With this in mind, assuming a written instruction is received no later than close of business on Friday 18<sup>th</sup> October 2019, a final draft will be provided by close of business on Monday 28<sup>th</sup> October to allow the Council to make comments and a final version will be provided on Monday 4<sup>th</sup> November. This will require comments from the Council being received no later than close of business on Thursday 31<sup>st</sup> October 2019.

I would like to thank you for the opportunity to provide you with a fee for this project and trust that I have correctly interpreted your brief and requirements. I hope the proposal is of interest to you and should you wish to instruct us I would be grateful if this could be confirmed in writing with instructions for subsequent invoicing purposes.

I look forward to hearing from you. However, should you require any further information to allow you to consider our proposal please let me know.

Yours sincerely



**Elizabeth Green BEng MSc CEng MICE FCIHT**  
**Associate Director**

