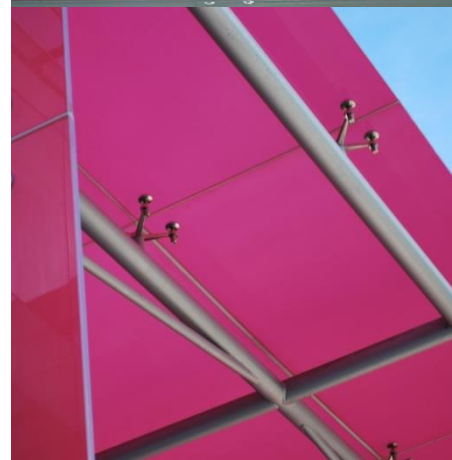
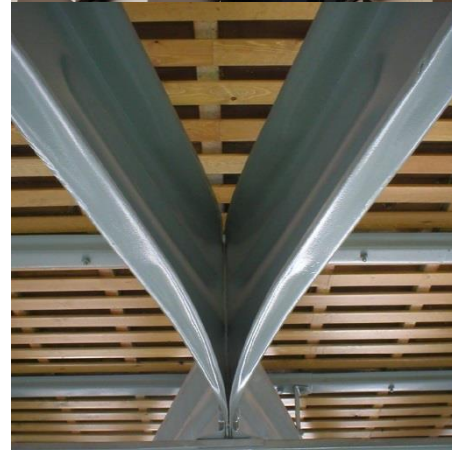


Proposed Mixed Use Development, Chipping Framework Travel Plan

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- Plan TPMA1310_003** – Pedestrian Catchment
- Plan TPMA1310_004** – Cycle Catchment Plan

1.0 Introduction

1.1 Introduction

- 1.1.1 Curtins has been appointed on behalf of SCPi Bowland Ltd to provide traffic and transportation advice in support of the proposals to develop a residential, hotel and leisure scheme in the village of Chipping, Lancashire.
- 1.1.2 The proposals will represent the redevelopment of a former furniture manufacturing mill with many of the buildings in need of demolition or substantial renovation.
- 1.1.3 In order to facilitate the scheme it will be necessary to relocate the existing cricket ground and pavilion onto a new site to the south of the village.

1.2 Background to Travel Plans

- 1.2.1 A Travel Plan (TP) is a package of practical measures aimed at reducing the level of car use associated with a particular development. The TP is intended to encourage people to choose alternative modes over single occupancy car use and where possible reduce the need to travel at all.
- 1.2.2 A plan should be tailored to an individual site and include a range of measures that are likely to have a positive impact at that site.
- 1.2.3 A Framework Travel Plan (FTP) is the first stage of the Travel Plan process and is usually prepared during the planning stage prior to the construction of a mixed use development. It includes a list of potential measures that could be implemented to affect modal choice and a management strategy for producing a full TP in the future. It does not include targets or travel surveys as the development it refers to has not usually been constructed.

1.3 Purpose of this Report

- 1.3.1 This FTP has been prepared to demonstrate a commitment to sustainable travel initiatives. It provides an indication of how the various elements of the proposed development will be designed and managed to discourage reliance on the private car and encourage alternative modes of travel.
- 1.3.2 As the travel characteristics of the residential and hotel aspects of the development are likely to vary, the report considers travel planning initiatives for each in separate sections. This FTP will therefore seek to:
 - Develop an awareness of locally available non-car modes of transport among residents/guests/visitors;
 - Deliver measures to ensure safe pedestrian and cycle movements to/from the site;

-
- Promote sustainable travel from the outset and to continue to engage with residents/guests/visitors on sustainable travel choices to achieve a commitment to changing travel habits amongst the new community; and
 - Promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and to highlight the health and environmental benefits of adopting sustainable travel patterns.

2.0 Existing Situation

2.1 Site Location

- 2.1.1 The sites on which the mix of uses are proposed are located in the village of Chipping, approximately 6.5km north-east of Longridge and 15km from Preston in Lancashire. They are situated in a largely rural area, predominantly at the northern edge of the village. The sites are split into three distinct plots to the east and west of the point where Church Raike forms a priority junction with Malt Kiln Brow.
- 2.1.2 The proposed relocated cricket club site is situated to the south of the village off Longridge Road.
- 2.1.3 The residential element of the development proposals lie on two parcels of land to the western side of the Church Raike/Malt Kiln Brow junction to the north and south of the Church Raike carriageway, and is situated to the north of the Kirkfield housing estate. The majority of the proposed dwellings lie south of Church Raike, with a small number proposed on a small section of land to the north of the carriageway.
- 2.1.4 The proposed hotel/spa development and wedding venue will be situated predominantly on the eastern side of Malt Kiln Brow, and is bounded by open land and the Chipping Brook to the east and south, Church Raike, Malt Kiln Brow and open land to the west, and open fields to the north. The further element of the hotel aspect of the development lies to the west of Malt Kiln Brow, meaning that the hotel and leisure area of the development is bisected by the carriageway.
- 2.1.5 The site is shown from a regional perspective in Plan TPMA1310_001, and from a local perspective in Plan TPMA1310_002.

2.2 Existing Use

- 2.2.1 The residential element of the development proposals will be located on land to the north and south of Church Raike which comprise of open fields to the north of Church Raike and the current village cricket ground and pavilion to the south.
- 2.2.2 The hotel/spa and wedding venue proposals will largely occupy redeveloped buildings located off Church Raike and Malt Kiln Brow which includes the former H.J. Berry & Sons Limited Kirk Mills site.
- 2.2.3 It is acknowledged that the former factory/mill uses are in a state of disrepair and are unlikely to be brought back into full operation.
- 2.2.4 However, it should be recognised that the former uses generated staff traffic during the AM and PM peak hour periods as well as a number of heavy goods vehicle (HGV) movements throughout the day.
- 2.2.5 The proposed site of the relocated cricket ground and pavilion is currently an unoccupied open field which is bound to the west by Chipping Brook and open fields to the north, east and south.

2.3 Existing Access Arrangements

- 2.3.1 There is currently no physical access point into the proposed residential site to the north of Church Raike.
- 2.3.2 As described previously, there is an unnamed private access lane which bounds the proposed residential site to the south of Church Raike which currently provides access to the cricket ground and pavilion. This narrow access road forms a priority controlled junction with Church Raike
- 2.3.3 The former HJ Berry factory was historically accessed via multiple access points off Malt Kiln Brow. The first access is located approximately 60m to the north of the Malt Kiln Brow/Church Raike junction and takes the form of a 4.7m wide bridge over Chipping Brook. This access is currently blocked by large concrete blocks to maintain site security. A second gated access is located a further 67m to the north along Malt Kiln Brow opposite Kirk Mill.
- 2.3.4 The Grade II listed Kirk Mill Building is accessed to the west of Malt Kiln Brow via an unmarked junction which provides access to a loading/unloading area. Historically large vehicles would pull up to the mill building off Malt Kiln Brow and would be loaded via the crane which is in situ at the site on the bank of the river.
- 2.3.5 All access points associated with the former factory and mill buildings are currently gated to maintain site security.
- 2.3.6 The land identified for the relocated cricket ground and pavilion is currently accessed from Longridge Road via a 2.8m wide bridge over Chipping Brook. The bridge provides access for agricultural vehicles and is currently gated on the eastern side.

2.4 Surrounding Highway Network

- 2.4.1 The surrounding highway network is discussed in detail throughout the following paragraphs:

Church Raike

- 2.4.2 The residential and hotel sections of the development are bisected by Church Raike, which bounds the proposed residential development at its northern and eastern sides, and the proposed hotel/spa and wedding venue at its southern side. The road commences at a priority junction with Garstang Road and Talbot Street in the centre of Chipping and terminates at Fish House Lane approximately 1.3km to the north-west of the site. When travelling in a north-westerly direction from the centre of Chipping, Church Raike forks to the north along Malt Kiln Brow via a priority junction.
- 2.4.3 In the vicinity of the site Church Raike comprises a single-lane two-way carriageway approximately 5m in width. Adjacent to the junction with Malt Kiln Brow, there is a gravelled area used for off-street parking which has capacity for approximately 10 vehicles. Here the speed limit is increased from 30mph to the national speed limit. There are limited footways provided in the vicinity of the site which

is not uncommon for a rural village location. There is a bus shelter located at a priority junction with Kirklands approximately 150m south-east of the site.

Malt Kiln Brow

2.4.4 Malt Kiln Brow would provide access to the hotel element of the proposed development. From the priority junction with Church Raike, the road descends and continues northwards over Chipping Brook, running through to Fish House Lane in the north-west.

2.4.5 In the vicinity of the site Malt Kiln Brow comprises a single-lane two-way carriageway approximately 5-6m in width. Approximately 200m from the junction with Church Raike north of the mill building, the speed limit is increased from 30mph to the national speed limit. For the majority of the road on approach to the site, there is a low stone wall on both sides of the carriageway.

2.4.6 There are no footways provided on Malt Kiln Brow.

Garstang Road

2.4.7 Garstang Road is the main access to the centre of Chipping from the west. The road runs from a priority junction with Church Raike and Talbot Street in the centre of Chipping, through to Parsonage Lane which is approximately 1 km to the south-west of the site.

2.4.8 In the vicinity of the site Garstang Road comprises a two-way carriageway approximately 6.5m in width. Approximately 120m from the junction with Church Raike and Talbot Street, the speed limit changes from 30mph to the national speed limit. Adjacent to the junction, 'School – Keep – Clear' road markings indicate the presence of St Mary's Roman Catholic Primary School.

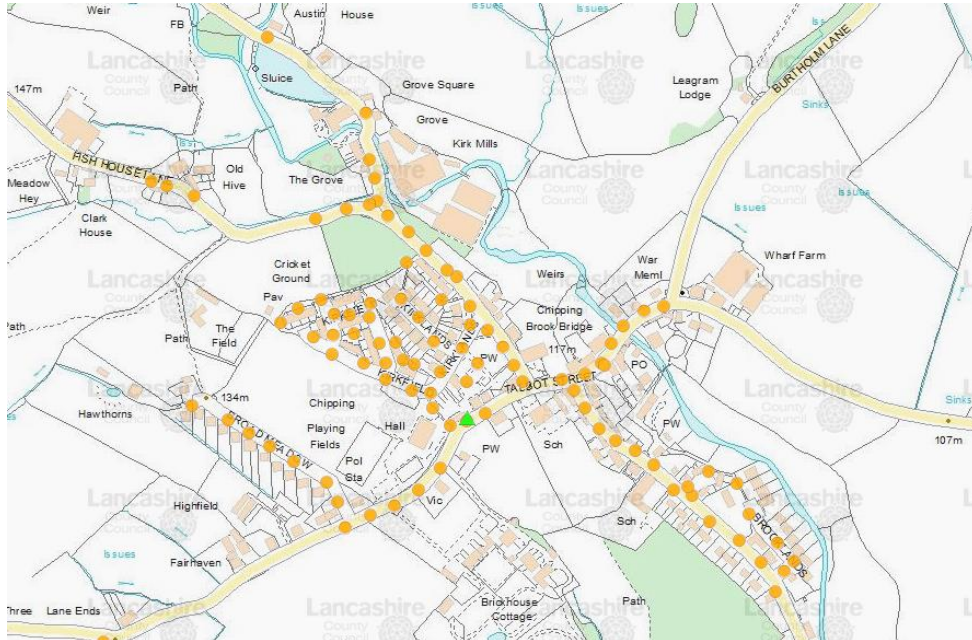
Talbot Street

2.4.9 Talbot Street is the main road through the centre of Chipping from the east. The road runs east from a priority junction with Church Raike and Garstang Road for approximately 200m until the road name changes and continues eastwards out of Chipping along Green Lane.

2.4.10 Talbot Street comprises a two-way carriageway approximately 6.5m in width. For much of the carriageway there are double or single yellow lines to indicate parking and stopping restrictions. The road is subject to a 30mph speed limit.

2.4.11 Figure 1 illustrates the extent of street lighting provided in the vicinity of the site and throughout Chipping Village.

Figure 1: Extent of Street Lighting Throughout Chipping



Source: LCC Maps and Related Information Online (MARIO)

2.4.12 It is evident from Figure 1 that street lighting is currently provided along key routes between the proposed sites and the centre of Chipping Village.

2.5 Road Safety

2.5.1 Reference has been made to LCC's Maps and Related Information Online (MARIO) service which confirms that there have been no road collisions within Chipping between January 2008 and February 2013 (this represents the most recent five years recorded as of May 2015).

2.5.2 It can therefore be determined that based on the information available there are no existing highway safety issues within the village of Chipping.

3.0 Development Proposals

3.1 Proposed Development

- 3.1.1 The proposed development comprises a mix of uses, including a residential and hotel development.
- 3.1.2 The hotel development comprises the following elements:
- Mill Hotel;
 - Barn Cottages;
 - New Hotel/Spa;
 - Wedding Venue/Conferencing Facilities
 - Relocated Cricket Pavilion; and
 - Kids Club.
- 3.1.3 The proposed scheme will bring together a quality hotel with associated cottages, gym and leisure facilities and family housing.
- 3.1.4 Car parking provision will be provided at the site which will assist in alleviating on-street parking issues which is present within the village.
- 3.1.5 The Grade II listed Kirk Mill will be converted into a three storey, 18-room hotel with an ancillary fine dining restaurant and gastro pub.
- 3.1.6 The existing barn within the former HJ Berry factory site will be turned into seven cottages providing a total of 18 family-sized bedrooms.
- 3.1.7 A new 'barn style' building will provide 20 additional hotel rooms, a luxury gym and associated spa facilities. The buildings will cluster around an outdoor events area which could host events including regular farmers' markets promoting local produce.
- 3.1.8 The scheme will also offer a wedding venue as well as conferencing and business facilities.
- 3.1.9 To complement the on-site facilities a new Kid's Club will be provided adjacent to the Barn Cottages with sufficient space for children to play safely outside.
- 3.1.10 A total of 46 dwellings will be provided as part of the scheme to assist in meeting the wider Ribble Valley housing needs.
- 3.1.11 The houses will be a mix of market level and affordable homes to meet local needs. The housing plot to the north of Church Raiké will accommodate four self-build plots to accommodate larger, four and five bedroom homes. 42 dwellings would be located on land to the south of Church Raiké.

3.1.12 The scheme offers the opportunity to relocate the existing cricket pitch currently located on land to the south of Church Raike to a new purpose built facility at the southern edge of the village. The new club will include a new regulation sized pitch and a new club house with changing rooms and a kitchen.

3.2 Vehicular Access

3.2.1 As the proposed development will be located across a number of separate parcels of land each element of the scheme will benefit from individual points of access off the local highway network.

3.2.2 The Kirk Mill building, to be converted into a hotel, will provide limited vehicle access from Malt Kiln Brow along the site frontage in the vicinity of the hotel reception. In order to provide a safe and convenient access arrangement in the vicinity of the mill which maximises the achievable visibility splays it is proposed to deliver a new access feature which would require traffic to enter the site via a northern entry only access point and exit via a southern exit only point.

3.2.3 It is anticipated that customers/visitors would check-in from this location with the hotel offering a valet parking service.

3.2.4 The hotel/spa and wedding venue element of the development, situated on the former HJ Berry factory site, will see the existing access points via Malt Kiln Brow retained, with an additional vehicular access road constructed off Church Raike to the south-east of the site

3.2.5 A new access road will be delivered on Malt Kiln Brow approximately 50m to the north of the junction with Church Raike to provide access to the small residential site to the north of Church Raike.

3.3 Pedestrian and Cycle Access

3.3.1 There are limited dedicated pedestrian and cycle facilities in the vicinity of the proposed site which is typical of the local village environment with the majority of highways subject to 30mph speed restrictions and pedestrians/cyclists sharing the carriageway with vehicular traffic.

3.3.2 Pedestrian and cycle access can be achieved via each new vehicular access junctions proposed as part of the proposed scheme.

3.3.3 It is recognised however that the proposed access road from Church Raike into the hotel has a significant gradient which may not be suitable for all users. As noted previously the existing access points into the former HJ Berry factory site off Malt Kiln Brow will be maintained. These retained access points will provide more convenient pedestrian/cycle access into the site for vulnerable users.

3.3.4 The residential proposals would also provide a natural extension to the established Kirklands residential estate and the potential to provide a pedestrian link from the proposed residential site to the south through the Kirklands estate will be explored as part of the detailed design stage.

3.4 Car Parking Provision

- 3.4.1 It is proposed that 96 car parking spaces will be provided to the south of the hotel site to cater for hotel/spa and wedding venue guests and visitors to the area. A further 7 spaces will be provided directly outside of the hotel/spa for the mobility impaired and drop-off/pick-up when available.
- 3.4.2 The proposed residential development (46 dwellings) would be required to provide up to 69 spaces based on an average of 1.5 spaces per dwelling. This will be accommodated as part of the detailed design of the residential sites.
- 3.4.3 The proposed cricket ground area off Longridge Road equates to approximately 1.47ha. Based on the adopted standards up to 18 spaces would be required to serve the proposed cricket ground.
- 3.4.4 In addition, there is a 50 space pay & display car park approximately 100m to the south of the site which is accessed via Garstang Road which offers an alternative parking location for visitors to the site.

3.5 Cycle Parking Provision

- 3.5.1 Bicycle and motorcycle car parking will be provided in accordance with the adopted parking standards with a minimum of 10 cycles and 4 motorcycle parking spaces provided to serve the hotel and leisure development.
- 3.5.2 The proposed residential properties would benefit from private cycle/motorcycle parking provision.

3.6 Servicing and Refuse Collection

- 3.6.1 The internal site layout will be designed such that properties can be accessed by delivery vehicles and refuse vehicles.

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

4.1.1 A key element of national and local transport planning policy is to ensure that new developments are located in areas where alternative modes of travel are available. It is important to ensure that developments are not isolated but are located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

4.1.2 However, paragraph 29 of the National Planning Policy Framework (NPPF) states the following:

“...the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.”

4.1.3 As the site is in a rural area, required and expected levels of accessibility should be adjusted accordingly.

4.2 Pedestrian Accessibility

4.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution for Highways and Transportation (CIHT) document entitled ‘Providing for Journeys on Foot’ suggests walking distances which are relevant to this planning application. These are reproduced in Table 4.1.

	Town Centres (m)	Commuting/School/Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 4.1: CIHT Suggested Acceptable Walking Distances

4.2.2 It is considered that the majority of trips for the residential development would be for commuting or school, and the majority of people using the hotel and leisure side of the development would be sight-seeing. Therefore, to assist in summarising the accessibility of the site by foot an indicative pedestrian catchment plan has been produced. Plan 003 shows distances of 500m, 1000m and 2000m which are termed ‘Desirable’, ‘Acceptable’ and the ‘Preferred Maximum’ by the CIHT.

4.2.3 There are a number of residential properties within a 500m walk of the site, principally off Kirklands to the south of the proposed development. In addition, there are facilities in the centre of Chipping

available to future residents and guests of the proposed development. Within the 500m pedestrian catchment, this includes St. Mary's Roman Catholic Primary School and the Parish Church of St. Bartholomew on Garstang Road. The Cobbled Corner Cafe and The Sun Inn are also within the 500m pedestrian catchment, located on Garstang Road and Talbot Road respectively.

- 4.2.4 Slightly further afield and within the 1000m pedestrian catchment, existing residences can be accessed primarily off Broad Meadow and Longridge Road. There is also an additional primary school and place of worship, with Brabin's Endowed Primary School and St Mary's Roman Catholic Church both lying on Longridge Road. Heading south-west along Garstang Road, Chipping Village Hall is situated on the northern side of the carriageway. On Talbot Street there is an additional Public House and a convenience store; The Tillotsons Arms and Brabin's Shop and Gallery respectively. Brabin's Shop and Gallery also provides Post Office services.
- 4.2.5 The 2000m pedestrian catchment incorporates the village of Chipping in its entirety, and includes some additional residential properties.
- 4.2.6 In conclusion, walking is considered to be a realistic alternative to private car use for future users and residents of the proposed development. There are local amenities and services in Chipping which could be utilised by future residents and users of the hotel.

4.3 Accessibility by Cycle

- 4.3.1 To assist in assessing the accessibility of the site by cycle, Plan 004 presents a 5km cycle catchment for the site. This distance equates to a journey time of around 25 minutes, if cycling at a leisurely speed of 12 kilometres per hour.
- 4.3.2 The 5km catchment encompasses all of chipping and a number of villages including Whitewell, Walker Fold and Hesketh Lane.
- 4.3.3 There is no cycle infrastructure in the vicinity of the site. However there are a number of roads with wide carriageways across Chipping, and as the centre of the village has a speed limit of 30mph, it is considered that the local highway network is conducive to cycling.
- 4.3.4 In conclusion, cycling is considered to be a potential alternative to private car use for future users and residents of the proposed development.

4.4 Accessibility by Public Transport

- 4.4.1 The closest bus stop lies on Church Raikie, approximately 300m from either the centre of proposed hotel and leisure development or the centre of the proposed residential development. This stop lies within the 400m suggested walking distance from the site set out in the Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Planning for Public Transport in Development'. There are 3 additional stops situated on Garstang Road, Talbot Road and Longridge

Road which are slightly further than the recommended 400m. All the stops are frequented by the following 3 services detailed in Table 4.2.

Bus Service	Journey	Peak Frequency (per hour)			
		Mon-Fri AM	Mon-Fri PM	Sat	Sun/Public Holidays
5	Clitheroe – Whalley – Ribchester – Longridge – Chipping (via Hurst Green – Knowle Green)	2 Morning Services	Every 2 Hours	Every 2 Hours	-
5A	Clitheroe – Longridge (via Hurst Green – Knowle Green)	-	1 Afternoon Service	1 Afternoon Service	-
35	Blackburn – Ribchester – Longridge – Chipping (via St Mary’s College – Pleckgate – Wilpshire – Salesbury)	Every 2 Hours	Every 2 Hours	Every 2 Hours	-

Table 4.2: Summary of Bus Services within 400m Walk of the Proposed Developments

4.4.2 The table above demonstrates that although the site is in a rural area, there are still relatively regular bus services on Mondays to Saturdays.

4.4.3 In conclusion, bus travel is considered to be a realistic alternative to private car use for future users and residents of the proposed development.

4.5 Summary

4.5.1 In summary it is considered that the site is reasonably well connected for its rural location. There are existing pedestrian linkages providing access between the proposed sites and key facilities within the centre of Chipping Village, and complementary land uses and facilities local to the development. There are existing bus services close to the proposed development.

5.0 Residential Travel Plan Initiatives

5.1 Introduction

5.1.1 Initiatives should be identified within the context of development occupation. They should be specific to the development type and relevant to the particular 'audiences' of the Travel Plan.

5.1.2 For this reason the initiatives have been spilt into 2 sections;

- Residential; and
- Hotel and Leisure.

5.1.3 This section of the FTP sets out the initiatives that could be implemented to reduce residents' dependency on the private car and encourage sustainable modes of travel.

5.2 Production of Welcome Packs

5.2.1 Welcome packs can be critical in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all residents at the development upon occupation. The contents of the welcome packs could include:

- Introduction to the TP concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Maps showing local walking / cycling routes and places of interest;
- Details of public transport services, including timetables and routes; and
- Details of the Travel Plan Co-ordinator (TPC).

5.3 Measures to Encourage Walking

5.3.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual. In order to encourage walking a number of measures will be considered:

- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian routes within and adjacent to the site;
- Information on the local pedestrian routes, including public footpaths; and
- The promotion of 'walking buddy' schemes.

5.4 Measures to Encourage Cycling

5.4.1 To encourage residents to cycle, the following measures will be considered:

- Information on the local cycle network routes made available through the previously discussed welcome packs;
- Local cycle clubs/forums to be invited to take part in travel plan promotional events to raise awareness;
- Promotion of events such as “National Bike Week”; and
- Setting up of a Bicycle User Group (BUG).

5.5 Measures to Encourage Public Transport

5.5.1 To encourage residents to use public transport, the following measures will be considered:

- Public transport information distributed as part of the previously discussed Welcome Pack showing links to local bus stops and routes of buses; and
- Limited time discount tickets could be provided in the previously discussed Welcome Packs.

5.6 Car Sharing

5.6.1 Car sharing is an effective way of reducing single occupancy car trips if a number of residents travel to the same location each day. This could be simply encouraged on an informal basis, or managed through a residents committee who could match interested people.

5.6.2 There are also private organisations which offer this same service. Users simply register details, where they are travelling to and from and whether they are offering a lift or seeking a lift. The site will search for appropriate matches. An example of this is the ‘Shared Wheels’ scheme, which has been developed to provide a free carsharing service for all those who live in and around Lancashire. It is available at: sharedwheels.liftshare.com.

5.6.3 Alongside promoting such schemes, there could also be advertisement to raise awareness of car ownership costs.

6.0 Hotel and Leisure Developments Travel Plan Initiatives

6.1 Introduction

6.1.1 This Section of the FTP sets out the initiatives that could be implemented as part of the hotel and leisure development proposals.

6.2 Production of Welcome Packs

6.2.1 Welcome Packs can be critical in influencing travel patterns and therefore it is envisaged that they will be supplied for all employees of the Hotel, and to regular users of its associated leisure facilities.

6.2.2 The contents of the Welcome Packs could include:

- Introduction to the TP concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Maps showing local walking / cycling routes and places of interest;
- Tourism information;
- Details of public transport services, including timetables and routes; and
- Details of the Travel Plan Co-ordinator (TPC).

6.3 Measures to Encourage Walking

6.3.1 In order to encourage walking a number of measures will be considered:

- Promotion of a 'walking buddy' scheme for employees;
- Information on the local pedestrian routes, including public footpaths;
- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian and cycle routes within and adjacent to the site; and
- Make information on local pedestrian routes and facilities available to employees and visitors via the telephone, the internet and printed information displayed on notice boards.

6.4 Measures to Encourage Cycling

6.4.1 To encourage employees and regular users of the associated leisure developments to cycle, the following measures will be considered:

- Information on the local cycle network routes made available to employees through the previously discussed Welcome Packs;
- Local cycle clubs/forums to be invited to take part in travel plan promotional events to raise awareness;
- Adoption of the 'Cycle2Work' tax initiative for employees;
- Setting up of a Bicycle User Group (BUG);

- Introducing cycle mileage rates for business travel;
- The provision of employee shower and changing facilities, where appropriate;
- The provision of staff lockers, where appropriate;
- The provision of a free on-site puncture repair kit for visitors and employees to use;
- Make information on local cycle routes and facilities available to employees and to visitors via the telephone, the internet and printed information displayed on notice boards.
- Provide a lift home in the event of an emergency;
- Provide reflective clothing for those wanting to cycle to/from work; and
- Cycle parking as described in Section 3 of this FTP.

6.5 Measures to Encourage Public Transport

6.5.1 To encourage access to the site by public transport, the following measures will also be implemented or considered:

- Provide up to date public transport information including timetables and contact information in the previously discussed Welcome Packs, and on staff notice boards;
- Provide a limited period introductory discount on tickets for employees using public transport;
- Provide a lift home in the event of an emergency for employees of the development; and
- Arrange for season ticket loans to be made available for employees where a monthly deduction is made from their pay packet.

6.6 Car Sharing

6.6.1 Car sharing is an effective way of reducing single occupancy car trips if a number of residents travel to the same location each day. This could be simply encouraged on an informal basis, or managed by the hotel administration staff who could match interested people.

6.6.2 There are also private organisations which offer this same service. Users simply register details, where they are travelling to and from and whether they are offering a lift or seeking a lift. The site will search for appropriate matches. An example of this is the 'Shared Wheels' scheme, which has been developed to provide a free car sharing service for all those who live in and around Lancashire. It is available at: sharedwheels.liftshare.com.

6.6.3 Alongside promoting such schemes, there could also be advertisement to raise awareness of car ownership costs.

7.0 Targets

7.1 Introduction

7.1.1 This section of the report considers targets for the TP moving forward into adoption of a Full TP.

7.2 Initial Targets

7.2.1 As the FTP accompanies an outline application, no development has been constructed and it is not possible to undertake any travel surveys. However it is possible to provide an indication of potential targets, and example targets are provided below:

Table 7.1 – Example of Potential Targets

Travel Mode	Existing Modal Split Percentage	Short Term Target Modal Shift Change	Medium Term Target Modal Shift Change	Long Term Target Modal Shift Change	PM Target Modal Shift Change
Car Driver	TBC following surveys	-2.5%	-3.5%	-4.0%	-10.0%
Public Transport		+0.5%	+1.0%	+1.0%	+2.5%
Cycle		+1.0%	+1.5%	+2.0%	+4.5%
Foot		+1.0%	+1.0%	+1.0%	+3.0%

7.2.2 The example targets above aim for a 10% reduction in single occupancy car trips, whilst aiming for a 10% increase in trips by more sustainable modes such as public transport, walking and cycling.

8.0 Management and Coordination

8.1 Introduction

8.1.1 This section of the report sets out the proposed management arrangements associated with the FTP. It also sets out the next steps with regards to converting this FTP into a Full Travel Plan.

8.2 Responsibility and Management

8.2.1 Overall responsibility for the FTP will initially lie with the site owner, until the individual elements of the site are sold to private developers.

8.2.2 Following construction and full occupation, the FTP will need to be updated to a full TP for each element of the site. This will involve the completion of travel surveys to identify travel characteristics at the sites. These surveys are usually completed within 3 months of occupation.

8.2.3 Travel surveys will be developed using national guidance, and confirmed with Lancashire County Council before distribution. The travel surveys will be completed by all site users, and will extract key travel characteristics such as:

- Post code;
- Purpose of trip;
- Mode of travel;
- Reason for mode of travel; and
- Barriers to other mode choices.

8.2.4 This information will enable analysis to be undertaken to establish final targets associated with each element of the proposals. It will also provide information on the reasons for that modal split and identify any measures that may encourage a modal shift.

8.2.5 The results of these initial surveys will be incorporated into a Full TP which will be provided to the Local Authority for consideration.

8.2.6 When the Full TP is produced, the day to day responsibility for the TP will shift from the developer to the appropriate appointed Travel Plan Coordinators (TPCs). Each TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Promoting individual measures in the TP;
- Liaising with public transport operators;
- Monitoring the TP; and

- Taking a key role in reviewing the TP.

8.2.7 A TPC will be nominated for each element of the proposals in due course.

8.3 Monitoring

8.3.1 The monitoring of travel behaviour is essential to measure progress towards the objectives outlined in the Introduction. Therefore an annual travel survey will be scheduled in order to effectively monitor the traffic impact of the developments.

8.3.2 The TPCs would arrange for travel surveys at each site commencing one year after the initial surveys and at 12 month intervals thereafter. Such future surveys should focus on establishing the on-going modal splits at the site, and do not need to be as extensive as the 'baseline' survey. As a minimum, future surveys should include a question concerning mode of travel to allow the indication of progress against mode share targets.

8.4 Annual Review

8.4.1 In order to record and communicate the progression of the TP, the TPCs should produce an annual review report and issue to the Local Authority, which should, as a minimum, include the following:

- Reporting of progress against the baseline targets;
- Provision of information relating to new initiatives introduced;
- Provision of information on proposed initiatives due for implementation; and
- Details of relevant external transport-related news (e.g. new local bus services, new local cycle infrastructure etc.).

PLANS

Drg No:

TPMA1310_001

Rev:

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Project: CHIPPING MIXED USE DEVELOPMENT

Drg Title: REGIONAL SITE LOCATION PLAN

Drawn: MF

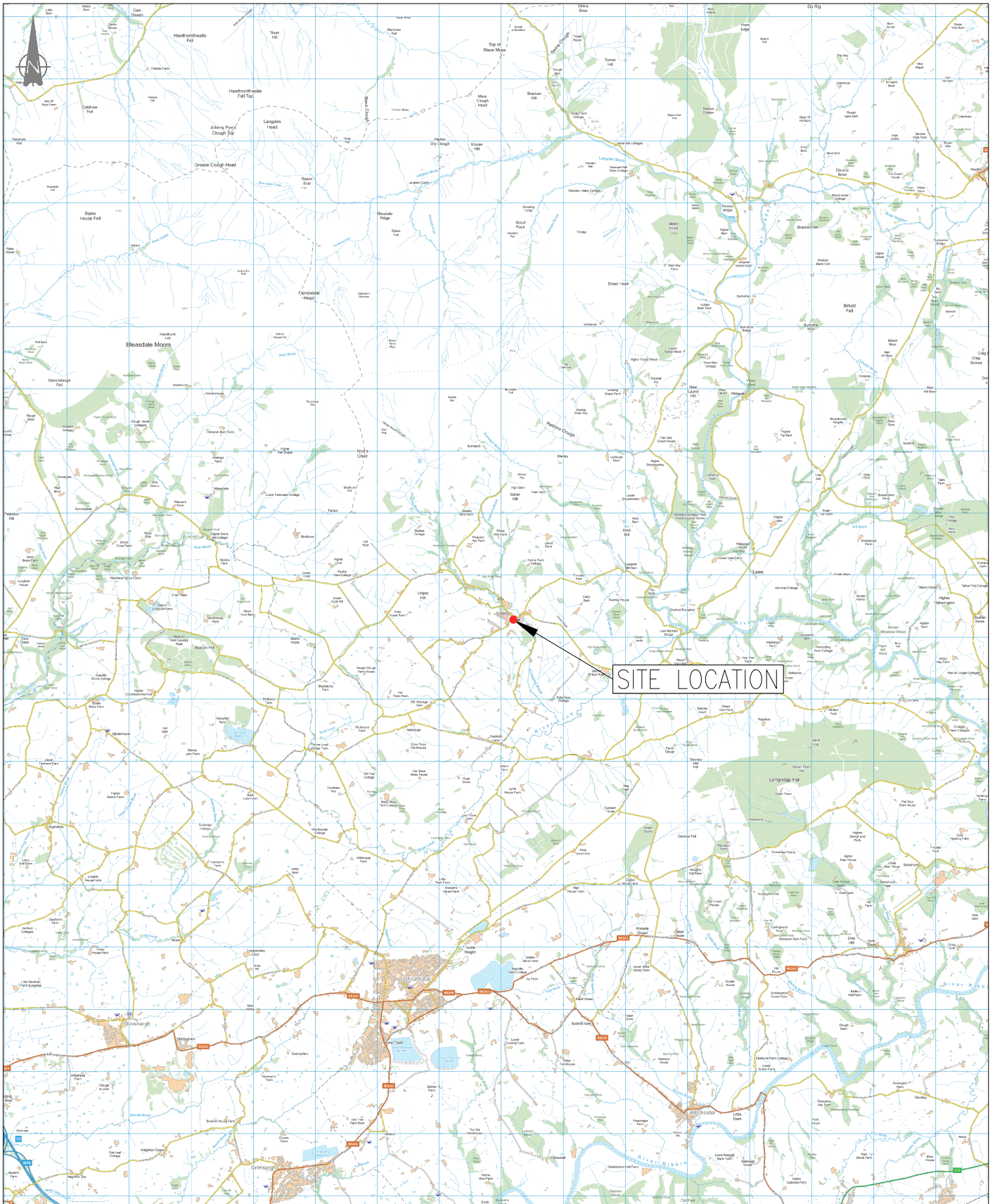
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Drg No:

TPMA1310_002

Rev:

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Project: CHIPPING MIXED USE DEVELOPMENT

Drg Title: LOCAL SITE LOCATION PLAN

Drawn: MF

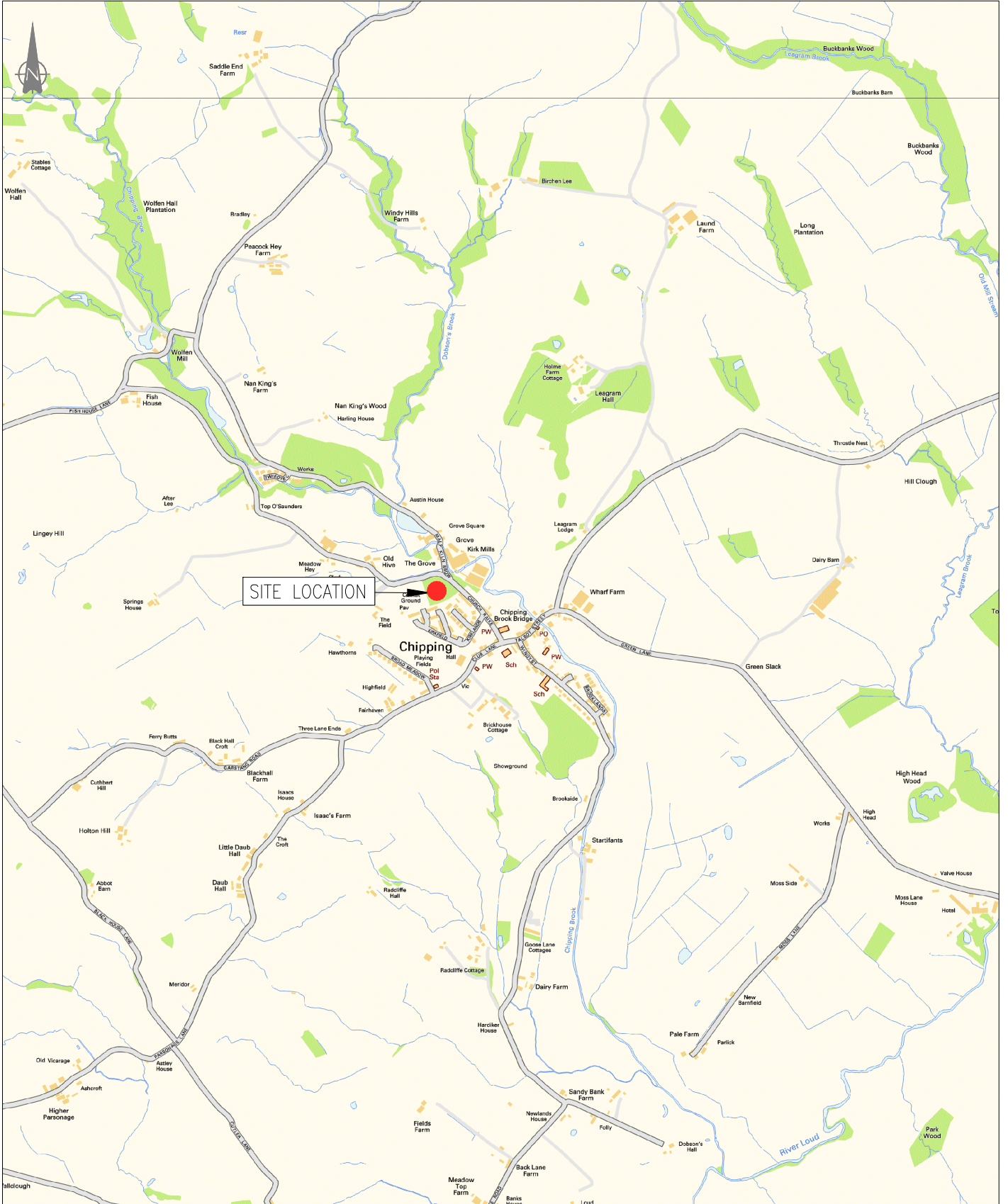
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Drg No:

TPMA1310 - 005

Rev:

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Project: CHIPPING MIXED USE DEVELOPMENT, LANCASHIRE

Drg Title: PUBLIC TRANSPORT ACCESSIBILITY

Drawn: SG

Checked: AT

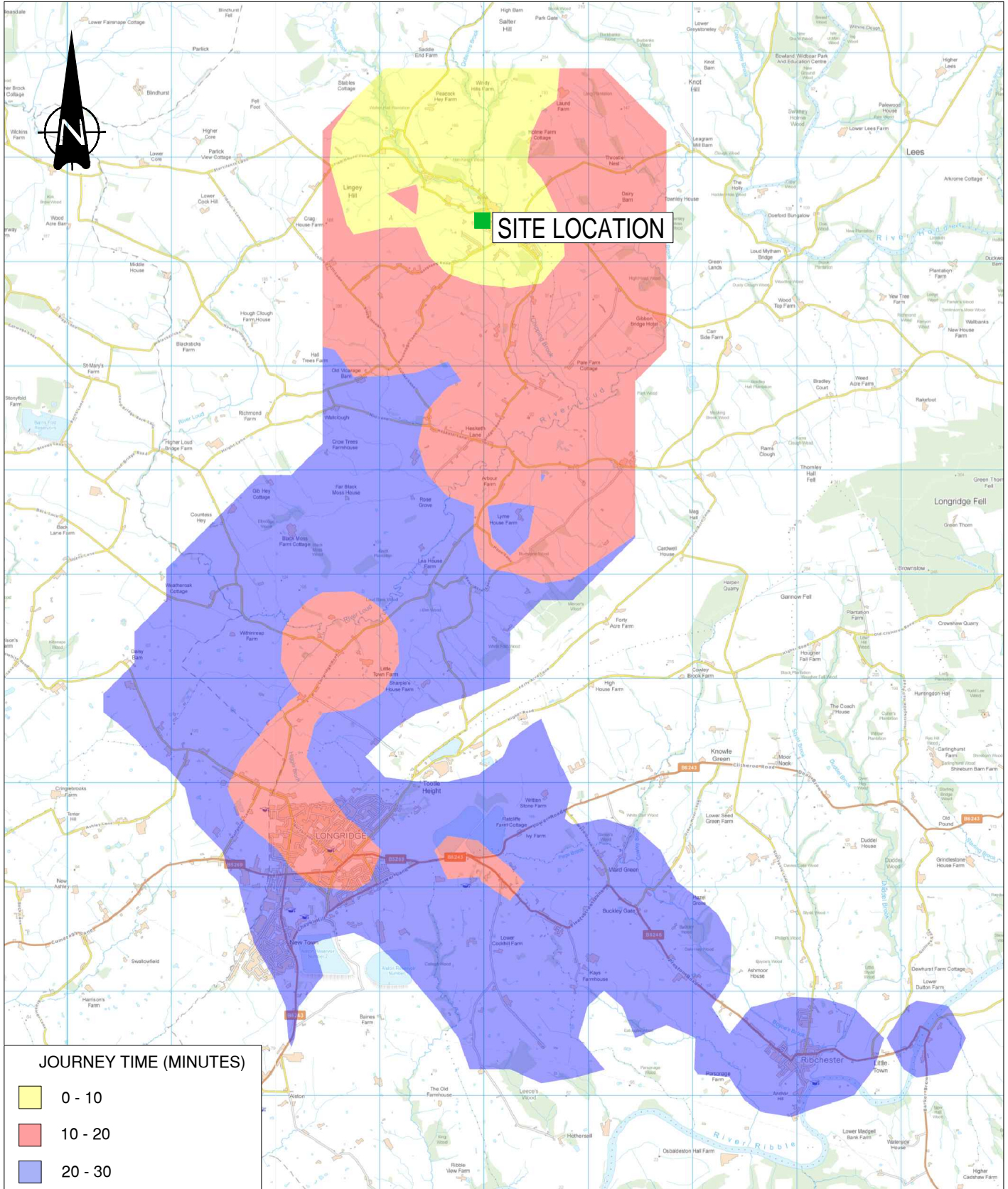
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Drg No: TPMA1310 - 004

Rev: /

Project: CHIPPING MIXED USE DEVELOPMENT, LANCASHIRE

Drg Title: CYCLE CATCHMENT PLAN

Drawn: SG

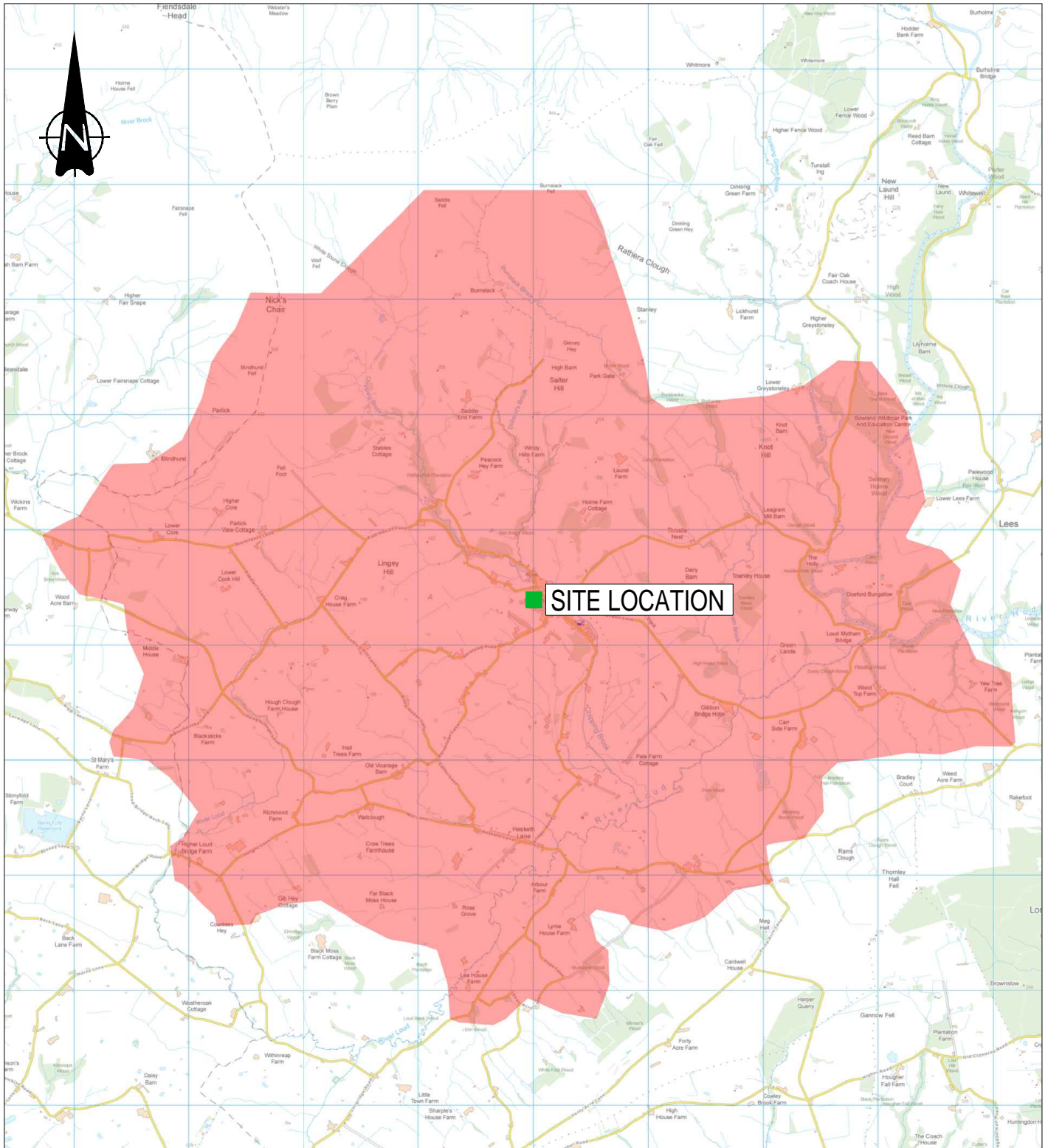
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5km CYCLE ISOCHRONE

Drg No:

TPMA1310 - 005

Rev:

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Project: CHIPPING MIXED USE DEVELOPMENT, LANCASHIRE

Drg Title: PUBLIC TRANSPORT ACCESSIBILITY

Drawn: SG

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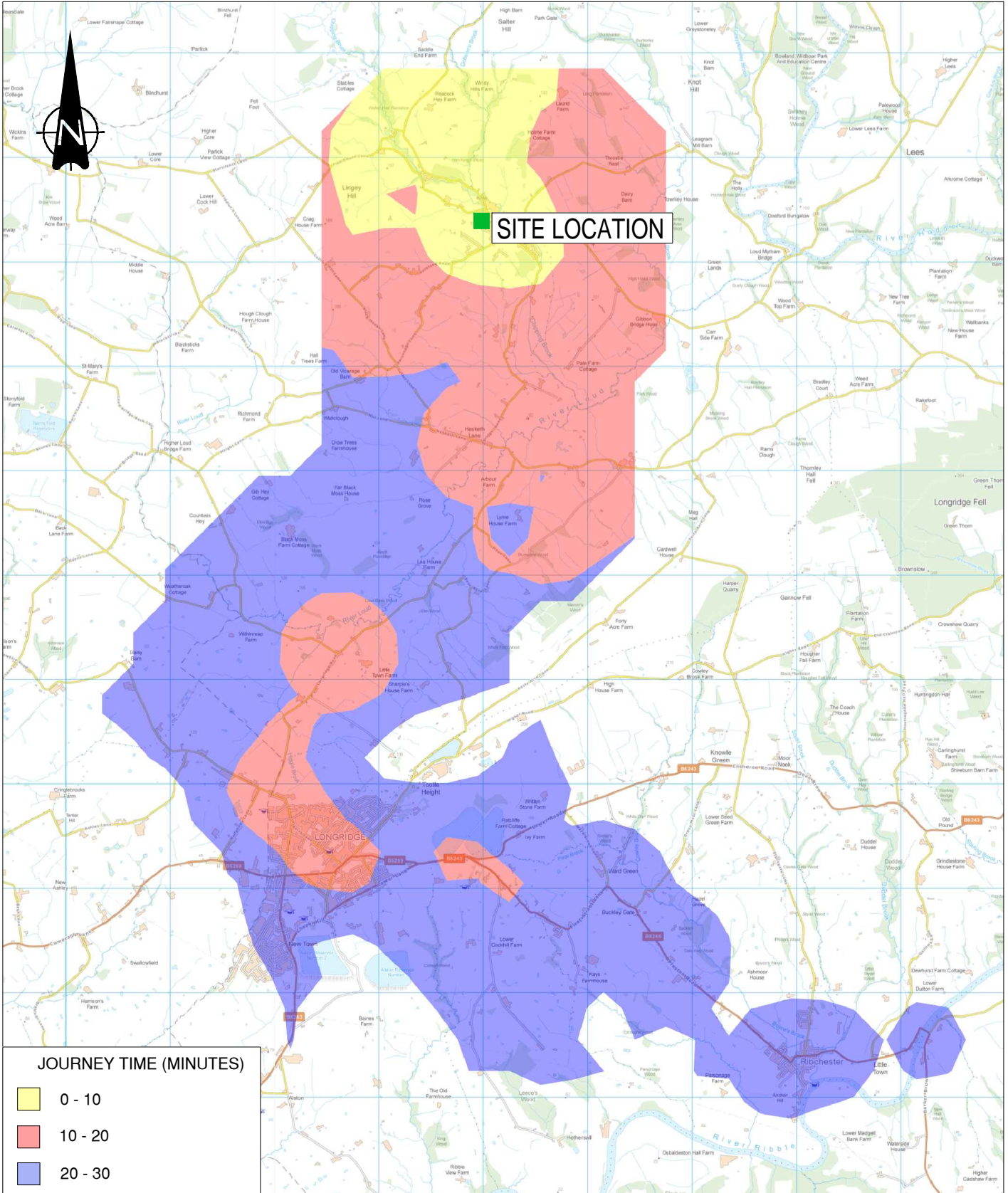
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