

Report

March 2020

Draft Saltaire World Heritage Site Travel Plan



Report

March 2020

Draft Saltaire World Heritage Site Travel Plan

Prepared by:

Steer
67 Albion Street
Leeds LS1 5AA

+44 113 389 6400
www.steergroup.com

Cover image:

Prepared for:

City of Bradford Metropolitan District Council
Britannia House, Hall Ings,
Bradford BD1 1HX.

Client ref: SC
Our ref: 23583801

Design for Health, Flickr Commons

Steer has prepared this material for City of Bradford Metropolitan District Council. This material may only be used within the context and scope for which Steer has prepared it and may not be relied upon in part or whole by any third party or be used for any other purpose. Any person choosing to use any part of this material without the express and written permission of Steer shall be deemed to confirm their agreement to indemnify Steer for all loss or damage resulting therefrom. Steer has prepared this material using professional practices and procedures using information available to it at the time and as such any new information could alter the validity of the results and conclusions made.

The logo for Steer, featuring the word "steer" in a bold, lowercase, sans-serif font.

Contents

1	Introduction.....	1
	Background.....	1
2	Travel options in Saltaire	4
	Public transport	4
	Cycling	9
	Walking.....	11
	Enterprise car club.....	11
3	Travel behaviour in Saltaire	12
4	Issues and opportunities to address.....	19
	Key issues and opportunities.....	19
5	Objectives and targets.....	25
	Aim and Objectives.....	25
	Targets	25
6	Action plan	27
7	Management and monitoring.....	33
	Management of the travel plan	33
	Monitoring and evaluation of the Travel Plan	34

Figures

Figure 1.1: World Heritage Site and buffer zone.....	1
Figure 2.1: Local bus stops.....	5
Figure 2.2: Cycle lockers at Saltaire rail station.....	8
Figure 2.3: Extract of Bradford Cycling map.....	10

Tables

Table 2.1: Summary of frequent local bus routes 4

Table 2.2: Tickets available for use on buses serving Saltaire 6

Table 2.3: Carnet tickets and other ticket offers 6

Table 2.4: Rail services to Saltaire station 7

Table 2.5: Journey times and fares to key stations served..... 8

Table 3.1: Summary of residents and employee travel survey results..... 13

Table 3.2: Most common respondent comments by theme: resident survey 16

Table 3.3: Most common respondent comments by theme: employee survey 17

Table 5.1: Travel Plan Targets..... 26

Table 6.1: Action plan 28

Appendices

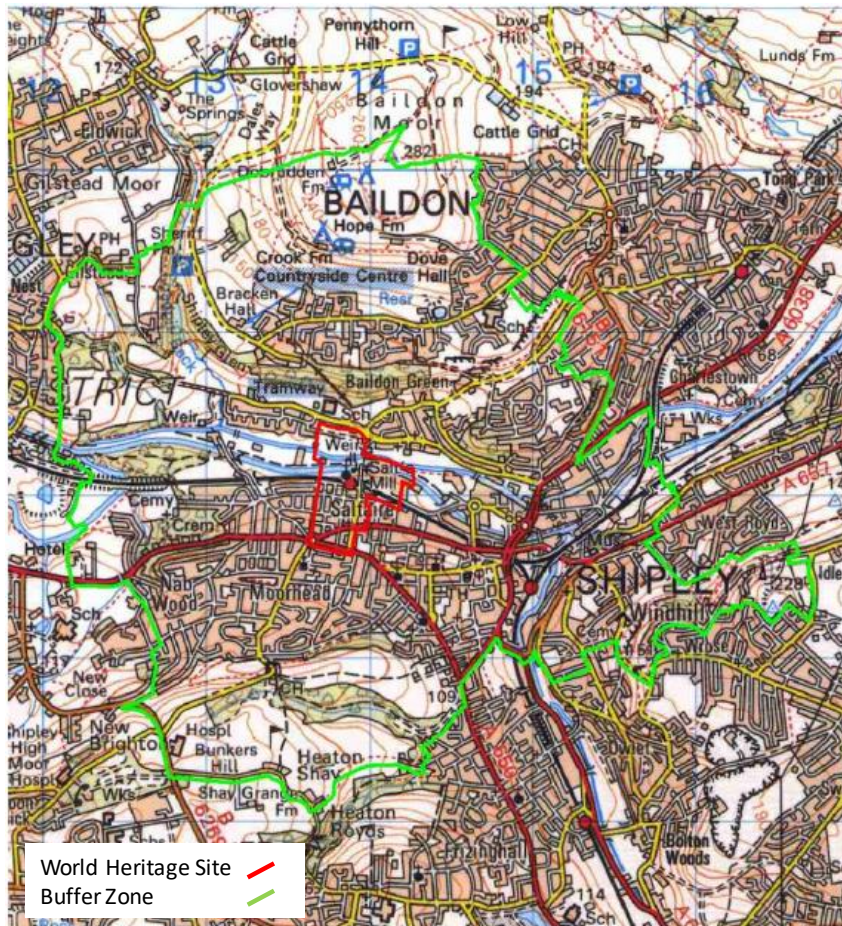
Appendix A: Resident and Employee Travel Survey Results

1 Introduction

Background

- 1.1 This travel plan has been developed for the Saltaire World Heritage Site (WHS). The WHS is located in Saltaire within the Metropolitan district of Bradford, approximately 6km north of Bradford city centre. Saltaire achieved World Heritage Site status in 2001 in recognition of its unique character. It is described by UNESCO as *“a complete and well-preserved industrial village of the second half of the 19th century. Its textile mills, public buildings and workers' housing are built in a harmonious style of high architectural standards and the urban plan survives intact, giving a vivid impression of Victorian philanthropic paternalism”*.
- 1.2 The World Heritage Site covers 20 hectares incorporating a range of land uses including residential, employment, shopping, entertainment and visitor attractions. The WHS designation also includes a buffer zone of 1-2km around the WHS. The WHS and its buffer zone are shown in Figure 1.1.

Figure 1.1: World Heritage Site and buffer zone



What is a travel plan?

- 1.3 A travel plan is a long term management strategy, usually for a site or an organisation, that seeks to deliver sustainable transport objectives through action and articulated in a document that is regularly reviewed. A travel plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys. It can also assist in meeting a wide range of other objectives, as discussed elsewhere in this document.

What are the benefits of a travel plan?

- 1.4 Travel plans can assist in increasing accessibility whilst reducing local air pollution, greenhouse gases and noise. Importantly, in increasing accessibility in a sustainable and efficient way, travel plans are widely recognised for contributing to economic vitality through transport improvements, better use of existing capacity, behavioural change and enabling clean and inclusive growth.
- 1.5 Evidence suggests that integrating physical activity in to a daily routine also contributes to health and wellbeing benefits, which have knock-on implications for the wider community and economy through increased happiness, productivity and good employee attendance. Active travel as part of a travel plan enables people to enjoy the health benefits of walking and cycling as part of their daily routine where possible.

What is the relationship between this travel plan and the Saltaire Management Plan?

- 1.6 World Heritage status is intended to ensure that each generation hands on to the next these internationally important sites in at least as good condition as they inherit them. The UK approach to managing world heritage sites is to ensure that they have a management plan in place. Management plans aim to resolve potential conflicts between competing uses and pressures and as far as possible achieve a consensus about the future of the site.
- 1.7 Saltaire's Management Plan was completely revised in 2014 following extensive public consultation.
- 1.8 The Saltaire Management Plan is a partnership document. It sets out a strategic framework for management actions and its purpose is to help co-ordinate the activities of all partners involved. The Saltaire Management Plan works within the Council's Development Plan (or Local Plan) for the area which sets out planning policies to guide development and is a material consideration in the planning process. It represents the consensus view of the members of the Saltaire World Heritage Site Management Plan Steering Group which was set up with delegated authority of the Council's Executive Board and is chaired by the Council's Heritage Champion. The successful implementation of the Plan and achievement of its objectives will depend to a large extent upon participation and partnership.
- 1.9 The Saltaire Management Plan incorporates a Delivery Plan which includes an objective (4) to "Develop, promote and support environmental sustainability across all activities in Saltaire, its immediate setting and Buffer Zone". To achieve this objective, the Plan included an action (4.1) to "develop and implement a sustainable travel plan for the WHS to include travel by residents and visitors".
- 1.10 This document is the travel plan produced to meet the requirement of action 4.1. The Saltaire World Heritage Site Management Plan Steering Group therefore takes overall responsibility for the travel plan.

1.11 The Saltaire World Heritage Site Management Plan also includes actions related to transport and travel to meet the sustainability objective 4 described above. Development of this travel plan has considered these actions wherever possible and will provide the delivery mechanism for implementing those which have been identified as achievable through the travel plan:

- Ensure all traffic, highways and pedestrian management schemes enhance the sustainability values of the Site and do not harm the Outstanding Universal Value;
- Link into national campaigns to promote sustainable transport options and to further the Council's low emissions policy;
- Continue working with businesses and schools in the WHS and immediate setting on travel plans and sustainable travel initiatives;
- Assess options for the efficient use of existing parking locations e.g. use of business parking out of hours for residents and visitors;
- Work with transport operators to improve public transport services, drop off points and information;
- Improve the opportunities for walking and cycling to and around the WHS including key approaches;
- Consider options for a community car club in the WHS;
- Investigate options for cycle hire facilities in the WHS;
- Improve the information about travelling to and around the WHS by sustainable travel;
- Explore options for electric vehicle charging points in the WHS;
- Develop improved connectivity between focal points in Shipley and the WHS including Victoria Road, Salts Mill and Gordon Terrace;
- Work with highways colleagues to monitor and improve the safety of roads in the WHS and key approaches.

Scope of this travel plan

1.12 This travel plan is primarily focused on travel to, from and within the World Heritage Site itself, not its buffer zone. It covers travel by residents, visitors and employees within the World Heritage Site.

1.13 To develop the travel plan, the following activities were undertaken:

- A review of transport services and facilities in Saltaire;
- Questionnaire surveys with residents and employees in Saltaire. The surveys aimed to understand existing travel behaviour, perceptions of alternatives to car travel and the types of intervention that would encourage travel by bus, rail, cycle and walking;
- Discussions with Bradford Council's Highways Team, West Yorkshire Combined Authority and local transport providers, including a workshop to discuss the survey results and scope out options for actions to be included in the travel plan.

Structure of this document

1.14 Following this introduction:

- Section 2 describes the existing sustainable travel options in Saltaire;
- Section 3 outlines the existing travel behaviour in Saltaire, including results of the travel surveys undertaken and analysis of census data;
- Section 4 contains the objectives and targets for the travel plan;
- Section 5 includes an action plan to meet the objectives.

2 Travel options in Saltaire

2.1 This section outlines the travel options available in Saltaire, focusing on non- private car options including public transport (bus and rail), walking, cycling and car clubs.

Public transport

Bus services

2.2 Saltaire is served by frequent routes serving stops on Bingley Road as summarised in Table 2.1. For services to Bradford, the 622, and 662 combine to offer a combined service frequency equivalent to over ten buses per hour on weekday peak times, daytimes and Saturday day times. This effectively provides a “turn up and go” service with minimal stop waiting time. Keighley, Baildon and Bingley are also linked to Saltaire by frequent services.

Table 2.1: Summary of frequent local bus routes

Operator	No.	Frequency (Buses per hour)							Stops served	Route description
		Weekday			Saturday		Sunday			
		Peak	Day	Eve	Day	Eve	Day	Eve		
The Keighley Bus Company	60	2 - 3	2	1	2	1	1 - 2	1	Bingley Road	Leeds - Calverley - Saltaire - Keighley
First Bradford	622	3	3	3*	3	3*	N/A	N/A	Bingley Road	Bradford - Manningham - Saltaire - Bingley
The Keighley Bus Company	662	6 - 7	6	2	6 - 7	2	1 - 2	1 - 2	Bingley Road	Bradford - Manningham - Saltaire - Bingley - Keighley
Total		11-13	11	6	11-12	6	2-4	2-3		

2.3 The following bus services provide an hourly or less frequent services to Saltaire:

- The 678 Yorkshire Tiger service which provides an hourly or less frequent service to Shipley and Cottingley on Mondays and Saturdays, serving stops on Saltaire Road;
- The 679 Yorkshire Tiger service which provides an hourly service to Shipley and Hirst Wood on Monday to Saturday from around 09:00 to 18:00, serving stops on Caroline Street;
- The 676 First Bradford services which provides an hourly daytime service to Bradford, Shipley and Cottingley between 09:00 - 14:00 weekdays and 10:00 - 14:00 Saturdays, serving stops on Saltaire Road.

2.4 Bus services also operate along Coach Road north of Roberts Park, providing additional links to Bradford.

Bus stops

2.5 Key bus stops in Saltaire are on Bingley Road and Saltaire Road, where shelters are provided. Other bus stops do not have shelters but typically have a bus stop pole and information board showing bus route and departure times. Each bus stop has a code which can be used for the “your next bus” services which provides departure times by text message. The locations of bus stops in Saltaire are shown in Figure 2.1 which also identifies stops with and without shelters.

Figure 2.1: Local bus stops



Ticketing options

2.6 A range of day, weekly, monthly and annual bus tickets is available as summarised in Table 2.2 which also summarises availability of ticket options for students, discounts for ticket purchase online or using the operator’s app. All prices are correct as of April 2019.

Table 2.2: Tickets available for use on buses serving Saltaire

	The Keighley Bus Company	First Bradford	Yorkshire Tiger
Services to/from Saltaire	60, 662	622, 623, 626	633, 675, 676, 678, 679
Day Ticket	£4.30	£4.30	£4.50
Day Ticket (Peak)	£4.90	-	-
Weekly Ticket	-	£17.00	£10.00 - £24.00
Monthly Ticket	£59.00* £67.00** £77.00***	£60.00	-
Annual Ticket	£675.00	£660.00	-
Family/Group Ticket	-	£6.00	£8.00
Student Ticket (West Yorkshire)	Yes	Yes	No
Discounted Ticket Online/App	Yes	Yes	No
Buy with Train Ticket	No	Yes	No

* Adult Monthly GoLeeds (Unlimited travel between Alwoodley Gates, Seacroft, Greengates and Leeds), **Adult Monthly KCARD Valid in and around Keighley and to Bradford, Cullingworth, Oxenhope, Stanbury, Oakworth, Sutton-in-Craven, Cross Hills and Silsden; between Keighley and Bradford on theSHUTTLE; and on Mainline buses between Keighley and Glusburn.*** Adult Monthly KCARD Extra Valid for travel to and from Bradford, Leeds, Ilkley and Skipton on Keighley Bus Company buses including theSHUTTLE. Price includes £2 charge for new smartcard.

2.7 In addition to the tickets outlined above, local bus operators also offer “carnet” style tickets – a pack of tickets purchased in advance which can be used on any day. Such tickets are useful for occasional bus users. The carnet tickets and other ticket offers available are summarised in Table 2.3. Typically, these tickets offer a discount on the equivalent cash single fare.

Table 2.3: Carnet tickets and other ticket offers

Operator	Options	Cost	Validity
The Keighley Bus Company	goTwelve	£20.00* £23.00** £26.00***	12 single journeys valid for use over a 3 month period. Prices vary depending on area included.
	5 days (Flex) Gold	£44.00	5 separate days of travel on any Transdev bus in Lancashire and Yorkshire.
	10 days (Flex) Gold	£80.00	10 separate days of travel on any Transdev bus in Lancashire and Yorkshire.
First Bradford	Five Trip Ticket	£9.25	5 single adult tickets.
	First Unlimited	£55.00	Direct debit paying method.
Yorkshire Tiger	Tiger Twin Ticket	N/A	Buy one single ticket and get 70% off the second when travelling as a pair

*Adult goTwelve KCARD Valid in and around Keighley and to Bradford, Cullingworth, Oxenhope, Stanbury, Oakworth, Sutton-in-Craven, Cross Hills and Silsden; between Keighley and Bradford on theSHUTTLE; and on Mainline buses between Keighley and Glusburn. Price includes £2 charge for new smartcard.** Adult goTwelve

GoLeeds 12 single journeys between Alwoodley Gates, Seacroft, Greengates and Leeds ***Adult goTwelve KCARD Extra Valid for travel to and from Bradford, Leeds, Ilkley and Skipton on Keighley Bus Company buses including theSHUTTLE. Also valid for travel on Mainline buses between Keighley and Colne, and Skipton and Barnoldswick.

Rail

Services

- 2.8 Saltaire railway station is conveniently situated for access to/from employment sites, residential areas and visitor attractions in Saltaire. The rail services calling at Saltaire station are summarised in Table 2.4.

Table 2.4: Rail services to Saltaire station

Route	Frequency (Trains per hour)			
	Peak	Off-peak	Evening	Sunday
Leeds – Shipley - Saltaire - Bingley - Crossflatts - Keighley - Steeton & Silsden – Cononley - Skipton	2 - 3	2	1 - 2	1
Bradford Forster Square – Frizinghall - Shipley - Saltaire – Bingley -Crossflatts – Keighley - Steeton & Silsden – Cononley - Skipton	2	2	1 - 2	1
Total trains per hour	4-5	4	2-4	2

- 2.9 In addition to the services available from Saltaire station, Shipley station is within one mile of Saltaire station and is served by more train services. It is served by the same services shown in Table 2.4 plus services on the Bradford Forster Square to Leeds line (typical service pattern of two trains an hour), services on the Bradford Forster Square to Ilkley line (typical service pattern of two trains an hour) services on the Leeds to Carlisle line (around eight trains per day) and Leeds to Morecambe line (around six trains per day).

Rail stations

- 2.10 Saltaire station is managed by Northern Rail and has the following passenger facilities:
- Electronic departure boards showing real-time departure information;
 - Timetable displays;
 - Self-service ticket machines, accepting card payment only;
 - Shelter on each platform;
 - Step-free access, though, access to the Skipton-bound platform is from Albert Terrace which is cobbled, and therefore is likely to cause difficulty for wheelchair users. There is also a high camber between platform and train;
 - Cycle storage lockers to the rear of the shelter on the Leeds-bound platform;
 - An onward travel information board containing a map and local bus service information.
- 2.11 A site visit conducted in March 2019 identified the following issues:
- Self-service ticket machine was not in operation;
 - Cycle storage lockers were unused, seemingly neglected and in poor state of repair (see Figure 2.2). Following a subsequent request to Northern Rail, the lockers have been repaired.

Figure 2.2: Cycle lockers at Saltaire rail station

Ticketing options

- 2.12 Journey times and adult fares (April 2019) to key stations served (Leeds, Bradford and Skipton) are shown in Table 2.5.

Table 2.5: Journey times and fares to key stations served

		Leeds	Bradford Forster Square	Skipton
Estimated Journey Time (mins)		15	10	30
Ticket Cost	Anytime Single	£4.30	£2.80	£6.30
	Anytime Day Return	£6.50	£3.70	£7.60
	Weekly Season Ticket	£26.90	£12.90	£33.40
	Monthly Season Ticket	£103.30	£49.60	£128.30
	Annual Season Ticket	£1,076.00	£516.00	£1,336.00

- 2.13 In addition to the bus and rail ticketing options described above, the MCard offered by West Yorkshire Metro offers integrated bus and rail ticketing options which allow users to make journeys:

- Using an MCard for services operated by multiple bus operators; and
- Using an MCard on bus and rail services.

- 2.14 MCard options include:

- A Pink MCard which can be loaded with day, week or month saver tickets for just buses, or buses and trains within West Yorkshire. With a Pink MCard users do not need an accompanying photograph, so it can be shared with family and friends;
- A 19-25 or Student PhotoCard MCard for people in full time education;

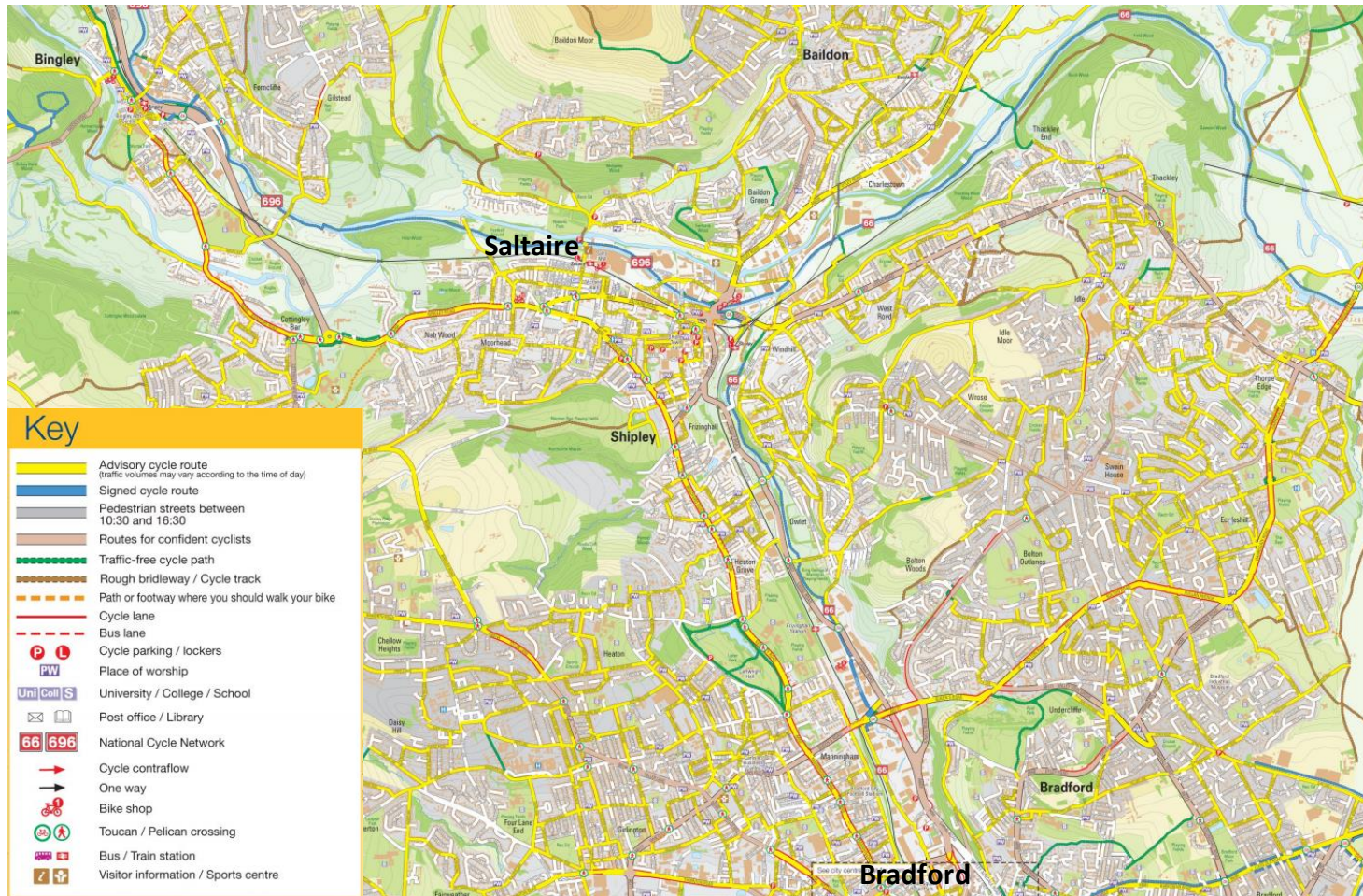
- Young People’s Travel MCard for young people aged between 5 and 18;
- Pay as You Go (PAYG) MCard which can be preloaded with adult single, return or day tickets;
- Annual MCard offering annual tickets for bus and rail including different zone combinations.

Cycling

Cycle routes

- 2.15 The principal cycling route serving Saltaire is the Leeds-Liverpool canal towpath which forms part of Route 66 of the National Cycle Network. It links to Shipley, Apperley Bridge and Leeds to the east and to Bingley, Keighley and Skipton to the west. It offers an attractive traffic-free cycling environment but surface quality is variable and the path is unlit, making it less suitable for use in darker months. There is also a spur of route 66 between Shipley and Bradford which Bradford Council has upgraded to a high standard cycling facility through the West Yorkshire Combined Authority “City Connect” programme. The Bradford District Cycle Map (Figure 2.3) produced by Bradford Council also highlights a number of local roads in and around Saltaire as advisory routes (in yellow), though conditions for cycling on some of these roads may not be ideal for less confident riders.

Figure 2.3: Extract of Bradford Cycling map¹



¹ <https://www.bradford.gov.uk/sport-and-activities/cycling/bradford-district-cycle-map/>

Cycle shops and cycle hire

- 2.16 There is a cycle shop in Salts Mill (All Terrain Cycles) and a bicycle repair shop “Saltaire Cycles” on Bingley Road.

Cycle parking

- 2.17 In addition to cycle lockers at Saltaire station as described earlier, there are cycle parking stands located at:

- The Boathouse Inn, close to the canal towpath;
- Roberts Park, Coach Road; and
- Caroline Street car park.

- 2.18 Cycle parking is lacking for local shops in Saltaire.

Walking

- 2.19 Pedestrian crossing facilities (pelican crossings) are provided at:

- Saltaire Road/Bingley Road junction;
- Saltaire Road/Victoria Road junction;
- On Bingley Road close to the junction with Bromley Road.

- 2.20 From site visits undertaken, there is significant footway parking in the area, particularly within the narrow streets off Caroline street (Whitlam Street, Fanny Street etc.) which either reduces the width available for pedestrians or forces them to walk in the road. Though traffic is typically light on these streets, such arrangements are likely to cause problems for users of wheelchairs, mobility scooters and pushchairs in particular, and also affect the visitor experience.

Enterprise car club

- 2.21 There are two Enterprise Car Club cars in Saltaire, offering short term, self-service car hire. Cars may be hired by the hour with monthly or annual memberships available. A Toyota Prius Plug-in Hybrid EV and Toyota Yaris Manual are located on Victoria Road close to the railway station. Enterprise Car Club is interested in expanding operations in Saltaire.

3 Travel behaviour in Saltaire

- 3.1 The travel plan has been informed by an understanding of travel behaviour to and from Saltaire by residents, visitors and employees. This understanding was derived from online questionnaire travel surveys with residents and employees undertaken in 2019 as part of the travel plan development, visitor travel surveys undertaken by Bradford Council in 2017 and 2019, Festival surveys and a review of travel to work and car ownership data from the 2011 Census.
- 3.2 The travel surveys undertaken with residents and employees in Saltaire aimed to understand existing travel behaviour, perceptions of alternatives to car travel and the types of intervention that would encourage travel by bus, rail, cycle and walking. The surveys were hosted online. The survey link was distributed to residents via a leaflet drop and through messages in local newsletters/social media.
- 3.3 The employee survey was distributed to employers in Saltaire who were asked to invite their employees to complete the survey link. Employers were identified through consultation with the West Yorkshire Travel Plan Network and Bradford Council.
- 3.4 Review of census data for the census reporting areas that include the World Heritage Site identified the following key statistics relating to travel:
- Car ownership in Saltaire is slightly higher than Bradford and West Yorkshire average (76% households own at least one car, compared to 69% for Bradford, 71% for West Yorkshire);
 - Travel to work by car by Saltaire residents is lower than Bradford and West Yorkshire average (60% of travel to work trips usually made by car compared to 67% in Bradford, 61% in West Yorkshire);
 - Higher than average rail use in Saltaire (13% of travel to work trips usually made by rail compared to 9% in Bradford, 4% in West Yorkshire).

Travel survey results

Resident and employee surveys

- 3.5 Overall 467 resident surveys and 779 employee surveys were completed.
- 3.6 The results of the surveys can be found in Appendix A. A summary of the findings is shown in Table 3.1.

Table 3.1: Summary of residents and employee travel survey results

Question	Residents	Employees
Mode of travel for work journeys	<p>Rail use for commuting is higher than car use</p> <p>64% of residents stated that the journey they make most often is to work. Of those:</p> <ul style="list-style-type: none"> • 39% usually travel by rail • 34% by car as driver alone • 10% by walking • 6% by bicycle • 6% by bus • 6% by car sharing 	<p>Two in five employees travel by non-car modes</p> <p>52% usually travel to work by car as driver alone</p> <ul style="list-style-type: none"> • 21% by train • 11% by walking • 8% by car sharing • 3% by bus • 2% by bicycle
Awareness and use of travel options	<p>Majority of residents are aware of travel options</p> <p>There was high awareness amongst residents (77%+ aware) of rail services, rail fares and passes, local walking routes, bus services, bus fares and passes and local cycling routes. A majority of residents were aware of Enterprise car club (55%) with 4% having also used it.</p>	<p>Majority of employees are aware of travel options, except car club</p> <p>Awareness and use of all options was lower than for residents, though 64% or more of employees were aware of rail services, rail fares and passes, local walking routes, bus services, bus fares and passes and local cycling routes. 24% were aware of Enterprise car club including 2% who had used it.</p>
Perception of sustainable travel options as alternative to the car	<p>Most alternative modes are perceived as realistic for some journeys</p> <p>Walking, train, taxi and bus were seen as realistic alternatives to car travel for all or some journeys by more than 61% of car-owning residents.</p> <p>A lower proportion (48%) perceived bicycle and Enterprise car club (21%) as a realistic alternative.</p>	<p>Train is most realistic alternative mode for work journeys</p> <p>For work journeys, train was perceived as the most realistic alternative option (45%), followed by car sharing (28%), bus (20%), bicycle (19%) or walking (14%). Three quarters of employees chose at least one option as a realistic alternative.</p>
Encouragements to travel by bus	<p>Ticket initiatives most likely to encourage resident bus use</p> <p>82% of residents could be encouraged to travel by bus more often.</p> <p>Top five measures to encourage bus use: Cheaper bus travel (49%), integrated bus and rail tickets (40%), integrated bus tickets (35%), more frequent bus routes (29%), more bus routes (28%).</p>	<p>Ticket initiatives and frequency of services most likely to encourage employee bus use</p> <p>67% of employees could be encouraged to travel by bus more often. Top five measures to encourage bus use: Cheaper bus travel (39%), more frequent bus routes (35%), direct bus routes (32%), integrated bus and rail tickets (26%), integrated bus tickets (17%).</p>
Encouragements to travel by rail	<p>Ticket initiatives and frequency of services most likely to encourage resident rail use</p>	<p>Ticket initiatives and frequency of services most likely to encourage employee rail use</p>

Question	Residents	Employees
	<p>96% of residents could be encouraged to travel by rail more often.</p> <p>Top five measures to encourage rail use: Cheaper rail travel (75%), more frequent rail services (47%), integrated bus and rail tickets (31%), Improved ticket options (22%), improved walking/cycling links to Shipley station (21%) integrated bus tickets (35%),</p>	<p>77% of employees could be encouraged to travel by rail more often.</p> <p>Top five measures to encourage bus use: Cheaper rail travel (57%), more frequent rail services (40%), integrated bus and rail tickets (23%). buses timed to meet rail services (17%), Increased capacity was a key requirement amongst the 20% who gave an "other" response not listed in the survey</p>
<p>Encouragements to cycle</p>	<p>Reduced traffic and lower speeds most likely to encourage cycling by residents</p> <p>75% of residents could be encouraged to cycle more often. Top five measures to encourage cycling: Reduced traffic levels in Saltaire (36%), new cycle routes (33%), lower traffic speeds (30%), improved bike storage at home (27%), improved cycle routes (25%).</p>	<p>Lower potential for encouraging cycling by employees</p> <p>38% of employees could be encouraged to cycle to work. Top five measures to encourage cycling: Improvements to cycle routes (15%), new cycle routes (13%), discounted bicycles (12%), improved changing facilities at work (11%)</p>
<p>Encouragements to walk</p>	<p>Reduced traffic and pedestrian crossings most likely to encourage walking by residents</p> <p>89% of residents could be encouraged to walk more often. Top five measures to encourage walking: Reduced traffic levels in Saltaire (45%), improved pedestrian crossings (43%), lower traffic speeds (40%), better street lighting (32%)</p>	<p>Nearly half of employees could be encouraged to walk – better infrastructure most likely to encourage walking,</p> <p>44% of employees could be encouraged to walk to work. Top five measures to encourage walking: Better street lighting (17%), improved footpaths (17%), improved pedestrian crossings (14%). 15% gave an "other" response not listed as an option in the survey.</p>
<p>Mode of travel for other journeys</p>	<p>For non-work journeys, higher levels of walking, car sharing and bus</p> <p>Of the 36% of residents for whom the journey made most often is not to work:</p> <ul style="list-style-type: none"> • 25% usually travel by car as driver alone • 24% by walking • 23% by car sharing • 14% by bus • 7% by train • 4% by bicycle • 2% by taxi 	<p>Not asked</p>

Resident and employee feedback

- 3.7 The travel surveys provided the opportunity for respondents to provide any other comments they had relating to travel to, from and within Saltaire that the travel plan should take into account. A large number of comments were provided (271 by residents and 291 by employees) with many long and considered responses, indicating strong interest in the topic.
- 3.8 All of the comments from each survey were reviewed and each comment was allocated a theme, according to the topic the comment related to. Comments included those which expressed concern and those which identified opportunities for increased sustainable travel use and/or improvements. Some respondent comments covered multiple themes.
- 3.9 The most common themes and the number of comments made are shown in Table 3.2 and Table 3.3.

Table 3.2: Most common respondent comments by theme: resident survey

Concerns	Example comments	% of comments
Reduce traffic speeds and enforce speed limits	“Need more signs showing the 20mph speed limit” and “enforce speed limits/speed restrictions/traffic calming”	33%
Reduce number of vehicles in Saltaire	“(Need a) reduction in overall car use. Air pollution is illegally high near main roads in Shipley/Saltaire. A clean air zone should be implemented”	20%
Local cycle and walking infrastructure not safe/ dangerous drivers putting off walkers and cyclists.	“I’d love to cycle, but the roads are too dangerous and there are too many dangerous drivers speeding and there aren’t any proper cycling routes”	19%
More resident- only parking areas	“Resident permit parking throughout the village/should be residents parking on more streets”	17%
Air quality	“Air quality is really bad. Action needs to be taken to reduce road traffic in Saltaire”	15%
Public Transport is expensive, unreliable and offers poor connectivity	“I would take the train significantly more often if it was more frequent and more reliable (not always late) and not disproportionately expensive to driving”	15%
Improve walking links	“Better walking/cycling path between Saltaire and Shipley e.g. more lighting in canal”	15%
Rat running	“Too many people use Caroline street and Titus street as a rat run and regularly in exceed the 20mph speed limit”	14%
Cars parked, blocking/damaging pavements	“It is damaging flagstones, discourages people from walking around and reduces accessibility for those with reduced mobility”	12%
Improve public transport ticket options	“Integrating train and busses. Not just ticketing but information”	11%

Table 3.3: Most common respondent comments by theme: employee survey

Concerns	Example comment	% of comments
Increase peak time train frequency/capacity	"More trains especially given the increased passenger use of trains along the Saltaire line"	35%
Public transport is expensive, unreliable and offers poor connectivity	"I would gladly take the bus to work but if it's just not cost effective. If bus prices were cheaper and I could rely in bus I would gladly use it. Buses and trains are frequently late"	33%
Opinion that car is easiest for commute	"Train and bus involve a walk and are not as practical and easy as using the car, especially when there is access to car park space"	17%
Improve walking links	"Better walking route from Shipley to Salts Mill area and consider better lighting, health and safety"	13%
Local cycle and walking infrastructure not safe	"Poor surfacing on the Leeds canal towpath and the lack of a good alternative route for cycling between Saltaire and Leeds, is a major deterrent –if this was improved, I would commute by bike"	11%
Improve public transport ticket options	"Options for paying for train & bus on one ticket, season tickets for all travellers"	10%
Distance to work is too far/takes too long to use PT	"My reasoning for not considering any option other than a car is that my public transport options would involve a bus, a walk and a train and the journey would triple in length. I also go places other than home after work 4 days a week."	8%
More frequent Public transport services as trains are often late and too spread out.	"Consistency of train times and more frequent trains. Often late trains so cannot catch or cancelled at last minute."	7%
Reduce traffic speeds and enforce speed limits	"Traffic calming measures are required due to the excessive number"	5%
Cars parking on blocking/damaging pavements	"On pavements parking is a massive problem and it makes my walk very difficult, and at times dangerous. I have no idea how wheelchair users or parents with pushchairs manage"	4%

Visitor travel surveys

3.10 A face-to-face questionnaire survey undertaken with visitors to Saltaire on behalf of Bradford Council in 2017 identified the following key trends relating to travel by visitors:

- 59% of visitors were from outside the Bradford district

- 32% from elsewhere in West Yorkshire (including 20% from Leeds)
- 21% from elsewhere in the UK
- 6% from overseas
- 41% were from Bradford district.

3.11 74% of visitors stated that they travelled to the WHS by car, 9% by train, 8% walked, 4% cycled and 3% by bus with the remainder travelling by other modes including private coach, boat and taxi.

3.12 A survey of 120 respondents undertaken at the Saltaire Festival in 2019 established the following mode split for travelling to the Festival, indicating that the festival is well attended by local people within walking distance:

- 57% arrived on foot
- 28% arrived by car
- 7% arrived by train
- 7% arrived by bus
- 3% arrived by taxi

4 Issues and opportunities to address

4.1 Travel surveys and review of existing travel options have identified the following issues and opportunities for the travel plan to address.

Key issues and opportunities

1. A perception of high vehicle speeds and rat-running through Saltaire degrade the WHS experience and may discourage active travel

4.2 **Issue:** Residents and employees expressed concern about vehicle speeds within Saltaire and “rat-running” through the village by drivers of vehicles who are not from or visiting the village. Resident and employee comments revealed concerns about safety of using local streets due to vehicles travelling at inappropriate speeds to avoid traffic queues on Saltaire Road. Many respondents perceived walking and cycling (in particular) in Saltaire as unsafe due to inappropriate traffic speeds and a high number of vehicle movements.

4.3 **Opportunity:** There appears to be an opportunity for traffic management measures to reduce speeding and deter rat-running in Saltaire, which will in turn provide an environment more conducive to walking and cycling.

2. Parked vehicles obstruct pedestrian movement, cause damage, degrade quality of life and degrade the World Heritage Site visitor experience

4.4 **Issue:** Car ownership within the WHS is at a similar level to elsewhere in Bradford and West Yorkshire. There is limited off-street parking available for storage of privately-owned vehicles and parking controls in place on a minority of streets. On-street parking in residential streets (by residents and non-residents including visitors, rail commuters and employees in Saltaire), and parking on footways obstructs pedestrian movement and causes damage to paving. Feedback from residents and employees indicates there is concern about this issue and a keenness for it to be addressed.

4.5 **Opportunity 1:** The research undertaken to inform this Travel Plan did not include surveys to establish car parking behaviours and patterns of use by residents, non-residents, commuters, employees, business users. There may be an opportunity to collect this evidence to work out if a technical solution can be found to this difficult issue.

Opportunity 2: There is potential for reducing the need to own a car in Saltaire due to the following characteristics:

- High levels of existing commuting by public transport, walking and cycling (61% of residents indicated they commute by these modes). This means residents are less reliant on a car for work journeys;
- Frequent bus and rail services serving local centres and a range of amenities within walking distance of a high density of residential population;

- A car club is already in place in Saltaire offering convenient short-term car rental and there is enthusiasm from the operator (Enterprise) to increase provision in Saltaire. Availability of a car club may decrease the need for residents to own a car, as they can hire one when needed. Research by CoMoUK (England and Wales Car club Annual Survey 2017/18) estimates that each car club vehicle introduced can replace six privately owned cars, as members no longer need to rely on a privately owned car which they can sell or dispose of;
- An integrated car club/public transport digital access option is already in place: MCard holders can link their annual MCard to a car club account. MCard holders whose employer is a member of the West Yorkshire Travel Plan Network (for example BDCT, Shipley College) benefit from joining the Enterprise Car Club for personal use at a discount (which in 2020 was just £1 a year, saving £59 annually).

Pavement parking and example of associated damage to footways



3. Bus and rail services are provided by multiple operators with a wide range of ticket offers that are not well understood

4.6 **Issue:** With three different bus operators, a rail operator, and West Yorkshire Combined Authority providing other ticket options for public transport serving the village, the variety of options is confusing, particularly for the occasional or potential public transport user.

4.7 **Opportunity:** Within the ticketing options available are several highly attractive options that could be better presented and promoted to residents and employees, for example by showing the ticketing options for typical journeys to or from Saltaire for residents/employees and visitors. These include “carnet” tickets, suitable for the occasional user and available at a significant discount compared to single tickets, and the MCard which offers integrated bus and rail tickets as well as car club access.

4. There are lower levels of bicycle ownership than car ownership in Saltaire

4.8 **Issue:** According to the travel survey, residents of Saltaire are around twice as likely to own a car than to have access to a bicycle.

4.9 **Opportunity:** Given the constraints on space to park cars and to store cycles within the village, there appears to be an opportunity to increase access to cycling and provide shared access to both cars and bicycles, to reduce car ownership and increase access to bicycles.

There is limited space for storage of vehicles and bicycles within the dense terraced streets

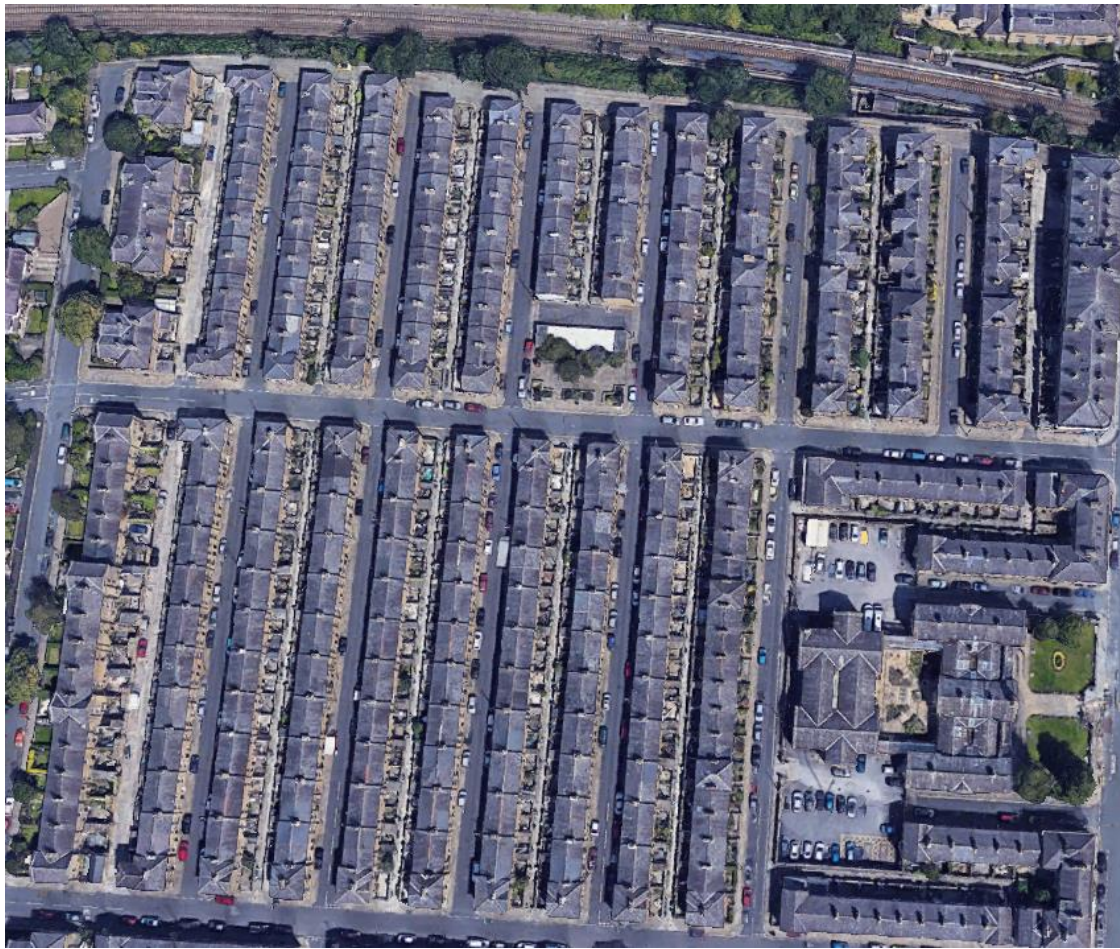


Image: Google Earth

5. Improvements to local transport infrastructure offer potential for mode shift

- 4.10 **Opportunity:** There are recent and upcoming improvements to transport infrastructure which will improve access to and from Saltaire. The recently completed cycle route between Shipley and Bradford², which is segregated from general traffic to enhance safety and appeal to less confident cyclists, could offer an easy cycling journey between Saltaire and Bradford, if a suitable link to Saltaire can be provided. Similarly, proposed improvements on the Keighley Road / Manningham Lane A650 corridor through Bradford Shipley route improvement scheme including cycling infrastructure and bus priority measures will enhance access to Saltaire. The key bus routes through Saltaire all use the bus corridor.

² <https://www.cyclebradford.org.uk/get-cycling/leisure-trails-places/canal-road-greenway/>

Example of improved cycling infrastructure: Canal Road between Shipley and Bradford



Start of the new Greenway, Forster Square, Bradford
 cc-by-sa/2.0 - © Stephen Craven - geograph.org.uk/p/6257937

6. A good business support offer exists through the West Yorkshire Travel Plan network and Bike Friendly Business programmes

4.11 **Opportunity:** Several Saltaire employers (including Bradford & District Care Trust and Shipley College) are already members of the West Yorkshire Travel Plan Network (TPN), which provides a range of benefits including discounts on the Corporate Annual MCard for employees, business travel passes and First Bus tickets and other travel plan support. In addition, the Combined Authority’s Bike Friendly Business (BFB) programme (which works alongside the TPN) offers businesses support and funding to increase levels of cycling to work. As members of the Travel Plan Network, employers also monitor staff travel through annual surveys conducted by the Combined Authority. As such, the Travel Plan Network offers the most appropriate channel for travel plan support for employers in Saltaire. However, the level of staff resource available to support individual employers is limited. Therefore, additional staff resource dedicated to Saltaire to work alongside the TPN and BFB programmes is required to implement the measures proposed within this travel plan. Proposed resourcing and co-ordination of the travel plan is discussed in section 7 of this travel plan.

7. For all sustainable travel modes, a majority of residents and a sizeable number of employees could be encouraged to use them more often

4.12 **Opportunity:** The travel surveys have indicated a willingness to use alternatives to the car in response to measures to improve and raise awareness of them, particularly amongst

residents. From the surveys conducted, there is potential for mode shift from car travel to use of sustainable transport for access to and from Saltaire.

5 Objectives and targets

- 5.1 This section details the objectives of Saltaire World Heritage Site Travel Plan, and the targets over the short, medium and longer term. It also identifies indicators through which progress towards meeting our targets will be measured. Further information on monitoring and review of the Travel Plan can be found in Chapter 5.

Aim and Objectives

- 5.2 The overall aim of the travel plan is:

“To improve, promote and support sustainable travel modes as realistic and attractive options for travel to, from and within Saltaire World Heritage Site, to achieve a shift from car travel”

- 5.3 The travel plan has the following objectives:

Objective 1: “To actively encourage use of sustainable travel options, in preference to car travel, by residents, employees and visitors through improved information and awareness.”

Objective 2: “Increase and enhance attractive travel alternatives to reduce the need for single occupancy car use, where practicable”

Objective 3: “Work towards protection of the World Heritage Site through reducing the environmental impact of private vehicles”

Objective 4: “Develop an integrated package of mobility options for Saltaire residents to reduce the need for private car ownership”

Targets

- 5.4 Targets for the travel plan relate to travel choices made by residents and employees, household car ownership, and awareness of local travel options and are shown in Table 5.1.

Table 5.1: Travel Plan Targets

Indicator	Baseline (2019 survey)	Target (2029)
Employee trips to workplaces in Saltaire made by non-car modes	45%	50%+
Saltaire resident trips to work made by non-car modes (or work from home)	61%	70%+
Saltaire households owning at least one car	80%	70%+
Saltaire households owning more than one car	21%	16%+
Proportion of car trips made by visitors to Saltaire	70%	60%
Resident awareness of rail services, rail fares and passes, local walking routes, bus services, bus fares and cycling routes	77%+ aware of each option	90%+ aware of each option
Resident awareness of Enterprise car club	55% aware	75%+ aware
Employee awareness of rail services, rail fares and passes, local walking routes, bus services, bus fares and cycling routes	64%+ aware of each option	75%+ aware of each option
Employee awareness of Enterprise car club	24%+ aware	40%+ aware

6 Action plan

6.1 Actions are presented in under eight key themes:

1. Public transport ticketing;
2. Travel information;
3. Urban realm traffic and parking;
4. Supporting walking and cycling;
5. Support to reduce car ownership;
6. Employer travel plans;
7. Supporting rail use.

6.2 For each action, the table identifies the primary target group, the objectives to be met and how the action will be monitored/measured.

Table 6.1: Action plan

Ref	Action	Target group			Delivery		
		Res.	Empl	Vis	Lead	Partners	Suggested timescale
1	Public transport ticketing						
1.1	Raise awareness and understanding of existing public transport ticket options through roadshows/drop-in events at community events and employment sites and via websites	✓	✓	✓	CBMDC	WYCA Operators Employers	Ongoing e.g. bi-annual events
1.2	Explore options for providing a form of ticket discount initiative to residents and employees of Saltaire in conjunction with local operators, the nature of which will be agreed in discussion with operators.	✓	✓		CBMDC	Operators	Options explored within Year 1. Ongoing implementation if agreed
1.3	Continue to engage with local operators and promote ticketing initiatives via key local communication sources such as community newsletters and via websites	✓	✓		CBMDC	WYCA Operators Employers Community Groups	Ongoing
2	Travel information						
2.1	Provide Personalised Travel Planning (PTP) to all residents and employees in Saltaire through a combination of roadshows/drop-in events, conversations at the doorstep and in the workplace. Conversations with residents and employees would encourage and support use of sustainable modes and offer explanation of the range of ticketing options available.	✓	✓		CBMDC	WYCA Operators Community Groups	Within the first two years. Repeated as appropriate in response to impact/community feedback
2.2	Support all local visitor attractions and employees to provide consistent up to date and accurate information on local travel options. This should include clear messaging to encourage use of sustainable travel, the travel options available, links to public transport, walking and cycling journey planning websites, locations of cycle parking and clear instructions on where to park (if driving).			✓	CBMDC	WYCA	Within year 1. Ongoing review and updates at least quarterly
2.3	Develop and regularly update a Saltaire local travel map containing details of local travel options (bus stops and routes, cycle routes, crossing points, car parks, car club car locations) and local destinations.	✓	✓	✓	CBMDC	WYCA Operators	Within year 1. Ongoing review and updates at least annually

Ref	Action	Target group			Delivery		
	Make this available to local residents, businesses and visitor attractions in a variety of formats.						(online) and annual (if printed)
2.4	Develop and maintain a local travel information hub within Saltaire, where residents and employees can obtain travel information, find out about upcoming events and to act as a focal point for delivery of travel advice (actions 1.3 and 2.1).	✓	✓	✓	CBMDC	WYCA Employers Visitor attractions	Set up and operational within 18 months
2.5	Provide briefings and travel information materials to the community Travel Plan Co-ordinator, Travel Plan Co-ordinators at businesses and public-facing staff at visitor attractions in Saltaire	✓	✓	✓	CBMDC		Within first 6 months
2.6	Ensure that all Saltaire businesses receive and distribute to employees newsletters and communications produced by West Yorkshire Combined Authority including communications from the West Yorkshire Travel plan Network, the Metro Messenger email bulletin and CityConnect newsletters.		✓		CBMDC	WYCA	Within first 3 months and ongoing
3	Urban realm traffic and parking						
3.1	<ul style="list-style-type: none"> Conduct a study to collect additional data relating to some of the concerns raised by residents and employees in surveys and identify appropriate measures to address them. Including understanding the extent and locations of: Inconsiderate parking on the footway Parking by non-residents within residential areas Improvements to identify include: <ul style="list-style-type: none"> Improved crossing points Staggered parking Caroline Street to slow traffic, more 20mph signs at entrance to WHS 	✓	✓	✓	CBMDC		Year 1
3.2	Identify potential off-street resident parking options within Saltaire including engagement with employers for shared parking	✓			CBMDC	Employers	Year 1
4	Supporting walking and cycling						
4.1	Engage with community groups and bikeshare providers to establish a pilot community bikeshare scheme for residents and bike hire for visitors/commuters.	✓	✓	✓	CBMDC	WYCA	Commence engagement within first 6 months.

Ref	Action	Target group			Delivery		
							Implementation by year 2 and ongoing
4.2	<p>Engage with West Yorkshire Combined Authority and the Canals and Rivers Trust to improve existing walking and cycling routes and linkages to new walking and cycle routes.</p> <p>Improvements to existing routes that would benefit Saltaire include:</p> <ul style="list-style-type: none"> - Lighting and improved surfacing of the canal towpath between Saltaire and at least as far as Dockfield Road in Shipley. Improved surfacing of the rough sections between Shipley and Apperley Bridge should also be explored. <p>Improved linkages to the following new and improving routes that would be beneficial to Saltaire include:</p> <ul style="list-style-type: none"> - Links to the Shipley to Bradford cycle route (completed) - Links to the A650 Keighley Road/ Manningham Lane corridor (proposed) 	✓	✓	✓	CBMDC	WYCA Canals and Rivers Trust	Commence within first 6 months. Ongoing
4.3	Raise awareness of the enhanced connectivity offered by cycling and walking improvements in Bradford District, through travel information actions 2.1 to 2.6 above	✓	✓	✓	CBMDC	WYCA	Ongoing
4.4	Engage with local residents to identify and implement suitable communal or other cycle storage solutions and benches for walkers to rest.	✓			CBMDC	WYCA	Within first year
4.5	Work with employers to improve facilities for active travel at employment sites, including cycle parking, shower, changing and clothes drying facilities, and maintenance equipment. Some of these facilities may be best provided through shared facilities at a central point within Saltaire.		✓		CBMDC	WYCA Employers	Commence within first 6 months. Ongoing implementation
4.6	Liaison and input to other projects e.g. Streets for People, Towns Fund/Deal to seek junction improvements, crossing points for pedestrians, walking/cycling links in Saltaire and Shipley.	✓	✓	✓	CBMDC	Funding sources/project managers	Within first 2 years.
4.7	Promote Walkers Are Welcome scheme, liaise with health services to promote more active travel.	✓	✓	✓	CBMDC	Town Council Health services	Within first 2 years.

Ref	Action	Target group			Delivery		
5	Support to reduce car ownership/impact						
5.1	Undertake community engagement activities relating to attitudes towards car ownership and ability/willingness amongst residents to reduce the number of cars in their household. This may include discussions within existing community groups and/or specific focus groups which should also ascertain views on appropriate support measures as listed in action 5.2 Awareness raising on air quality, electric vehicles, ev charging etc https://www.goultralow.com/	✓			CBMDC	Community groups	Within first year
5.2	Engage with car club operators , private hire companies, peer-to-peer carshare platform providers and West Yorkshire Combined Authority to discuss resident feedback (from action 5.1) and options for reducing car ownership including: <ul style="list-style-type: none"> - Identifying the number of existing MCard holders in Saltaire and options for discounting and promoting the existing integrated car club offer - Promote Liftshare - https://liftshare.com/uk/community/wy - “Peer-to-peer” car club whereby residents make their own vehicles available for rental by other members of the community - A car “scrappage” scheme whereby residents sell their car in exchange for a package of mobility services which may include a public transport pass, access to a car club, bikeshare and taxis. 	✓			CBMDC	Car club operators WYCA	Engagement within first year Ongoing implementation of actions agreed
6	Employer travel plans						
6.1	Establish a Saltaire employer working group to work together in promoting sustainable travel options to employees in Saltaire		✓		CBMDC	Employers WYCA	Within first year. Ongoing implementation
6.2	Develop and maintain a database of employers in the World Heritage Site in conjunction with the West Yorkshire Travel Plan Network		✓		CBMDC	WYCA	Within first 3 months. Ongoing review and updates at least quarterly

Ref	Action	Target group			Delivery		
6.3	Increase the number of Saltaire employers : <ul style="list-style-type: none"> Who are members of the TPN That are actively implementing travel plans Who are bike-friendly businesses 		✓		CBMDC	WYCA	Ongoing
7	Supporting rail use						
8.1	Work with Rail authorities to implement community activities through its community programme as defined through engagement with Northern.	✓			CBMDC	Community groups	Engagement within first year. Ongoing implementation
8.2	Work with Rail authorities to improve access and facilities at Saltaire railway station, including improved cycle storage, enhanced waiting facilities and onward travel information	✓	✓	✓	CBMDC	Northern Rail Community groups	Engagement within first year. Ongoing implementation

7 Management and monitoring

Management of the travel plan

- 7.1 The following management structure will be in place to manage the Travel Plan.
- 7.2 Bradford Council will be responsible for co-ordinating, implementing and monitoring the travel plan if funding/staffing allows and will aim to seek funding for a **Travel Plan Coordinator (TPC)** to manage the Travel Plan. The TPC will:
- Be the central point of contact for the Travel Plan;
 - Work closely and collaboratively with employers and partners to achieve the targets set out in this plan;
 - Co-ordinate surveys and other monitoring activities and report on them/share information as appropriate;
 - Co-ordinate the implementation of actions/travel plan measures; and
 - Ensure that the targets are achieved and that ultimately that Travel Plan objectives are met.
 - Identify funding sources and seek to secure funding for implementation of travel plan measures.
- 7.3 It is expected that the TPC will be able to devote at least two days per week over the travel plan period (potentially more in the initial six month set-up period depending on funding availability) to implement travel plan actions in Saltaire.
- 7.4 The Travel Plan Co-ordinator will work closely with the West Yorkshire Combined Authority's West Yorkshire Travel Plan Network and Bike-Friendly Business programmes to ensure Saltaire businesses maximise benefit from those initiatives and to provide co-ordination of additional Saltaire-focused activities.
- 7.5 This travel plan does not replace the need for individual employer travel plans and monitoring but will provide a co-ordinating function and resource for delivery of Saltaire-focused interventions.
- 7.6 Consideration will be given to establishing a **Travel Plan Steering Group** which will support the Travel Plan Coordinator and to provide strategic direction. The Steering Group could have representation from senior managers from Highways and Traffic Management, Landscape, Design and Conservation, Department of Place Infrastructure & Local Plan Implementation Team within Bradford Council, the West Yorkshire Travel Plan Network, Saltaire employers and the Resident Travel Plan Representative (see below).
- 7.7 It will be important to secure resident support for the aims of the travel plan and input to delivery of the actions. Consideration will be given to establishing a **Resident Travel Plan Delivery Group** comprising interested Saltaire residents. From this group a **Resident Travel Plan Representative** will be nominated to support implementation of resident-focused activities and act as the main resident point of contact for the TPC. The group will support the

travel plan delivery and seek to integrate consideration of sustainable travel into local community activities. The Resident Travel Plan Representative will be a volunteer role.

- 7.8 Both Steering Groups will report to the Saltaire World Heritage Site Management Plan Steering Group.

Monitoring and evaluation of the Travel Plan

- 7.9 The delivery of the Travel Plan will be reviewed annually , via Steering Group meetings, where progress against the action plan will be reviewed.

Monitoring of mode share targets

- 7.10 Monitoring surveys will be undertaken as follows:

Employee surveys

- Employers that are members of the WYTPN will complete annual staff travel surveys.
- The TPC will liaise with employers that are not members of the WYTPN to complete annual surveys at the same time.

Resident surveys

- An appropriate approach to surveying residents will be established through the Resident Travel Group. This may include online surveys promoted by leaflets through the door (as for this travel plan) or other methods as identified by the group. Resident surveys will be conducted approximately every two years.

Visitor surveys

- Questions related to travel will be included in visitor surveys conducted by Bradford Council. Surveys will be conducted approximately every two years.

Appendices

Appendix A:
Summary of travel survey
results

Background to the work

Steer was commissioned by Bradford Council to produce a travel plan for the Saltaire World Heritage Site

Our activities:

- Resident and employee travel survey plus review of 2017 visitor survey
- Review of existing services and facilities
- Stakeholder engagement
- Drafting of a travel plan

Existing relevant studies/ongoing activities

- Bradford Air Quality Plan (BAQP)
- 2014 World Heritage Site Management Plan Delivery Plan includes objectives relating to traffic management, transport methods and parking and transport signage;
- Environmental Capacity Study, Atkins 2006 – included environmental capacity indicators
- Travel plans of other employers including Shipley College and Bradford District Care NHS Foundation Trust (New Mill);

Survey method

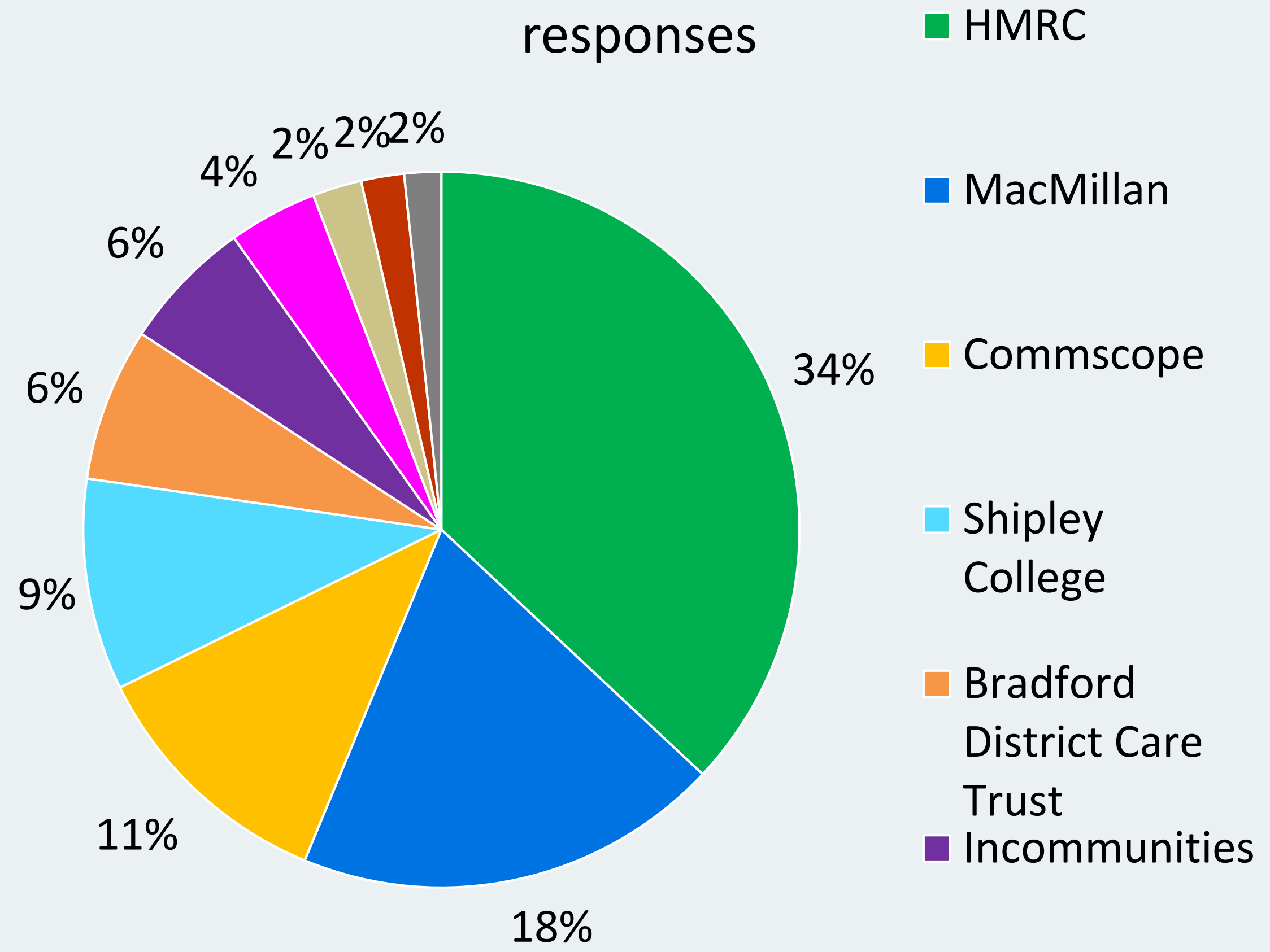
Resident Survey

- Promoted by **local leaflet drops**
- Prize draw
- Number of Responses: **467**

Employee Survey

- Promoted via direct **email** to businesses for distribution to staff
- Prize draw
- Number of Responses: **779**

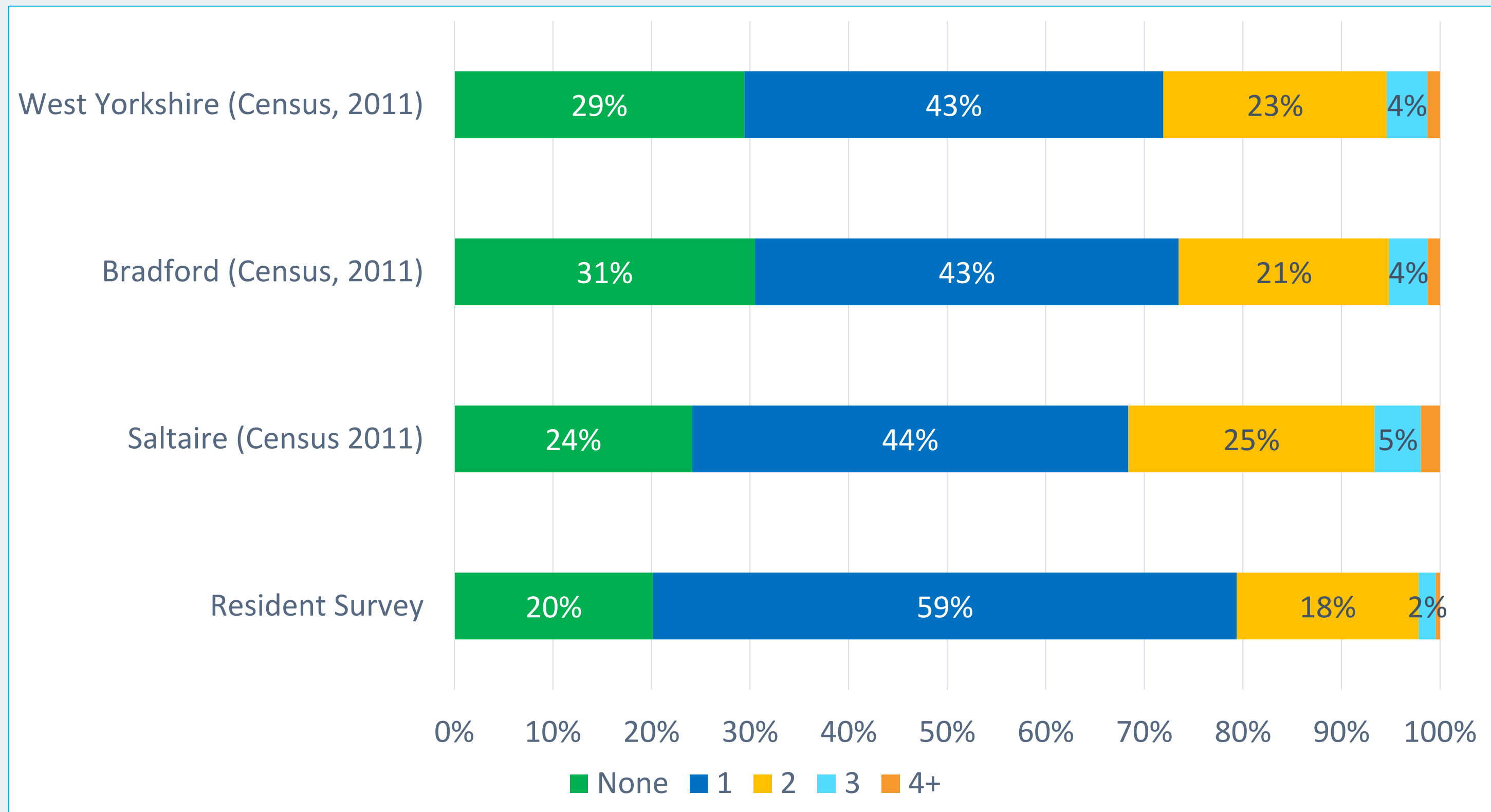
Top 10 businesses with highest number of responses



Survey questions

Question	Resident survey	Employee survey	Visitor survey
Purpose of journey made most often	✓		
Usual mode of travel to work	✓	✓	
Occasional mode of travel		✓	
Mode of travel for other (non-work) journeys	✓		✓ (visit)
Home location	✓	✓	✓
Access to a car	✓	✓	
Number of cars owned	✓	✓	
Access to a bike	✓	✓	
Awareness and use of local travel options	✓	✓	
Perception of whether sustainable travel options are realistic alternative to car	✓	✓	
Encouragements to travel by bus, rail, cycle, walk	✓	✓	

Car and bike ownership (residents)

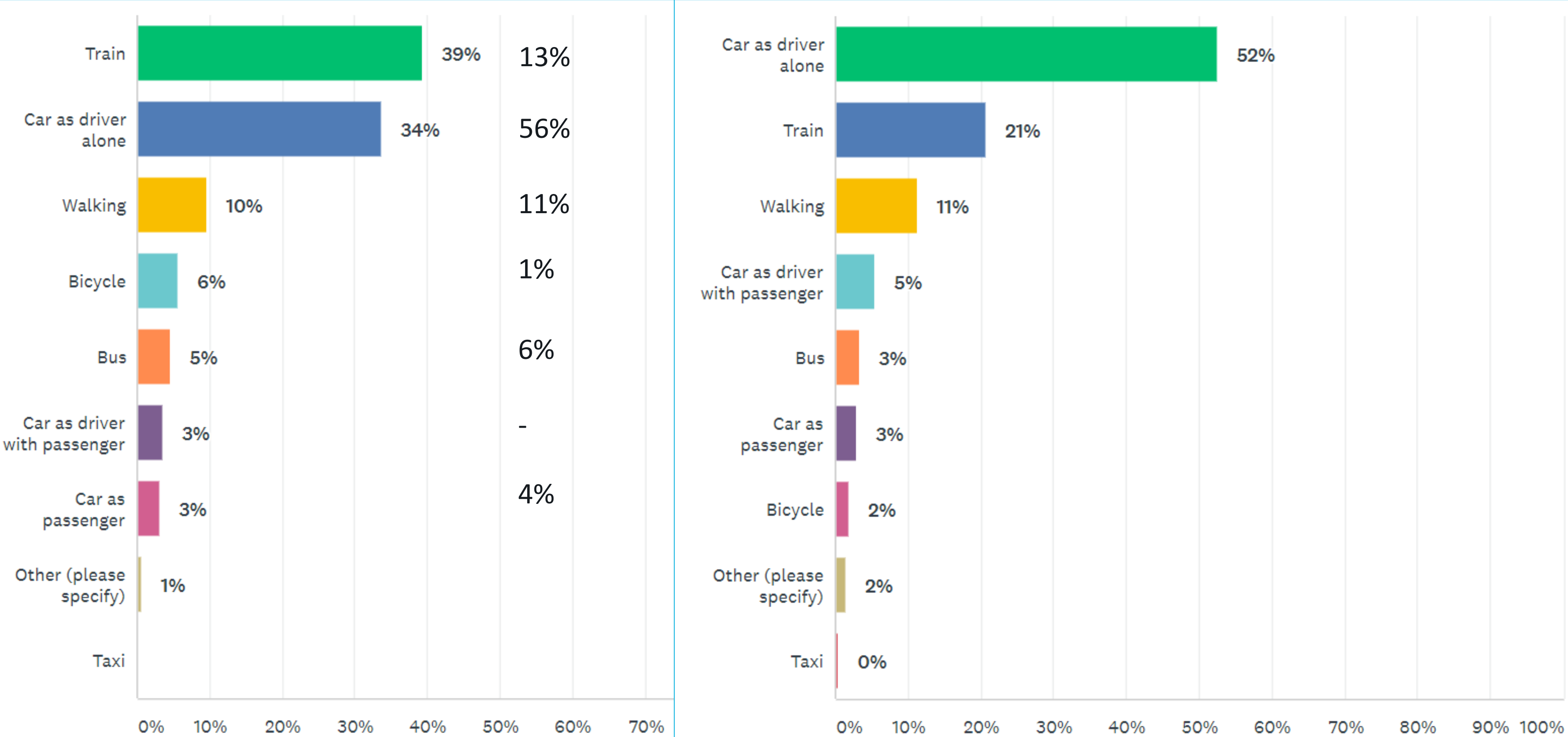


- **Car ownership** of respondents broadly similar to 2011 census for Saltaire (80% own at least one car)
- **Bicycle ownership** 44% of respondents have access to bicycle.

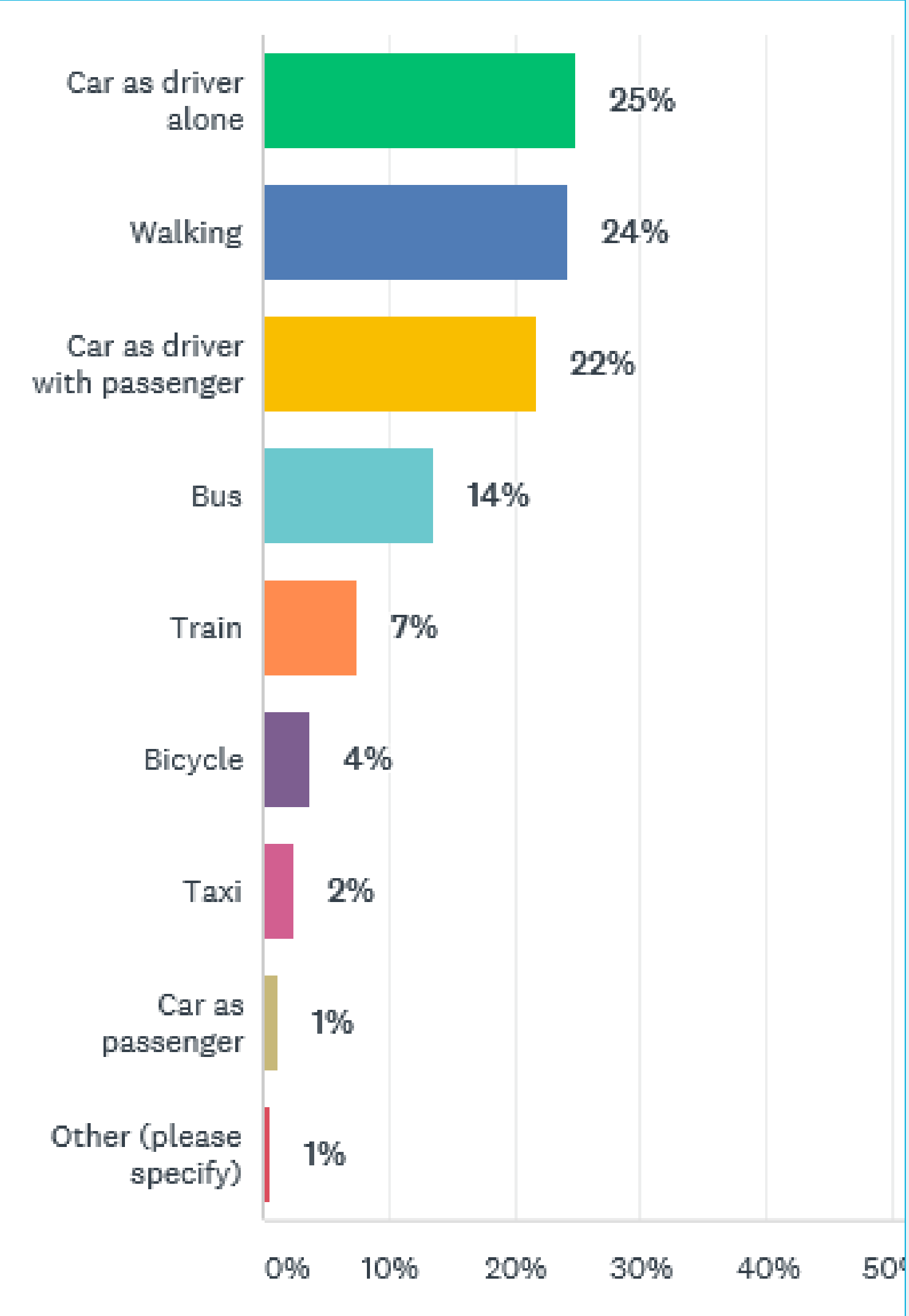
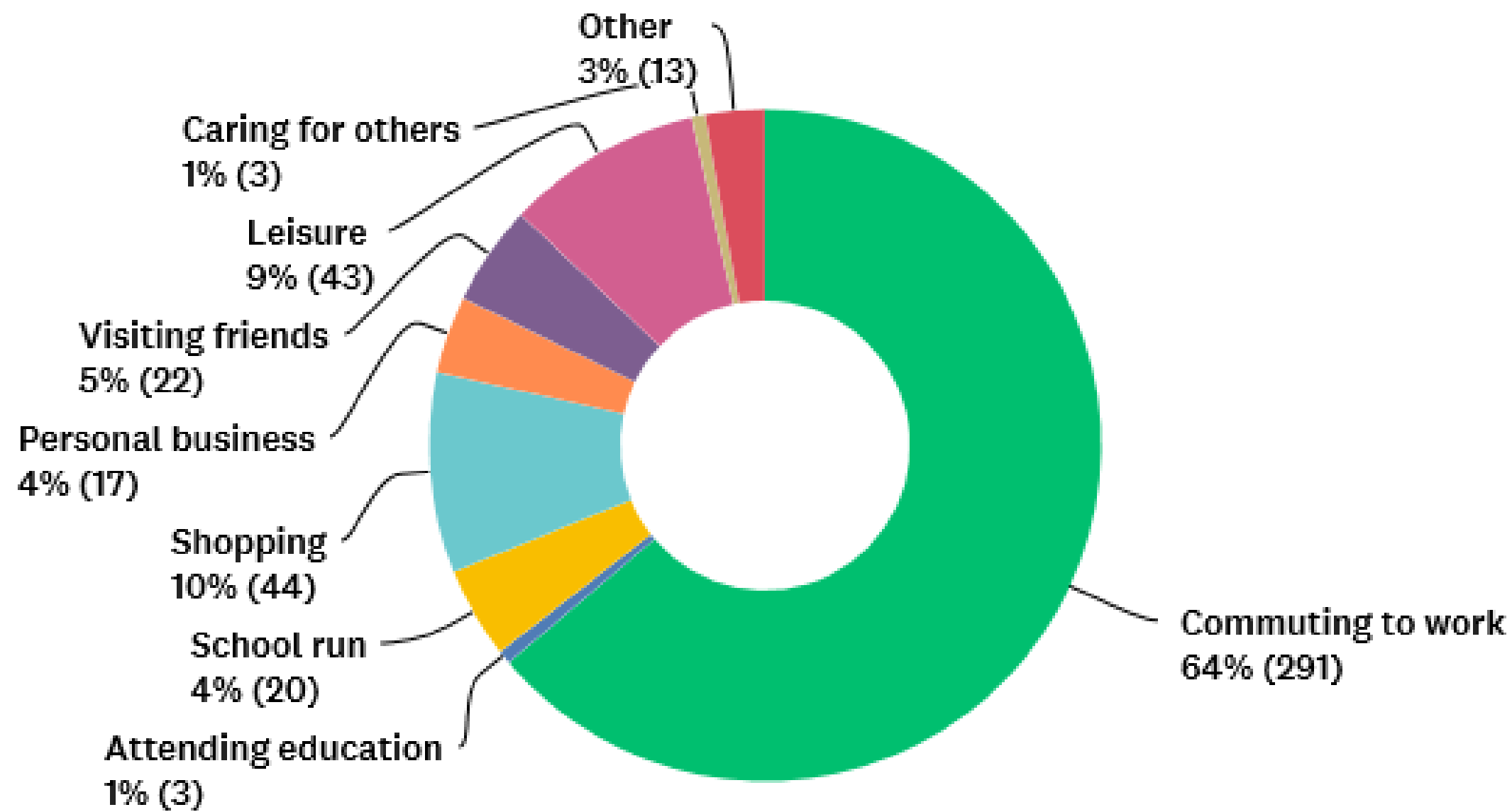
Mode of travel for journeys to work

Residents: (work journeys only)

Employees

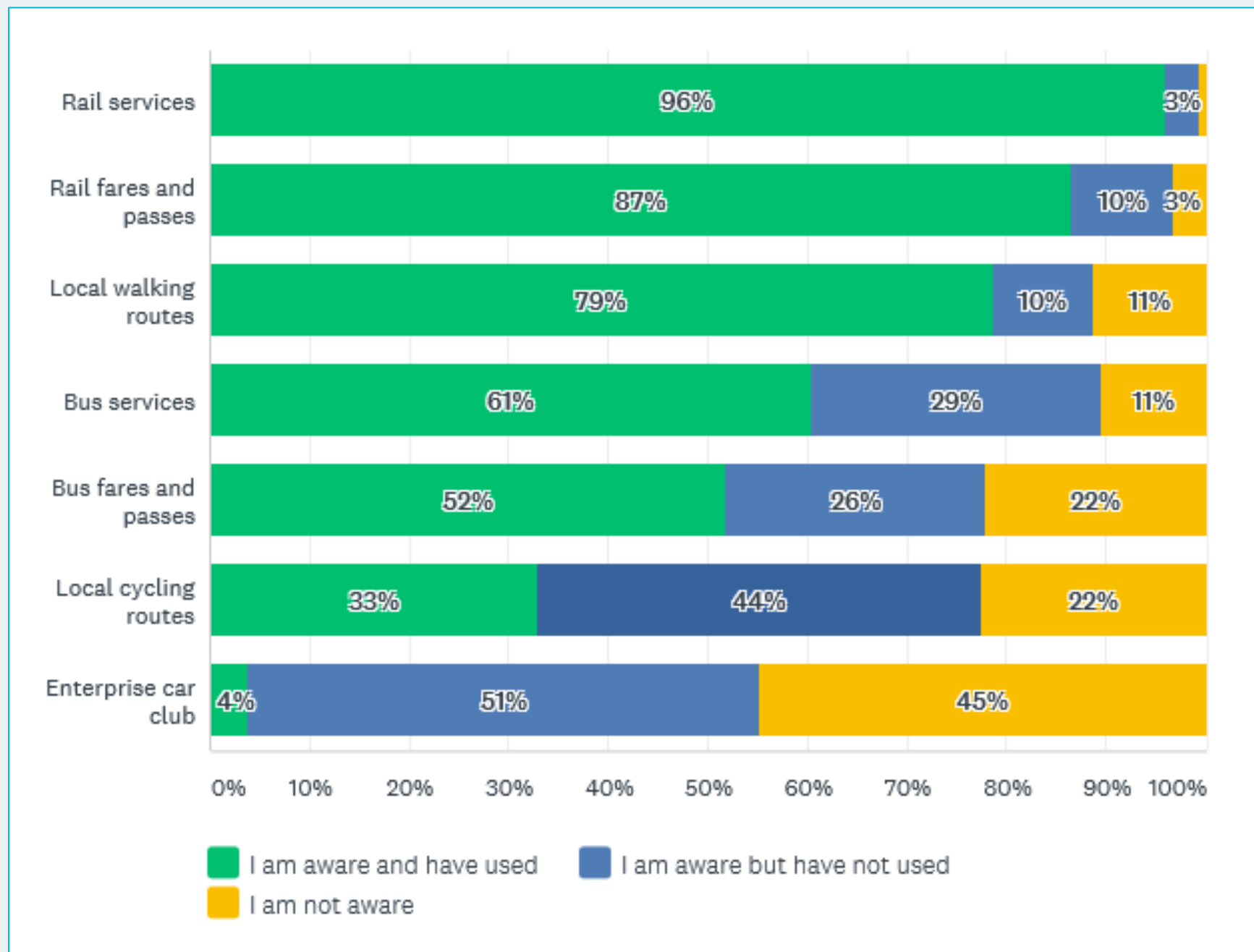


Purpose and mode of travel for other journeys (resident survey)

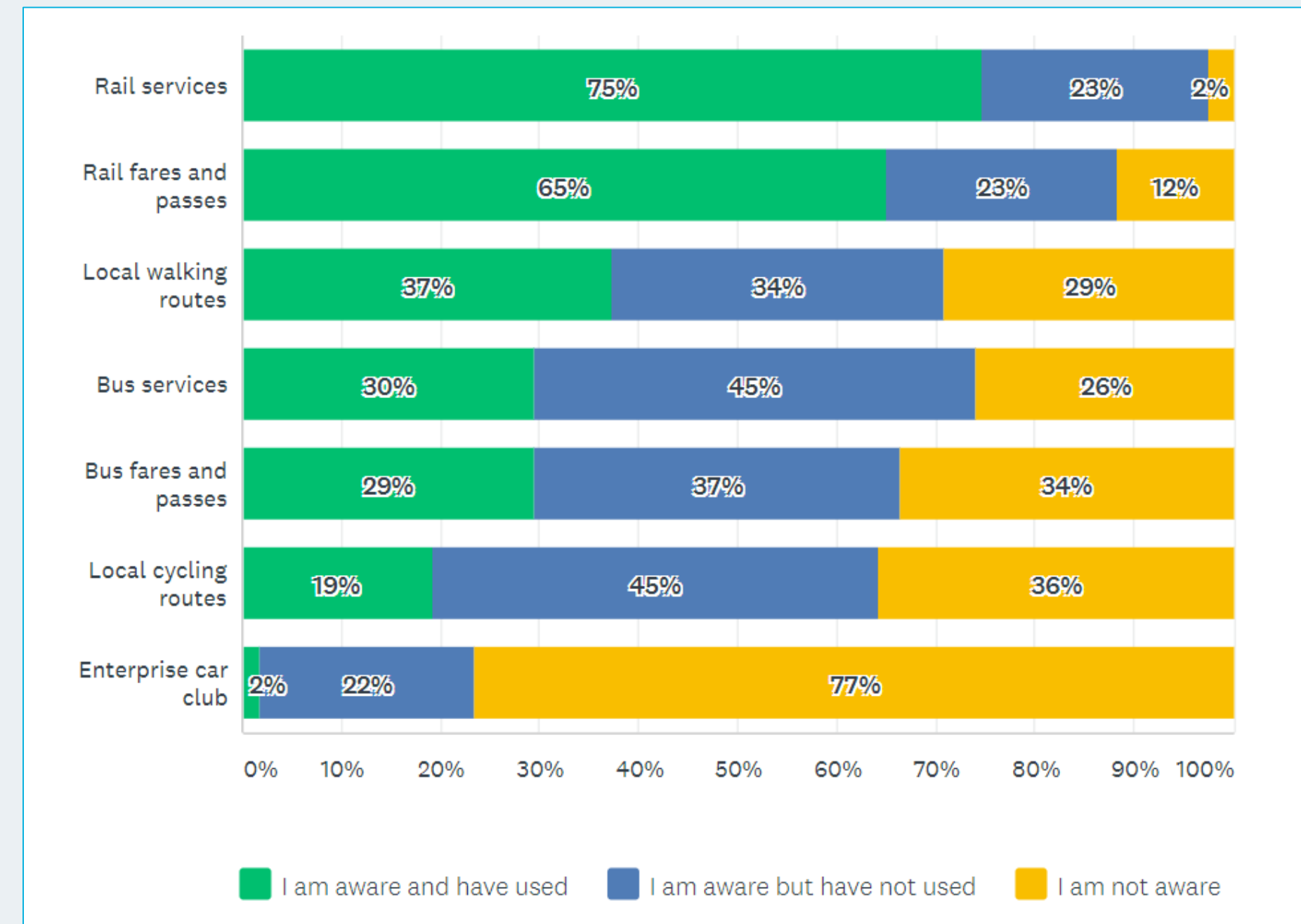


Awareness of travel options

Residents

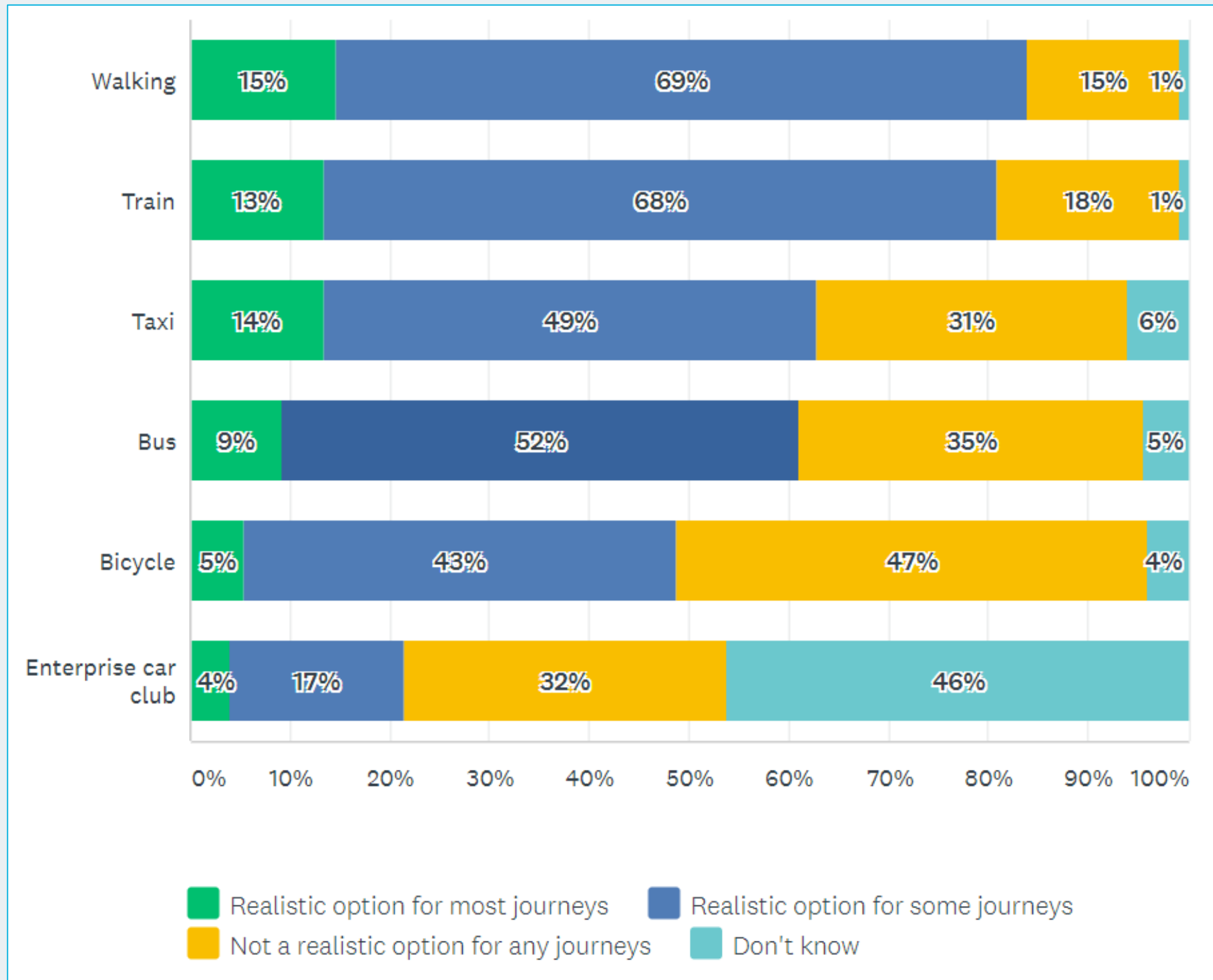


Employees

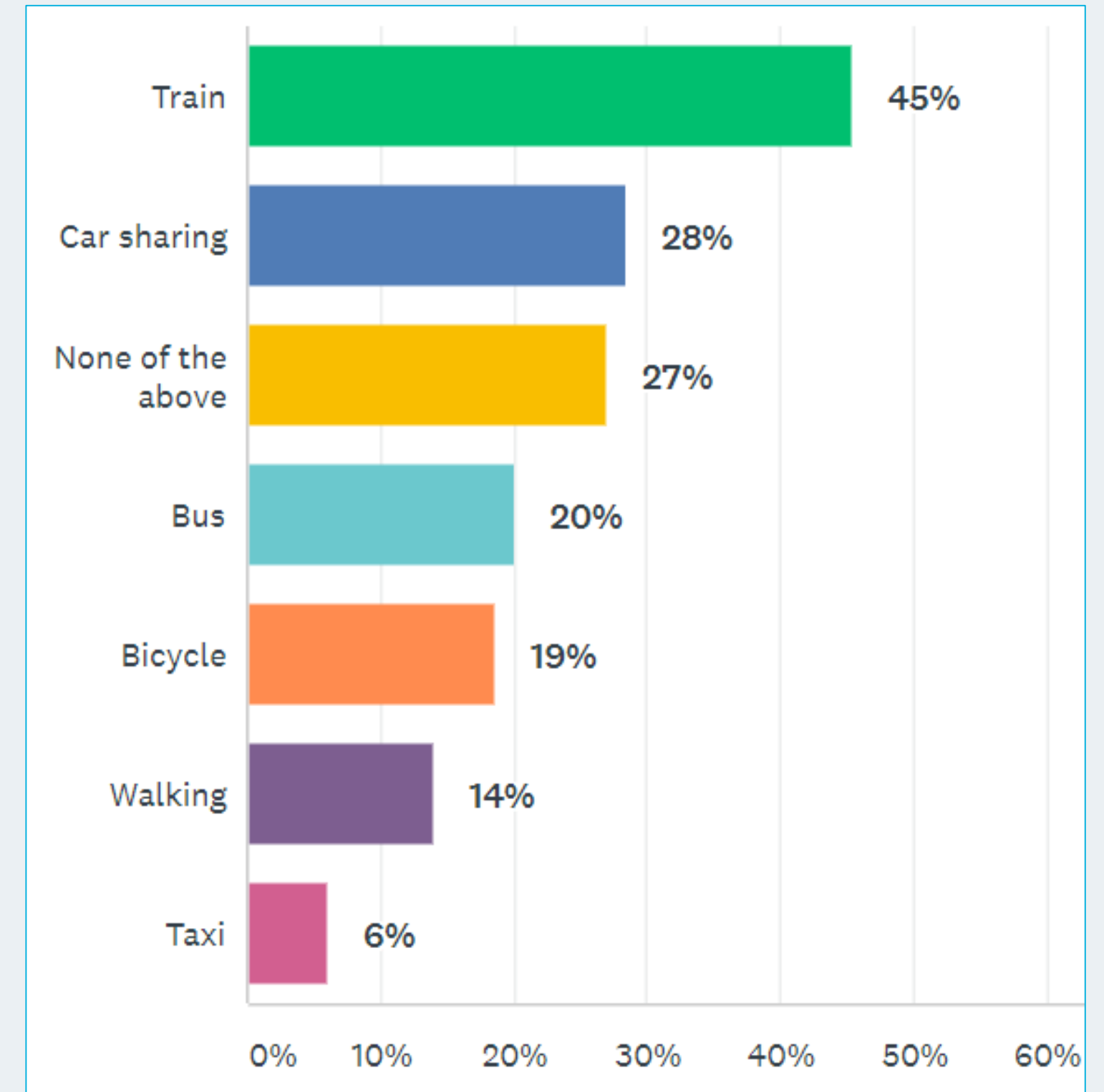


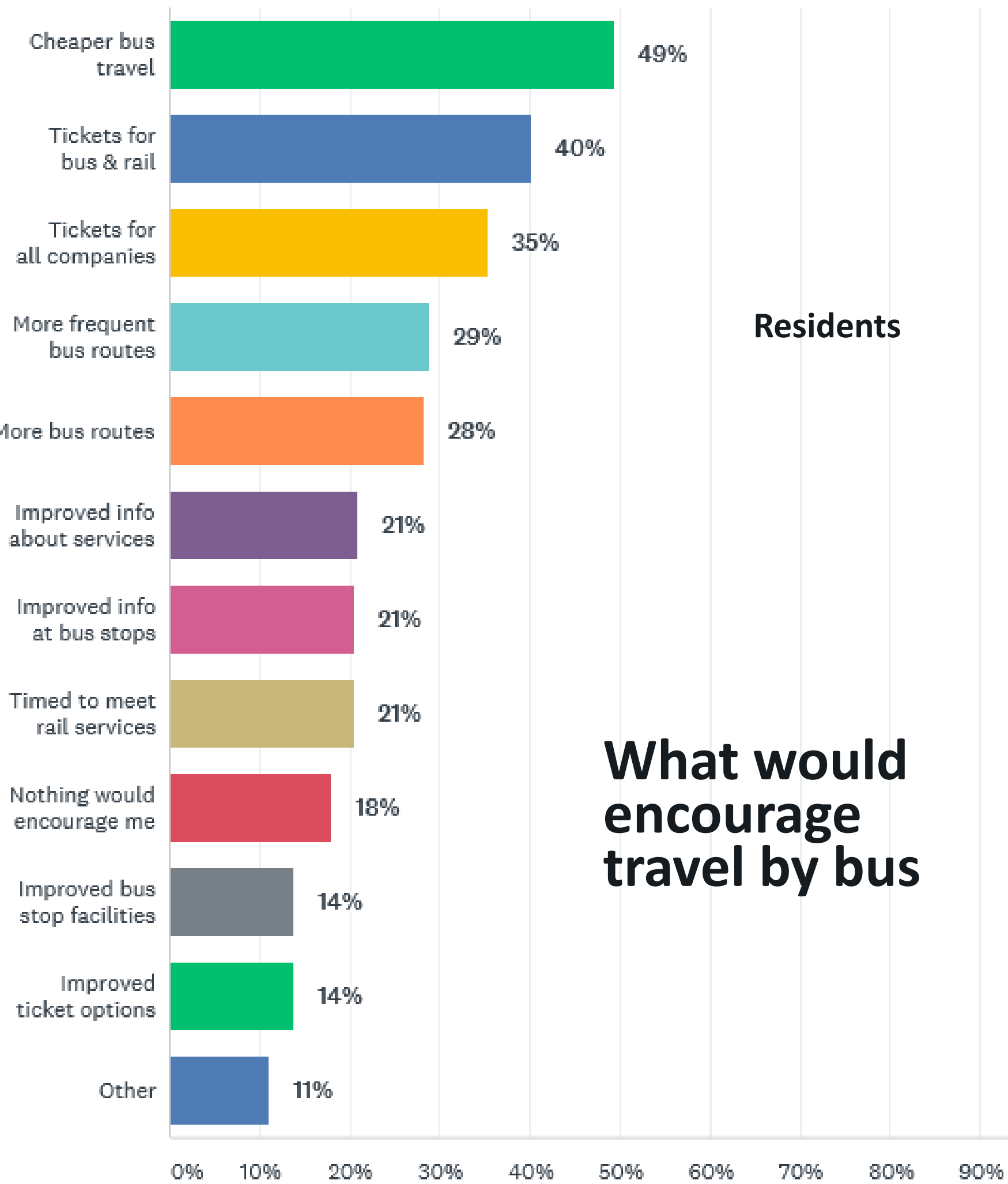
Perception of sustainable modes as realistic alternative to car travel

Residents

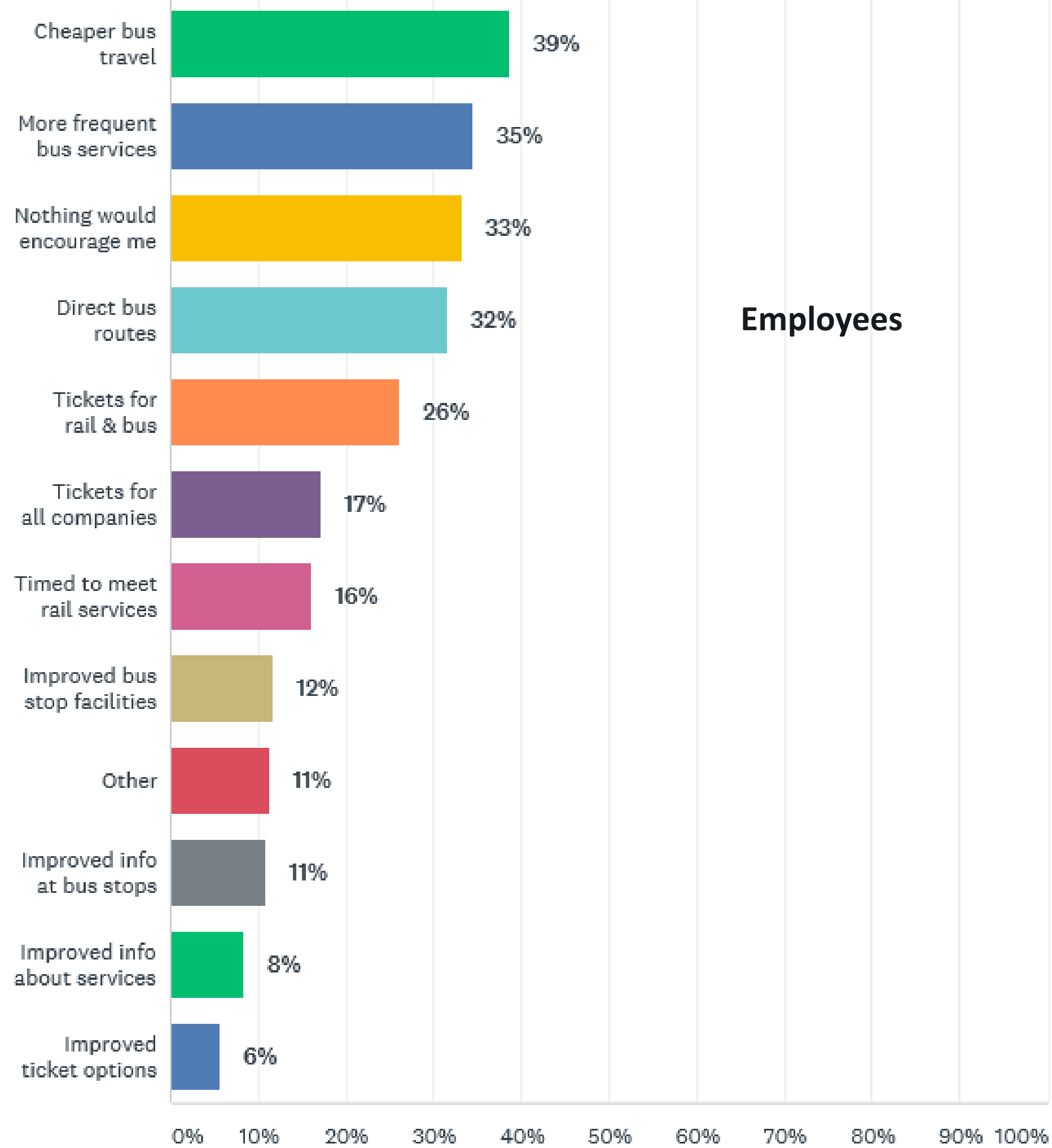


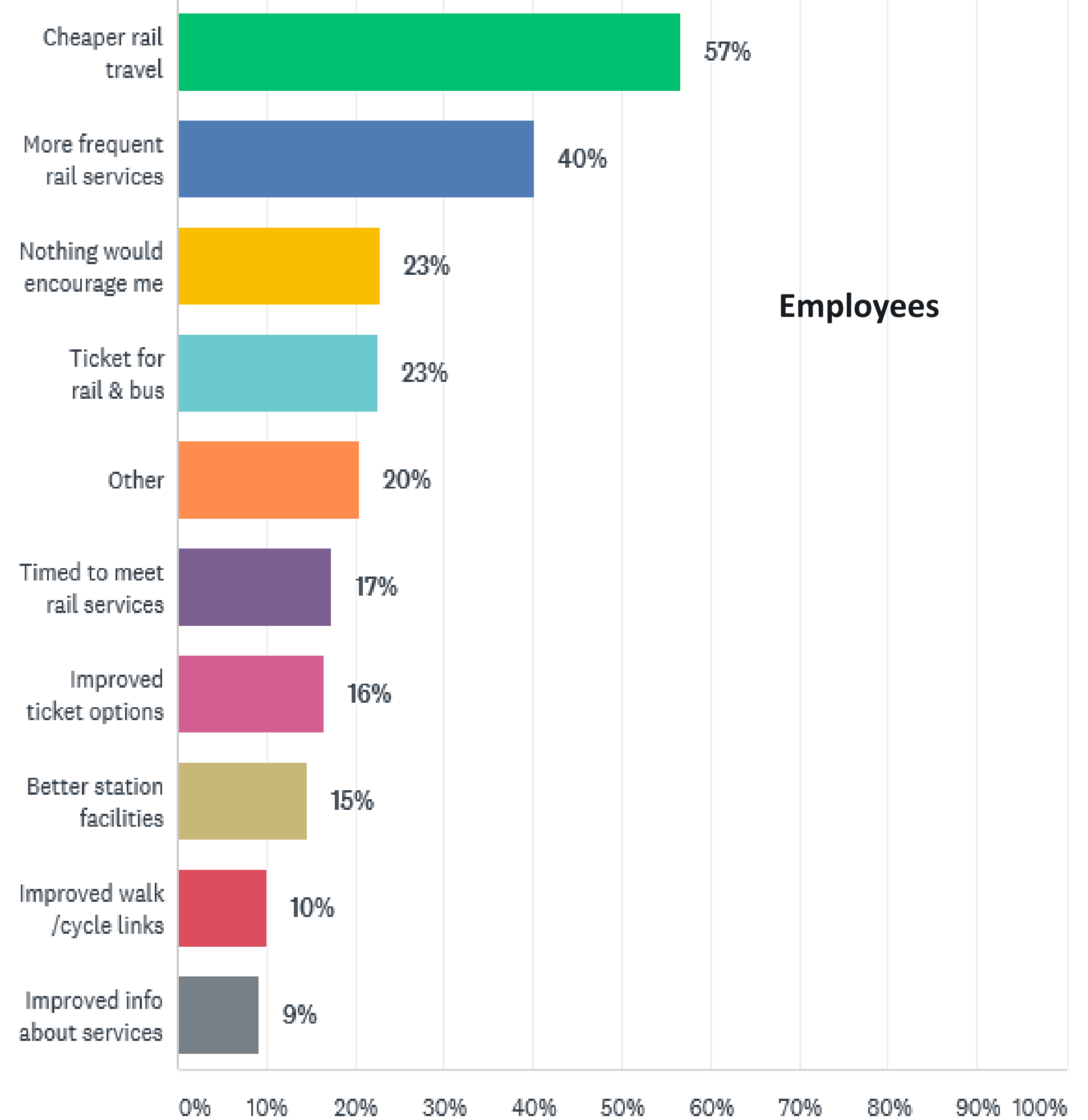
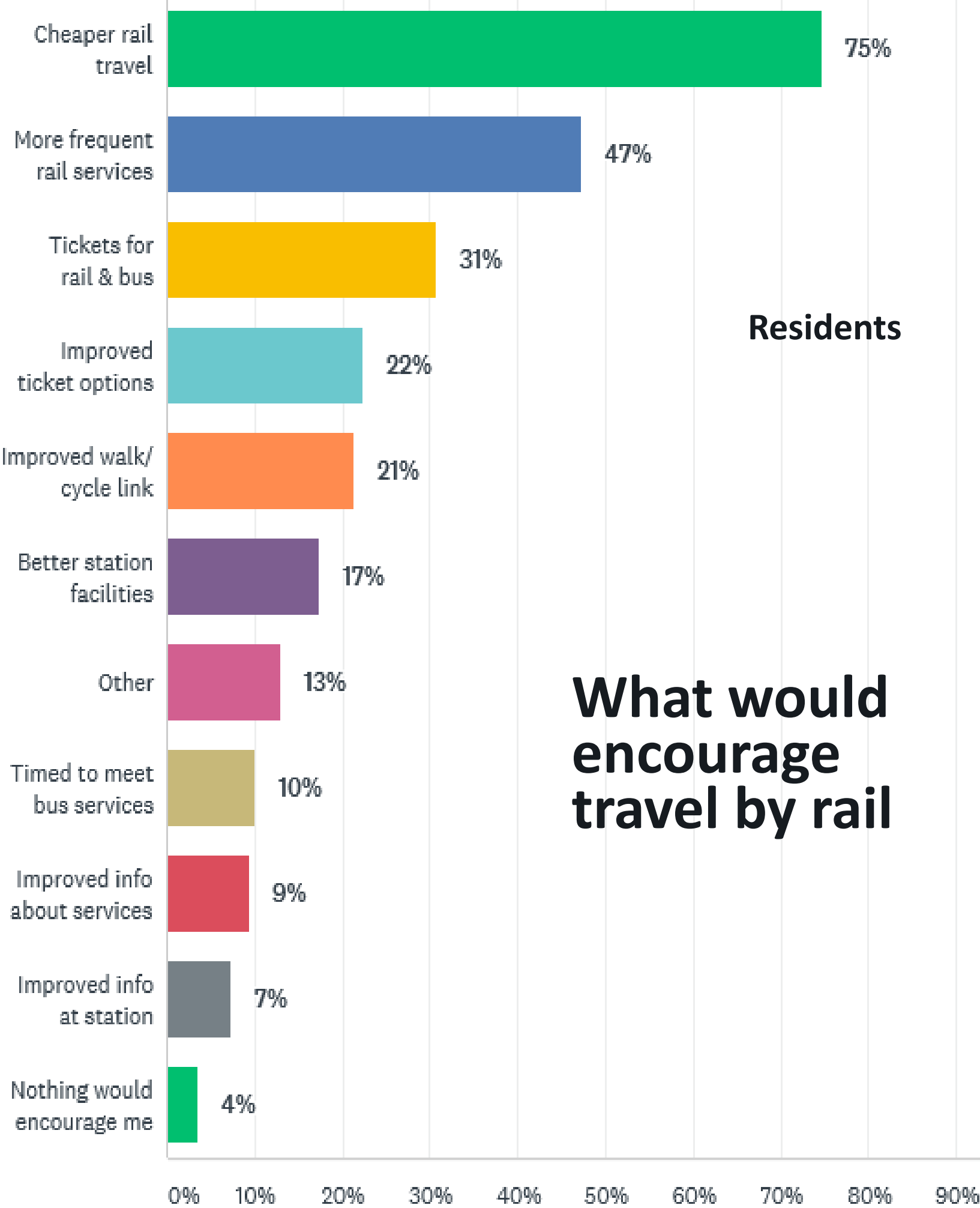
Employees (for work journeys only)



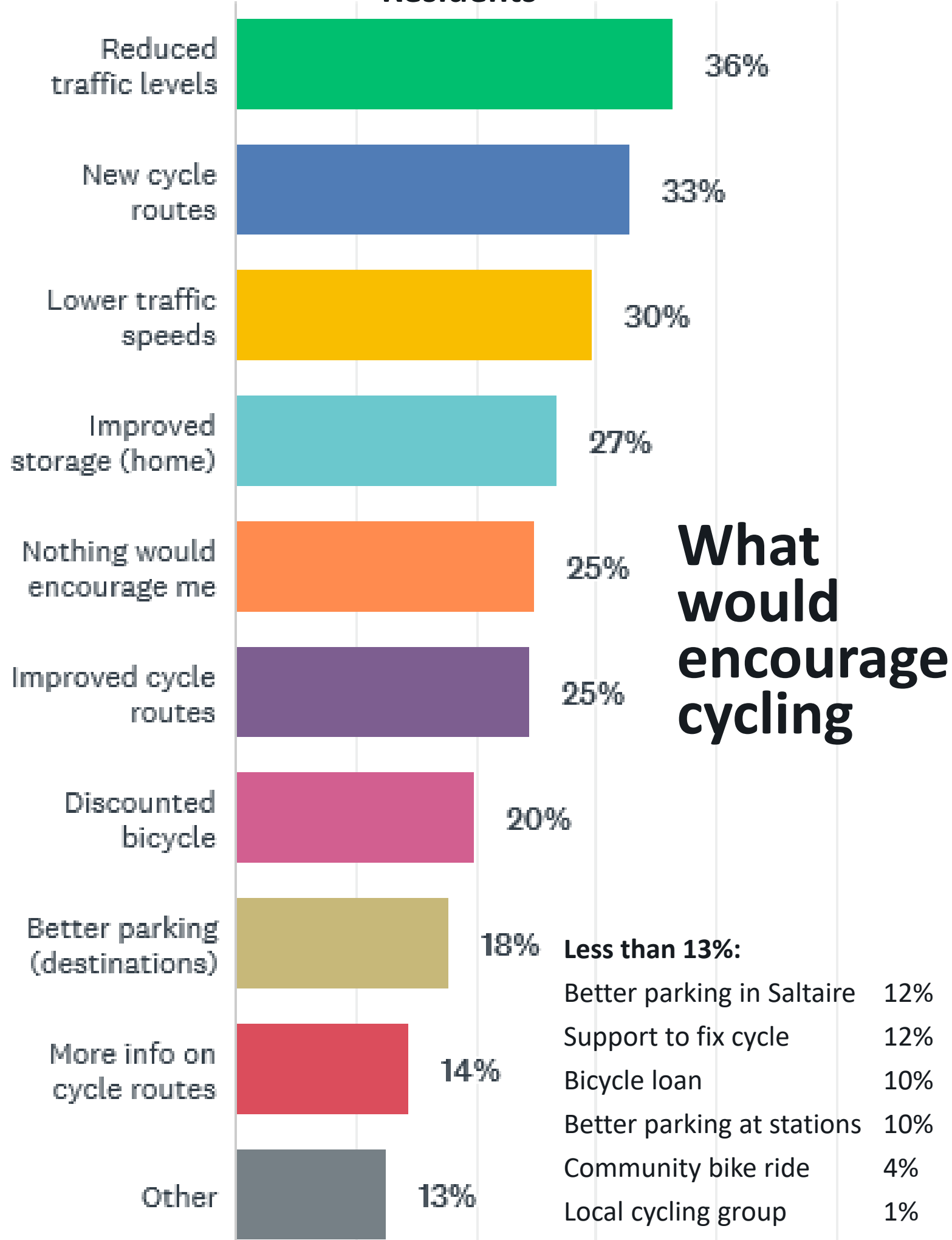


What would encourage travel by bus

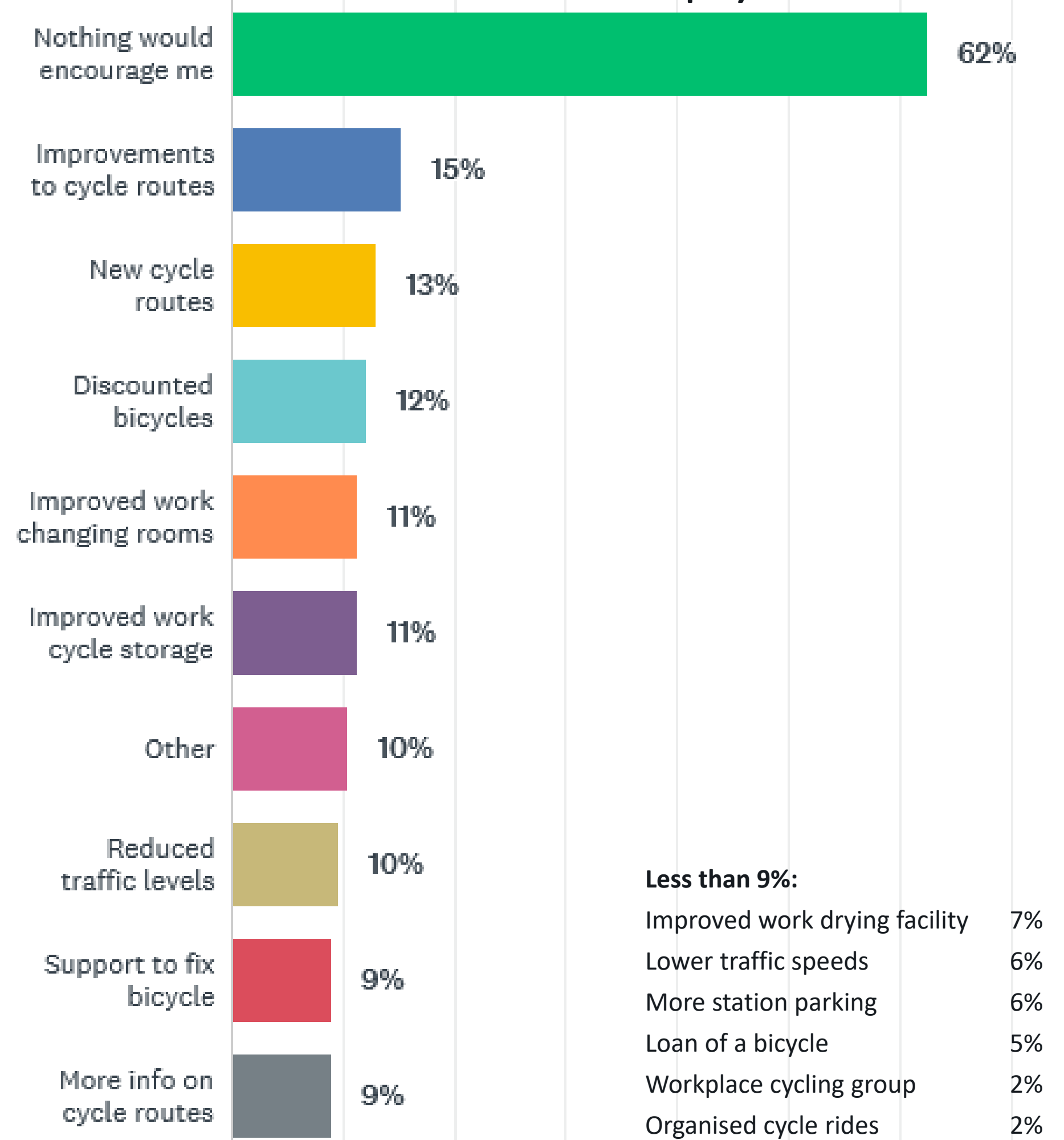


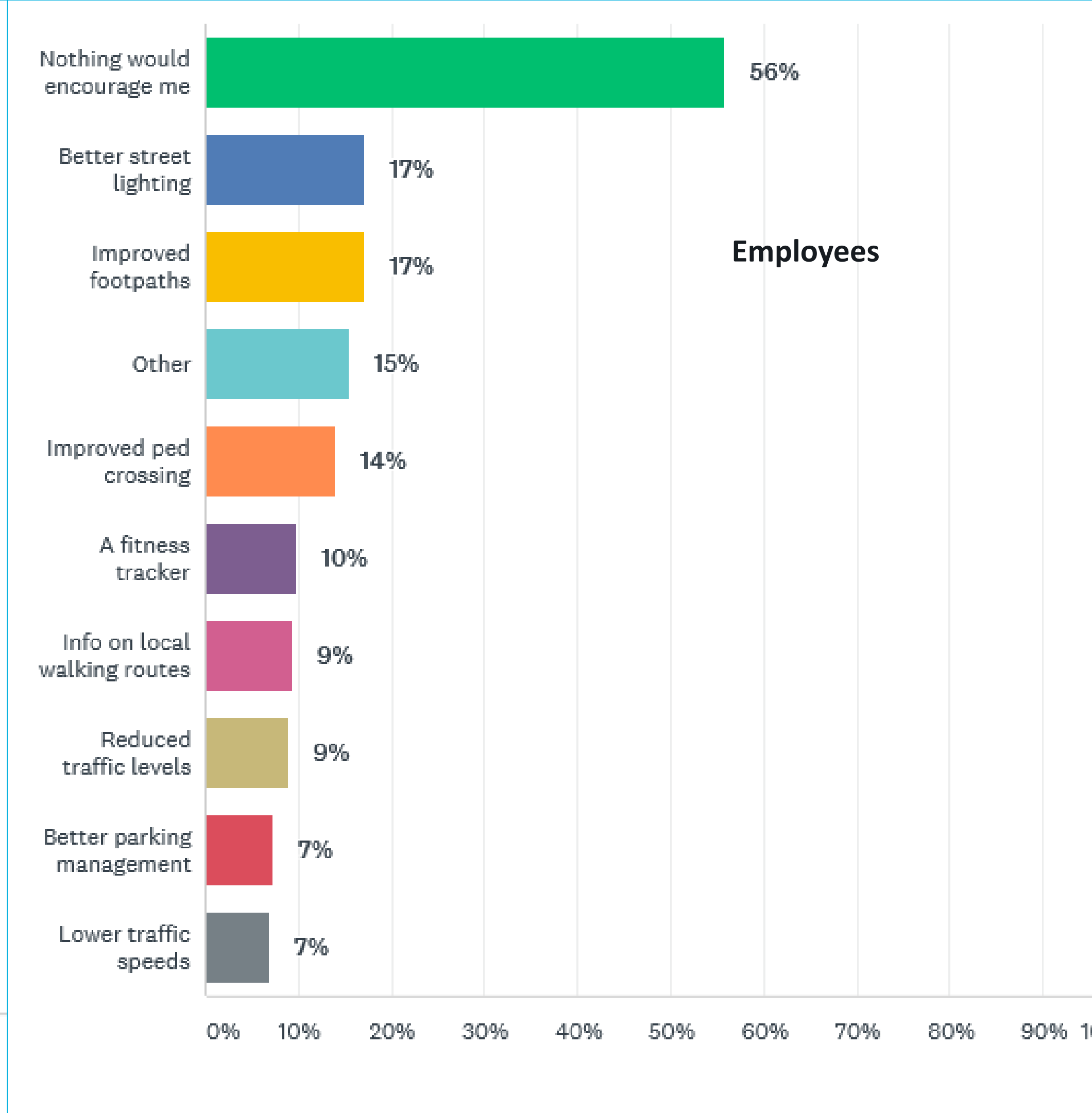
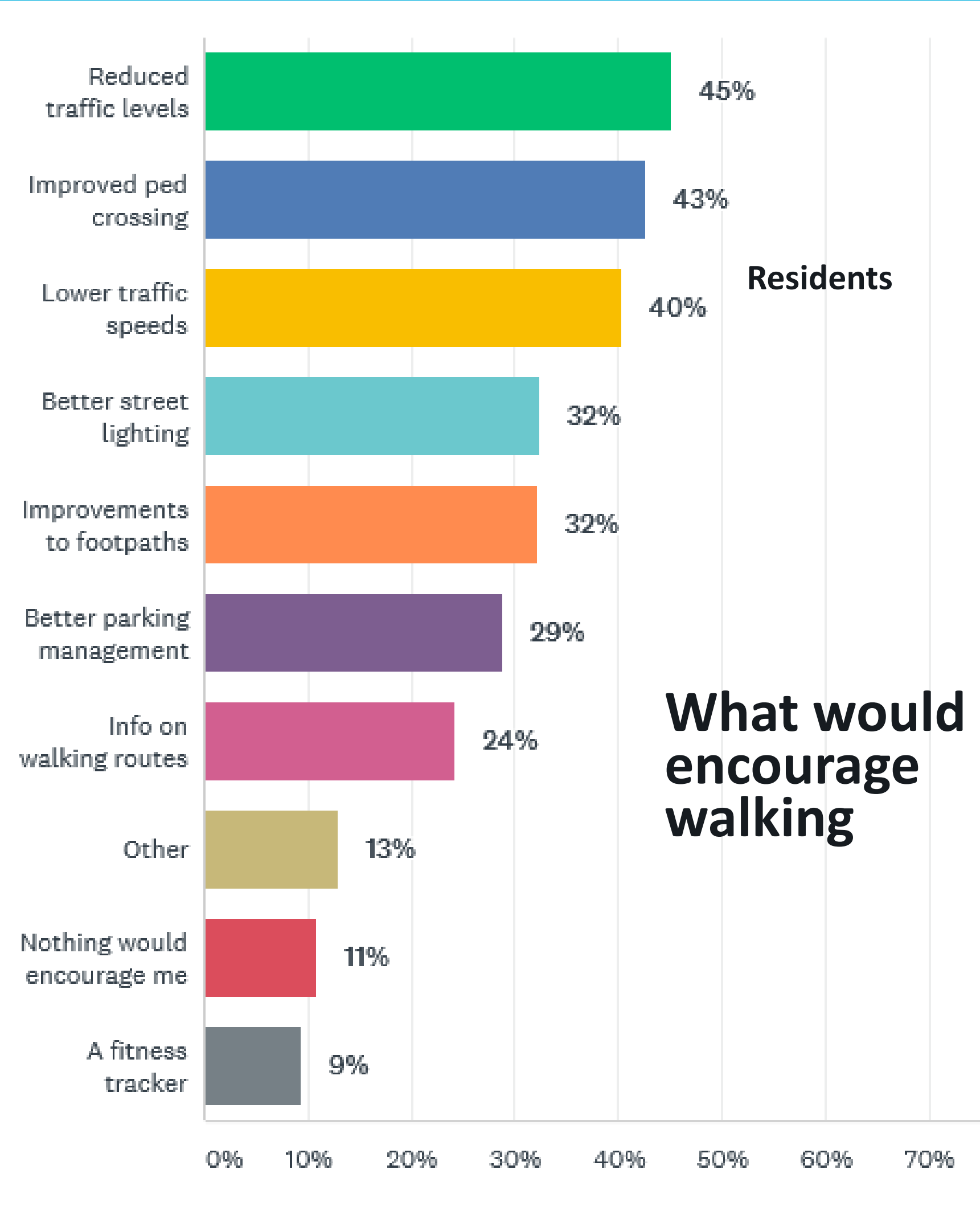


Residents

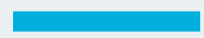


Employees





Respondent feedback: key themes



- Respondents were asked to provide any other comments
- We reviewed a sample of 100 comments from each of the two surveys and categorised by theme

	Residents
Concerns	
Local cycle and walking infrastructure not safe	19%
Air quality	12%
Rat running	11%
Cars parking on, and blocking/damaging pavements	10%
PT is expensive, unreliable and offers poor connectivity	9%
Suggestions:	
Reduce traffic speeds and enforce speed limits	29%
Reduce number of vehicles in Saltaire	22%
More resident only parking areas	13%
Improve walking links	10%
Improve PT ticket options	8%

	Employees
Concerns:	
PT is expensive, unreliable and offers poor connectivity	29%
Local cycle and walking infrastructure not safe	10%
Cars parking on, and blocking/damaging pavements	4%
Suggestions:	
Increase peak time train frequency/capacity	22%
Improve walking links	11%
Improve PT ticket options	10%
Reduce traffic speeds and enforce speed limits	4%
Opinions:	
Opinion that car is easiest for commute	10%

- Detail, length and strength of feeling amongst comments indicates importance of the issues locally

Respondent feedback: example comments

“The number of vehicles passing through Saltaire needs drastically reducing, for pollution and wider reasons. Lowering traffic volumes needs to be a priority, not just traffic speeds.”

Air pollution is illegally high near main roads in Shipley/Saltaire. A clean air zone should be implemented.”

Too many people use both Caroline Street and Titus Street as a “rat run” and regularly exceed the 20mph speed limit. I genuinely fear ..a serious incident

“I would gladly take the bus to work but its just not cost effective. if bus prices were cheaper and I could rely on the bus I would gladly use it.”

“More information & transparency, info at bus stops , better bus stops, joined up services.”

“main improvement required is more trains especially given the increased passenger use of trains along the Saltaire line”

Visitor travel surveys

CBMDC visitor travel survey 2017

- 59% of visitors are from outside the Bradford district
 - 32% from elsewhere in West Yorkshire (including 20% from Leeds)
 - 21% from elsewhere in the UK
 - 6% from overseas
- 41% are from Bradford district.

	All visitors	Local visitors	Non-local visitors
Car/van	70%	68%	71%
Train	9%	7%	10%
Walked	8%	11%	5%
4x4 / Landrover	4%	2%	5%
Bicycle	4%	7%	1%
Bus / coach service	3%	4%	3%
Coach (private tour)	2%	-	3%
Motorcycle	1%	1%	1%
Campervan	1%	-	1%
By Boat	1%	-	1%
Taxi	0%	1%	-

Control Information

Prepared by

Steer
67 Albion Street
Leeds LS1 5AA
+44 113 389 6400
www.steergroup.com

Prepared for

City of Bradford Metropolitan District Council
Britannia House, Hall Ings,
Bradford BD1 1HX.

Steer project/proposal number

23583801

Client contract/project number

SC

Author/originator

Ian Bewick

Reviewer/approver

Helen Bonner

Other contributors

Hannah Thompson

Distribution

Client:

Steer:

Version control/issue number

1.0 to client

2.0 revised in response to comments

Date

6 September 2019

26 March 2020

