



REPORT CONTROL

 Document:
 Travel Plan

 Project:
 Proposed Residential Development, Land East of Clitheroe Road, Whalley

 Client:
 Trafford Housing Trust

 Job Number:
 2329

 File Origin:
 Z:\projects\2329 Lawsonsteads, Whalley\Docs\Reports\2329tp.1.docx

Document Checking:

Primary Author	PJW	Initialled:
Contributor	MTC	Initialled:
Review By	PJW	Initialled:

Issue	Date	Status	Checked for Issue
1	05-10-18	First Draft	
2			
3			
4			

Croft Transport Planning & Design

Hill Quays, 9 Jordan Street, Manchester M15 4PY

T: 0161 667 3746 E: info@croftts.co.uk

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1 INTRODUCTION

1.1 Preamble

- 1.1.1 Croft have been instructed by Trafford Housing Trust to produce a Travel Plan to support a residential development on land to the east of Clitheroe Road in Whalley.
- The application site covers the majority of a site which has the benefit of an outline planning permission for up to 260 residential dwellings. Part of the site is being built out by Redrow and includes 54 of the 260 dwellings granted outline planning consent. This particular application will cover the reminder of the site with outline planning consent.
- 1.1.3 The proposals were granted planning consent under planning application ref: 3/2013/0137 and condition 14 of that permission is as follows:

'No phase of the development shall be occupied until a Full Travel Plan for that phase has been submitted to and approved in writing by the Local Planning Authority. The travel plan(s) shall include objectives, targets, measures to achieve targets, monitoring, implementation timescales for delivery and the provision of a travel plan coordinator in accordance with the parameters established in the Framework Travel Plan (dated February 2013) submitted as part of the outline application. For each phase the approved Full Travel Plan shall be implemented, audited and updated in accordance with the approved details.'

1.2 Background

- 1.2.1 The preparation and adoption of a Travel Plan is an important element of managing the demand for travel to all modern developments.
- 1.2.2 The Department for Transport has issued two separate guides on the preparation of travel plans which are of relevance to this development, these documents are as follows;



- Making Residential Travel Plans Work Published in September 2005.
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process –
 Published in April 2009.
- 1.2.3 This document will set out the principal strategies that will be put in place to encourage sustainable travel. It will evolve into a formally agreed full Travel Plan and its formulation is on-going and dynamic, in accordance with the above Travel Plan guidance and best practice.
- 1.2.4 This document includes more elements of Travel Planning management than the original outline Travel Plan document and ensures that the proposals will be as sustainable as possible.

1.3 Development Site and its Location

1.3.1 The current proposals consist of 188 residential units with vehicular access onto the A671 and a connection to the Redrow scheme which in turns connects to Clitheroe Road.

1.4 Appointment of a Travel Plan Co-ordinator

- 1.4.1 The administration of the Travel Plan will be the responsibility of the developer, in this case Trafford Housing Trust.
- 1.4.2 Essentially this co-ordinator will provide a liaison in implementing the plan with the scheme's residents and Ribble Valley Borough Council.
- 1.4.3 Details of the nominated Travel Co-ordinator will be submitted to Ribble Valley Borough Council and the appropriate local bus companies. The Travel Co-ordinator will be the first point of contact for residents at the site and other outside organisations in all matters regarding travel. He/she will maintain an up-to-date file containing all correspondence to and from residents relating to the Travel Plan.

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- 1.4.4 The role and duties of the Travel Co-ordinator will be discussed further in Section 4.
- 1.4.5 The key objectives of the Travel Plan are to:
 - Contribute to traffic reduction and other sustainable transport objectives set out in national, regional and local policies;
 - Improve accessibility of the site by sustainable modes of transport and address traffic and parking issues; and
 - Widen choice of travel mode for all those travelling to/from the site; and
 - Provide a timetable for implementation.



2 TRAVEL PLAN GUIDANCE

- 2.1.1 The preparation and adoption of a Travel Plan is an important element of managing the demand for travel to all modern developments.
- The Department for Transport (DfT) have produced guidance on the preparation of Travel Plans.
- 2.1.3 The document, entitled 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' was published in August 2009.
- 2.1.4 The guidance explains how "we often need to meet the demands of population and economic growth whilst simultaneously reducing our impact on the environment" and identifies that "The benefits of increases in sustainable travel, in particular cycling and walking, can extend beyond reduction in CO₂ emissions and climate impacts, and include tackling congestion, tackling obesity and health issues, reducing social exclusion and improving quality of life".
- 2.1.5 The document sets out an overview of the process and delivery of Travel Plans and states that "a travel plan is 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."
- 2.1.6 The Guidance states that "Travel Plans should involve the development of agreed explicit outcomes linked to an appropriate package of measures aimed at encouraging more sustainable travel, with an emphasis on reducing single occupancy car use..." and;
 - "A Travel Plan should seek to establish clear outcomes to be achieved in relation to access and set out all the measures to be implemented in detail, including an action plan, timescales, targets and responsibilities for implementation, monitoring and review".



- 2.1.7 It is made clear in the document that Travel Plans should focus on achieving the lowest practical level of single occupancy vehicle trips to or from a site and widening the use of other travel modes and assist in the wider aims of encouraging sustainable travel, improving health, reducing congestion, energy consumption and pollution. The Travel Plan it advises "needs to address all the journeys that may be made to and from a site".
- The guidance also specifies that "It is important to note that Travel Planning should be developed as one of the means of delivering an area's sustainable transport strategy. Travel Planning should feature in the policy framework and implementation programmes of Regional Spatial Strategies and Local Development Frameworks".
- 2.1.9 Further guidance is contained within a DfT document entitled "Making Residential Travel Plans Work" published in June 2007. The document states that:
 - "A residential Travel Plan is a package of measures designed to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place".
- 2.1.10 Travel Planning is one of a range of measures known as 'smarter choices' which have been found to be effective in reducing traffic and improving accessibility in residential areas.
- This document will set out the principle strategies of the Travel Plan which will evolve into a formally agreed document.



3 ACCESSIBILITY BY NON CAR MODES

3.1 Introduction

- 3.1.1 In order to accord with the aspirations of the NPPF, any new proposals should extend the choice in transport and secure mobility in a way that supports sustainable development.
- 3.1.2 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.
- 3.1.3 The accessibility of the site has been considered briefly by the following modes of transport:
 - Accessibility on foot.
 - Accessibility by cycle.
 - Accessibility by public transport.
- 3.1.4 The original outline planning application Transport Assessment (TA) provided an overview of the accessibility of the site by non-car travel modes. In accordance with Table G of the Joint Lancashire Structure Plan 2001 2016 Supplementary Planning Guidance (SPG), the list below is a completed Accessibility Questionnaire for the proposed development site. This methodology is in accordance with para 4.9 of the SPG which states 'the listed facilities should be on site or within 100 metres of the site entrance.
 - Bus Stop Less than 400m 3 points.
 - Railway station Between 800m-1km 1.
 - Primary School Less than 200m 5.



- Food Shop Greater than 600m 0.
- Cycle Route Greater than 1km 1.
- Secondary School Greater than 1km o.
- Town centre Greater than 4km o.
- Business Park /employment centre Greater than 4km o.
- Bus frequency 15 minutes or less 5.
- Train frequency 30 minutes or less 3.
- Accessibility to other services At least 3 within 800m 3.
- Play Area/park less than 200m 5.
- Total 26.
- 3.1.5 The table shows that the proposed development scores 26 which is defined as medium accessibility in the SPG.

3.2 Accessibility on Foot

- 3.2.1 It is important to create a choice of direct, safe and attractive routes between where people live and where they need to travel in their day-to-day life. This philosophy clearly encourages the opportunity to walk whatever the journey purpose and also helps to create more active streets and a more vibrant neighbourhood.
- The proposals will provide a formal network of footways throughout the site as well as a formal footway/cycleway along the main vehicular access route to accord with Condition 7 of the outline planning consent.
- 3.2.3 Within the Institution of Highways and Transportation (IHT) document, entitled "Guidelines for Providing for Journeys on Foot", a distance of 800 metres is identified as the preferred maximum distance for town centres, whilst a distance of 2 kilometres is defined as a preferred maximum for commuting.



- 3.2.4 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car journeys, particularly those under 2 kilometres. In addition, the DfT National Travel Survey of 2015 confirms that 76% of all trips less than a mile (1.6km) are carried out on foot.
- The Transport Assessment (TA) that supported the outline planning consent confirmed that the entire settlement of Whalley falls within the 800 metre walk distance (up to the junction of King Street/Abbey Passage) which the Institution of Highways and Transportation publication 'Guidelines for Providing for Journeys on Foot' considers as the 'desirable' walking distance to access facilities comfortably on foot.
- 3.2.6 The plan in the TA also confirms that a range of facilities within the centre of Whalley within the 800 metre walking distance. From this plan, it can also be seen that Whalley Railway Station is within 800 metres walking distance from the centre of the site.
- 3.2.7 Between the site and the centre of Whalley there is continuous, well lit and overlooked footway provision. Additional facilities are proposed as part of the proposals including formal pedestrian facilities on Clitheroe Road and the A671 as part of the vehicular access works at either end of the new Link Road.
- 3.2.8 It is concluded that the location of the 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.

3.3 Access by Cycle

3.3.1 An alternative mode of travel to the site could be achieved by bicycle.



- 3.3.2 A distance of 5 kilometres is generally accepted as a distance where cycling has the potential to replace short car journeys. This distance equates to a journey of around 25 minutes based on a leisurely cycle speed of 12 kilometres per hour and would encompass the whole of Whalley, Clitheroe and includes parts of Padiham along with the settlements of Great Harwood, Waddington, Grindleton and Chatburn.
- 3.3.3 Regional Routes 90 and 91 of the Lancashire Cycleway pass close to the site, on Clitheroe Road and Station Road, and in this vicinity, are on-road cycle routes.
- 3.3.4 The site can therefore be considered as being accessible by cycle.

3.4 Access by Public Transport

- The nearest bus stops to the site are situated on Clitheroe Road and are well within 400 metres from the centre of the development and therefore accord with the above guidelines. The bus stops situated on Station Road are located just outside of the 400 metre walking distance, at 450 metres via Brookes Lane, however this distance will not form a barrier to those residents wishing to utilise the bus services on Station Road. Whalley Bus Station is located some 550 metres walking distance from the centre of the development and with a wide range of services available and the measures aimed at encouraging public transport access, contained within the accompanying Travel Plan, it is considered that this will be attractive to residents of the proposed development.
- 3.4.2 The bus stops on Clitheroe Road will be improved to accord with part of Condition 7 of the outline planning consent, as below:

'Works to relocate the south west bound bus stop and provide bus shelters and timetable information at the relocated south west bound bus stop and north-east bound bus stop in the vicinity of the site on Clitheroe Road.'



- 3.4.3 These are currently the most frequently served with eight services stopping and a combined frequency of seven journeys per hour from these stops during peak times.
- 3.4.4 The bus stops situated on Station Road provide access to 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.
- 3.4.5 The nearest railway station to the site is Whalley. The station is managed by Northern Rail and lies on the Manchester to Blackburn and Clitheroe line. There are approximately two services per hour throughout the day to the above destinations.
- 3.4.6 The two points of site access to the site, on Clitheroe Road and the A671, would ultimately provide the opportunity for a through bus service within the site, which would increase bus accessibility for residents.
- 3.4.7 It is concluded that the development site is very well situated to encourage trips by public transport as a viable alternative to the private car.

3.5 Accessibility Summary

- 3.5.1 The proposals have been considered in terms of accessibility by non-car modes for the proposals. The following conclusions can be drawn from this section of the Report:
 - The site is accessible on foot and these provisions will be substantially improved as part of the works on the development site.

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- The site is well located to generated trips on foot and provides potential for a high degree of linked walk trips between the development and the surrounding area.
- It has been demonstrated that the site is accessible by cycle, with national cycle routes situated close to the site along with various local cycle routes.
- The site is accessible by bus with the nearest bus stop situated close to the centre of the site, travelling to destinations such as Clitheroe and Blackburn.
- Whalley train station is a short walk from the site and offers 2 services per hour to
 Manchester, Blackburn and Clitheroe.
- 3.5.2 In light of the above, it is considered the site remains accessible by non-car modes and will cater for needs of the development's residents and assist in promoting a choice of travel modes other than the private car.



4 MANAGEMENT MEASURES

4.1 Introduction

- 4.1.1 The following Travel Plan measures will be considered:
 - i) Appointment of a Travel Plan Co-ordinator.
 - ii) Travel Pack.
 - iii) Travel awareness and Information.
 - iv) Promotion of Car Share Scheme.
 - v) Encouraging Walking/Cycling.
 - vi) Cycle Users Group.
 - vii) Travel Survey.

4.2 Management Measures

Travel Plan Co-ordinator

4.2.1 As detailed earlier, a Travel Plan Co-ordinator will be appointed prior to first occupation at the site.

Travel Pack

It is an important and emerging principle in developments that where appropriate the implementation of travel plan type measures can establish a pattern of travel behaviour favouring sustainable modes from the inception of the development.



- The site is very well placed for encouraging access on foot or by cycle to a wide range of facilities. Similarly, the existence of local bus services will encourage choice of public transport as a primary means of travel for the development.
- However, in order to build on these locational advantages, it is recommended that a Resident's Travel Pack is provided for the occupants of each new residential unit, prior to the occupation of the first unit.
- 4.2.5 The contents of such a travel pack would include information relating to walking and cycling routes in the area and the provision of up to date bus and rail timetable information in addition an identification of the location of nearby amenity facilities as part of the information supplied to prospective purchasers.
- 4.2.6 The adoption of such travel packs is recognised as being an important element in ensuring that access by non-car modes is promoted from the earliest occupation of a development.
- 4.2.7 The Travel Plan Co-ordinator will investigate the potential to provide discounted or free public transport tickets for new residents and any detail/tickets will be included within the Travel Pack.
- 4.2.8 Within the Travel Pack, residents will also be encouraged to consider ways in which to reduce their need to travel such as Home delivery for shopping and working from home.

 The first issue of the Travel Pack will be the responsibility of Trafford Housing Trust.
- 4.2.9 The provision of a Travel Pack will form part of the terms of the sale or occupancy of the dwellings and therefore residents are aware in advance of what is required of them within the Travel Plan framework.



Travel Awareness and Information

- 4.2.10 Residents will be made aware of the existence of the Travel Plan.
- 4.2.11 As mentioned previously, Travel Packs will be issued for new residents moving into the development and prospective buyers will be made aware of the travel plan when viewing properties.
- 4.2.12 As part of the travel information, residents will also be offered personalised journey planners, which is a free service offered by Traveline.
- 4.2.13 To cater for this, a form will be included within the Travel Pack for residents to request a journey planner. The residents will complete the form including a start and end point of their journey and this can be either sent to Traveline or completed by the Travel Coordinator on their behalf.
- 4.2.14 Some residents will of course be able to do this for themselves providing they have access to a computer.
- 4.2.15 Some helpful websites to aid residents which will also be included in the Travel Pack in planning their travel are:
 - www.travelline.org.uk;
 - www.nationalrail.co.uk;
 - www.walkit.com;
- 4.2.16 In addition to the above, information on existing key local services and publicity material from local transport operator websites and Traveline will be included.



Promotion of Car Share Scheme

- 4.2.17 The Travel Plan Co-ordinator will promote the use of car sharing by encouraging residents to register on the Lancashire car share website. It allows users to register their details, where they are travelling to in the area if they are offering a lift or need a lift to their destination.
- 4.2.18 The Travel Plan Co-ordinator will also investigate the viability of establishing a Car Sharing Club for the development, however, it is likely that the promotion of the car share scheme will be more beneficial to residents.
- 4.2.19 Consideration will be given to providing car sharers with preferential treatment such as designated parking spaces.

Encouraging Walking/Cycling

- 4.2.20 Residents will be provided with information and advice concerning safe pedestrian and cycle routes to the site through the WalkBUDi/BikeBUDi schemes.
- 4.2.21 Information on these schemes is available on the following websites

www.walkbudi.com/www.bikebudi.com.

- 4.2.22 The WalkBUDi/BikeBUDi schemes are part of the National Lift Share Network and are simple and free to use. They simply match individuals with others walking or cycling the same way so they can walk or cycle together. The matches are displayed in both table and map format, allowing the user to easily find the most suitable people.
- 4.2.23 The WalkBUDi/BikeBUDi schemes aim to help individuals to meet others wanting to travel the same way. They can be used for regular trips such as walking or cycling to the office or going to the station as well as making a journey safer.



- In addition, as previously mentioned, residents will be offered personalised journey planners. For walking journeys this service is available at www.walkit.com.
- 4.2.25 The Travel Plan Co-ordinator will also consider offering free accessories to residents to encourage walking and cycling. These could include personal alarms, step-o-metres, umbrellas and high visibility vests and can be funded by way of the agreed Travel Plan budget or through negotiations with local businesses and transport operators.

Cycle User Group

- 4.2.26 The Travel Plan Co-ordinator will establish contact with the cycling officers at Lancashire County Council to ensure input to the further development of the County's cycling strategy.
- 4.2.27 Additionally, the Travel Plan coordinator will consider setting up a 'Cyclist Forum' for regular cyclists at the site. This will be an effective way to monitor cyclist provision and facilities and could extend to organising group rides in the area and rides along recognised routes to promote cycling to others.

Travel Survey

- 4.2.28 In order to establish the travel modes of residents (on occupation) a Travel Survey will be undertaken.
- 4.2.29 This information will be used to define the 'interim' targets and will determine which modes of travel will need to be promoted/encouraged the most.

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- 4.2.30 Repeat surveys will be used for the Travel Plan monitoring process and establish where additional incentives may be required to encourage travel by non-car modes.
- 4.2.31 Snap shot surveys could take the form of door-to-door surveys to establish the travel characteristics of residents in between the full travel surveys. These surveys could be supplemented with traffic counts at points into and out of the site to assess motorised vehicle, cycle and pedestrian movements in and out of the site and counts at local bus stops to determine their relative use.
- 4.2.32 A representative sample of residents could also be encouraged to keep travel diaries to provide a long-term process of data collection.



5 TRAVEL PLANTARGETS

5.1 Introduction

- 5.1.1 This section of the Travel Plan will provide details of the targets against which the success of the Plan in achieving its objectives will be measured.
- 5.1.2 The targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.
- In order to set the targets, further information (e.g. a travel survey) may have to be obtained in order to establish against which to set the targets. This information will be related to existing patterns of movement (i.e. the proportion of residents who travel to their workplace by non-car mode).
- 5.1.4 National Travel Survey and the National Census data will be used to set indicative baseline targets prior to the first residential travel survey being carried out. This will be submitted to Ribble Valley Borough Council prior to occupation of the development.
- 5.1.5 Based on these assumptions, suitable targets for reducing the need to travel by private car will be set and agreed with Ribble Valley Borough Council and included in the final Travel Plan for the development. These targets will then be revised upon first review once the results of the resident's travel survey are known.

5.2 Action Plan

5.2.1 **Table 5.1** below provides an Action Plan and timescales to assist the Travel Plan Co-ordinator (TPC) to implement the obligations of the Travel Plan;



Action	Target Date	Indicator/Measured by	Responsibility
Appointment of TPC	TPC appointed at least one month prior to first occupation of site	Appointment of TPC by target date	ТНТ
Production of Travel Pack	Before Occupation	Travel survey	THT/TPC (handover)
Undertake initial travel surveys	On first occupation	Receipt of survey results	TPC
Agree Travel Plan Targets	1 month after initial travel survey undertaken	Receipt of written agreements of target	TPC
Achieve target car driver travel to work mode split	5 years after initial travel survey	Travel surveys conducted in years 1, 3 and 5	TPC

Table 5.1 – Travel Plan Action Plan and Timescales

The table above sets out the key tasks that will need to be undertaken by the Travel Plan Co-ordinator as part of the Travel Plan including guidance as to timescales for the tasks to be undertaken.

5.3 Potential Targets

- 5.3.1 Targets which according to the DfT may potentially be included in the Travel Plan include the following:
 - Car trips per household or retail floor space targets set on the basis of predicted trip rates for the development.



- Uptake of alternatives Targets for bus patronage, membership and use of car clubs, registration and participation in car share scheme, cycle counts and pedestrian counts.
- Car ownership and mode of travel trip based targets may be supplemented by targets related to car ownership, travel to work by mode and travel to school by mode.
- Travel Plan awareness targets for example, a target can be established to ensure
 a significant percentage of residents are aware of the travel plan and its purpose.

5.4 Plan Monitoring and Assessment

- 5.4.1 DfT best practice guidelines state that monitoring of the travel plan should normally take place on the following basis:
 - Early on in the occupation period of the site for example, triggered by 50% occupancy to provide the information base for the review of the plan;
 - Annually or at least every two years thereafter to provide on-going information on the impact of the plan. Monitoring should take place over a wide range of time periods to reflect the different pattern of journeys that can be generated by residential development.
- 5.4.2 The monitoring could include items such as:
 - Full surveys to be completed between every 2 to 3 years and snap shot surveys to be completed every 6 to 12 months.
 - Feedback from bus operators to establish demand for local bus services.
- 5.4.3 Consideration will be given on how best to monitor and measure the success of the Travel Plan measures when preparing the final Travel Plan for the development.

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Appropriate monitoring arrangements will be discussed and agreed with Ribble Valley Borough Council.



6 CONCLUSIONS

- 6.1.1 This Travel Plan supports a residential development on land to the east of Clitheroe Road in Whalley to promote sustainable modes of travel and reduce the dependency of the private car.
- 6.1.2 Additionally, the Travel Plan has presented a series of measures to be implemented to reduce the number of single car occupancy trips.
- 6.1.3 The Travel Plan Co-ordinator will ensure the Travel Plan is implemented and is operating effectively.
- 6.1.4 The information contained within the Travel Plan and details of sustainable modes of transport will be accessible to residents at the development.
- 6.1.5 A wide range of measures and actions will be used to encourage car sharing, public transport use, cycling and walking.
- 6.1.6 A travel survey will be undertaken to establish travel modes and following this, specific targets will be set and agreed with the Travel Plan team at Ribble Valley Borough Council to inform the submission of the full Travel Plan.
- 6.1.7 The site has been demonstrated to benefit from excellent non-car accessibility and it should, therefore, be expected that the adoption of a Travel Plan would be particularly effective.



Croft Transport Planning & Design

Hill Quays, 9 Jordan Street, Manchester M15 4PY

0161 667 3746 info@croftts.co.uk www.croftts.co.uk