

Proposed Residential Development
Whalley Road, Barrow

TAYLOR WIMPEY/ BARRATT HOMES

Travel Plan Framework

October 2018





REPORT CONTROL

Document: Travel Plan Framework

Project:	Proposed Residential Development, Whalley Road, Barrow				
Client:	Taylor Wimpey/Barratt Homes				
Job Number:	2359				
File Origin:	Z:\projects\2359	Whalley	Road,	Barrow	(TW DWH)\Docs\Reports\2359tp.f.docx

Document Checking:

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

Issue	Date	Status	Checked for Issue
1	20-10-18	First Draft	
2			
3			
4			



Contents

1	INTRODUCTION	3
2	DEVELOPMENT SITE AND PROPOSALS	4
2.1	Existing Site	4
2.2	Proposed Development	5
3	OBJECTIVES, POLICY AND SCOPE	6
3.1	The Concept of a Residential Travel Plan	6
3.2	Objectives	6
3.3	Policy	8
4	NON-CAR ACCESSIBILITY	10
4.1	Introduction	10
4.2	Site Audit	11
5	MANAGEMENT	13
5.1	General	13
5.2	Travel Plan Coordinator	13
5.3	On-Going Management	16
6	MARKETING AND PROMOTION	18
6.1	Training Sales Staff	18
6.2	Residents Welcome Pack	19
6.3	Internet Site	20
7	MEASURES AND INITIATIVES	21
7.1	Reducing the need to Travel	21
7.2	Smarter Car Based Travel	22
7.3	Increasing Walking	23
7.4	Increasing Cycling	25
7.5	Increasing Public Transport	25
8	TRAVEL PLAN TARGETS	27
8.1	Introduction	27



8.2 Action Plan 27

8.3 Potential Targets 28

8.4 Plan Monitoring and Assessment..... 29

Plans from Transport Statement

- Plan 1 Southern Access Plan
- Plan 2 Visibility Plan
- Plan 3 Swept Path Plan



1 INTRODUCTION

- 1.1.1 Croft have been instructed by Taylor Wimpey and Barratt Homes to provide a Travel Plan Framework to support a reserved matters planning application relating to a proposed redevelopment of a parcel of land located on land at Whalley Road in the Barrow area of Ribble Valley Borough.
- 1.1.2 The application site covers the southern part of a wider site which has the benefit of an outline planning permission for up to 504 dwellings (ref 3/2012/0630/P).
- 1.1.3 It is, therefore, intended that this Travel Plan is a starting point for the travel plan process and that the Travel Plan in operation should be reviewed and updated on an annual basis.
- 1.1.4 This Travel Plan sets out objectives and suggests a package of measures to promote and provide for the use of sustainable modes as an alternative to single occupancy car use. A strategy for implementation, target setting and monitoring is also discussed.
- 1.1.5 This Travel Plan represents a commitment by Taylor Wimpey and Barratt Homes to support travel to and from the site via sustainable modes and to minimise the number of single occupancy car journeys generated on the external highway network from the outset to target levels agreed with Ribble Valley Borough Council (RVBC).



2 DEVELOPMENT SITE AND PROPOSALS

2.1 Existing Site

- 2.1.1 The wider outline application site has an area of approximately 18.26 hectares and is located in the Barrow area of Ribble Valley. The wider outline consented site is located towards the south of the village.
- 2.1.2 The site is bounded to the north by existing residential properties and a golf course, to the east by Whalley Road and to the south and west by open fields and a railway line. A southern terrace of residential dwellings lie to the south of the site frontage on the western side of Whalley Road. To the eastern side of Whalley Road there is also existing residential development.
- 2.1.3 Beyond these dwellings and on the eastern side of Whalley Road, lies the Barrow Enterprise Park, which includes the Barrow Brook Business Village (formerly Ribble Valley Enterprise Park). This is the principal strategic employment site in the Ribble Valley Borough and presently comprises the vacant Print Works, a two-storey office development, a large warehouse occupied by Total Foodservice, a McDonald's restaurant, Co-Operative petrol filling station and convenience store and the residential development by Rowland Homes.
- 2.1.4 Barrow Primary School is within a short walk of the site along Whalley Road. The existing development in Barrow includes restaurants and a public house. Within the Barrow Brook Business Village, accessed via an existing public footpath, there are the retail and roadside-related facilities within a short walk of the site. To the south of the site there are further amenities provided on Whalley Road, including the public house known as The Eagle at Barrow and Whalley Industrial Estate.



2.2 Proposed Development

2.2.1 The current proposals consist of 233 residential units which are split as follows:

- Taylor Wimpey Phase – 113 houses (including 34 affordable).
- Barratt Homes Phase – 120 houses (including 36 affordable).

2.2.2 The Taylor Wimpey (TW) element of the site forms the northern part of the application site and Barratt Homes (BH) will develop the southern portion of the site.



3 OBJECTIVES, POLICY AND SCOPE

3.1 The Concept of a Residential Travel Plan

- 3.1.1 The emergence of Travel Plans has been an important development in transport policy. They demonstrate that the environmental improvement sought from the transport sector can be achieved at a local level and can contribute towards easing congestion, especially during peak periods.
- 3.1.2 Travel Plans relate to journeys made from a single origin (home) to multiple and changing destinations and take account of different needs and travel choices over time. A crucial difference between residential origin based Travel Plans and destination focussed Travel Plans is the requirement for an on-going management organisation and structure for the Travel Plan, as there is often no single company or institution to provide continuity and a common point of interest for residents.
- 3.1.3 A Travel Plan is a management tool that brings together a co-ordinated strategy and a package of initiatives to minimise the number and length of car trips generated by a residential development, while supporting more sustainable forms of travel and reducing the overall need to travel.

3.2 Objectives

- 3.2.1 The main objectives of the Travel Plan are to:
- Reduce the need for unnecessary travel to and from the development;
 - Reduce the traffic generated by the development to a lower level than would normally be predicted for the site without the implementation of a Travel Plan, in order to minimise the impact on the local highway network;



- Encourage those travelling to and from the development to use public transport, cycle or walk in a safe and secure manner; and
- Promote healthy lifestyles and sustainable, vibrant local communities.

3.2.2 The objectives will generally be met by:

- Raising travel awareness amongst residents;
- Implementing hard and soft measures to promote the use of alternative modes of travel rather than single occupancy car travel such as walking, cycling, passenger transport and car sharing;
- Identifying opportunities to reduce the use of single occupancy car travel; and
- Continually evaluating the transport needs of residents.

3.2.3 The development and implementation of the Travel Plan to meet the objectives would benefit both those who live at the development, as well as existing residents in the surrounding area. The benefits would include:

- Reducing the impact of traffic on surrounding roads and local communities;
- Promoting equal opportunities to residents by offering wider travel choices;
- Developing places for people that encourage community interaction and avoid a car- dominated environment;
- Reducing the cost of personal travel and saving households money through promoting opportunities for cost savings such as car-sharing;
- Offering the potential to avoid costly highway improvements;
- Improving personal and wider community health; and



- Reducing air and noise pollution.

3.2.4 These broad objectives generally accord with those of Central Government, the Local Highway Authority and the Local Planning Authority.

3.2.5 Importantly, the Travel Plan is a living document which would have the flexibility to respond to changes in the transport environment as well as changes in the wider environmental agenda. In this context, the objectives would be reviewed from time to time to ensure they still reflected residents' needs and transport planning best practice.

3.3 Policy

3.3.1 The Travel Plan concentrates on sustainability issues and outlines a package of initiatives that are designed to encourage more efficient use of the private car and promote a choice of alternative travel modes. The policy context for the Travel Plan is summarised below.

- Making Residential Travel Plans Work – Department for Transport (September 2005)
- provides information on the design, content, management, monitoring and enforcement of a residential travel plan;
- Department for Transport - Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009) - Provides details of the recommended process that should be followed in requiring a travel plan as part of the planning application process. It proposes when travel plans should normally be required in relation to the type and scale of development. It also sets out the recommended design and content of a Travel Plan.



- 3.3.2 The Travel Planning Guidance sets out that the key outcomes of a travel plan should reduce the number of single occupant vehicles to the site and increase alternative modes of transport.
- 3.3.3 When setting targets for interim travel plans where developments have not yet been occupied or where details of end users are unknown, baseline targets can be set using data from census reports of TRICS.
- 3.3.4 Targets need to be **SMART**:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic and
 - Time bound.
- 3.3.5 The 'action plan' will set out the schedule for the tasks that will need to be undertaken by the Travel Plan Co-ordinator.



4 NON-CAR ACCESSIBILITY

4.1 Introduction

4.1.1 In order to accord with the aspirations of the National Planning Policy Framework (NPPF), any new proposals should extend the choice in transport and secure mobility in a way that supports sustainable development.

4.1.2 The presumption in favour of sustainable development is a central theme running through the framework and transport planning policies are seen as a key element of delivering sustainable development as well as contributing to wider sustainability and health objectives. To achieve these objectives, paragraph 103 states that:-

'The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes.'

4.1.3 New proposals should therefore 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.

4.1.4 Section 4 of the Transport Assessment that accompanied the outline planning application considers in some detail the non-car accessibility of the site. The TA concluded the following:



'Existing transport infrastructure within the vicinity of the site has been examined. This demonstrates that the site is accessible by a variety of modes including on foot, by bicycle and by public transport. The site is also well-located to facilitate journeys by private vehicle with access to local and strategic routes within the area. The proximity to local facilities, including the Primary School and the Barrow Brook Business Village, means there is a balance of land uses and the ability to reduce journeys and minimise journey lengths'.

4.1.5 Paragraph 168 of the Inspector's Report for the wider outline site appeal decision states:

'It (the site) would be readily accessible by non-car modes and the proposal, including the Travel Plan and sustainable travel incentives, offers additional accessibility benefits.'

4.1.6 In light of the above, it is considered the site is 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.

4.2 Site Audit

4.2.1 The development has been designed to encourage travel via sustainable modes. Details of hard measures implemented as part of the development to encourage travel via walking, cycling and public transport have been set out below.

4.2.2 Pedestrian access into the development is be provided at the following accesses:

- Via the central and southern access points off Whalley Road;
- Footway provision throughout the site and connections to remainder of the wider site.



- 4.2.3 The following measures to cater for pedestrian and cycle movements within the development are:
- A street pattern that generates natural surveillance where entrances and frontages face all public routes;
 - An internal layout that encourages low vehicle speeds and therefore creates an environment where pedestrians and cyclists are not intimidated by motor traffic;
 - A permeable hierarchy of direct routes within the development comprising a range of shared, segregated and recreational links which would connect all internal areas of the development to the points of access and being more direct than vehicular routes.
- 4.2.4 Taken together, the proposed pedestrian and cycle access strategy and on site provision has been designed to provide a permeable network within the site.
- 4.2.5 Particular emphasis has been given to creating direct routes through the development in response to the pedestrian desire line from the development to the remainder of Barrow.
- 4.2.6 The following measures to cater for public transport movements are:
- Infrastructure for a bus route would be provided through the development ensuring all new dwellings are accessible to any potential new bus service;
 - The proposals are close to a range of existing bus services travelling to Clitheroe and Whalley.



5 **MANAGEMENT**

5.1 **General**

- 5.1.1 In the context of this development, the Travel Plan will be orientated towards influencing travel behaviour of resident's journeys and will seek to advise these groups of the benefits of using alternative transport modes, promoting their use and discouraging the use of the car. The developer will be responsible for the overall implementation of the Travel Plan and will form a signatory to the Legal Agreement which will accompany any planning consent to secure the funding and delivery responsibilities.

5.2 **Travel Plan Coordinator**

- 5.2.1 The developer will appoint and fund an appropriately skilled Travel Plan Coordinator for the residential development. At this stage, the coordinator will be Croft Transport Planning & Design. The Travel Plan Coordinator will be responsible for the implementation, administration and monitoring of the Travel Plan. The Travel Plan Coordinator details will be submitted to RVBC, and likewise, the Coordinator will be advised of the relevant contact personnel at RVBC, so that regular dialogue can be established.
- 5.2.2 The Travel Plan Coordinator will need to be in position towards the end of the construction phase to ensure that the travel planning measures are in place from the outset. The funding for the Travel Plan Coordinator for at least a 5 year period following first occupation would be provided by TW and BH.



- 5.2.3 The Travel Plan Coordinator will make regular visits to the site in order to become a familiar face with residents and known as a champion of sustainable transport measures in association with the development. Contact details for the Travel Plan Coordinator will also be freely available so residents are able to raise issues and feel that the Travel Plan is well supported at all times.
- 5.2.4 The responsibilities of the Travel Plan Coordinator have been outlined in more detail below. The Travel Plan Coordinator will be the first point of contact for residents for all matters regarding travel to and from the site.
- 5.2.5 At the construction phase the Travel Plan Coordinator's main tasks will be to:
- Liaise with and train estate agent sales staff about transport provision at the site;
 - Ensure travel details and accessibility are included in sales information;
 - Prepare iTRACE and RVBC compliant Travel Survey to obtain baseline travel habits;
 - Prepare marketing material advising on travel options to the site to assist potential purchasers;
 - Create Travel Plan welcome packs for residents;
 - Ensure that travel planning measures are in place from the outset; and
 - Ensure that an internet site is set up providing information on travel planning measures, incentives and contact details.



5.2.6 Once residents have started to occupy the site, the Coordinator will be in place and would work alongside any emerging resident's groups. The Coordinator's tasks at this stage will be:

- Provide a welcome pack to residents including public transport information, location of key services and facilities within walking and cycling distance, local information packs, and information and cycle parking provision on site and in the local area; and
- Undertake a travel survey of the occupants of the site (e.g. where they work/how they travel to work/how they travel for other uses in order to refine travel plan).

5.2.7 On an annual basis, thereafter:

- The Travel Plan Coordinator would update the residents travel details through conducting annual surveys until at least 5 years following first occupation. If the headline target had not been met after the 5 years the surveys would continue on an annual basis until the target was met up to a maximum of 3 further years;
- Contact and link measures with other Travel Plan Coordinators within the area;
- The Travel Plan Coordinator would contact the local authority Travel Plan Officer as appropriate for travel information updates and feedback of any comments provided by residents relating to the plan; and
- The Travel Plan Coordinator will seek to raise awareness of the Travel Plan and its importance through a Travel Plan forum, newsletters and the internet site (every six months).

5.2.8 TW and BH will fully participate where appropriate with the Travel Plan initiatives and would fully support the Travel Plan Coordinator, where necessary and required in order that they perform their role effectively.



5.3 On-Going Management

- 5.3.1 The DfT's 'Making Residential Travel Plans Work' (2005) sets out measures for the implementation and on-going management of the Travel Plan. This firstly covers the construction period, then the initial occupation of the site, followed by the first few monitoring and review periods of the plan. This period is crucial in ensuring that the measures set out within the plan are actively implemented to reduce car use to and from the site, and that the objectives and targets identified in the Travel Plan are being met.
- 5.3.2 During this period, it is likely that TW, BH, management company and Travel Plan Coordinator will all need to be closely involved in the management and refinement of the Plan.



- 5.3.3 TW and BH will fund the role of Travel Plan Coordinator for a period of at least 5 years from first occupation. With regards to the management of the Plan over the longer term it is envisaged that the responsibility for the administration and monitoring will pass to the resident's steering group with support from the RVBC Travel Plan officer if required. By this stage, the Residents Forum would have been established by which time a legacy would have been created which can be maintained into the future.



6 MARKETING AND PROMOTION

6.1 Training Sales Staff

- 6.1.1 To ensure that potential residents of the site are informed about the Travel Plan and its goals from the earliest stage, the Travel Plan will have a significant presence within the sales suite of the development which will include a display outlining the sustainable travel measures being implemented and details of access by sustainable travel modes.
- 6.1.2 The sales staff will be given training to promote the Travel Plan as an asset and selling point of the development and key concepts relating to accessibility included in marketing/sales particulars. As such, a Sustainable Travel leaflet will be produced and supplied in response to sales enquiries. The leaflet will provide an overview of the concept of a Travel Plan and outline the sustainable credentials of the development.
- 6.1.3 The site is accessible by public transport services and has convenient walking and cycling links.
- 6.1.4 These are positive features of the development which will be emphasised to prospective residents by both the sales staff and any additional sales literature created for the site.
- 6.1.5 Information and promotion of the Travel Plan from the outset ensures greater buy-in from future residents who may see it as an opportunity to plan changes in their choice of travel. It is important that prospective residents are made aware of the transport characteristics of the development from the outset to ensure that misunderstandings do not arise later. For example, informing future residents about the layout of the potential bus route through the site and cycle/pedestrian routes early on in the process should assist in future residents travelling via these modes.



6.2 Residents Welcome Pack

6.2.1 Residents will be made aware of all travel choices and will be provided with accurate and up-to- date information, as soon as they commence residence to encourage a culture of sustainable travel. Accordingly, new residents will be presented with a Welcome Pack by the Travel Plan Coordinator or Site Sales Staff setting out details of the following:

- Details of the Travel Plan measures and its objectives and targets;
- Plans of walking and cycle routes in the area and WalkBUDi and BikeBUDi matching services;
- Passenger transport timetable information for services in the vicinity of the site and onward connections, including rail timetables and maps showing nearest bus stops and routes;
- Contact details for the bus/rail operators and ticket ordering;
- Contact details for local cycling groups and shops and information on cycle training courses;
- Information on any discounts that have been secured for bus travel, for local cycle purchase and repairs and for general household supplies;
- Details of car sharing websites such as liftshare.com;
- Details of the internet site which will initially provide a site specific travel information page;
- Advice on the benefits of home working and any discounts obtained for internet service provision or the supply of computer hardware;



- Information on internet shopping including local shops that offer free delivery;
- In invitation to join the Residents Travel Plan Forum; and
- Contact Details for the Travel Plan Coordinator.

6.2.2 The development of the Welcome Pack is a crucial stage in the Travel Plan process. It is essential that it contains the necessary travel information to suitably inform recipients. At this stage of the process information that is issued to residents will include the development logos and slogans.

6.2.3 To ensure that the benefits of receiving the Welcome Pack go beyond the first occupants of the residential units, provision would be made to supply this information to future occupants due to re-sales during the initial 5 year period. This will be organised by the Travel Plan Coordinator as and when required.

6.3 Internet Site

6.3.1 An internet site could be set up to be accessed by potential and occupying residents and will contain site specific travel information, contact details for the Travel Plan Coordinator and information relating to incentive schemes/discounts. The internet site will also contain surveys to establish the demand for sustainable transport measures to be implemented at the site. This could be established at the site construction stage.

6.3.2 The Travel Plan Coordinator will be responsible for the internet site and will inform residents of its presence through the welcome packs and newsletters.



7 MEASURES AND INITIATIVES

7.1 Reducing the need to Travel

- 7.1.1 New homes will be broadband internet access enabled so that this will allow future residents to work from home, shop online for certain goods and services and reduce the need to travel.
- 7.1.2 The site will be designed in accordance with the relevant design standards to ensure that it encourages and gives priority to walking and cycling trips, whilst at the same time accommodating service and delivery vehicles to encourage home shopping opportunities. The layout will allow for a new bus service through the site.
- 7.1.3 The development is located close to a number of day to day amenities within Barrow and will be connected by high quality pedestrian and cycle facilities to further reduce the need to travel by car.
- 7.1.4 The Travel Plan Coordinator would instigate a targeted Personalised Travel Planning Program throughout the 5 year period following 1st occupation. This would involve using trained travel advisors to provide residents with individually tailored sustainable travel information and incentives, to encourage them to consider a range of transport options for their various journeys. This measure would also act as a key tool for the marketing and promotion of the measures within the Travel Plan. The target level will be 100% of households with the aim of engaging with 50% in the Personalised Travel Planning Program.



7.2 Smarter Car Based Travel

- 7.2.1 The current parking standards reflect national guidance in terms of encouraging sustainable forms of travel while also ensuring that sufficient provision is allowed for to prevent inappropriate over spill parking. The parking is provided in a variety of forms including on plot, off plot and on street parking.
- 7.2.2 However, for parking policies to be effective in encouraging more sustainable travel patterns they must be part of an integrated approach towards satisfying existing and future travel needs in a sustainable manner. This Travel Plan therefore provides the package of planning and transport measures that, together with parking provision, can promote sustainable transport choices.
- 7.2.3 Car sharing is an effective method of reducing peak-hour congestion and car parking stress, and will therefore be encouraged. To ensure sustainable use of the car, residents will be provided with details of internet based car-sharing such as www.liftshare.com and would provide maximum opportunities for good matches.
- 7.2.4 The Travel Plan Coordinator will identify common journeys through the analysis of the travel survey and initiate potential car sharing matches.
- 7.2.5 The Travel Plan Coordinator will also actively promote the car share database and assist residents who wish to join a car share scheme. The Travel Plan Coordinator will liaise with LiftShare in order to identify best practice in terms of ensuring the scheme is promoted comprehensively.



7.2.6 Car clubs give residents greater flexibility in travel, as they only need to pay for the use of a car when they require one. Residents therefore have the flexibility to travel via public transport when this is a more convenient way to travel. Not having immediate access to a car may also prompt residents to consider alternative modes as it may be more convenient than using a car simply because it is there.

7.2.7 In order for a car club to operate successfully the following criteria are required:

- Medium to high density of residents so that there are enough people to establish the club with sufficient members;
- Parking provision which will assist in increasing the percentage of residents who will join;
- A prominent and accessible Car Club parking space(s) provided on the site in or near to the local centre.
- Attractive and viable alternative transport is essential, whereby residents are able to make their daily journeys by public transport, cycling or walking; and
- The car club should ideally be designed into residential developments from the outset and included within any promotional and marketing material, with the scheme explained to potential future residents as a selling point at an early stage.

7.2.8 It is therefore proposed that the Travel Plan Coordinator will examine the feasibility of providing a Car Club at the residential development.

7.3 Increasing Walking

7.3.1 The design of the site will encourage walking by ensuring that the layout will provide more direct routes than vehicular modes.



- 7.3.2 The Travel Plan Coordinator will encourage residents to walk to and from the site, by:
- Liaising with the local planning authorities to ensure pedestrian routes to and from the site are appropriately maintained;
 - Providing residents with information and advice concerning safe pedestrian routes to and from the site;
 - Providing details of WalkBUDi matching services (<https://walkbudi.liftshare.com/>); and
 - Production of a local walking map for residents informing of routes and travel times to key destinations.
- 7.3.3 The Institution of Highways and Transportation publication (2000) 'Guidelines for providing for Journeys on Foot' notes that walking accounts for over a quarter of all journeys and four-fifths of journeys less than one mile (1.6 kilometres).
- 7.3.4 Walking is also an essential part of public transport travel, bus stops usually being accessed on foot. Promoting sustainable, integrated transport involves providing good pedestrian links to public transport facilities.
- 7.3.5 Promotional leaflets provided by RVBC will be supplied to residents informing them of the associated health benefits of walking, and the location of safe walking routes with indicative walking distances and times shown.



7.4 Increasing Cycling

- 7.4.1 The design of the site will encourage cycling by ensuring that the layout will provide more direct routes than vehicular modes.
- 7.4.2 The promotion of cycling as an alternative mode will be made to all residents. The merits of cycling can be actively promoted to residents that live within 5km of their work or leisure activities.
- 7.4.3 Publicity material highlighting the most suitable, safe, and comfortable cycle routes, with road crossing facilities and likely journey times highlighted will be produced by the Travel Plan Coordinator and made available to the residents within the Welcome Pack, newsletters and on the internet site. Advice will be provided on appropriate routes to key destinations by bike. In addition, details of the BikeBUDi matching service will be provided to each resident.
- 7.4.4 The feasibility of setting up (or the participation in an existing /future local group) of a Bicycle User Group in conjunction with the UK's National Cyclist's Organisation, CTC (<http://www.ctc.org.uk>), offering discounts on cycling and affinity products, cycle insurance and a regular e-newsletter will be considered. Residents would be able to join for a small charge.
- 7.4.5 In addition, the Travel Plan Coordinator will approach cycle retailers to negotiate discounted cycle purchase vouchers for residents of the development.

7.5 Increasing Public Transport

- 7.5.1 The design of the site allows for a new bus service through the development.



- 7.5.2 The publicity, marketing, and promotion of the public transport services will inform residents as to the benefits of travelling by bus.
- 7.5.3 The Travel Plan Coordinator will ensure that residents are aware of bus routes and train timetables for public transport services operating in the vicinity of the site, with residents being provided with a Welcome Pack which would include these timetables. Bus and train timetables are free from stations. Details will also be provided on the potential internet site.
- 7.5.4 The marketing material within the Welcome Pack and on the internet would also contain route maps, the location of public transport hubs/stops, as well as details of travel websites such as Traveline (www.traveline.org.uk) and Transport Direct (www.transportdirect.info).
- 7.5.5 In addition, the Travel Plan Coordinator will seek to maximise the use of public transport in the following ways:
- Seek information from all residents using public transport on ways in which services may be improved and feed this back to the service provider and the local authority through the regular liaisons which form part of the Travel Plan Coordinators role;
 - Encourage RVBC to display and maintain current timetable information at the existing and new bus stops; and
 - Encourage RVBC to ensure that pedestrian routes between the existing bus stops and the site are suitably surfaced, lit and clear of any obstructions to safe and convenient use by all pedestrians including people with impaired mobility.



8 TRAVEL PLAN TARGETS

8.1 Introduction

- 8.1.1 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.
- 8.1.2 The targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.
- 8.1.3 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).
- 8.1.4 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 these proposals.
- 8.1.5 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.

8.2 Action Plan

- 8.2.1 **Table 8.1** 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	TW/BH
Production of Residents Travel Pack	Before Occupation	Resident travel survey	TW/BH/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	Residents travel surveys conducted in years 1, 3 and 5	TPC

Table 8.1 – Travel Plan Action Plan and Timescales

- 8.2.2 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.

8.3 Potential Targets

- 8.3.1 Targets which according to the DfT may potentially be included in the Travel Plan include the following:



- Car trips per household - 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.

8.4 Plan Monitoring and Assessment

8.4.1 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.

8.4.2 The monitoring could include items such as:

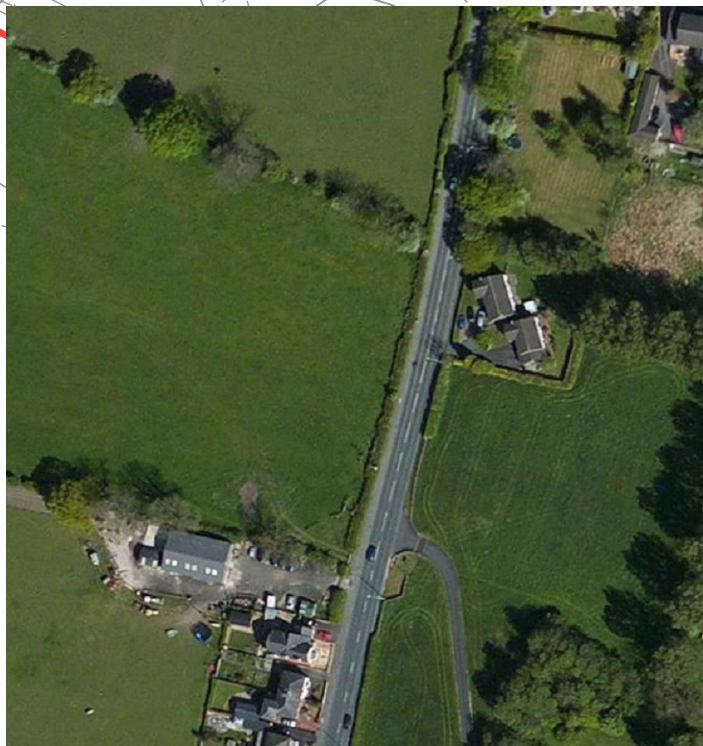
- Full residential surveys to be completed between every 2 to 3 years and snap shot surveys to be completed every 6 to 12 months.



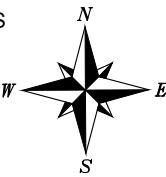
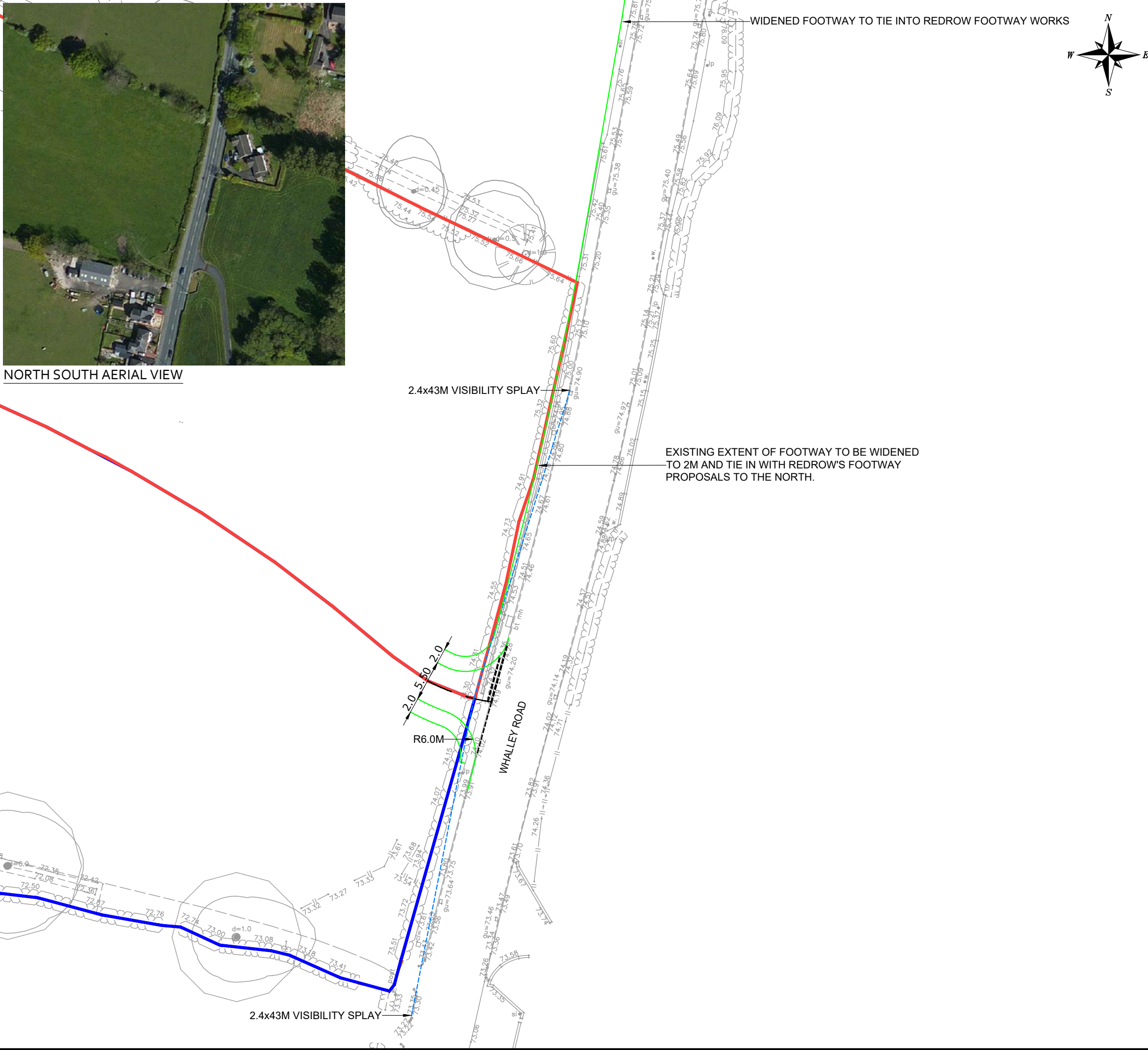
- Feedback from bus operators to establish demand for local bus services.

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

PLANS



NORTH SOUTH AERIAL VIEW



NOTES

THIS IS NOT A CONSTRUCTION DRAWING AND IS FOR INDICATIVE PURPOSES ONLY. THE DRAWING WILL BE SUBJECT TO CHANGE FOLLOWING LOCAL AUTHORITY REVIEW AND CONFIRMATION OF PUBLIC HIGHWAY AND THIRD PARTY LAND BOUNDARIES.

- INDICATIVE TW SITE BOUNDARY
- INDICATIVE DWH SITE BOUNDARY
- DENOTES NEW KERBS



SITE LAYOUT NTS

A	FOOTWAY WIDENING PROPOSED	JC	JC	SEP 18
REV	DETAILS	DRAWN	CHECKED	DATE

CLIENT:
TW/DWH

PROJECT:
WHALLEY ROAD SOUTH, BARROW

DRAWING TITLE:
PROPOSED SITE ACCESS ARRANGEMENT

SCALES:
1:500 @ A3

DRAWN: JC	CHECKED: JC	DATE: SEP 18
-----------	-------------	--------------

Croft Transport Planning & Design
Hill Quays
9 Jordan Street
Manchester
M15 4PY

Email: info@crofts.co.uk
Tel: 0161 667 3746
Web: www.crofts.co.uk

DRAWING NUMBER:
2366-F01

REVISION:
A