



Green Travel Plan

320120327

*Submitted as part of the Outline Planning Application for
Land to the east of Clitheroe Road (Lawsonsteads Farm), Whalley*

COMMERCIAL ESTATES GROUP

PROPOSED DEVELOPMENT AT
LAND EAST OF CLITHEROE ROAD
(LAWSONSTEADS)
WHALLEY, LANCASHIRE

FRAMEWORK TRAVEL PLAN

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1.0 INTRODUCTION

1.1 Background

- 1.1.1 Bryan G Hall Ltd has been commissioned by CEG Ltd to prepare a Framework Travel Plan for eventual implementation at a proposed development on an area of land known as Lawsonsteads situated to the east of Clitheroe Road, north of Whalley in Lancashire. The application is in outline with all matters reserved except the means of access for some 55 houses.
- 1.1.2 The Department for Transport in its recent report 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process', 29 April 2009, defines a Travel Plan as *"a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed"*
- 1.1.3 The report also identifies that a Framework Travel Plan is the appropriate tool for large mixed-use developments with multiple occupants or mixed land use classes. Within a Framework Travel Plan, overall outcomes, targets and indicators are joint and administered centrally. The Framework Travel Plan sets the parameters for the individual uses/elements that should then prepare their own subsidiary travel plans which are in line with the Framework Travel Plan.
- 1.1.4 This report details a proposed approach to developing and implementing a Framework Travel Plan for the Lawsonsteads development. The process and measures are illustrative of how CEG Ltd sees the Framework Travel Plan developing for the development but should not be read as the final set of proposals. The Framework Travel Plan will be very much a living document that will change as the Lawsonsteads development progresses. For the Framework Travel Plan to have a sustained effect the actions should be implemented across the whole development and owned by the eventual residents and other occupiers.
- 1.1.5 The Developer wishes to encourage everyone who visits the development whether as a resident or visitor to make sustainable travel choices and

therefore they are committed to working with the Local Planning Authority, Ribble Valley Borough Council, and the Highway Authority, Lancashire County Council, in order to realise this goal. Other bodies such as the transport operators will also be included within this process in order to deliver a transport network which will provide a sustainable travel choice.

- 1.1.6 Engagement with the Planning Authority and Highway Authority officers is crucial at this early stage to guide the process and provide detailed local knowledge on measures that will be the most successful as part of a wider package. Initial contact has been made with officers at the Planning and Highway Authorities in relation to the development of the Framework Travel Plan and this will gain momentum as the Lawsonsteads development moves forward.

1.2 Structure and Process of the Framework Travel Plan

- 1.2.1 The Framework Travel Plan is set out in the following sections:

- Planning and policy objectives;
- An understanding of the site and the proposed development;
- Travel Plan administration;
- Potential measures and their impacts; and
- Targets and monitoring.

- 1.2.2 The development will have one overarching Travel Plan policy and within this, individual Travel Plans for the different uses/occupiers will be developed to take account of the individual needs of each type of occupier. The Framework Travel Plan addresses all of the travel elements associated with the development as a whole including resident and visitor travel along with matters such as deliveries made to the site.

- 1.2.3 For the Framework Travel Plan to be effective it will be necessary to appoint a Site Travel Plan Co-ordinator (STPC) who will be responsible for the day to day development of the Framework Travel Plan. The STPC will set up a Travel Plan Steering Group prior to occupation of the site. The Steering Group will meet approximately four times a year and initially its membership will include the STPC and representatives from Ribble Valley Borough Council and

Lancashire County Council.

1.3 Overall Objectives

1.3.1 The overriding objective of the Framework Travel Plan for the Lawsonsteads development is to reduce the impact of traffic, which will be generated by residents travelling to and from the site, on the local highway network. The specific objectives set for the Framework Travel Plan are:

- To maximise opportunities for residents to travel to and from the development using transport modes other than the private car particularly when the journeys are single occupancy; and
- To be complementary to the efficient operation of the Lawsonsteads development.

1.3.2 It can be seen with reference to the following section that the stated objectives of the Framework Travel Plan are also complimentary to national, regional and local sustainable transport objectives.

2.0 PLANNING AND TRANSPORT POLICY OBJECTIVES

2.1 National Policy

- 2.1.1 In its White Paper “A New Deal for Transport”, the Government identified that the responsibility for transport problems and solutions should be shared between the private and public sectors. It identified the importance that the planning system could play in reducing the need to travel by car (particularly single occupancy journeys) by the careful planning of new developments in a sustainable manner.
- 2.1.2 The Transport Act 2000 requires all local transport authorities in England, outside London, to prepare Local Transport Plans. Whalley is covered by the Third Lancashire Local Transport Plan 2011-2021 (LTP3) and within the plan it is identified that travel plans are a key demand management tool to assist in tackling congestion.
- 2.1.3 The National Planning Policy Framework (NPPF) which was published in March 2012 states that Travel Plans are *“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed.”*
- 2.1.4 The Good Practice Guidelines: Delivering Travel Plans through the Planning Process, published April 2009, aims to help all those involved in creating and implementing travel plans, local authorities, transport and travel plan officers, developers and consultants, understand the process involved and good practise steps for achieving successful and sustainable travel plans. It states *“Travel plans can be a key tool in achieving national, regional and local objectives to manage the demand for movement and improve accessibility for everyone.”*

2.2 Regional Policy

- 2.2.1 Following a recent High Court ruling, the Regional Spatial Strategies (RSS), which were previously revoked following the establishment of the Coalition Government, have now been reinstated and remain in effect until wholly revoked by Secretary of State. The North West of England Plan was published in September 2008 and sets out the Secretary of State for

Communities and Local Government's policies in relation to the development of land within this region. It aims to guide development of land within the region over the next 15 to 20 years. The plan also embodies the Regional Transport Strategy and must be taken into account by local authorities in preparing their Local Development Frameworks and Local Transport Plans.

- 2.2.2 The Plan initially sets out its spatial principles and Policy DP5 relates to managing travel demand and states:

Manage Travel Demand; Reduce the Need to Travel, and Increase Accessibility

"Development should be located so as to reduce the need to travel, especially by car, and to enable people as far as possible to meet their needs locally. A shift to more sustainable modes of transport for both people and freight should be secured, an integrated approach to managing travel demand should be encouraged, and road safety improved.

Safe and sustainable access for all, particularly by public transport, between homes and employment and a range of services and facilities (such as retail, health, education, and leisure) should be promoted, and should influence locational choices and investment decisions.

Major growth should, as far as possible, be located in urban areas where strategic networks connect and public transport is well provided.

All new development should be genuinely accessible by public transport, walking and cycling, and priority will be given to locations where such access is already available.

In rural areas accessibility by public transport should also be a key consideration in providing services and locating new development, emphasising the role of Key Service Centres (Policy RDF2) "

2.3 Local Policy

- 2.3.1 The Transport Act 2000 requires all local transport authorities in England, outside London, to prepare Local Transport Plans. The relevant local policy documentation in the context of this Transport Assessment is the Third Lancashire Local Transport Plan (LTP3) 2011-2021.
- 2.3.2 LTP3 has identified a number of transport goals and early priorities. The priorities that have been identified complementing the wider policy framework

which seeks to increase prosperity and well-being for all communities in Lancashire. These goals are;

- To help to secure a strong economic future by making transport and travel into and between our major economic centres more effective and efficient and by improving links to neighbouring major economic areas and beyond.
- To provide all sections of the community with safe and convenient access to the services, jobs, health, leisure and educational opportunities that they need.
- To improve the accessibility, availability and affordability of transport as a contribution to the development of strong and cohesive communities.
- To create more attractive neighbourhoods by reducing the impact of transport on our quality of life and by improving our public realm.
- To reduce the carbon impact of Lancashire's transport requirements, whilst delivering sustainable value for money transport options to those who need them.
- To make walking and cycling more safe, convenient and attractive, particularly in the more disadvantaged areas of Lancashire, bringing improvements in the health of Lancashire's residents.
- In all that we do, to provide value for money by prioritising the maintenance and improvement of Lancashire's existing transport infrastructure where it can help to deliver our transport goals.

2.3.3 LTP3 has drawn up seven transport policies from these goals;

- Improving access into areas of economic growth and regeneration
- Providing better access to employment and education
- Improving people's quality of life and well-being
- Improve safety of our streets for our most vulnerable residents
- Providing safe, reliable, convenient and affordable transport alternatives to the car
- Maintaining our assets
- Reducing carbon emissions and its effects.

3.0 AN UNDERSTANDING OF THE SITE

3.1 *The Existing Situation*

- 3.1.1 Whalley is a small village settlement with existing development to both sides of the A671 Accrington Road, B6246 King Street, B6246 Station Road and Clitheroe Road. The development site, which is predominantly open grassland punctuated with existing hedgerows and trees, lies immediately to the north east of existing residential properties on the east side of the village. The overall site is some 3.8 hectares in area and includes a frontage, approximately 95.0 metres in length, with Clitheroe Road. The site is bounded to the north by open fields and a small group of residential properties, to the east by open fields and to the south and west by existing residential properties. On the opposite side of Clitheroe Road to the site frontage there are large detached residential properties with individual drives onto Clitheroe Road. The site location is shown on the plan attached at **Appendix TP1**.
- 3.1.2 Clitheroe Road links the mini roundabout junction of Brookes Lane/King Street/Station Road, some 400.0 metres south west of the development site to Whiteacre Lane situated some 1.5 kilometres north of the development site. Thereafter, to the north of Whiteacre Lane, Clitheroe Road becomes Whalley Road, which passes through the settlement of Barrow and connects with the A671 Whalley Road, some 2.8 kilometres north of the development site, by way of a major/minor priority junction with a right turn ghost island.
- 3.1.3 Along the site frontage of the development, Clitheroe Road, is single carriageway, is lit and subject to a 30mph speed limit. Clitheroe Road serves existing residential, farm and industrial development along its length and varies in width between 6.6 metres and 7.4 metres in the vicinity of the site frontage. The footway on the site side varies between 1.5 metres and 3.2 metres at its widest. Footway provision on the opposite side of the Whalley Road varies in width between 1.0 metre at its narrowest to 3.2 metres at its widest.
- 3.1.4 Clitheroe Road is a bus route with the nearest bus stop located directly on the site frontage. This bus stop is a pole only and serves buses travelling southbound on Clitheroe Road. The stop is located approximately 270.0

metres from the centre of the proposed site. A bus stop serving buses travelling northbound on Clitheroe Road is situated on the opposite side of the carriageway a further 50.0 metres south of the above stop. Public transport provision is discussed further in section 3.4 of this Framework Travel Plan.

- 3.1.5 Some 80.0 metres north of the site frontage, Clitheroe Road forms a simple priority junction with Wiswell Lane which provides vehicular and pedestrian access to Oakhill College, Oakhill Academy and scattered residential development along its length. Wiswell Lane is single carriageway, lit and subject to a 30mph speed limit. Pedestrian provision is poor with one footway, approximately 1.5 to 1.8 metres wide, provided on the south side of the carriageway which extends for approximately half the length of Wiswell Lane i.e. 275.0 metres. Some 250.0 metres north of the Clitheroe Road/Wiswell Lane priority junction, the speed limit of Clitheroe road increases to 40mph.
- 3.1.6 As previously mentioned, to the south west of the development site, Clitheroe Road becomes the B6246 King Street at its mini roundabout junction with Brookes Lane/King Street/B6246 Station Road. To the west of this mini roundabout Station Road provides vehicular and pedestrian access to Whalley Railway Station some 800.0 metres walking distance west of the centre of the development site. Public Transport is discussed further in Section 3.4 of this Framework Travel Plan.
- 3.1.7 Thereafter, Station Road passes under the Blackburn to Clitheroe Railway Line and becomes Mitton Road before continuing westward and passing under the A59. There is a zebra crossing facility on Station Road situated at the junction with Riddings Lane and Station Road, midway between the mini roundabout junction with Clitheroe Road and Whalley Railway Station. There are also bus stops on Station Road situated some 460.0 metres walking distance from the centre of the development site.
- 3.1.8 To the south of the Clitheroe Road/Brookes Lane/Station Road mini roundabout junction, King Street provides access to the village centre of Whalley some 800.0 metres south of the centre of the development site. The centre of Whalley includes facilities such as Whalley Bus Station, Whalley

Methodist Church, Whalley C of E Primary School and numerous shops, banks and public houses. Some 280.0 metres south of the above mini roundabout junction, King Street meets the mini roundabout junction of the B6246 Accrington Road/King Street which effectively forms the centre of Whalley. King Street continues southwards, passes over the River Calder and reverts back to Whalley Road at the priority junction with Moor Lane.

- 3.1.9 The entire length of King Street is subject to a high level of on street parking which is allowed, intermittently, between double yellow line Traffic Regulation Orders. The side streets of Woodlands Drive, George Street and Church Lane are also subject to high levels of on street parking, which is restricted in places by way of Traffic Regulation Orders.
- 3.1.10 To the south of Whalley village centre, Whalley Road provides a vehicular link towards the settlements of Billington, Langho, Wilpshire and Ramsgreave. Whalley Road also provides a vehicular link to Junction 31 of the M6 Motorway and the City of Blackburn via the A59.
- 3.1.11 The B6246 Accrington Road extends in an east-west direction between the mini roundabout junction with B6246 King Street, in the centre of Whalley, and the signal controlled crossroad junction of the A671 Accrington Road/Spring Wood Picnic Site. This junction provides a vehicular link south towards Junction 7 of the M65 Motorway. An alternative route for local traffic wishing to access the M65 is to utilise Wiswell Lane and its junction with the A671 Accrington Road which avoids the need to negotiate the centre of Whalley. This signal controlled junction is subject to the national speed limit (60mph for single carriageways) and the north and southbound approaches to the junction on the A671 widen to form four and three lanes respectively.
- 3.1.12 Some 850.0 metres to the north of this signal controlled junction, the A671 meets the A59 at a large three arm roundabout. This roundabout junction provides vehicular access to Clitheroe in the north and to the M6 Motorway/Blackburn in the south west. The A59 is also accessible to south-westbound local traffic via the junction of the A671 Accrington Road/Wiswell Lane which again avoids the need to negotiate the centre of Whalley.

3.2 The Proposed Development

- 3.2.1 The proposals are for a residential development comprising some 55 dwellings and a 50 bed nursing home on the 3.8 hectare site. The residential development is proposed to meet an identified need for additional future housing within the Ribble Valley.
- 3.2.2 Vehicular and cycle access into the majority of the site is proposed from Clitheroe Road by way of a simple priority controlled junction. The design speed of the junction has been assessed assuming that a 20mph zone is introduced within Whalley, as agreed within the earlier planning application.
- 3.2.3 The road network within the development will be designed to provide a permeable site layout to encourage good accessibility for all modes of travel.
- 3.2.4 To assist with pedestrian/cycle accessibility, the site layout will incorporate footways including a shared cycleway/footway.
- 3.2.5 Within the site, the network of streets will be designed to achieve a design speed of 20mph. Parking for cars, motorcycles and bicycles will be provided in line with Lancashire County Council's maximum parking standards.

3.3 Pedestrian Accessibility

- 3.3.1 The Institution of Highways and Transportation publication [2000] 'Guidelines for providing for Journeys on Foot' notes that walking accounts for over a quarter of all journeys and four-fifths of journeys less than one mile (1.6 kilometres). The Department of the Environment publication [1996] 'PPG13: A Guide to Better Practice' states that distances under 1.6 kilometres are suited to journeys on foot. Walking is also an essential part of public transport travel, bus stops usually being accessed on foot. Promoting sustainable, integrated transport involves providing good pedestrian links to public transport facilities.
- 3.3.2 The guidelines also provide 'ideal' walk distances for various trip types and advise that the 'desirable' walking distance for commuting or walking to and from school is 500.0 metres, the 'acceptable' walking distance for commuting

or walking to and from schools is 1.0 kilometre and the 'preferred maximum' walking distance is 2.0 kilometres. In terms of walking to town centres, the guidelines suggest a 'desirable' walking distance of 200.0 metres, an 'acceptable' distance of 400.0 metres and a 'preferred maximum' of 800.0 metres.

- 3.3.3 As regards walk distances to retail outlets, the IHT Guidelines suggest a 'preferred maximum' walking distance to town centres of 800.0 metres. This advice is reflected in the Department for Transport, Local Government and the Regions in conjunction with CABI published 'Better places to live: By design – A companion guide to PPG3', September 2001. This suggests that:

"Having established the site's broad setting in terms of its relationship to a city, town or village centre, a good starting point is to examine the area within 10 minutes' (about 800m) walking distance of the site. This can help to identify the range of facilities which residents may comfortably access on foot, as well as opportunities to reach more distant facilities by public transport."

- 3.3.4 The plan at **Appendix TP2** shows the 800.0 metre walk distances measured from the centre of the site. It can be seen that the entire village of Whalley falls within the 800.0 metre walk distance (up to the junction of King Street/Abbey Passage) that the Institution of Highways and Transportation publication 'Guidelines for Providing for Journeys on Foot' considers to be the 'desirable' walking distance to access facilities comfortably on foot. The plan attached at **Appendix TP2** also shows the range of facilities in the centre of Whalley within the 800.0 metre walking distance.

- 3.3.5 The existing footway provision between the site and the centre of Whalley is continuous, well lit and overlooked.

- 3.3.6 A further plan at **Appendix TP3** shows the 1600 and 2000 metre walking isochrones based on straight line distances from the centre of the site.

- 3.3.7 The location of the development site is such that it will encourage the opportunity to walk whatever the journey purpose and therefore the site can be considered as being very accessible by foot.

3.4 Public Transport Accessibility

- 3.4.1 The Department of the Environment publication [1996] 'PPG13: A Guide to Better Practice' states that for trips over 3 miles (5.0 kilometres), public transport is the main alternative mode of transport to the private car. It is recognised however that for public transport to be an attractive alternative mode of transport to the private car it needs to be easily accessible on foot. The Institution of Highways and Transportation publication [1999] 'Planning for Public Transport' recommends that residents of major new housing developments should not have to walk more than 400.0 metres (¼ mile) to their nearest bus stop but that this criterion has been hard to satisfy comprehensively and therefore it recognises that direct, frequent and easily understood services are more important than a few metres of walking distance. This principle is also applied to other land uses.
- 3.4.2 There are bus stops on Clitheroe Road within the recommended 400.0 metres walking distance from the centre of the site as shown on the plan attached at **Appendix TP4**. The bus stops located on Station Road are some 540.0 metres from the centre of the site. However, this distance will not form a barrier to those residents who wish to utilise the bus services on Station Road.
- 3.4.3 Clitheroe Road is the main public transport corridor in the vicinity of the site with Whalley Bus Station located off King Street via Station Road some 610.0 metres walking distance from the centre of the site. Whalley Bus Station offers a wide range of services. Again, it is considered that this will also be attractive to residents.
- 3.4.4 The bus stops on Clitheroe Road are currently the most frequently served with eight services stopping with a combined frequency of seven journeys per hour from these stops during peak times. The bus stops situated on Station Road provide two services with a combined frequency of one journey per hour. The buses which utilise these stops provide services to destinations such as Clitheroe and Blackburn with journey times of some 15 and 30 minutes respectively. The bus routes that operate on Clitheroe Road and Station Road are shown on the summary attached at **Appendix TP5** along with full details of the service provision throughout the week.

- 3.4.5 The Institution of Highways and Transportation publication 'Guidelines for Planning for Public Transport in Developments' March 1999 sets out that new developments should be located so that walking distances to the nearest railway station should be less than 800.0 metres.
- 3.4.6 Whalley Railway Station is located some 870.0 metres walking distance west of the site off Station Road which is above the 800.0 metre recommended walking distance. However, this distance will not form a barrier to those residents who wish to utilise the rail services.
- 3.4.7 Whalley Railway Station is managed by Northern Rail and lies on the Manchester to Blackburn and Clitheroe line. The station provides 16 car parking spaces and there are approximately two services per hour throughout the day to the above destinations. A summary of the trains serving Whalley Railway Station is also attached at Appendix **TP5**.

3.5 Cycle Accessibility

- 3.5.1 The Department of the Environment publication [1996] 'PPG13: A Guide to Better Practice' states that the bicycle is an ideal mode of transport for journeys under 8.0 kilometres. PPG13 [March 2001] states that cycling "*has clear potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport*".
- 3.5.2 A plan showing the 5.0 kilometre and 8.0 kilometre catchments is attached at **Appendix TP6**. The whole of Clitheroe and Whalley are within the 5.0 kilometre catchment area and the 8.0 kilometre catchment takes in part of Padiham along with the villages of Great Harwood, Waddington, Grindleton and Chatburn. Regional Routes 90 and 91 of the Lancashire Cycleway pass close to the site on Clitheroe Road and Station Road, and in this vicinity, there are on-road cycle routes.
- 3.5.3 It is concluded that the development site is well served by local and regional cycle routes and overall is very accessible by cycle.

4.0 TRAVEL PLAN ADMINISTRATION

4.1 *Site Travel Plan Co-ordinator (STPC)*

- 4.1.1 The developer will appoint a Management Company for the site and the role of STPC will be undertaken by a member of its staff based on site. The appointment of a STPC will commence six months prior to occupation and the appointment will remain in place for at least five years after full occupation but will continue after this period of time for as long as a Management Company remains in place. If the appointed Management Company changes, the requirement to fulfil this role will be part of any subsequent appointment. This way the STPC can implement some measures for first occupation and can monitor the Framework Travel Plan for five years after full occupation. The developer will fund this position. The STPC will be in post when the residential units are first marketed.
- 4.1.2 The STPC will be responsible for overseeing the implementation of the Framework Travel Plan based on this initial document including the promotion of its contents to prospective occupiers. The overarching Framework Travel Plan is the responsibility of the STPC. The STPC will contact Lancashire County Council to advise that work has commenced on delivering the Framework Travel Plan.
- 4.1.3 Prior to first occupation of the site, the STPC will establish a working party for the Lawsonsteads Framework Travel Plan on to which will be invited the appropriate officer from Lancashire County Council. Other bodies may be invited on to the working party in response to particular issues raised. This working party will meet approximately every three months to discuss and agree strategic travel planning matters for the site.
- 4.1.4 The STPC will take ultimate responsibility for travel planning for the whole development including carrying out the role of Residential Travel Plan Co-ordinator, will be the main point of contact with Lancashire County Council and will review all Travel Plans associated with the site. The STPC will take responsibility for all site-wide transport matters including establishing and maintaining a site car-share scheme, ensuring physical aspects of the site

support the sustainability aims of the Framework Travel Plan, and maintaining liaison with public transport operators and other statutory bodies.

4.1.5 The STPC will remain in post for at least five years after full occupation of the site but this role will continue to be part of any Management Company's responsibilities and will assume the following responsibilities:

- Carrying out the role of Residential Travel Plan Co-ordinator and producing a Residential Travel Plan for implementation, monitoring and maintaining at the residential development on site;
- Ensuring that they comply with the travel planning standards and conditions and also meets specific targets;
- Implementing, monitoring and maintaining the Framework Travel Plan which is consistent with the Lancashire County Council's guidance on Travel Plans and addresses at a minimum the issues set out in Section 5.0;
- Ensuring that annual travel surveys are produced.
- Ensuring that all residents are offered personalised travel planning and asked to take part in the annual travel surveys;
- Organising Personal Travel Planning programmes and the preparation of personalised Travel Welcome Packs and a generic Travel Welcome Pack;
- Analysing the results of the travel surveys and liaising with Lancashire County Council to discuss the results against the targets set; and
- Ensuring that targets are being met and if they are not being met, they will be addressed through agreed mitigation with Lancashire County Council.

4.1.6 After five years of full occupation the STPC will liaise with Lancashire County Council to reach agreement that the day to day responsibility for travel planning for the development will pass to the individual Travel Plan Co-ordinators working in conjunction with the appropriate officers at Lancashire County Council. The STPC will ensure that on-call support is provided for a maximum of 25 working days per annum for the development as a whole, for a further 12 months.

4.1.8 The role of the STPC will also include managing content for the Framework Travel Plan website and also any contractual agreements with organisations such as Liftshare, any car club, or any additional third party service providers associated with the site. The STPC will also manage the allocated budget for Framework Travel Plan initiatives.

4.1.9 The STPC will also act as a point of information and guidance in raising awareness of workplace travel issues through e-mails, newsletters, memos, leaflets, special activities, promotions, and reinforcing annual activities such as Leave Your Car at Home Day, National Bike Week and Green Transport Week. It would also be necessary for the STPC to act as a role model, to demonstrate it is possible to effectively travel to/from work by using sustainable modes of transport.

4.3 Funding

4.3.1 Funding is necessary to achieve the initiatives that are the basis of this Framework Travel Plan, however a specific budget has yet to be allocated at this time.

4.3.2 It is expected that approximately 50% of the available budget will be allocated for direct management of the Framework Travel Plan, including monitoring of the residential and the remaining 50% will be for materials including notice boards, high visibility clothing, umbrellas, travel welcome packs, etc. This initial budget is not expected to cover the costs of appointing the STPC.

4.3.3 Funding for any mitigation measures will be secured in the S106 by means of penalty payments should the key targets set out in Section 6.0 not be met. The penalty payments will be used to fund travel planning measures directly related to this development. The details of the additional Framework Travel Plan measures, such as car club trials, public transport ticketing, and cycle hire, will be agreed by Lancashire County Council and the Site Travel Plan Co-ordinator in order to best address the reasons for targets not being met.

5.0 TRAVEL PLAN MEASURES

5.1 General

5.1.1 The following sections outline the specific physical and administrative measures that will be introduced within the Framework Travel Plan. The package of measures will include both incentives, to encourage travel by alternative means to the private car, and disincentives, to discourage wherever possible travel by private car.

5.1.2 The detailed package of measures will be implemented and will be revised as necessary following the results of the initial travel surveys. These will incorporate measures that will have an effect in the short, medium and longer terms. Measures which can be taken forward to first occupation or shortly afterwards are identified in the next sections.

5.2 Promotion and Awareness

5.2.1 For the Framework Travel Plan to be effective, awareness and ongoing promotion is essential. CEG Limited intends to promote the Framework Travel Plan to everyone accessing the site to encourage ownership of it and also to promote it to the local community to raise its awareness that the Lawsonsteads development is committed to minimising its negative impacts on the community. The Framework Travel Plan will be promoted in a variety of ways including:

- Written media such as travel welcome packs, newsletters, leaflets and posters;
- Electronic media such as a dedicated development website and also by email;
- Spoken media through the working party meetings; and
- Other media such as special events i.e. Breakfast Clubs.

5.2.2 It is essential that early awareness is achieved, as soon as possible before any residents move on to the development. Prior to any occupation of the site, during the construction phase, the STPC will organise the creation of a Travel

Plan website. The website will include up-to-date information on public transport, links to Lancashire County Council's website and Transport Direct's journey planner. Information on car sharing and a link to the site car share database will be accessed from this website and walking and cycling maps will be available to download.

5.2.3 At the same time as the website goes live, a Travel Welcome Pack or Lawsonsteads development community guide will be produced that will contain information about the Framework Travel Plan and any other services provided to support sustainable travel. It will provide copies of the walking and cycling maps showing the location and routes to local amenities, public transport information specific to the development, details of the car share scheme and all useful contact numbers and website addresses.

5.2.4 Information on the role of STPC will be included with the invitation for a meeting to discuss personal travel needs. A copy of the guide will be placed in every new property as well as a download on the website. It is essential that the guide is available prior to any occupation of each land use so that it is provided to prospective occupiers of the residential development.

5.2.5 In addition to the induction process for prospective residents and along with provision of information, the ongoing development of the Framework Travel Plan and measures will need to be continually promoted on an ongoing basis. Means of achieving this will include:

- Regular updates to the website;
- An up-to-date public information board and the formation of community travel forums where users can meet and give feedback to the STPC;
- Community travel events such as cycle promotion days and launches of new services;
- Establishment of a Bicycle User Group; and
- Newsletter and leaflet drops.

5.3 Proposed Measures

5.3.1 The measures that will be considered for implementation when and where

appropriate prior to the occupation of the site, or in the immediate period of occupation are given in the table below along with the timescales for their implementation.

Table 5.1

Proposed Travel Plan Measures

Action	Timescale
Measures to Reduce the Impact of the Car	
Implementation of a car sharing scheme. An online database will be set up via the Lawsonsteads development website. For members who do not have access to the internet, the STPC will be available to organise appropriate shared journeys.	Before first occupation
STPC to establish whether the site can support setting up a Car Club which could also be available to the wider community.	During marketing and on occupation
Measures to Promote Walking, Cycling and Powered Two-Wheelers	
Provide safe, well lit routes within the site and adequate connection to the existing facilities.	Before first occupation
Carry out an audit of existing pedestrian routes to local facilities and provide improvements where necessary.	Before first occupation
Work in partnership with local cycle and motorcycle shops to negotiate a discount scheme on cycle, motorcycle, accessories and insurance purchases.	Before first occupation
STPC to establish whether there is a demand from residents for a Bicycle Users Group and, if so, facilitate its formation.	Within six months of occupation
STPC to organise the preparation of specific walking and cycling maps showing the location and routes to local amenities.	Before first occupation and available for marketing purposes
STPC to promote the walk sharing scheme at www.walkbudi.com .	Before first occupation
Measures to Promote Public Transport	
STPC to organise the preparation of information about routes, timetables and fares etc	Before first occupation and available for marketing purposes.
Promote online journey planning facilities such as www.transportdirect.info	Before first occupation
Carry out an audit of existing bus stop facilities and carry out improvements where necessary	Before first occupation
Consider the provision of real time bus information (if existing fleet supports this facility) in any public areas.	Before first occupation
Investigate whether improvements can be made to the linkages between the development and Whalley Railway Station.	Before first occupation
Information Provision	
STPC to arrange the production of the travel welcome packs and/or Lawsonsteads development community guide	Before first occupation and available for marketing purposes
STPC to arrange creation of the Lawsonsteads development website and provide information regarding suitable links to other websites	Before first occupation and available for marketing purposes
STPC to offer personal travel planning to all residents with suitable incentives offered as part of service	Upon occupation

- 5.3.2 The initial measures listed in Table 5.1 show the significant efforts that will be made by CEG Limited to ensure travel to and from the Lawsonsteads development will be as sustainable as possible. Introducing wide reaching measures as well as possible changes to local bus services before first occupation will have a significant impact on the level of traffic generated by the development.

6.0 TARGETS, MONITORING AND ACTIONS

6.1 *Interim Targets*

- 6.1.1 In order to determine the impacts of the Framework Travel Plan, challenging but realistic targets must be developed. Prior to any occupation of the development, the actual travel patterns of residents can be estimated from available census data. Table 6.1 below uses a target of 15% reduction in car commuter trips to show interim mode split targets for the development.

Table 6.1

Census 2001 Journey to Work Mode Share Data

Mode	Without Travel Plan		With Travel Plan		Percentage Change	
	To	From	To	From	To	From
Train	1%	1%	2%	2%	1%	1%
Bus	3%	3%	6%	6%	3%	3%
Car Driver	86%	86%	71%	71%	-15%	-15%
Motorcycle	1%	1%	3%	3%	2%	2%
Bicycle	1%	1%	6%	6%	5%	5%
Foot	8%	8%	12%	12%	4%	4%

6.2 *Specific Targets*

- 6.2.1 As well as an overarching target relating to reducing single occupancy car use for trips to and from the site, a range of supporting targets have been developed for other modes of travel. Targets should be time-bound and reviewed during the monitoring stages of the Framework and Company Travel Plans.
- 6.2.2 Table 6.2 below shows example targets based on trip rates from the Transport Assessment (submitted as part of the planning application). The table shows targets based on the 55 dwellings being fully occupied, for the implemented Framework Travel Plan to aim towards. These example targets are based on overall mode share targets for the site and adjusted year on year.

Table 6.2

Example Mode Share Targets

Mode	Predicted opening trips		Target trips within 6 months	
	55 dwellings		55 dwellings	
	Two Way		Two Way	
	AM	PM	AM	PM
Train	0	0	1	1
Bus	1	1	3	3
Car Driver	34	38	28	31
Motorcycle	1	1	1	1
Bicycle	1	1	2	3
On Foot	3	4	5	6
Total	40	45	40	45

6.3 Monitoring

- 6.3.1 Monitoring the success of the Framework Travel Plan against its own targets will be a key role of the STPC. The overall role and duties of the STPC are outlined in Section 4.1 of this initial Framework Travel Plan and it is anticipated that over the first five years of the life of the Framework Travel Plan, the STPC will commit to providing 240 man days in relation to carrying out the allotted duties and any other duties found to be necessary. A review of the time allotted to the STPC will be carried out every six months to ensure that a consistent service is provided to all occupants of the development.
- 6.3.2 In order to ensure that the STPC can undertake his/her duties satisfactorily, basic office accommodation will be made available within the development for this purpose. This accommodation will be available prior to any on-site marketing of development.
- 6.3.3 Six months after initial occupation or when occupancy has reached a level which is deemed appropriate, as agreed by the Steering Group, the STPC will undertake a travel survey of current residents. This will enable the STPC and the Steering Group to develop targets and indicators which can be measured and met by the next travel survey. The targets will be set together with the appropriate measures to support those targets. The travel survey will collect, as a minimum, the following information:
- How residents travel to and from the site and why they choose that mode/method of travel;
 - How residents travel during the working day, whether it is for business or leisure and where they need to get to;

- Where, for journey to work purposes, residents are travelling to (postcodes);
- What measures would be most effective in persuading drivers to switch to other modes; and
- What measures would be the most popular amongst different types of respondents.

6.3.4 A response rate of at least 50% should be set to ensure as many people take part in the survey as possible. Incentives will be offered to encourage people to take part and, in order to obtain as large a sample as possible, completion of the travel survey will form part of the personal travel planning process. In addition to the travel surveys, multi-modal surveys will be undertaken at all points of access and egress into the site along and other data obtained, such as:

- Take up of bicycle storage provided on site;
- Number of hits of the Travel Plan website;
- Number of people taking up the car sharing scheme; and
- Bus occupancy surveys at appropriate bus stops.

6.3.5 The results of the surveys in the form of a monitoring report will be provided to Lancashire County Council within one month of the survey results being available. Travel surveys will be undertaken annually for the first five years after the first survey is conducted. After this period an interval for future surveys will be agreed with the Highways Agency and Lancashire County Council.

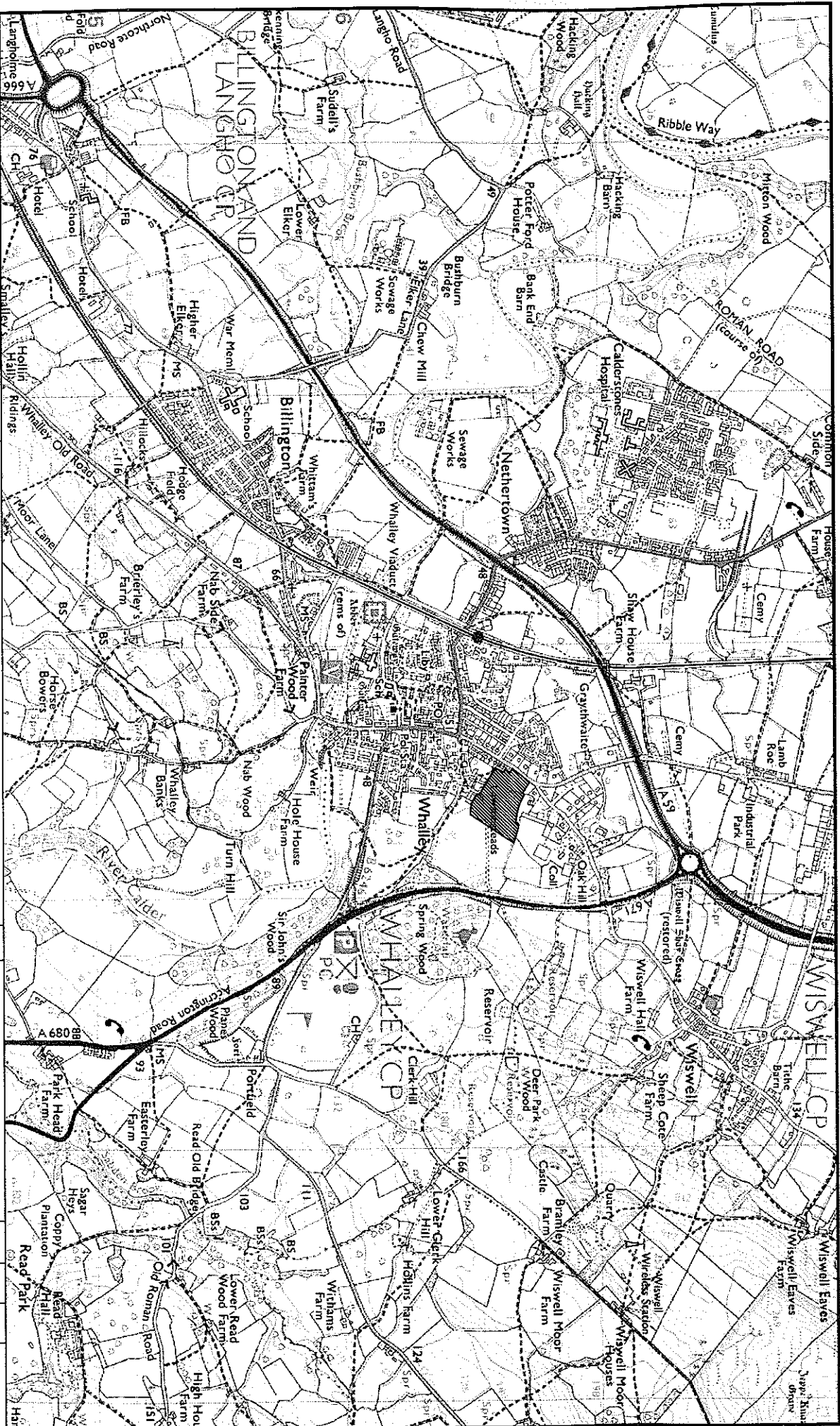
6.4 Action Timetable

- 6.4.1 This sub-section of the Framework Travel Plan sets out the timescales for delivering the initiatives outlined so far, as shown in the table below. The table also provides details of who is responsible for the initial stages of the Framework Travel Plan prior to individual Travel Plan Co-ordinators being in place and setting up their respective Travel Plans under the umbrella of the Framework Travel Plan to be developed from this initial Framework Travel Plan. Where responsibility lies with the STPC, failure to carry out any of these activities is a failure by the Owner to discharge against its obligations.

Table 6.3
Timetable and Responsibilities
for implementing the Framework Travel Plan

Initiative	Timescale	Responsibility
Appoint STPC	Three months prior to any marketing and/or six months prior to any occupation	Developer
Agree and implement initial Framework Travel Plan	Within two months of appointment	STPC
Establish Travel Plan Steering Group	Prior to any marketing and occupation	STPC
Prepare initial Residential Travel Plan	Prior to any marketing and occupation	STPC
Establish Travel Plan website	Prior to any occupation	STPC
Create Community Guide	Prior to any occupation	STPC
Set up car share database	Prior to any occupation	STPC
Set up walking buses to local primary school	Upon occupation of residential element	STPC
Set up personal travel planning meetings with residents	Upon occupation	STPC
Ensure all properties are supplied with Community Guide	Upon occupation	STPC
Conduct first travel survey	50% occupancy or within six months of first occupancy	STPC/Individual Travel Plan Co-ordinators

APPENDIX TP 1



Client
COMMERCIAL ESTATES GROUP LTD

Project
PROPOSED DEVELOPMENT
LAWSONSTEDS FARM, WHALLEY

Rev	Amendments	Date	Drawn	Chkd	Appr	Date
Scale	1:20,000 @ A4	March 2012				

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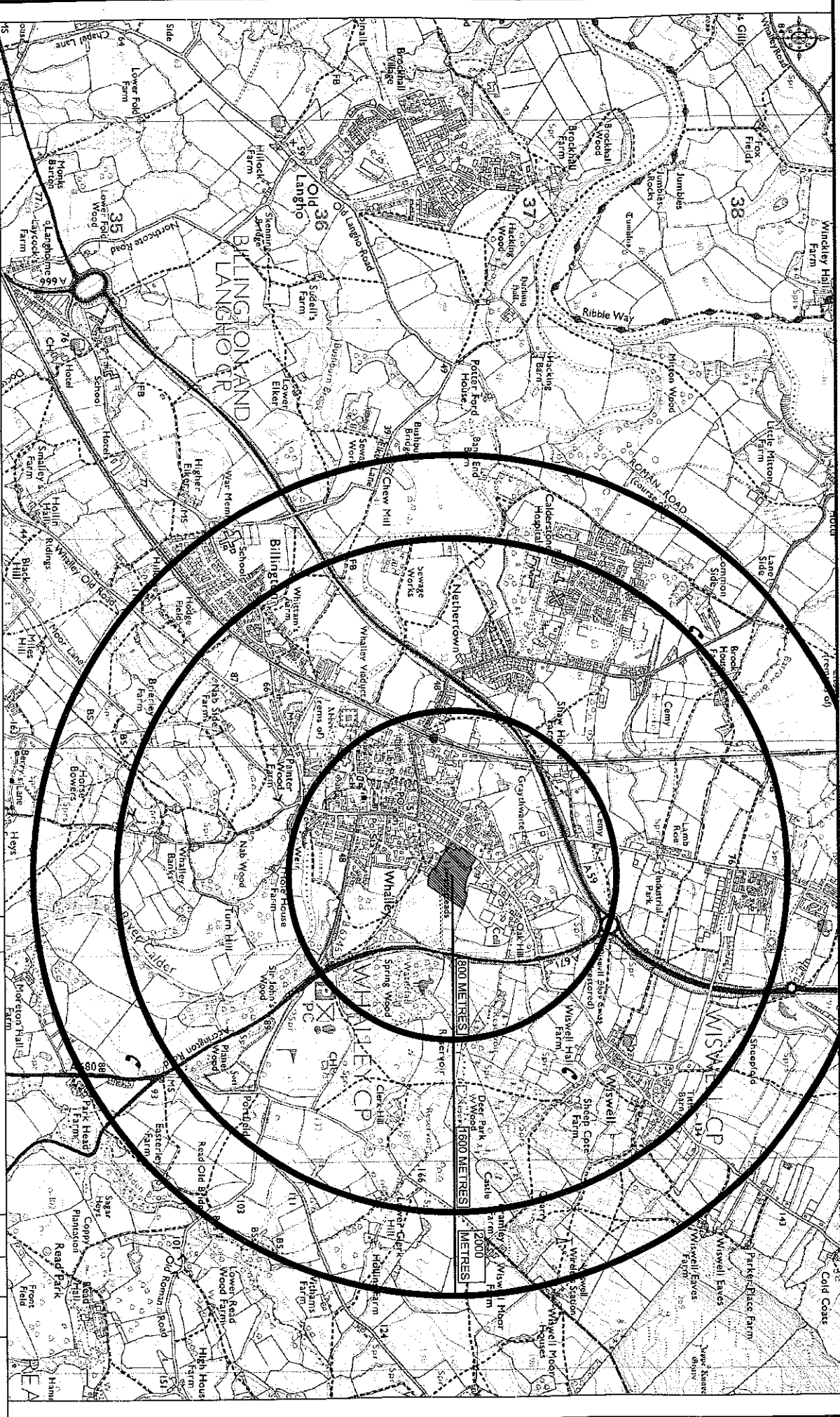
Title
SITE LOCATION PLAN

Job No	Drawing No	Rev
10/228	TP1	-

FILENAME

APPENDIX TP 2

APPENDIX TP 3



Client: COMMERCIAL ESTATES GROUP LTD

Project: PROPOSED DEVELOPMENT
LAWSONSTEADS FARM, WHALLEY

Title: 800, 1600 AND 2000 METRE
WALKING ISOCHRONES

Rev	Amendments	Date	Doc Sheet No
Scale	1:17,000 @ A3	MARCH 2012	
Drawn	AM	Checked DJP	Approved DJP
Job No	10/228	Drawing No	TP3

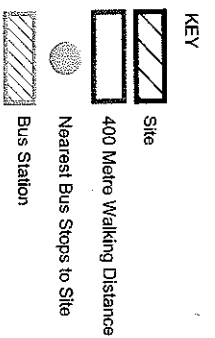
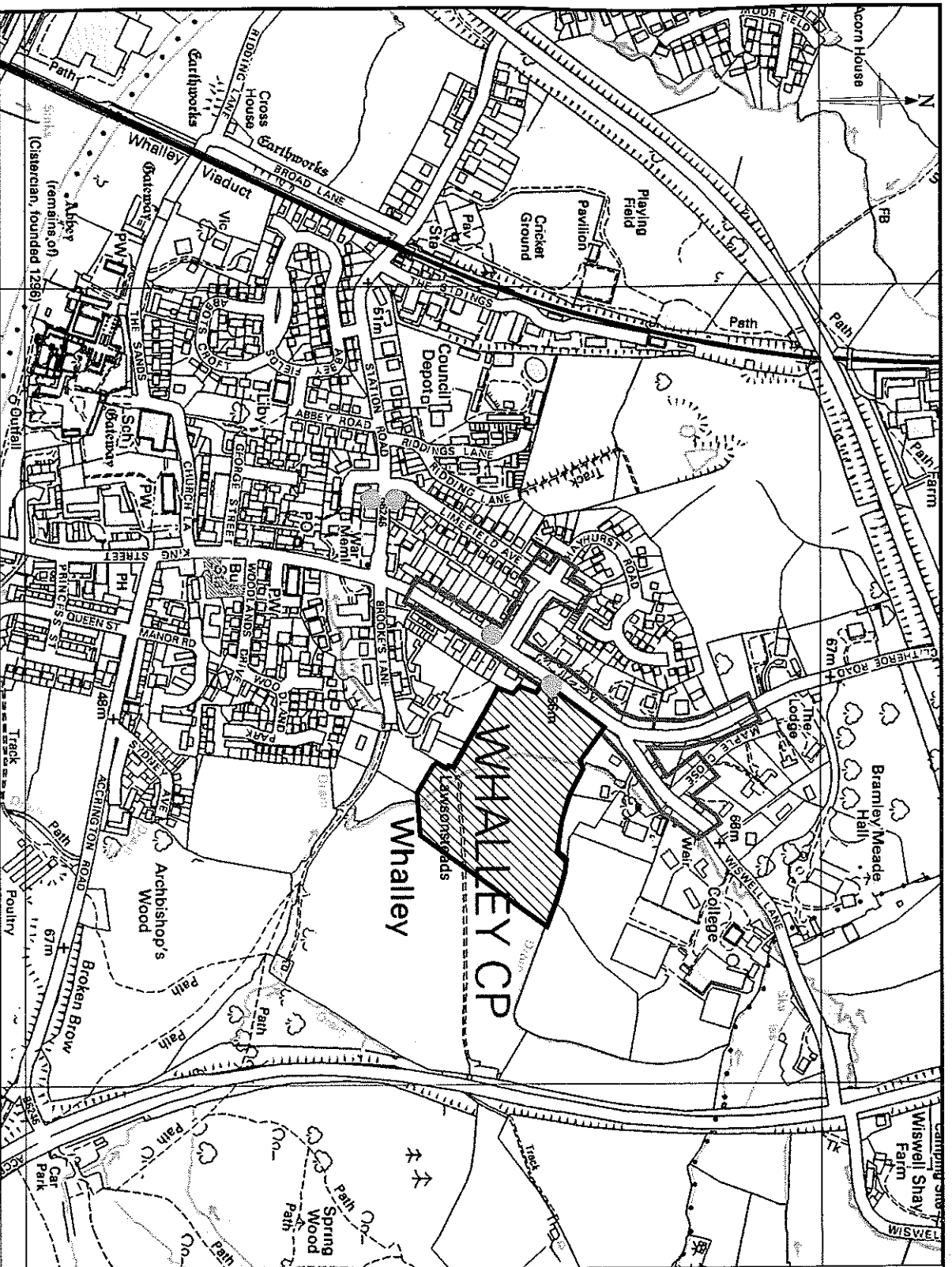
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APPENDIX TP 4



Client **COMMERCIAL ESTATES GROUP LTD**

Project **PROPOSED DEVELOPMENT
LAWSONSTEADS FARM, WHALLEY**

Rev	Amendments	Date	Drawn	Chkd	Appr	Date
1	1:5000 @ A3	MARCH 2012				

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Title **400 METRE WALKING DISTANCE TO BUS STOPS**

Drawn **AM** Checked **DJP** Approved **DJP**
Job No **10/228** Drawing No **TP4**

APPENDIX TP 5

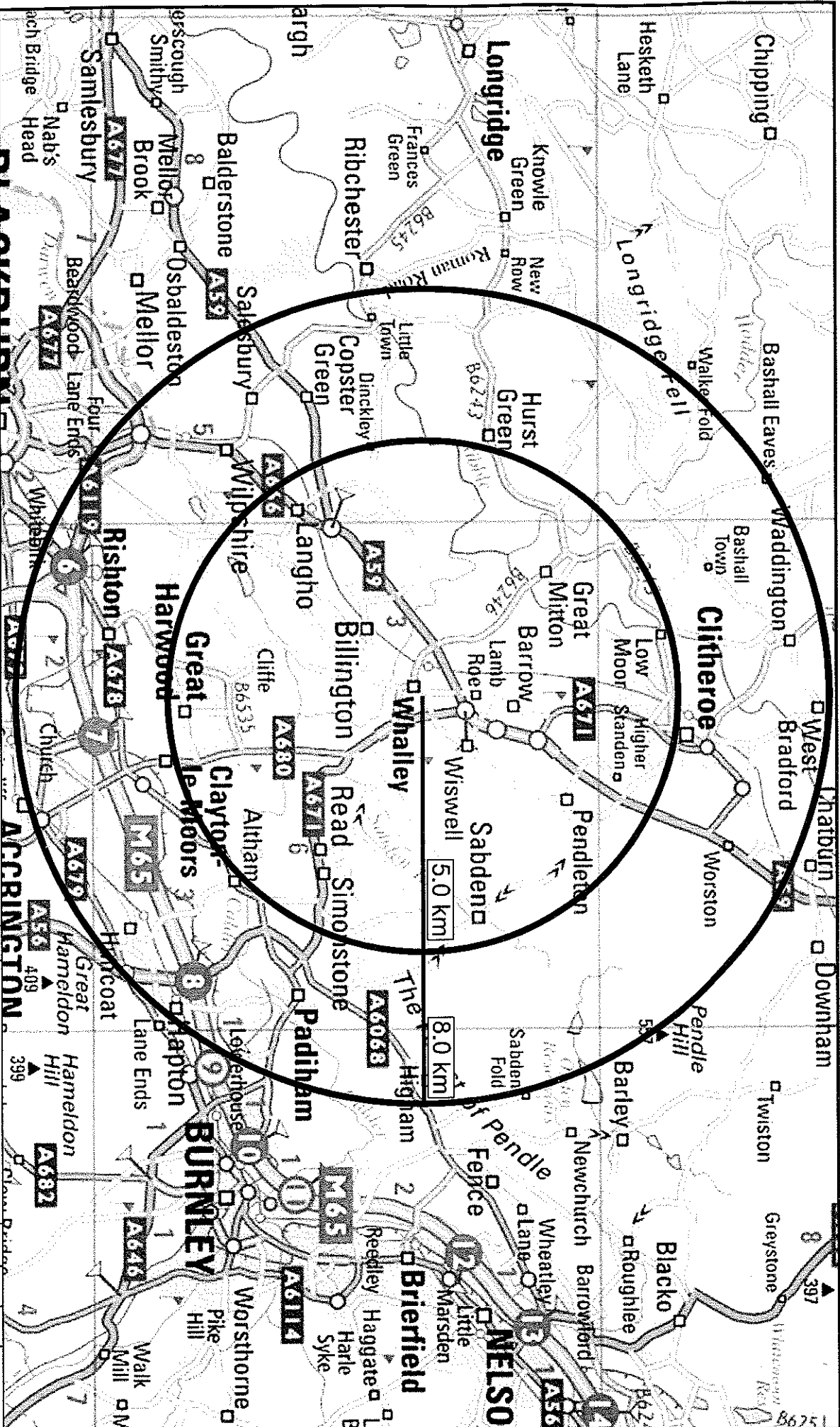
Bus Services - Clitheroe Road and Station Road

CLITHEROE ROAD					
Service	Route	Approx Frequency (Mins)			
		Monday to Friday		Saturday	Sunday
		Daytime	Evening		
26/27	Colne - Nelson - Burnley - Padiham	30	60	30	60
225	Clitheroe - Whalley - Blackburn - Bolton	30	60	30	60
231	Clitheroe - Whalley - Accrington	60	No Service	60	No Service
241	Clitheroe - Accrington - Royal - Blackburn	60	No Service	60	No Service
280/X80	Skipton - Barnoldswick - Clitheroe - Preston	60	No Service	60	No Service
STATION ROAD					
Service	Route	Approx Frequency (Mins)			
		Monday to Friday		Saturday	Sunday
		Daytime	Evening		
5	Clitheroe - Whalley - Ribchester - Longridge	120	No Service	120	No Service
C25	Clitheroe - Whalley - Brockhall - Blackburn	120	No Service	120	No Service

Rail Services - Whalley Railway Station

Route	Frequency (Mins)		
	Monday to Friday	Saturday	Sunday
Whalley - Clitheroe	60	60	60
Whalley - Manchester Victoria	60	60	60

APPENDIX TP 6



Client		COMMERCIAL ESTATES GROUP LTD	
Project		PROPOSED DEVELOPMENT LAMSONSTEADS FARM, WHALLEY	
Title		5.0 AND 8.0 KILOMETRE CYCLING ISOCHRONES	
BRYAN • G • HALL consulting civil & transportation planning engineers 1440113 245 1555 Tel: +44(0)113 254 2201 http://www.bryanghall.co.uk		Rev Scale 1:100,000 @ A4 Date MARCH 2012 Doc Sheet No	
Job No 10/228 Drawing No TP6		Date Checked DJP Approved DJP Rev	