



Haworth Travel Plan



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Haworth Travel Plan
has been prepared for:
Brontë Country Partnership



Graham Mitchell
4 Dockroyd Lane
Oakworth
Keighley
West Yorkshire
BD22 7RN
T: 01535 645454
E: rgm@dockroyd.co.uk
W: www.visitbrontecountry.com

Prepared by:
Kath Tierney, Senior Travel Planner
Checked by:
Richard Armitage, Managing Director



Richard Armitage Transport Consultancy Limited
Oxford House
Smithy Fold Road
Hyde, SK14 5QY
Tel: 0161 368 6603;
Fax: 0161 367 9242
e-mail: richard@ratransport.co.uk

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Glossary

BCP	Brontë Country Partnership
BID	Business Improvement District
CoBMDC	City of Bradford Metropolitan District Council
HTP	Haworth Travel Plan
KWVR	Keighley and Worth Valley Railway
LTP	Local Transport Plan 2006 - 2011
Metro	West Yorkshire Passenger Transport Executive
RATC	Richard Armitage Transport Consultancy Ltd.



Haworth Travel Plan

1 Why have a travel plan for Haworth?

- 1.1 Haworth village is located in West Yorkshire close to Bradford and Keighley. The village is best known as the home of the Brontë family. Haworth is a popular place to live with a range of active community groups. About 4,000 residents successfully share their village with many thousands of local, national, and international visitors, many of whom return again and again.
- 1.2 The aim of the Travel Plan is to help maintain the character of Haworth by bringing people together to develop a method for solving the transport, traffic and travel issues that have been created by such a lot of activity happening in such a small area, that was not designed with the motor car in mind. The Travel Plan has benefits for everyone with an interest in maintaining Haworth as a great place to work, live and visit.

2 Who will benefit from Haworth Travel Plan?

- 2.1 The Travel Plan offers many benefits to residents, traders and visitors.

Residents

- Reduced traffic congestion in the village.
- Residents only parking areas.
- Road safety improvements.
- Better public transport, cycling and walking links.

Traders and service providers

- Improved signage for visitors.
- Improved parking and drop-off for coaches at the top of the village.
- Longer visitor dwell times (more spending opportunities).
- Access to well-designed travel and transport related information for inclusion in promotional leaflets and on websites.
- Opportunities to coordinate marketing arrangements and events, and to promote Fair Trade and the Haworth & Machu Picchu Twin Town Group
- Planned coach itineraries, making it easier to accommodate visitors.
- Method for securing the economic future of the village in the years ahead.

Local traffic-generating sites (Primary School and Medical Centre)

- Opportunities to coordinate action on local road safety issues.
- Promotion of healthy travel options for residents.
- Reduction in local congestion.



Others will benefit too...

- 2.16 The Travel Plan will also benefit the surrounding area, by discouraging car traffic and improving bus, rail, cycling and walking links. It will help CoBMDC and partners to meet key sustainable living objectives.

3 What actions will be taken when the Plan is put into effect?

- 3.1 The Travel Plan is about providing a way of tackling transport and travel problems in the round, but realistically not everything can be done at once. It is possible to envisage a set of actions that can be started straightaway.

Immediate Action Checklist

- 3.2 Apply to CoBMDC for solar powered on-street parking meters on Rawdon Road and other streets to earn money for the Travel Plan.
- 3.3 Brontë Country Partnership to organise the Haworth Travel Plan summit, a meeting of all interested parties to confirm which organisations and individuals are backing the Plan, and to agree who is going to serve on the the Working Group that will oversee the Plan's implementation.
- 3.4 Accept Metro's offer of a £1,000 community grant, help with travel information, bus maps at key points in the village, and so on.
- 3.5 Provide consistent visitor travel information, as blocks of text, or in graphic format (e.g. including maps), both hard copy and electronic versions, for use by all organisations in the village, in leaflets, posters, on advertisements, and on websites.
- 3.6 Improve Haworth's signs, by applying for Local Heritage Initiative Grant. The immediate priority should be to improve car and coach parking signs.
- 3.7 Haworth Primary School to conclude the safe routes to school work, and to adopt its own school travel plan. A pedestrian crossing on Rawdon Road should be investigated.
- 3.8 The suggested coach drop-off and bus turning circle option at the junction of West Lane and North Street should be investigated with CoBMDC, together with any other possible sites. If it is feasible, the funds should be secured from the Local Transport Plan and/or Yorkshire Forward, and the work carried out as soon as possible.
- 3.9 The proposed grant aid application for access improvements in Haworth should be expanded to include a section on transport issues, especially in relation to making Haworth more accessible to people with mobility difficulties.
- 3.10 In the summer, a visitor survey should be undertaken, to understand how visitors are travelling, where they have come from, what they are coming for, and what their experience of Haworth has been. The statistics should then be used to improve marketing and to make the Travel Plan work well.

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- 3.11 The idea of setting up the Haworth Business Improvement District has been received with considerable interest. It could only proceed if most of the businesses that would be affected vote in favour. They would then pay an additional amount on their business rates, and would be in charge of how the additional funds were used. The prospects for a successful Haworth BID now need to be checked out.
- 3.12 Haworth needs to create a warm welcome for coach parties, by providing better coach parking facilities, assisting coach drivers (e.g. lunch vouchers, village maps showing drop-off and collection points, parking, toilets), and the visitors who come by coach (e.g. better and more toilets, visitor leaflets that can be read on the way to Haworth, and better catering arrangements).
- 3.13 Main Street needs to be made safe and sound by introducing sensible traffic management arrangements, such as pedestrianisation at peak visiting times, parking permits for residents, and timed deliveries in smaller vehicles.
- 3.14 Weavers Hill Car Park, the largest parking facility in the village, needs to be better organised, with marked out disabled parking and a better route to Main Street, with the whole area resurfaced, parking spaces marked out, toilets, and double yellow lines on the road into the car park.
- 3.15 A safe continuous footpath needs to be created linking Haworth Youth Hostel to Haworth railway station on the B6142, that avoids visitors and residents having to cross over the road as they have to do at present.

Further Travel Plan actions

- 3.16 There are a raft of further Travel Plan actions envisaged, but generally these will require a slightly longer lead time. They include improvements to bus services, a better bus link between the top of Main Street and the railway station, cycling initiatives, walking initiatives.
- 3.17 There are also longer-term actions that can be taken, in order for Haworth to have a sustainable economy into the future. These range from mountain bike livery packages through to eat local catering and food outlets, fair trade retailing, a shopmobility scooter and wheelchair loan scheme for disabled visitors to Haworth, and many other possibilities raised during the consultation about the Travel Plan.



4 How will the Travel Plan be delivered?

4.1 The Haworth Travel Plan will be delivered by the appointment of a Travel Coordinator or Village Manager (i.e. like the Town Centre Managers already employed elsewhere in the District). Their role will include:

- Day-to-day implementation of travel planning measures.
- Identification of funding sources, and preparation of applications for funding.
- Liaison with Travel Plan partners, e.g. Metro and CoBMDC, to ensure progress on implementation of measures.
- Liaison with traders, visitors and residents.
- Developing contacts, support materials and itineraries to maintain and develop existing visitor markets.
- Developing sustainable visitor marketing opportunities, e.g. longer stay cycling, walking and group holidays.

4.2 This person, who might initially only work part-time, dependent on funds, will report to the BCP Haworth Travel Plan Working Group. One of the Group's member organisations should be the employer, handling PAYE and so on.

4.3 This person needs to have a mix of marketing and project management skills and to be a good communicator. In the longer term, a suitable candidate could develop the workload to provide village manager services, acting as the coordinator for village events, promoting Haworth as a tourist destination to groups and coach companies, and identifying sources of funding for village improvements. This is an entrepreneurial role.

4.4 Funding will initially be provided through the ring-fencing of the net revenue from car parking meters on Rawdon Road in Haworth. If the development of the Haworth Business Improvement District is successful this will then provide larger regular revenue for Travel Plan implementation and village marketing initiatives and events.

4.5 In the long term it is expected that the revenue raised through increased visitor spend, longer visitor stays and funding applications for improvements to the village will be many times in excess of the Travel Coordinator's salary costs and overheads.

4.6 This is the preferred option. Other options have been considered, but are unlikely to deliver the actions outlined above soon or even at all.



5 How will we know if the Haworth Travel Plan works?

- 5.1 A visitor survey will be undertaken in summer 2006. This will identify:
- Current visitor numbers.
 - Visitor age profile.
 - Visitor travel arrangements.
 - Visiting patterns to key Haworth attractions.
 - Visitor spend.
 - Visitor views on amenities. e.g. toilet facilities, catering options, information provision, parking facilities, signage, pedestrian routes overall experience of coming to Haworth.
- 5.2 Following analysis of the survey, targets will be set for improvements in satisfaction rates, shifts towards less damaging ways of travelling, the proportion of visitors going to key attractions, increases in spend per visitor, and possibly changes to the visitor age profile.
- 5.3 A second survey will be undertaken in summer 2009, following implementation of key travel planning measures.
- 5.4 The Travel Coordinator will report bi-monthly to the HTP Working Group, whose minutes will be widely circulated.
- 5.5 The Group and the Coordinator will prepare an annual report, covering:
- Progress on the implementation of Haworth Travel Plan.
 - Number of coach parties visiting Haworth.
 - 812 bus passenger figures.
 - Funding secured for transport and travel improvements.
 - Progress on transport infrastructure measures.
 - Progress on local travel plans, at the Primary School, Brontë Parsonage and the Medical Centre.
 - Travel Plan promotional activities and their impact.
 - Identification of additional Travel Plan measures to meet new or changing demands.
 - Number of local organisations using the Haworth Travel Plan travel information text and graphics.
 - Number of hits on the travel information pages of the BCP's website and on other local websites.

6 What work has been done to date?

6.1 In mid-2005, BCP secured assistance with developing Haworth Travel Plan through a government financed scheme run by the Energy Saving Trust. As a result, Richard Armitage Transport Consultancy Ltd. has investigated what might be possible and consulted widely with residents, traders, local organisations, and other stakeholders, including different sections of the Council. A series of notes and reports has been prepared for BCP:

- An analysis of the travel information being provided to visitors in leaflets and on websites.
- A briefing about sustainable tourism options.
- A note about the idea of establishing the Haworth Business Improvement District.
- A short briefing about Haworth Travel Plan and subsequent notes from the consultation exercise conducted in February 2006.
- Haworth Travel Plan (this document).

6.2 The consultants have attended several public meetings:

- Haworth, Cross Roads & Stanbury Parish Council.
- Haworth Neighbourhood Forum.
- Worth Valley Police and Community Contact Point Management Meeting.
- Brontë Country Partnership Committee Meetings; and
- The consultants have met many traders, organisations and individuals, or discussed the issues with them by telephone or e-mail.
- Thanks also to *Keighley News* for its active interest in the progress of the Haworth Travel Plan.

