

Report No. J087/FTP
October 2012

DTPC

**PROPOSED RESIDENTIAL DEVELOPMENT
WADDOW VIEW, LAND OFF
WADDINGTON ROAD AND BAWLANDS, CLITHEROE**

FRAMEWORK TRAVEL PLAN

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CONTROLLED DOCUMENT

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WADDINGTON ROAD AND BAWLANDS, CLITHEROE**

FRAMEWORK TRAVEL PLAN

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1. INTRODUCTION

DTPC has been appointed by Ingham and York on behalf of **'The Huntroyde Estate; Clitheroe Auction Mart Co Ltd; Mr J Taylor, Ms Sarah Howard & Ms Samantha Howard'** to provide transport and highway advice for the traffic and transportation implications associated with their planning application submission at the Waddow View area on land off Waddington Road and Castle View/Kirkmoor Road, Clitheroe.

The purpose of this report is to provide the LPA and the Local Highway Authority (LHA) with a Framework Travel Plan for the Waddow View on land off Waddington road residential development.

This FTP discusses the following issues:

- Government Planning and Transportation Policy
- Site and Local Area
- Sustainability
- Measures and Targets
- Summary & Conclusions.

This report has been prepared solely in connection with the proposed development as stated above. As such, no responsibility is accepted to any third party for all or any part of this report, or in connection with any other development

2. NATIONAL AND LOCAL POLICY GUIDANCE

2.1 National Policy

Increasing travel choice and reducing dependency on car travel is an established aim across all areas of government policy development, documents and guidance alongside addressing climate change and reducing CO₂ emissions. Travel planning to date has focused on reducing single occupancy car use to specific destinations. Recent national guidance has broadened this, outlining the potential for Residential Travel Plans and addressing trips generated from individual origins (homes) to multiple and changing destinations. The Department for Transport (DfT) also published “Smarter Choices – Changing the Way We Travel” focusing on softer education and persuasive measures which are a key element of travel plans.

National planning policy ensuring that development plans and planning application decisions contribute to delivery of development that is sustainable. It states that development should ensure environmental, social and economic objectives would be achieved together over time.

It will also contribute to global sustainability, by addressing the causes and impacts of climate change, reducing energy use and emissions by encouraging development patterns that reduce the need to travel by car and impact of transporting goods as well as in making decisions in the location and design of development.

2.2 Future of Transport 2004

2004, Department for Transport (DfT) published a long-term strategy (*Future of Transport White Paper*) which examines the factors that will shape travel and transport over the next thirty years. It sets out how the Government will respond to the increasing demand for travel, maximising the benefits of transport while minimising the negative impact on people and the environment.

Central to the strategy is the need to bring transport costs under control, the importance of shared decision making at local, regional and national levels to ensure better transport delivery, and ***improvements in the management of the network to make the most of existing capacity.***

National Planning Policy Framework

The NPPF has replaced the previous PPG13 and sets out the policy framework for sustainable development and supersedes the previous advice.

For 12 months from publication of the NPPF decision makers may continue to give full weight to relevant policies adopted since 2004 even if there is a limited degree of conflict with the NPPF. In other cases and following the 12 month period due weight should be given to relevant policies in existing plans according to their "degree of consistency" with the NPPF.

Policies in emerging plans may be given weight according to the stage of preparation of the emerging plan, the extent to which there are unresolved objections, and the degree of consistency of relevant policies in the emerging plan to the policies in the NPPF.

Abstracts are provided for reference, the ***bold italics*** are added to emphasis the key policies related to the development:

Achieving sustainable development

7 There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles:

- an economic role – ***contributing to building a strong, responsive and competitive economy***, by ensuring that sufficient land of the right type is available in the right places and at

the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;

- a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with **accessible local services that reflect the community's needs and support its health, social and cultural well-being**; and
- an environmental role – **contributing to protecting and enhancing our natural, built and historic environment**; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

The presumption in favour of sustainable development

14 At the heart of the National Planning Policy Framework **is a presumption in favour of sustainable development**, which should be seen as a golden thread running through both plan-making and decision-taking.

For decision-taking this means

- approving development proposals that accord with the development plan without delay; and
- where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
 - **any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole**; or
 - specific policies in this Framework indicate development should be restricted

Core planning principles

17 Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan-making and decision-taking.

- **encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value**;
- **actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling**, and focus significant development in locations which are or can be made sustainable; and
- take account of and support local strategies to improve health, social and **cultural wellbeing for all, and deliver sufficient community and cultural facilities** and services to meet local needs.

Promoting sustainable transport

29 Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, 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**.

32 All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

- **the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure**;

- **safe and suitable access to the site can be achieved for all people;** and
- improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. **Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.**

34 Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. However this needs to take account of policies set out elsewhere in this Framework, particularly in rural areas.

35 Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to

- accommodate the efficient delivery of goods and supplies;
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
- incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- consider the needs of people with disabilities by all modes of transport.

36 A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

37 Planning policies should aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities.

38 For larger scale residential developments in particular, planning policies should promote a mix of uses in order to provide opportunities to undertake day-to-day activities including work on site. Where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties.

39 If setting local parking standards for residential and non-residential development, local planning authorities should take into account:

- the accessibility of the development;
- the type, mix and use of development;
- the availability of and opportunities for public transport;
- local car ownership levels; and
- an overall need to reduce the use of high-emission vehicles.

40 Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.

41 Local planning authorities should identify and protect, where there is robust evidence, sites and routes which could be critical in developing infrastructure to widen transport choice.

Decision-taking

186 Local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development. The relationship between decision-taking and plan-making should be seamless, translating plans into high quality development on the ground.

187 **Local planning authorities should look for solutions rather than problems**, and decision-takers at every level should seek to approve applications for sustainable development where possible. **Local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area.**

2.3 Regional and Local Policies

Regional Spatial Strategy (RSS) for the North West forms current statutory regional planning guidance. The development and implementation of travel plans support Policies DP5 of the RSS “Manage Travel Demand; reduce the need to travel, and Increase Accessibility” and DP6 “Marry Opportunity and Need”.

The preparation and implementation of travel plans is also supported by the Transport Chapter in North West Regional Spatial Strategy "Connecting People and Places" particularly through the following specific policies :

RT1 – Integrated Transport Networks,
RT2 – Managing Travel Demand,
RT9 – Walking and Cycling.

2.4 Ribble Valley Local Plan and Core Strategy Consultation Transport Criteria

The Ribble Valley Plan Sets out detailed policies and specific proposals for the development and use of land in the area. The current Local Plans was adopted by the Council in 1998 and is currently undergoing review.

A number of policies have been “saved” under the Local Development Framework. Policy T1 ‘Development Proposals’ in the Local Plan has the same criteria as the “Key Statement DMG3” Transport and Mobility in Appendix 4 of the Core Strategy Consultation document. It states that the local planning authority will attach considerable weight to these criteria when making decisions on the development proposals.

The eight points of the criteria are set out below.

- 1: The availability and adequacy of public transport to serve those moving to and from the development.
- 2: The relationship of the site to primary route network:
- 3: The provision made for access to the development by pedestrian, cyclist and those with reduced mobility.
- 4: Proposals which promote development with the existing developed areas at locations which are highly accessible by means other than the private car.
- 5: Proposals which locate major generators of travel demand in existing centres which are highly accessible by means other than the private car.
- 6: Proposals which strengthen existing town and village centres which offer a range of everyday community shopping and employment opportunities by protecting and enhancing their visibility.
- 7: Proposals which locate developments in areas which maintain and improve choice for people to walk, cycle or catch public transport rather than drive between homes and facilities which they need to visit regularly.
- 8: Proposals which limit parking provision for developments and other on or off street parking provision to discourage reliance on the car for work and other journeys where there are effective alternatives.

The Ribble Valley Core Strategy Consultation Document and the Local Plan both state that the local planning authority will attach considerable weight to these criteria when making decisions on development proposals.

Subsequent chapters of this report describe the development proposals and surrounding existing facilities such as pedestrian footways, public transport services, cycle ways etc and sets out the development proposals comply with the guidelines and policies detailed above.

2.5 Delivering Travel Plans through the Planning Process

This guidance published in 2009 by the DFT sets out how the Travel Plan should be sought through the planning process. Travel plans are, it states “an important tool for delivering sustainable access to new development”. The guidelines are intended to set out best practice that can be taken to produce “high quality robust travel plans”.

Suggested targets for travel plans relate to the non car trips and car sharing, during weekday and peak hours. Indicators measure success against the number of trips per employee or customer per day per mode.

The following chapters of this report will show that the proposed development is compliant with local and national policy in this respect.

3. WHAT IS A TRAVEL PLAN

3.1 What is a Travel Plan?

A Travel Plan is a strategy to more sustainably manage the number and type of trips generated by a development site thus reducing the need to travel in the first place.

National planning policy states that single occupant car trips are unsustainable, and should be mitigated wherever possible in favour of trips by walking, cycling or public transport.

A Travel Plan achieves this by raising awareness of available alternative transport modes, and offering incentives to site users to make the switch away from car journeys. It is important for a development to take responsibility for the impact of the vehicle trips that it generates on the local highway network and surrounding environment.

A Travel Plan provides a robust evaluation tool to ensure that developments are achieving gains in environmental sustainability, and are more efficiently managing the demand for travel to and from the site. This will benefit to all parties involved – public, private and community.

The key objectives of the travel plan will be to include policies which reduce the dependency on single occupancy car trips to and from the site thus meeting the access needs of occupants and staff in a new way and require partnerships between developers, local authorities, local communities and new residents.

3.2 How the Travel Plan accords with planning policy

The Site Travel Plan will need to accord with national and local planning policy related to the development of softer-transport measures and sustainable travel objectives.

The Department for Transport (DfT) published the report, “**Using The Planning Process To Secure Travel Plans, Best Practice Guide**” in 2002, which set out government policy on travel plans and how they are to be implemented and secured through the planning process.

Of recent importance was the publication of the DfT’s policy document in 2005 - ‘**Making Residential Travel Plans Work**’ with the latest guidance contained in ‘**The essential guide to travel planning**’ issued in 2008. These attempts to create a one-stop policy approach in developing practical measures which can more effectively attempt to manage the demand for transport in an increasingly environmentally sustainable and economically cost-effective manner.

All the measures put forward should be integrated into the design, marketing and occupation of the site. In addition parking restraint is often crucial to the success of the plan in reducing car use, responsible car use rather than ownership is seen as the key factor.



Travel Plan Triangle

3.3 Aims and Objectives of a Travel Plan

The Aims and Objectives of the Travel Planning process are to:

“Reduce the number of car borne trips particularly single occupancy trips on the network from the site to a significantly lower level than predicated within the Transport Assessment and to encourage residents and visitors to travel by sustainable modes of transport”.

As the site provides no onsite parking setting non car targets is clearly unnecessary, the key area will be the management of the residents and visitors.

The targets should be SMART:-

*A statement of intent (the objectives) including a series of qualitative and quantitative **SMART** Travel Plan targets (**S**ustainable, **M**easurable, **A**ccessible, **R**ealistic, **T**ime sensitive);
 An assessment of the current problems/issues for the given ‘target group’;
 An action plan of measures intended to address these issues and move toward attainment of the targets including a marketing and promotion strategy;
 A monitoring and review element to ensure it remains a ‘living’ document.*

The aims and objectives of this Travel Plan accord with the sustainable development aspirations, and the management/operational objectives of **residential developers**.

3.4 Aims and Objectives of a Travel Plan

The Aims and Objectives of the Travel Planning process are to:

1. Maximise the sustainability of trips to/from the site for all site users (namely the staff and visitors);
2. Increase awareness amongst site users of the alternative travel options from first occupation;

The aims and objectives of this Travel Plan accord with the sustainable development aspirations, and the management/operational objectives of the residential developer.

3.5 How will the Travel Plan be managed?

This Travel Plan has been prepared in support of a detailed planning application. As the site has a known occupier the key management will be via on site management and the TPC for the site.

3.6 Implementation of the Travel Plan

On the finalisation of the Travel Plan (following approval by the Travel Plan Officer at LCC the document will be launched by the nominated Site Travel Plan Co-ordinator on behalf of **the residential developer**

They will be task to deliver guidance to enable a promotion and awareness campaign will be launched encouraging residents to review their journeys to and from site, and to consider the provision of accessible transport alternatives.

The TPC will be responsible for developing and managing the Travel Plan. This will involve undertaking the surveys; target setting; identification and implementation of the detailed measures; marketing; monitoring and reporting to LCC.

To maximise success of the Travel Plan it is important that they are initiated from first occupation of the development. Where possible, the TPC should be appointed prior to the new units becoming available. If this is not possible, the TPC will be appointed and take the role up on occupation.

4. FRAMEWORK TRAVEL PLAN STRUCTURE AND PROCESS

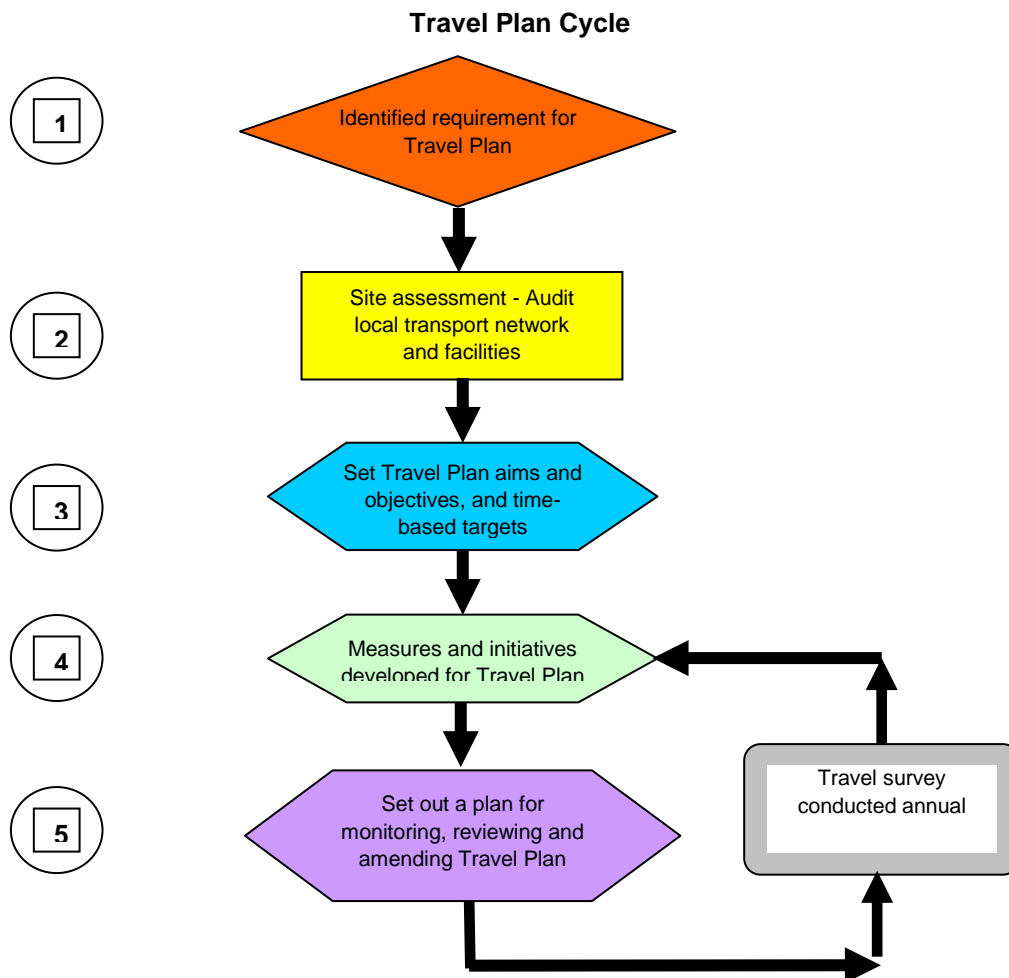
4.1 Development of a Travel Plan

A Travel Plan operates cyclically by implementing a set of measures and then regularly evaluating and checking the effectiveness of these measures through a process of review and amendment.

Information on travel patterns and traveller opinion is collated and assessed through a multi-user travel survey. This process is used to establish the baseline travel situation for the site. The Travel Plan objectives incorporate national, regional and local planning policy. The Travel Plan allows a package of objectives, targets and measures to be constructed.

At distinct points through the Travel Plan cycle, measures will be actioned and their effectiveness explored through annual post-completion site user travel surveys. The Travel Plan will be annually reviewed by LCC Travel Plan Co-ordinator and the appointed Travel Plan advisor, and necessary amendments made, so that the cycle may begin again with a fresh set of targets and measures. Through this process, the Travel Plan will evolve and become more tailored to the site.

A typical Travel Plan cycle comprises of the components outlined below.





Local setting

5.2 Local Highway Provision

Northerly side of phase 2 - All the roads in the area are of a standard carriageway width appropriate for their usage, with footpaths and street lighting. They serve primarily a residential catchment supported by local services/retail units in the town centre.

From local knowledge and site observation the area has a typical traffic flow characteristic associated with an urban area i.e. distinct AM and PM flow periods.

A photographic record of the local access and setting is provided below for future reference



Chester Avenue approach and exit from car park link

Clearly Chester Road has a parked cars on both side which affect the free flow of traffic, although the flows are lower than the main road traffic.



Chester Avenue sight lines

At its junction with Waddington road cars are parked very close to the radii making it difficult on occasion to turn in and out.



Railway New Rd/Waddington Road junction

Railway New Road has good sight lines in each direction, the bend constrains speeds in the area.



Waddington Rd to and from town centre

The pedestrian refuge is narrow and is not intended for pedestrians



Milton Avenue sight lines with Waddington road



Milton Avenue approach



Milton Avenue view along rear access.

From Milton Avenue the road falls away to the north leaving the 20 mph zone and bends to the right near to the cemetery.



20 mph zone end



Views on approach to site access location in a southerly direction



Sight lines to left and right from access area.

Southerly side of phase 2 – The adjacent area is largely residential in nature with various sections of highway that eventually connect to the wider network at the Bawdlands/Parson Lane junction.

The majority of the Phase 2 areas southerly boundary is along the Back Commons frontage, this is a single track lane with passing areas giving access to a limited number of residential properties.

It has tarmac surfacing for the first 200 m where it turns through 90 degrees and then becomes an un-surfaced track.



Back Commons unmaded and tarmaced sections

As Back Commons approaches the main residential area it curves to the right. The location has the first field gate which gives access to the site and the start of a definitive footpath route that runs across the site.



Back Commons and field access

The route widens as it forms the flank frontage of two properties, it then joins the adopted highway network.



Back Commons/adopted network connection

Back Commons leads into Kirkmoor Road. From Kirkmoor Close to Kirkmoor Road the road section is narrower than the majority of the road.



Narrow section

From the limit of the slightly narrow section the road widens and forms a straight length of road leading to a junction with a small un named cul de sac where it turns 90 degrees westward.



Junction with un named cul de sac

The road is again straight with residential properties on either side; it changes its name to Castle View prior to the junction with Bawdlands.



View along Kirkmoor Road leading to Castle View

Castle View has residential properties along its northerly side only. The approach to the junction has a footpath on one side leading to the town centre area.



Approach to Bawdlands Junction



Sight lines at the Bawdlands junction

The main road leading towards the centre crosses a rail line via a bridge which is narrower than the approaching sections and also has a narrow footway protected by bollards.



Narrow section across bridge area

The narrow section across the bridge is not signed in advance and some crossing of the centre line takes place.

6. EXISTING SUSTAINABLE TRAVEL OPTIONS TO THE SITE

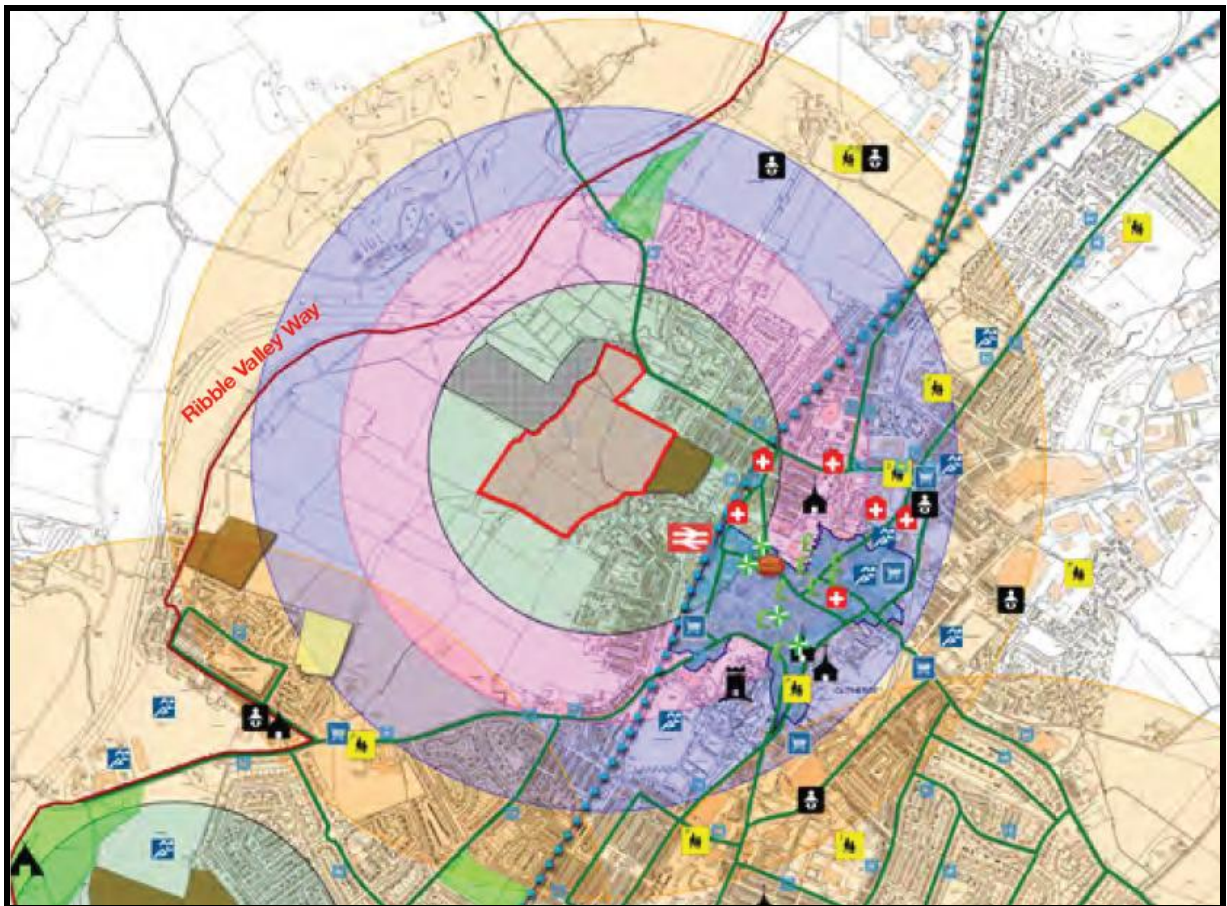
It is important to recognise that national Government guidance encourages accessibility to new developments by non-car travel modes. New proposals should attempt to influence the mode of travel to the development in terms of gaining a shift in modal split towards non car modes, thus assisting in meeting the aspirations of current national and local planning policy.

The accessibility of the proposed development sites by the following modes of transport has, therefore, been considered:

1. Accessibility on foot;
2. Accessibility by cycle;
3. Accessibility by public transport;

6.1 Amenities

In addition to the town centre which is located some 5 minute walk away from the site the area also offers, the following is abstracted from the DAS:



Facilities



6.2 Walking

The proposed development site is located within an existing urban area with a range of local land uses, services and facilities.

The sites highly sustainable location means that the following amenities and places of employment are located within a maximum 30 minute walk from the site as shown on the diagram.

Zone 1 Green, 400m/5minute walk – this zone has the following attractions bus and rail stations, food store, 2 doctors/dentist/health care and 15% of town centre area.

Zone 2 Pink, 600m/7 minute walk – this zone has the additional attractions to zone 1 of the market, post office, 55% more of the town centre, 8 banks/building societies, place of worship, 3 pharmacies, doctor/dentist/health care

Zone 3 Purple, 800/9.5min walk – this zone has the additional attractions to zone 1 and 2 of 3 doctors/dentist/health care, 2 places of worship, 2 nurseries, 4 sports facilities, 3 food stores, 3 primary schools, 1 senior school, the remainder of the town centre.

Zone 4 Orange, 1000m/15minute walk – this zone has the additional attractions to zone 1 to 3 of 4 nurseries, 1 food store, 3 primary schools, place of worship, senior school, 2 sports facilities

Zone 5 White, 2km/30 minute walk – this zone has the additional attractions to zone 1 to 4 i.e. all of Clitheroe including the employment sites.

The plan overleaf shows the existing adopted and PROW in dotted routes along with the suggested internal routes to show how they integrate.



Walking Routes to and from site

Waddington Road side routes into town centre



Pedestrian route to/from rail station and town centre



View from Railway View Rd to underpass and refuge



Pedestrian route to bus station, shared area undefined



View to underpass and refuge to bus station frontage



The route along the side of the site towards Chester Road is unadopted but has public rights of way for vehicles, cycles and pedestrians. It has a footpath along the east side along the flank frontage of the houses. This is a flag footpath and is reasonably well maintained.

At a site inspection in August the route was being used by a group of walkers as shown overleaf.



The detailed photos show that the footpath is fit for purpose as a PROW.



Castle View side routes into town centre

The majority of the Phase 2 areas southerly boundary is along the Back Commons frontage, this is a single track lane with passing areas giving access to a limited number of residential properties.



Back Commons unmaded and tarmaced sections

As Back Commons approaches the main residential area it curves to the right. The location has the first field gate which gives access to the site and the start of a definitive footpath route that runs across the site.



Back Commons and field access

The route widens as it forms the flank frontage of two properties, it then joins the adopted highway network.



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Narrow section

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Junction with un named cul de sac



Kirkmoor Road leading to Chester Road



Chester Road pedestrian only link



Castle View route to rail station and the town centre underpass.

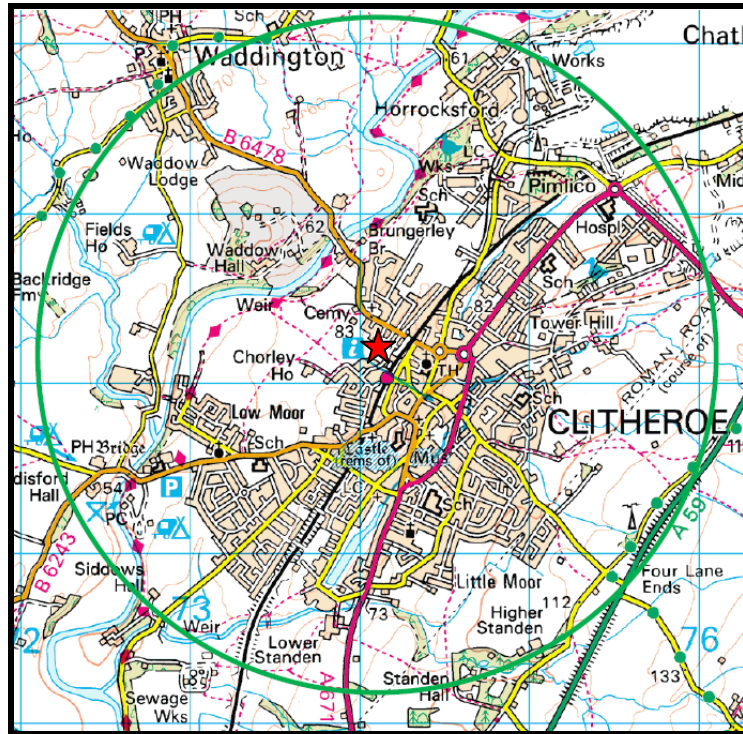
The CIHT report provides guidance about journeys on foot. It does not provide a definitive view on distances, but does suggest a preferred maximum distance of 2000m for walk commuting trips.

This is supported by the now superseded PPG 13 and the National Travel Survey which suggests that most walking distances are within 1.6km thus accepted guidance states that walking is the most important mode of travel at the local level supporting the above statement.

The DfT identify that 78% of walk trips are less than 1km in length, (DfT Transport Statistics GB).

For the key urban areas a 400m desirable distance to bus stops based on urban studies corresponds to a walk time of 5 minutes, based upon typical normal walking speed, the site lies within this distance.

The pedestrian catchment area for the proposed development site extends to cover the neighbouring settlements indicated by the green circle for the 2km distances.



2 km walk catchment

As set out in the amenities section the 0.8 km walk catchment also extends to cover the town centre and employment zone. There are, therefore, significant opportunities for residents to access a range of shopping, employment, leisure, and service facilities on foot.

Additionally the 800m distance covers the full site connecting to the rail station, this gives the residents the best potential to use the rail network for employment trips rather than a car, this supports the local demographics that the town has approx 39% employment to the west/SW and these areas are accessible by train/walk.

Clearly, there is also potential for walking to form part of a longer journey for residents via the bus services. There are existing pedestrian routes in the vicinity of the site that will assist the accessibility of the site for pedestrians.

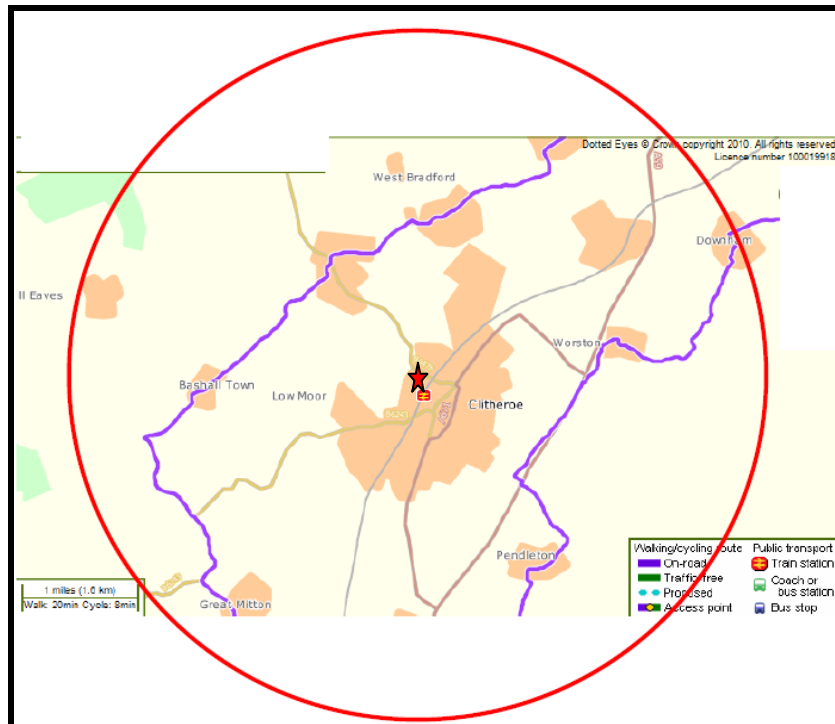
In conclusion, the proposed application site can be considered as being highly accessible on foot.

6.3 Cycling

Historic Guidance and perceived good practice suggests: “Cycling also has potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport” The CIHT guidance ‘Cycle Friendly Infrastructure’ (2004) states that: “Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person.” (para 2.3)

The National Travel Survey NTS (undertaken annually by the DfT) has identified that bicycle use depends on topography, but a mean distance of between 5 – 10 kilometres is considered a reasonable travel distance between home and workplace. For the purposes of this report the national guidance of 5km has been used.

The red circle on the figure below indicates the 5 km distance clearly the 10km distance will cover a substantial area.



5km Cycle Catchment

The plan shows that a number of the smaller adjacent villages are within the 5km cycling distance a journey of around 25 minutes using a leisurely cycle speed of 12 kilometres per hour of the site. The 10km distance would allow cycle connection to the outskirts of Blackburn and Padiham.

Therefore, there are a wide variety of residential areas, schools, shops, and other leisure and service facilities associated with a rural within the cycle catchment area that can be accessed.

In conclusion, the proposed application site can be considered as being highly accessible by cycle.

6.4 Travel by public transport

An effective public transport system is essential in providing good accessibility for large parts of the population to opportunities for work, education, shopping, leisure and healthcare in the town and beyond.

The CIHT 'Guidelines for Planning for Public Transport in Developments' (March 1999) set out that, in considering public transport provision for development, three questions need to be addressed:

“What is the existing situation with respect to public transport provision in and around the development?

What transport provision is required to ensure that the proposed development meets national and local transport policy objectives?

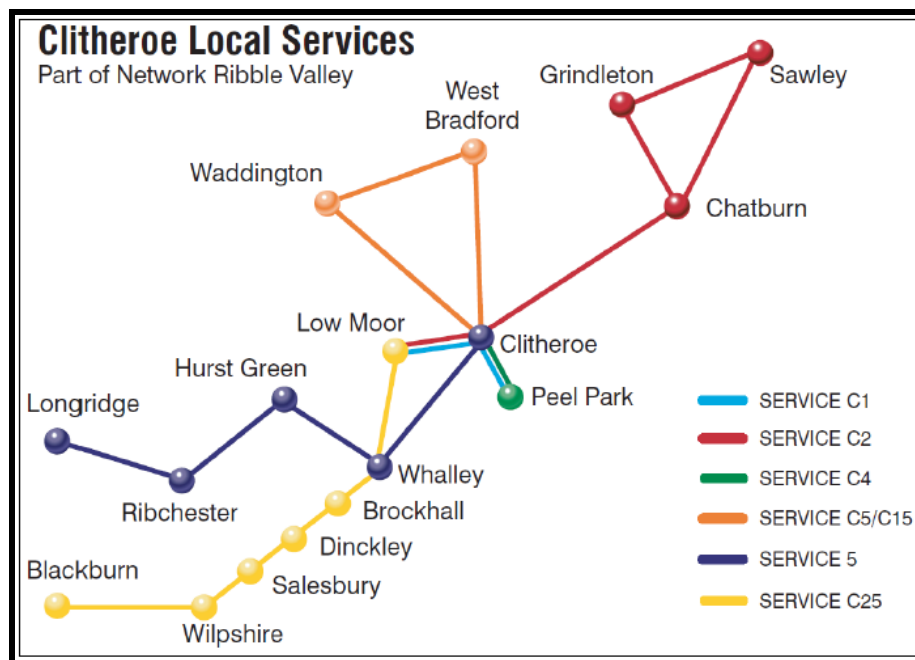
Are the transport features of the development consistent with the transport policy objectives, and if not, can they be changed to enable the policy objectives to be achieved?” (para 4.18).

Railway View Road south of the development has the closest bus stops to the site, within the 400m sustainable distances. They have shelters and bus timetable information

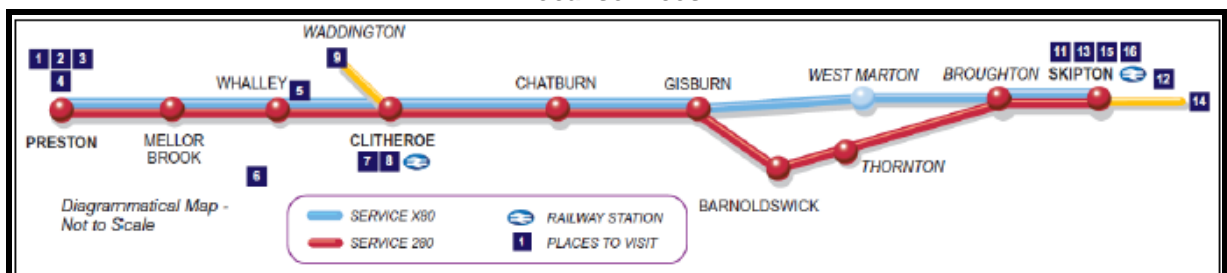


Bus station south of the site

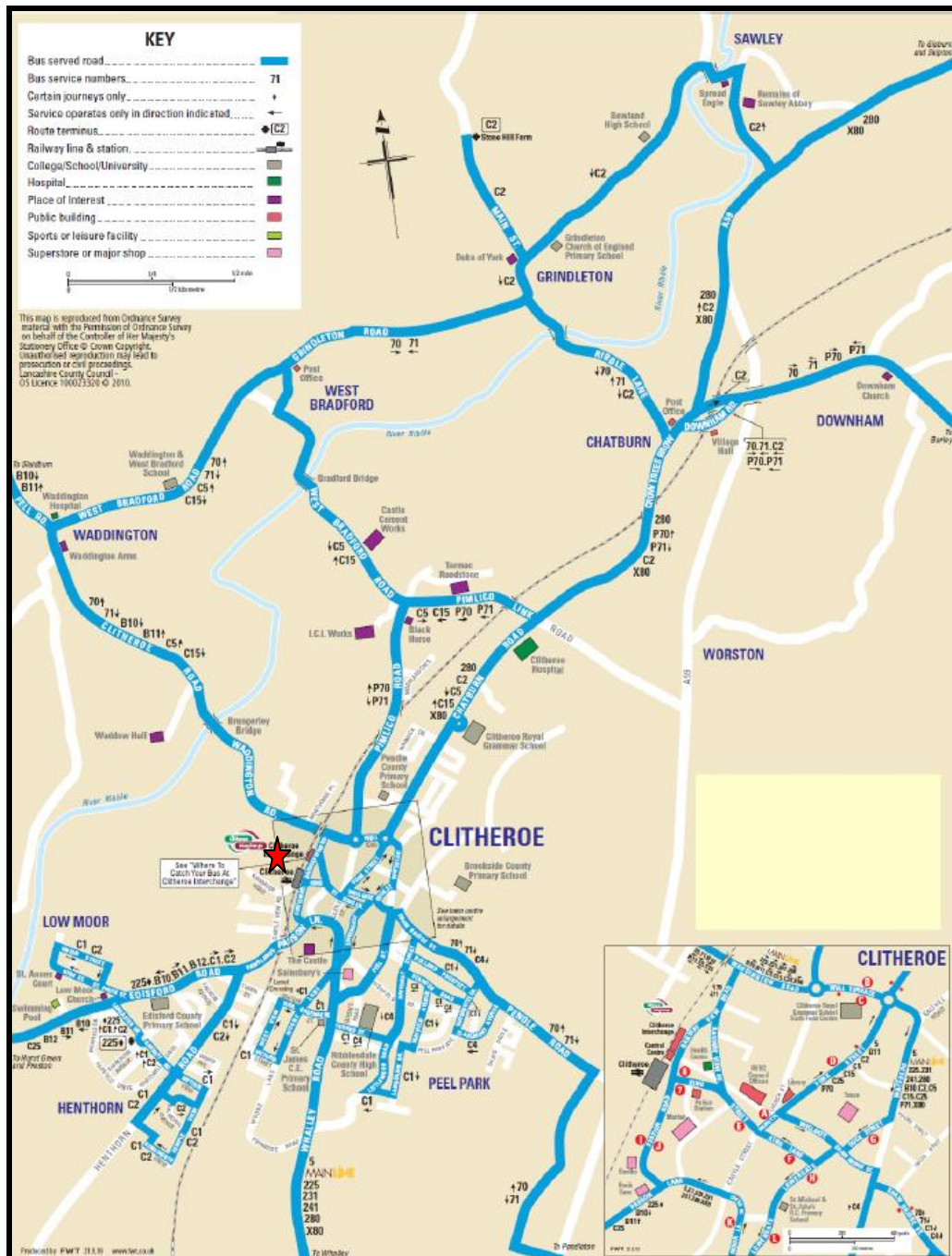
The proposed development site is therefore conveniently located close to bus stops that regularly serve a number of communities in the vicinity of the site. These services provide the opportunity for residents of the proposed development site to travel via public transport.



Local services



East west connections



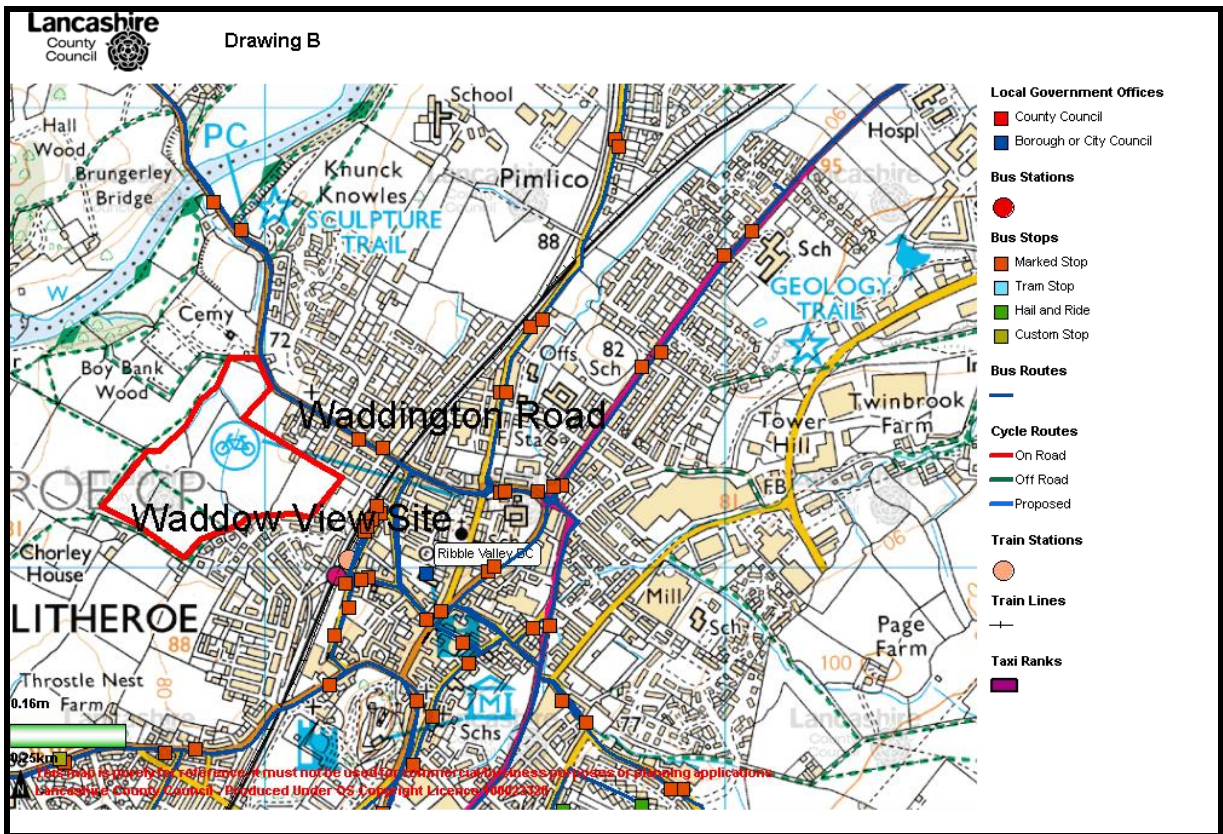
Bus routes

Proposed Buses Only Road for the Waddow View site

A road for buses only is proposed to better connect and integrate the Waddow View site to the public transport network in Clitheroe including the Clitheroe Bus/Rail Interchange and the town centre.

The existing bus and local transport network and its location in relation to the Waddow View site can be seen overleaf. This shows the location of bus stops in Clitheroe and roads that are bus routes such as Waddington Road.

This drawing also shows the close proximity of the Clitheroe Interchange to the Waddow View site.



The north westerly side of the Waddow View site, which adjoins an existing cemetery, provides an opportunity to create a highway connection for a buses only route. This would however be subject to further feasibility work.

Bus Route Option WV1

The suggested route that we have called WV1 would enter the north westerly side of the site via a new junction on Waddington Road, and it would run through the centre of the Waddow View site.

The buses only road would then connect into the existing highway network on Kirkmoor Road which lies on the south easterly side of the Waddow View site. Kirkmoor Road is not currently a bus route however preliminary investigations suggest it is wide enough to accommodate a bus route provided buses operate in one direction only (north to south).

Having left the site the buses could travel along Castle View and then join Parsons Lane, which is an existing bus route. From here the buses could travel directly to Clitheroe Interchange and the Town Centre.

The proposed buses only road through the Waddow View site would create an opportunity to serve the development site and create a bus route that would be located within approximately 250 metres of the residential properties in the Low Hill area of Clitheroe to the south side of the site.

Route Option WV2

An alternative option WV2 for a buses only road would enable buses to enter the site from a new junction off Milton Avenue which is located on the north easterly side of the site and is connected to Waddington Road.

The proposed buses only road route WV2 would connect Milton Avenue with Kirkmoor Road and as per route option WV1 and would connect into the existing highway network Kirkmoor Road.

Route option WV2 would not have as much impact in terms of improving accessibility on the Waddow View site as option WV1 as it only penetrates the south easterly side of the site.

However as with option WV1, option WV2 provides an opportunity for buses to penetrate established residential areas in the Low Hill area of Clitheroe adjoining Kirkmoor Road and Castle View that are not currently bus routes.

Proposed measures to prevent a rat run being created

The introduction of a road through the Waddow View site could create a rat run for local traffic. This would be unacceptable for numerous reasons including environmental and road safety reasons.

Therefore it is proposed to introduce appropriate controls that would be designed into the buses only road to ensure it is only used by buses and emergency vehicles.

This would be through the introduction of a bus gate and associated signage and CCTV monitoring equipment.

Discussions and review

Based on the two route options that have been identified preliminary investigations have been undertaken to see what opportunities exist that could enable bus services to be designed and developed to serve the site.

Details of the existing services and network that is currently in operation in Clitheroe can be found in Leaflet 101 which is entitled *Clitheroe Local Services and Pendle Witch Leaflet, Bus Times*. This leaflet is effective from June 2012 and a copy can be found in **Appendix A**.

How the Clitheroe Local Network Is Organised

The network of bus services which exists in Clitheroe has been designed to integrate with Clitheroe interchange. This high quality and award winning facility which is located close to the Waddow View site, was opened in 2002.

The interchange is important and strategic transport hub has been designed in accordance with best practice and like many other similar facilities that have been developed by Lancashire County Council it underpins and promotes integrated and sustainable transport and accords with current central government transport policy and strategies that are being taken forward to promote sustainable transport and Smarter Travel choices.

Tendered Bus Network

The bus services in Leaflet 101 are operated on behalf of Lancashire County Council by three operators; Holmes wood Coaches, Transude Burnley and Pendle and Stagecoach in Lancashire.

What is evident from Leaflet 101 is that the current network of Clitheroe local services are operated under contract by independent bus operators in accordance with service specifications determined by Lancashire County Council.

At this moment in time Holmeswood Coaches operate most of the advertised Clitheroe local services, although this situation is subject to change and depends upon the length of the contracts that have been let by Lancashire Council.

The existence of a subsidised bus network in Clitheroe is not surprising for market town with a predominantly rural hinterland and high levels of private car ownership per head of population.

The situation also provides strong evidence that the provision of bus services that integrate with rail services particularly in medium and small towns like Clitheroe are not commercially viable and rely on subsidy to enable a reasonable and attractive level of service to be provided in the first place.

Informal Consultation with Bus Operators

Holmeswood Coaches, the predominant operator of services at this moment in time, was contacted to canvass the views of this operator in relation to the bus route proposals for the Waddow View site.

Discussions revealed that the operator had no particular views on the proposals for providing a buses only route through the Waddow View site. This is not a surprise in relation to the proposed bus route through the Waddow View site. This is from experience, bus operators work and react to what are essentially short timescales but in this case services operating in Clitheroe are tendered and are determined by Lancashire CC as planning and transport authority.

Opportunities to develop bus services for the Waddow View Site

Based on local knowledge of the site, the surrounding area and the characteristics of the tendered network, consideration of a number of possible opportunities and potential scenarios that could be considered and be developed that could enable regular bus services to serve the Waddow View site using the proposed buses only road.

Presently services 7, 7A and 7B operate along Waddington Road and connect Clitheroe Interchange and Town Centre with the nearby community of Waddington and communities beyond Waddington including Chatburn and Nelson. They are approximately every half hour Monday to Saturday between approximately 06.30 and 19.00.

The current route of services 7, 7A and 7B between Clitheroe and Waddington are as follows:

From Clitheroe Interchange: via Railway Road, Railway View Road, Railway View Avenue, King Street, Market Place, York Street, Well Terrace, **Waddington Road, WADDINGTON.**

From WADDINGTON: **Waddington Road,** Railway View Road, Clitheroe Interchange and Clitheroe Market Place.

Looking at the routing of these services we believe it is possible to divert in bound buses travelling to Clitheroe from Waddington Road near the cemetery and into the Waddow View site using the proposed buses only road.

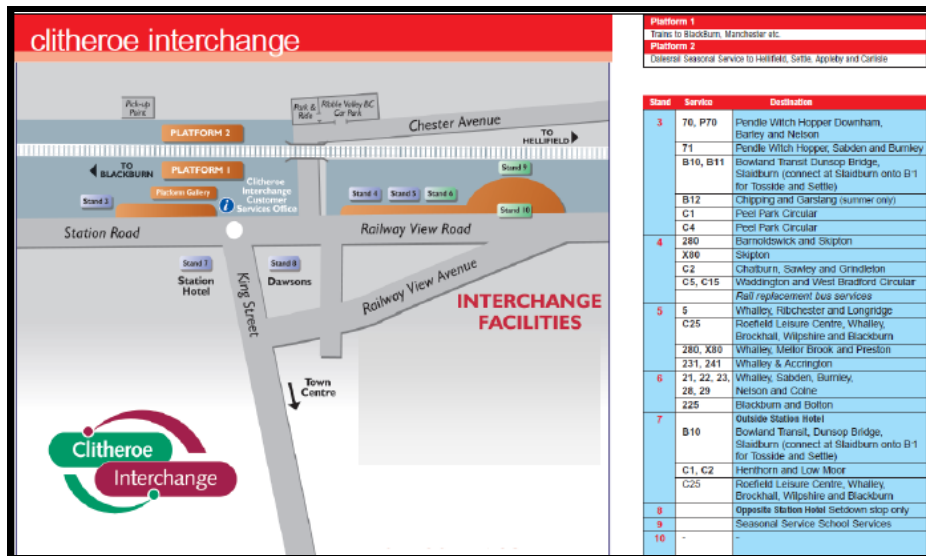
A number of residential development proposals in Clitheroe have received planning approval and also include proposals for bus services and associated infrastructure. For example a proposed development site on land off Henthorn Road to the south west of Clitheroe Town Centre. This could be served by Service 2 which currently operates between Sawley and Low Moor via Clitheroe. .

There may be an opportunity to develop a service that could serve both the development site at Henthorn Road and the Waddow View site subject to further bus service planning and associated feasibility work

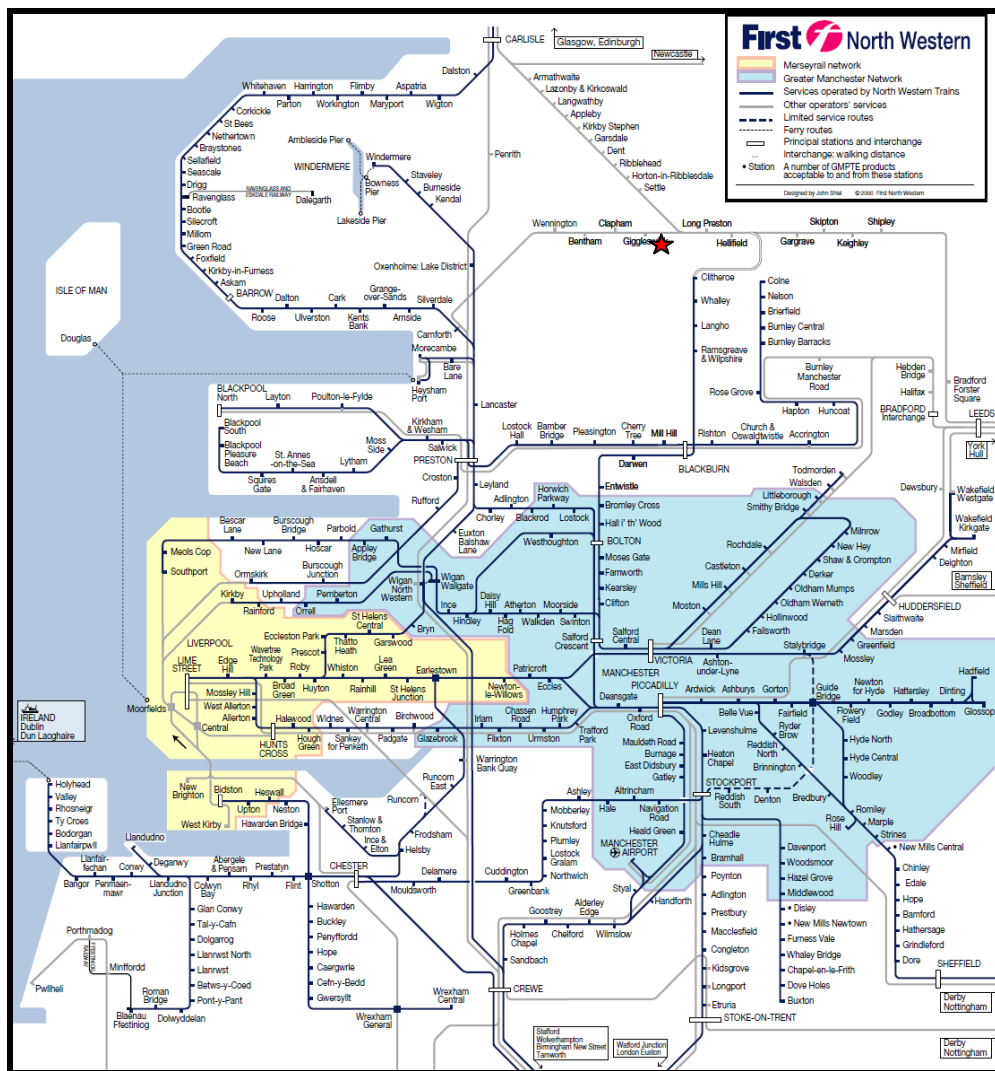
The proposed application site is therefore considered as being highly accessible by bus and there are opportunities to improve the sites bus access credentials.

6.5 Rail

The town has a rail station which provides reasonable connections to the local towns and to the wider NW area.



Interchange details



NW rail map

The close proximity of the Waddow View site to the strategically important Clitheroe to Manchester Railway line is of particular significance in terms of underpinning the attractiveness of this site, its potential for residential development and regeneration, and to help establish a coherent station development zone next to the Clitheroe Interchange.

In the case of railway stations, the LCC design guidelines recommend that a minimum walk distance of 800 metres is generally recognised as being acceptable. The PTAL approach however suggests a distance of 960 metres (12 minute walk). The whole site is covered by this distance.

This railway line is the subject of a major investment package tied into a wider economic regeneration strategy for East Lancashire and Greater Manchester as well as parts of West Yorkshire.

A number of enhancements and proposals are proposed for the line that are intended to generate a number of potential impacts with the primary benefits being:

- Improved access to jobs and learning opportunities for local people;
- Employer access to a wider talent pool;
- Tourism uplift; and
- Inward investment.

As part of the strategic Northern Hub rail strategy and initiative it is hoped that the service frequency on this line will be increased in line with the introduction of new rolling stock and other improvements.

Also as part of the proposal to reopen the Todmorden Curve, for which funding has been approved, a new pattern of services is proposed to provide step change access improvements in East Lancashire and Greater Manchester.

The proposed application site is therefore considered as being highly accessible by rail.

Summary

The site is well located in relation to a wide range of local facilities including the Town Centre itself for the walking mode.

The site has easy access to the local network which is a 20mph area and thus safer for cyclist to use, the site has the ability to connect to the two wider cycle routes for work or leisure uses.

It has easy access to bus service that connected it the wider area another employment and leisure opportunities.

It is also in easy walk of the rail station and thus the much wider employment area of Preston, Blackburn, Bolton, Manchester and Burnley.

In summary, therefore, the application site can be considered as being highly accessible by public transport, walking and cycling in accordance with planning policy guidance.

7. WADDOW VIEW DEVELOPMENT ACCESS STRATEGY AND PROPOSALS

7.1 Development Proposals and access

The scheme will provide 345 residential units with 220 units and the 50 place nursery accessed from Waddington Road via a new junction and 125 units accessed from Castle View/Kirkmoor Road route via an extended route/road.

The site will also connect to the proposed 50 unit site accessed from Milton Avenue using a new link extending the street into the site.

The rationale for the access strategy is based on the review of the local routes and the emerging masterplan to provide an integrated site.



The key principles are to access the majority of the site from Waddington road as part of the main road network, reduce/deter access onto Milton Avenue by designing a longer more tortuous route with urban squares and homezone, access a third of the site off Kirkmoor Road.

The proposed bus gate also forms a key route for emergency services, walking and cycling to integrate the site for non car modes and thus provide a level of control over the car movements.

Non car modes are catered for the new routes and in addition separate routes into the town centre.

The illustrative masterplan set out overleaf and in the figures section is based on the context above.

Illustrative masterplan

Waddow View Clitheroe



Layout narration

- 1 New primary entrance with carefully designed landscape features create an inviting access point.
- 2 Carefully spaced outward facing feature blocks, overlooking a landscaped amenity area creating an attractive setting along Jiffmor Road. On street parking provided providing an uncluttered frontage at the gateway into the development.
- 3 Low density blocks fronting Kilmor Road, building lines respected and boundary treatments carefully selected to help assimilate the buildings into the landscape setting. Existing hedgerow maintained.
- 4 Small street landscaped court with soft edges.
- 5 Primary road area creates impact upon arrival. Formal open space incorporated by along blocks. Orientation and type critical to the character of the development. In some areas, trees are planted in every block and locally available boundary treatments softened by landscaping promote a legible well defined area.
- 6 Rural setting with hedge lined streets, careful consideration to vista terminations at the open space area.
- 7 Outward facing blocks, well spaced creating a soft edge overlooking the open space areas.
- 8 Attractive landscape feature and setting which highlights important pedestrian open routes.
- 9 Street follows a route which forms an integral part of and interacts with the building form, open space areas and landscape features. This principle of interaction along this important route creates an interesting and noteworthy journey through the development.
- 10 Prominent blocks with mass, character and a suitable street presence to stand at the head of these important vistas. Frontage parking maintained creating uncluttered views of this important area.
- 11 Well connected and accessible open space area. Precipitation changes depending on which approach route is taken, achieved by carefully managing vistas, pinch points, block massing and positioning. Attractive and distinctive landscaping and street furniture adds further to this effect.
- 12 Careful positioning and orientation of blocks around the attractive amenity area. Existing water feature retained and enhanced.
- 13 Irregularly sited streets and route approach, careful consideration given to the approach and edge of the development to help create an attractive and inviting environment. Pedestrian, priority area which help prevent rat running.
- 14 Bus only barrier allowing bus only access to the northern part of the development.

Key



8. TRAVEL PLAN MEASURES

Overarching Measures

To achieve a change in modal split it is proposed that a number of measures designed to promote non car borne journeys are implemented. .

The following measures are focussed on those which the site promoter would be responsible for, it may be necessary to refine or modify some of the measures as part of the detailed Travel Plan following discussions and negotiations with the approving authorities.

Layout and design of the development

The layout of the site has been design to be permeable as possible with regard to pedestrian and cycle linkages, with direct connections being provided to adjacent footpaths.

Travel Plan Co-ordinator

The role of the Travel Plan Co-ordinator must be actioned before the occupation of the new residential units takes place, **details will need to be provided to LCC as soon as the name is known**. This will ensure that new occupiers can be made aware of the Travel Plan as soon as practically possible.

The Travel Plan Co-ordinator will new occupiers aware of the overall aim of the plan, including targets for reducing car usage by a given level over a defined period. Travel packs can be used to raise awareness of the scheme and can be provided to potential purchases.

Enabling them to be made aware of sustainable travel measures being implemented as part of the Travel Plan.

The information provided should include details of the services offered (currently walking, cycling routes and public transport information including bus frequencies).

The responsibilities of the Travel Plan Co-ordinator are to generally assist in the promotion of sustainable transport and will include:

- to ensure that tasks in travel plan development are undertaken,
- be the first point of contact for potential purchasers in all matters regarding the Travel Plan,
- Liaise with the Council's Travel Co-ordinator to discuss any issues of the Travel Plan (for instance to give advice on any new local and national initiatives, incentives and guidance notes etc)
- Co-ordinating the monitoring programme for the travel plan, including target setting.

Main Objectives of the Job

The Travel Plan (TP) Co-ordinator will:

- Lead the development and implementation of the TP
- Have responsibility for raising awareness of sustainable travel issues
- Promote schemes which reduce the use of the private car.

Principal Duties

1. To work proactively to raise awareness of sustainable transport issues
2. To lead the development of TP (s) to include:
 - Engage advisors as necessary to gathering information about how users travel to work through regular surveys
 - Designing (with support) and implementing an effective marketing and awareness campaign. (Including information, through appropriate media about how to travel to and from the site, thus promoting the concept and development of the TP)

- Acting as a point of contact for those requiring information
 - Developing and implementing relevant (deliverable and appealing to a variety of people) TP initiatives, using the results of the Surveys, (i.e. review of the travel arrangements, public transport provision, cycling, walking, etc.)
3. Co-ordinating the monitoring and reporting of the TP implementation and progress towards achieving targets, setting clear dates for actions to ensure that the TP makes progress
 4. Working in partnership with other organisations (e.g. local authority / Sustrans Living Streets) on the development of safer cycling and walking routes
 5. Promoting the concept and development of the TP with publicity and awareness events as appropriate
 6. Keeping abreast of developing TP techniques.

Welcome Pack – to encourage residents to travel sustainably

The first occupants of each new dwelling will be provided with a welcome pack which will contain a variety of travel and transport related information specific to the site including:

- Walking and cycling maps, location of the local facilities such as bus stops, rail, health centres, dentist, hospital, schools, pubs, shopping and leisure facilities etc.
- Site specific public transport information – explaining where buses operate in the proximity and which services can be taken to access specific facilities. Maps and timetables should be included. In discussion with local leisure operators and the council it may be possible to provide discount vouchers for travelling by sustainable modes.
- Information of the car share scheme
- An offer of free local cycle training
- Discounts for purchase of new bikes and equipment from local suppliers for new residents.

Sales and induction

With special training for sales staff, residents can be made of the travel arrangements and the access options serving the site from the outset as part of the normal allocation and marketing process for the new development site.

Residents should be made aware of the existence of the residential travel plan set out here from the outset and the benefits that this will bring such as reduced traffic, safer roads as well as the obvious environmental benefits.

If there is an existing local notice board this could be used to provide details etc, if not consider one as part of the open space provision.

Walking – to encourage residents to walk

Many of the key factors in successfully supporting walking already exist in and around the site. There is already a good quality access to local services for those on foot.

Campaigning to promote the benefits of walking can be achieved through running healthy walk weeks.

Ideas for promoting walking to and from the site include:

- Map showing walking routes serving the area– which may also be useful for visitors
- Walking could also be encouraged as part of a longer journey such as to public transport connections.
- Provision of reflective bands to encourage use outside daylight hours. On request 2 per household.

The greatest potential involves encouraging walking as part of longer journey such as to public transport connections.

Cycling

Cycling is sustainable fast, efficient and can lead to a healthier life style. The promotion of cycling needs to be encouraged through a series of publicity campaigns. A number of organisations improve cycle access to their sites by working in partnership with local authorities and cycling groups such as Sustrans (www.sustrans.org.uk).

Consideration would be given when forward planning to:

- Increase the provision of safe, secure parking for each unit

In order to further encourage the use of cycling the following measures could also be implemented:

- Promote and publicise cycling – producing cycle maps promoting safe cycle routes to and from the site
- Free cycle training offered to residents.
- Seek to negotiate with a local cycle supplier to gain discounts for the purchase of new bikes and equipment.
- Provision of reflective bands to encourage use outside daylight hours. On request 2 per household.

Promotion tools to encourage cycling include Bike to Work Weeks where cyclists taking part in the scheme are provided with a free breakfast upon arrival. This can also coincide with a police tagging scheme.

Car Sharing – to reduce single occupancy car trips



The site states *“if you often travel on your own in the car, why not try a more sustainable mode of transport and see how the benefits can work for you?”*

Private car usage is a convenient option for some journeys, however it is often not the quickest, healthiest, cheapest or most suitable travel option for many journeys.

By increasing your transport options, you could save money, enjoy safer, stress-free journeys, get healthier and much more. It doesn't have to be a major lifestyle change, even small changes to your routine such as walking to the local shops, or catching the bus occasionally to work can make a difference. “

It is anticipated that the scheme will be able to access the above Lancashire's Travel wise car share scheme delivered local via <http://www.lancashire.gov.uk/carshare>. The site states “Travelling with others can save up to £1000 a year on transport costs.

A car with 2 people in it is twice as efficient, takes up much less road space, uses half the fuel and produces half the pollution as 2 cars with just one driver each”.

- **FREE** to use - simply share travel costs
- Find drivers and passengers on-line instantly
- Find information on travel and public transport
- Reduce the congestion and pollution on our roads

It is powered by award-winning liftshare.com software programme.

Public Transport

The site needs to be committed to promoting public transport through:

- Advertising current timetables and routes in the welcome pack
- Advertise local proposals and amendments to services
- Provide details of ticketing options, fares and monthly tickets.

Information about journey routes and times can be gained from the LCC website and provided to residents.

Personal Travel Packs:

Once the residents are in the homes the need to keep them updated can be undertaken by providing Personal Travel Planning on an individual household basis, giving information on public transport, walking, cycling and other options to travel to specific destinations. This is a useful way to identify any further opportunities and promote Travel Plan initiatives.

LC Council's Travel Awareness team can assist in the provision of the information on walking and cycling, according to individual needs. Cycle maps have been produced for the local area.

9. TARGETS / MONITORING

Mode split comparison

In order to understand more fully the potential trip generation for all modes reference has been made to TRICS private ownership category, i.e. the worst case for car usage.

Residential House Privately Owned			Generation
House	2 Way Trip Rate per Unit	% Modal Split	345 units
AM Peak Hour Modal Split			
Pedestrians	0.230	20%	79
Cyclists	0.028	2%	10
Public Transport Users	0.044	4%	15
Total Vehicle Occupants	0.869	74%	300
Total People Trips	1.171	100%	
PM Peak Hour Modal Split			
Pedestrians	0.126	12%	43
Cyclists	0.026	3%	9
Public Transport Users	0.024	2%	8
Total Vehicle Occupants	0.857	83%	296
Total People Trips	1.033	100%	
24 Hour Modal Split			
Pedestrians	1.570	17%	542
Cyclists	0.192	2%	66
Public Transport Users	0.260	3%	90
Total Vehicle Occupants	7.235	78%	2496
Total People Trips	9.256	100%	

This shows that the potential for walk is good and that this will most probably be combined a shared trip with Public Transport. Cycling is lower and given the topography would probably increase in level.

In order to understand more fully the potential trip generation for all modes reference it is considered that the following process be made to compare to the NW mode split figures.

	Working from home	Metro, light rail or train	Bus or coach	Motor cycle	Car driver	Passenger	Taxi	Bicycle	On foot	Other
North West	8.4	2.5	8.6	0.9	58.4	7.5	0.8	2.3	10.3	0.5
		11.1			65.9					
England & Wales	9.2	7.1	7.4	1.1	55.2	6.3	0.5	2.8	10.0	0.5
					61.3					

Clearly there is potential to improve PT usage by good physical connection and cycling by an improved environment at street level.

As indicated previously the sites ability to achieve high walk, cycle and bus use is not limited by topography, these are the key area of focus as part of a non car mode share changes.

Targets

The aim of the plan will be to increase the potential for single occupancy car trip levels to be reduced.

The targets based on the TRICS data are thus twofold:

To achieve a reduction on the number of daily vehicular trips and to reduce single occupancy travel by supporting car share opportunities.

The timeframe for the plan will be 5 years after first occupancy of the development.

Monitoring

It is essential that travel plans are monitored so that its effectiveness can be determined. The monitoring is useful for the TPC to understand how travel behaviour is changing year on year.

Monitoring of the residential travel plan will be undertaken through an annual household survey to gauge the travel characteristics of the residents by mode and trip type. Ideally these should be undertaken in the same month each year for comparisons to be made.

The survey could be done by door to door rather than questionnaire if staffing permits.

The TPC will prepare an annual report detailing progress of the plan which will be issued to the local authority. This will detail progress between the reports, any issues arising, changes in local network and service that could help or detract from the plan. A summary of the results and the survey outcomes.

An indicative monitoring and review process is summarised overleaf along with an outline programme for the monitoring process and investment/initiative programm

Indicative Programme

Assumed start 2013

Pre occupation

- Appoint Travel Coordinator after start on site
- Prepare the welcome packs
- Negotiates discounts with local suppliers

From first occupation

- issue welcome packs to interested parties and occupiers
- Obtain feedback from new residents as to usefulness of the welcome pack in choosing to purchase at the site.
- Provide reflective bands to new residents
- Deliver the free cycle training

