

Land off Henthorn Road,
Clitheroe

Travel Plan

October 2019

Report Reference 1677/2/A



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Travel Plan

Land off Henthorn Road, Clitheroe

Client: Gladman Developments Ltd

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1 Introduction

1.1 Gladman Developments has submitted an outline planning application for residential development on land off Henthorn Road, Clitheroe (henceforth referred to as the Site). This Framework Travel Plan (TP), supports the outline planning application.

1.2 OVERVIEW

1.2.1 The reason that this is a 'Framework' TP is that the application is in outline. For the avoidance of doubt, this Framework TP applies to, and provides the context for, any and all future TPs prepared for the entirety of the outline application Site area; requirements of the Framework TP must relate to all dwellings constructed on the application Site area.

1.2.2 The planning application proposes residential development comprising two parcels of land to the north and south of Henthorn Road. Both areas of Site are presently agricultural/field land. The proposed development comprises up to 160 dwellings, as follows:

- (i) Northern Site: 35 dwellings,
- (ii) Southern Site: 125 dwellings.

1.2.3 AHA prepared the TP report (ref 1616/3/A) that accompanied the planning application for a residential scheme of 110 dwellings on a site to the north of the current application Site. This scheme (application ref 3/2018/08688) was promoted by GDL and was approved following an appeal. The approved scheme is referred to as Phase 2. The proposed scheme is referred to as Phase 3. Given that the proposed Phase 3 residential scheme and the permitted Phase 2 scheme offer similar levels of housing and are located on the same road in Clitheroe, this report adopts the parameters from the permitted TP report (ref 1616/3/A).

1.2.4 Figure 1 shows the location of the Site in the context of the local highway network.

1.2.5 The Framework TP is informed by a separate Transport Assessment (TA) prepared and submitted in support of the outline planning application. There is consistency between the Framework TP and the corresponding TA report.

1.2.6 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants and visitors of the development.

1.2.7 The Site access strategy comprises:

Northern Site

- Vehicles: Accessed through Phase 2
- Cycles: Accessed through Phase 2 and Henthorn Road,
- Pedestrians: Accessed through Phase 2 and Henthorn Road,
- Emergency: Henthorn Road.

Southern Site

- Vehicles: Henthorn Road
- Cycles: Henthorn Road,
- Pedestrians: Henthorn Road.

1.3 TRAVEL PLAN OBJECTIVES

1.3.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

1.3.2 The key objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,

- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.3.3 It is imperative that the TP measures are effective and efficient.

1.3.4 The 2014 Planning Practice Guidance (PPG) 'Travel Plans, transport assessments and statements in decision taking' provides the most up-to-date national guidance.

1.3.5 PPG states that Travel Plans are a way of *"mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements."* (Reference ID: 42-002-20140306)

1.4 SCOPE OF TRAVEL PLAN

1.4.1 It is established and acknowledged that there are two broad types of TP:

- 'Destination': designed to increase sustainable travel to a particular location, and
- 'Origin': residential Travel Plans where journeys are made to varied locations.

The proposed development is for residential use, and hence this Framework TP is an 'origin' TP.

1.4.2 The Framework TP sets out how the developer(s) will progress the TP, progressing from this Framework TP to the preparation and submission to the local authority of a Full TP, which is to be agreed with the local authority.

1.4.3 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the operator to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and individual Site requirements. The approach

provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.

- 1.4.4 The underlying purpose of a residential Framework TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

1.5 COMPREHENSIVE STRATEGY

- 1.5.1 It is essential to recognise that, in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the Framework TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.

- 1.5.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated Framework TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.

- 1.5.3 The role of the Travel Plan Coordinator (TPC refer Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.

- 1.5.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the Framework TP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change.

- 1.5.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development Framework TP.

2 Policy Context

2.1 The policy context for requiring a TP for a development is established across the board, at national and local levels.

2.2 NATIONAL POLICY

2.2.1 The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

2.2.2 The National Planning Policy Framework (NPPF, February 2019) explicitly refers to travel planning and the need for TPs in the context of promoting sustainable travel. Paragraph 110 of NPPF states that applications for development should:

“a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.”

2.2.3 Paragraph 111 of NPPF states that:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”

2.2.4 PPG sets out that Travel Plans:

"...support national planning policy which sets out that planning should actively manage patterns of growth in order 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." (Reference ID: 42-00620140306)

2.3 RIBBLE VALLEY BC: CORE STRATEGY 2008-2028

2.3.1 The RVBC Core Strategy was adopted on 14 December 2014. The Core Strategy is the central document to the Local Development Framework and establishes the vision, underlying objectives and key principles that the Council will follow to guide development in the Borough. Although it is used to aid the assessment of planning applications its primary function is to set a more strategic level of planning policy for the area.

2.3.2 The Core Strategy sets out the Council's position with regard to transport in in Key Statement DMI2. This states that:

“KEY STATEMENT DMI2: TRANSPORT CONSIDERATIONS

New development should be located to minimise the need to travel. Also it should incorporate good access by foot and cycle and have convenient links to public transport to reduce the need for travel by private car. In general, schemes offering opportunities for more sustainable means of transport and sustainable travel improvements will be supported. Sites for potential future railway stations at Chatburn and Gisburn will be protected from inappropriate development.

Major applications should always be accompanied by a comprehensive travel plan."

2.3.3 The Council's position on transport is expanded further in Policy DMG3, which states:

"POLICY DMG3: TRANSPORT AND MOBILITY

In making decisions on development proposals the local planning authority will, in addition to assessing proposals within the context of the development strategy, attach considerable weight to:

The availability and adequacy of public transport and associated infrastructure to serve those moving to and from the development –

- 1. The relationship of the site to the primary route network and the strategic road network.*
- 2. The provision made for access to the development by pedestrian, cyclists and those with reduced mobility.*
- 3. Proposals which promote development within existing developed areas or extensions to them at locations which are highly accessible by means other than the private car.*
- 4. Proposals which locate major generators of travel demand in existing centres which are highly accessible by means other than the private car.*
- 5. Proposals which strengthen existing town and village centres which offer a range of everyday community shopping and employment opportunities by protecting and enhancing their vitality and viability.*
- 6. Proposals which locate development 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.*
- 7. 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.*

All major proposals should offer opportunities for increased use of, or the improved provision of, bus and rail facilities. All development proposals will be required to provide adequate car parking and servicing space in line with currently approved standards. ..."

- 2.3.4 The Council's position on footpaths and bridleways is set out in DMB5. This states that:

"POLICY DMB5: FOOTPATHS AND BRIDLEWAYS

The Borough Council will seek to ensure the retention, maintenance and improvement of by-ways and un-surfaced/unclassified roads as part of the public rights of way network. In situations where a public right of way will inevitably become less attractive (due to adjacent/surrounding development), the policy should require compensatory enhancements such that there is a net improvement to the public right of way network. The Borough Council will, unless suitable mitigation measures are made, protect from the development footpaths which:

- 1. Provide a link between towns/villages and attractive open land;*
- 2. Link with the ribble way footpath;*
- 3. Are associated to the local nature reserves; and*
- 4. Are heavily used."*

2.4 LANCASHIRE LOCAL TRANSPORT PLAN (LTP) 2011-2021

- 2.4.1 Lancashire County Council (LCC) is the local highway authority, and has responsibility for the development and delivery of the Local Transport Plan (LTP).

- 2.4.2 The underlying theme and objectives of the LTP are to promote policies and measures to foster and achieve improved opportunities for travel choices by non-car modes. This provides the context for specific local measures to be considered, promoted and introduced.

3 Existing Conditions: Key Information from TA

3.1 SITE LOCATION

The location of the Site is indicated on Figure 1 in the context of the local highway network.

3.2 ACCESSIBILITY BY WALK

3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level, and offers the greatest potential to replace short car trips, particularly under 2km.

3.2.2 National Travel Survey (2018)

3.2.2.1 The National Travel Survey (NTS) of 2018 provides data on walk trips and establishes that:

- 80% of all trips under 1 mile (1.6km) are made by foot,
- The average walk trip is 16 minutes which equates to a distance of about 1.3km,
- Walking accounts for 27% of all trips and 3% of distance travelled,
- Education and Shopping trips account for 39% of all walk trips,
- 69% of people undertake a walk of 20 minutes or more at least once a week,
- The average shopping trip is 17 minutes and 27% of shopping trips are made by foot,
- The average commuting trip is 30 minutes and 13% of commuting trips are made by foot.

Based on the average walk trip of 16 minutes, this means that the average walk trip is about 0.8 miles (circa 1.3km).

3.2.3 Manual for Streets

3.2.3.1 The 'walkable neighbourhood' concept is set out in MfS1 and endorsed in MfS2. MfS1 explains that:

“Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km.” (MfS para 4.4.1, AHA emphasis)

3.2.4 Walk Isochrones and Local Amenities

3.2.4.1 The CIHT provides guidance about journeys on foot. It does not provide a definitive view of distances, but does suggest a preferred maximum distance of 2000m for walk commuting trips. A 400m distance corresponds to a walk time of 5 minutes, based upon a typical normal walking speed. Figure 2 presents the development 400m, 800m, 1200m, 1600m and 2000m walk isochrones, (ie reflecting 5, 10, 15, 20 and 25-minute walk journeys), and taking account of the pedestrian infrastructure.

3.2.4.2 The walk isochrones presented in Figure 2 are created using Basemap TRACC software, a digital mapping and transport data program. The TRACC software enables installation of maps to create a road network. Amendments have been made to the road network to allow for the inclusion of public rights of way and pedestrian access points.

3.2.4.3 The TRACC software adopts the Department for Transport speeds and hence, a walk speed of 4.8km/h is automatically assumed across the road network. However, it is possible to alter the walk speed on all roads to reflect for example, changes in gradient or no accessibility by footway. The walk isochrones presented in Figures 2 (Northern Site) and 3 (Southern Site) take into account the lack of footway on certain roads and the walk speed on these routes has been adjusted to 0km/h.

3.2.4.4 Indicated on Figures 2 and 3 are examples of local facilities near to the Site. This illustrates that there are a number of amenities within 1200m of the Site, including:

- Travel: Bus stops;
- Education: nursery/pre-school;
- Shopping: ATM, convenience store;

- Leisure: Public open space, playground.

3.2.4.5 There are additional amenities within a 1600m walk of the Site, including Edisford Primary School and leisure facilities on Edisford Road. The vast majority of town centre amenities are located between within, or just beyond 2000m of the Site.

3.2.5 Public Rights of Way

3.2.5.1 Figure 4 presents the existing Public Rights of Way (PROW) near to the Site. Footpath 3-1 FP17 is aligned around the western and southern perimeter of the Site. This provides a walking connection between Edisford Road and Henthorn Road.

3.2.5.2 The proposed Gladman residential scheme is located west of a residential site under construction by Story Homes. Story Homes have paid a contribution towards surfacing Footpath 3-1 FP17. Improvement to FP17 includes:

- £55,000 contribution towards highway improvement of FP17 between Henthorn Road and Edisford Road for bicycle use;
- £8,000 contribution to introduce a footpath link from the Story Homes development to FP17 near the railway line;
- £50,000 contribution for surface improvement/ dressing of FP17 from Henthorn Road to Primrose Road.

For prospective residents, particularly those at the southern extent of the proposed development, the improvements outlined for FP17 will provide a surfaced and shorter route into the town centre.

3.2.6 Walk Routes to School

3.2.6.1 The National Travel Survey (NTS) sets out that 51% of children aged 5-10 years walk to school. For journeys of under 1 mile (1.6km) 80% of children (5-10 years) walk to school.

3.2.6.2 The nearest primary school to the Site is Edisford Primary School on Edisford Road. There is a pedestrian entrance to the school at Siddows Avenue/Hargreaves Court.

The walk distance between the centre of the Site and this entrance is just over 1.2km, which is well below the distance quoted in NTS. Consequently, there is a reasonable expectation that most children at the application Site, and based at Edisford Primary School, will walk to school.

3.2.6.3 The most likely route for residents to walk to/from Edisford Primary School is:

Henthorn Road (S) – Henthorn Road (N) – Siddows Avenue.

3.2.6.4 The permitted Phase 2 development will deliver new pedestrian infrastructure at the along the northwest side of Henthorn Road (S). The new footway is to be 2.0m wide and includes street lighting. Henthorn Road (S) is subject to a 20mph speed limit, which is conducive to an environment for walking.

3.2.6.5 Henthorn Road (N) is an established residential road subject to a 20mph speed limit. The route is relatively level and offers sealed surface footways on both sides and benefits from street lighting. There are residential properties fronting Henthorn Road (N), which offer a degree of neighbourhood surveillance.

3.2.6.6 Siddows Avenue is also an established residential road, about 175m long and is subject to a 20mph speed limit. The route is relatively level, offers sealed surface footways on both sides of the road and benefits from street lighting. There are residential properties fronting Siddows Avenue which offer a degree of neighbourhood surveillance.

3.3 CYCLE

3.3.1 Cycle Isochrones and Local Amenities

3.3.1.1 It is recognised that 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.

3.3.1.2 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).

3.3.1.3 The NTS 2018 also provides data on cycle trips and establishes that:

- In the 3 years up to 2018, 42% of people had access to a bicycle and this figure increases to 83% for young children,
- The average cycle trip was 23 minutes,
- Education, shopping and commuting accounted for 12%, 8% and 34% of cycle trips.

Based on an average cycle trip of 23 minutes, this would equate to a cycle distance of just under 5km.

3.3.1.4 The cycle isochrones presented in Figure 5 were created using Basemap TRACC software. The TRACC software adopts a 16km/h cycle speed across the road network. The cycle isochrones presented in Figure 5 discounts footpaths which do not permit cyclists.

3.3.1.5 Figure 5 indicates the 2km and 5km cycle isochrones for the Site, reflecting typically 10-minute and 25-minute journeys. Review of Figure 5 highlights that most of Clitheroe is within a 2km cycle ride and all of Clitheroe is within a 5km cycle ride of the Site.

3.3.2 Cycle Routes to School

3.3.2.1 The nearest primary school is Edisford primary School. There is an entrance to the school at the northern end of Siddows Avenue. The most likely route for residents to cycle to/from Edisford Primary School is:

Henthorn Road (S) – Henthorn Road (N) – Siddows Avenue.

All of the route is along residential roads that are subject to a 20mph speed limit. The route is relatively level and benefits from street lighting. It is considered that development generated trips to/from school by cycle are feasible.

3.4 PUBLIC TRANSPORT

3.4.1 Existing Bus Stops & Routes

3.4.1.1 There is a frequent bus service operating near to the Site. Service No 2 calls within 450m of the proposed development and functions as a town circular service via Low Moor. The bus service operates on a 30-minute frequency, Monday to Saturday daytime.

3.4.1.2 There is a school bus service (No 686) which calls at bus stops on Garnett Road, which is about 850m from the Site. This service offers trips to/from Bowland County High School on schooldays only.

3.4.1.3 There are also school bus services which call at stops Edisford Road. Service Nos 510 and 645 offer trips to/from Clitheroe Royal Grammar School, Bowland County High School and Ribblesdale High School.

3.4.1.4 Figures 2 and 3 identifies the locations of existing bus stops in the vicinity of the Site. There is 1no bus stop located on Blakewater Road, opposite Lune Road, which is approximately 450m from the centre of the Site. This stop caters for journeys to Clitheroe (service no 2).

3.4.1.5 The bus stop on Garnett Road comprises flag and pole and timetable information. This stop caters for service no 2 and school bus service No 686.

3.4.2 Bus Services & Frequencies

3.4.2.1 Table 1 summarises the scheduled bus services operating near to the Site and the frequency of service.

3.4.2.2 The existing bus services summarised in Table 1 offer travel to Clitheroe Rail Station and town centre, as well as other settlements within Clitheroe.

3.4.2.3 The first and last buses to/from Clitheroe are:

SERVICE	TO CLITHEROE		FROM CLITHEROE	
	FIRST	LAST	FIRST	LAST
2	0727	1827	0715	1815

3.4.2.4 These services coincide with typical workplace start and finish times. This means that residents of the Site have genuine opportunity to complete commuting journeys to/from Clitheroe by bus.

3.4.2.5 Typical bus journey times are:

SERVICE	DESTINATION	JOURNEY TIMES (mins)
2	Low Moor	6
	Clitheroe (Interchange- Near Rail Station)	12

3.4.3 Phase 1 & 2 Financial Contributions

3.4.3.1 The No.2 service currently benefits from a financial contribution secured from the Phase 1 residential scheme. The Phase 2 development also includes an obligation to provide additional financial assistance. The inspector at the Phase 2 Appeal concluded that:

“The No 2 service is currently assisted by a financial contribution, secured through a planning obligation attached to the permission for the Blakewater Road development, which is paid annually until December 2021. Thereafter, the Council indicate that the service may revert to a hourly frequency or cease to operate if there were to be insufficient patronage.

The submitted planning obligation in respect of this appeal would provide for a financial contribution of £40,000 per annum over a period of 5 years to enable the continuation of the current frequency of the No 2 service until 2026. The appeal

proposal also has the potential to generate additional patronage and establish public transport 'habits' that could enable the service to be sustained on a commercial basis beyond 2026."

- 3.4.3.2 The Phase 2 Appeal decision acknowledged the opportunity to travel by public transport:

"In the response to the consultation on the planning application, the highway authority identified that accessibility to public transport for the proposed development is good".

As the Phase 3 scheme is substantially similar to the permitted Phase 2 scheme in terms of bus accessibility, it is concluded that the proposed development is accessible by bus.

3.4.4 RAIL

- 3.4.4.1 The nearest rail station is at Clitheroe and is just over a 2km walk from the proposed development. Journeys to the rail station can also be made by cycle and bus. There are 5no cycle lockers available at the station as well as multiple cycle stands located adjacent to the station. Furthermore, the Phase 2 development will make a £10,000 contribution towards additional cycle storage facilities within Clitheroe Town Centre. This is to be made prior to the first occupation of any dwelling.

- 3.4.4.2 Bus service No 2 that calls circa 450m from the Site, is routed near to Clitheroe Rail Station and the journey is about 12 minutes.

- 3.4.4.3 There is an hourly train service from Clitheroe to destinations including Blackburn, Bolton and Manchester. The journey times for services calling at Clitheroe Rail Station to a range of destinations are as follows;

DESTINATION	JOURNEY TIMES (mins)
Blackburn	22
Bolton	52
Salford Crescent	67

Manchester Victoria

76.

- 3.4.4.4 The above affords opportunity for residents of the Site to make journeys to work by bus and rail to destinations such as Blackburn and Bolton.

4 Objectives & Outcomes

4.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Promote accessibility to the development by sustainable modes of transport.

4.2 A key objective is that the TP measures are effective and efficient.

4.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,
- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4 As explained in para 1.4.1, this Framework TP is an 'origin' TP.

4.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.

4.6 The Framework TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.

5 Targets & Indicators

5.1 The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with the local authority to be an important indicator to the TP's effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria. The SMART criteria adopted for this Framework TP are:

Specific	there must be no ambiguity in the output,
Measurable	the policy target(s) can be set against directly observable output(s),
Achievable	the policy must be feasible,
Realistic	target should be within reasonable bounds and not too optimistic,
Time bound	the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART criteria.

5.3 BENCHMARKING: CENSUS DATA

5.3.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the development. However, there is recorded/published information that provides a context for considering the setting of targets within the Framework TP. The primary source of available information is the 2011 Census data.

5.3.2 The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.

5.4 CENSUS DATA

5.4.1 Census modal split journey to work statistics is available for the scenario of 'Middle Super Output Area (MSOA)/Borough is the 'origin' of work trips': ie residents travel to work from here. This is applicable to the proposed residential use.

5.4.2 The 2011 Census is interrogated for recorded journey to work modal split for:

- Ribble Valley (District),
- Ribble Valley 003 (Middle Super Output Area (MSOA)).

5.4.3 The reason for selecting the above Census interrogations is as follows:

- The Site is located within Ribble Valley District.
- The Site is located in Ribble Valley 003 MSA.

This information is relevant to informing the selection of a suitable value for the TP targets.

5.4.4 The results of the Census journey to work interrogations are presented in Table 2.

5.5 RESIDENTS TRAVELLING FROM THE MSA/DISTRICT

5.5.1 The reporting of the Census journey to work interrogations (presented in Table 2) includes people working 'at home'. These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.5.2 Review of Table 2 identifies the following key information:

- Car driver: 63.5% of Ribble Valley 003 MSA journeys to work, and higher for Ribble Valley as a whole (70.8%),
- Car passenger: 5.5% of Ribble Valley 003 MSA journeys, and lower for Ribble Valley as a whole (4.7%),

- 'Car driver + car passenger': 69.0% of Ribble Valley 003 MSOA journeys to work, and higher for Ribble Valley as a whole (75.5%),
- Cycle: higher for Ribble Valley 003 MSOA (2.3%), than for Ribble Valley as a whole (1.4%),
- Walk: notably higher for Ribble Valley 003 MSOA (19.3%) than Ribble Valley as a whole (10.6%),
- Bus: 2.3% for Ribble Valley 003 MSOA journeys and similar for Ribble Valley as a whole (2.1%),
- Train: similar for Ribble Valley 003 MSOA journeys to work (1.3%) and Ribble Valley as a whole (1.1%),
- Working from Home: lower in Ribble Valley 003 MSOA (4.0%) than in Ribble Valley as a whole (7.9%).

5.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in Ribble Valley 003 MSOA and Ribble Valley as a whole highlights that:

- A lower percentage of people living in Ribble Valley 003 MSOA drive to work than people living in Ribble Valley as a whole,
- Walking is the most popular sustainable mode of travel to work at both MSOA and district level,
- Rail is the least popular sustainable mode of travel to work at MSOA and district level,
- A lower percentage of people living in Ribble Valley 003 MSOA work from home than people living in Ribble Valley as a whole.

5.5.4 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.

5.6 TRIP RATES

The TA adopts trip generation rates adopted in the TA for the Story Homes development, which is located near to the proposed development. The vehicle (ie car driver mode) peak hour trip rates for residential (vehicles/dwelling) and adopted in the TA are:

PEAK HOUR	ARR	DEP	2-WAY
AM	0.140	0.445	0.585
PM	0.437	0.226	0.663.

The trip rates are agreed with LCC highways officers.

5.7 TRIP GENERATION

These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development. For example, for the outline application of up to 160 dwellings, there is estimated to be 71 vehicle Departures in the AM peak hour.

5.8 TP TARGET METHODOLOGY

5.8.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the Framework TP.

5.8.2 Established approaches for setting the residential TP target include:

- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
- 'Number of peak hour trips'.

5.8.3 The approach/philosophy adopted for the Framework TP target setting is to:

- Set the Framework TP target in terms of the 'Number of peak hour trips' taking account of the benchmarking information and the SMART criteria (refer para 5.2),

- Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the Framework TP target for percentage of resident trips will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

5.9 TP RESIDENTIAL TARGET

- 5.9.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this Framework TP is prepared to set the context and requirements for the outline application development proposal of up to 160 dwellings.
- 5.9.2 The detailed Site layout must be the subject of a reserved matters application(s). It is possible that, arising out of this, less than 160 dwellings might be constructed. Therefore, if the Framework TP target is set in terms of 'number' of peak hour car trips derived on an assumption of the maximum 160 dwellings (for which outline permission is sought), and the actual number of dwellings built proved to be less than 160, then the Framework TP target may not be sufficiently challenging.
- 5.9.3 The approach adopted at this stage with the Framework TP is to set the Framework TP target in terms of 'peak hour vehicle trip rate'. As explained above, this is easily converted into a corresponding target 'number' of vehicle trips, (by multiplication of the trip rate and the number of dwellings). By adopting this target setting approach of trip rate, the TP target can apply to the Site irrespective of the final number of dwellings that are constructed.
- 5.9.4 Furthermore, a practical and pragmatic advantage of setting the TP target, in terms that relates to peak hour vehicle trips, is that this can be conveniently (and hence economically) measured, thereby providing an inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.
- 5.9.5 The residential TP target is set as maximum AM peak hour 2-way vehicle trip rate of 0.527 vehicles/hour/dwelling.
- 5.9.6 The explanation of how this is derived is as follows:

- The 2-way AM peak hour vehicle trip rate, as adopted for TA estimate of traffic generated by the proposed residential development is 0.585 vehicles/hour/dwelling: this represents the 'business as usual' situation,
- Apply reduction factor of 10% to the 2-way peak hour trip rate of 0.585, ie $0.9 \times 0.585 = 0.527$; the Framework TP target 2-way peak hour vehicle trip rate.

5.9.7 One of the varied advantages of setting the Framework TP target in this manner is that it obviates the need for setting interim TP targets. This is because there is an implicit interim target applying at any point in time/level of dwellings occupied, ie the interim target is the same as the 'ultimate' target, that the total number of peak hour car trips generated should correspond to an equivalent trip generation rate of no more than the Framework TP target rate of maximum peak hour 2-way vehicle trip rate of 0.527 vehicles/hour/dwelling.

5.9.8 An illustration of how the Framework TP target represents/is converted to 'number of vehicle trips' is set out below for the outline application and assuming 160 dwellings:

- TP target for residential: 0.527×160 dwellings = 84 vehicles (total 2-way) in AM peak hour,
- The TA estimates of peak hour traffic (total 2-way) generated by the proposed 160 dwellings (and that is used in all the TA modelling of junctions) are 93 vehicles in the AM peak hour,
- Hence, the TP target represents a reduction of 9 vehicles in the AM peak hour.

5.9.9 The above target is set so as to be less than 'business as usual' scenario, being a reduction in the AM peak hour.

5.9.10 There is no need, or requirement, to set associated TP targets for other mode choices. This is because the limiting of car driver mode in itself requires alternative more sustainable modes to be selected.

5.9.11 The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being 'realistic'.

5.10 TIMESCALE

5.10.1 A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of 'time bound' (refer para 5.2 above). The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).

5.10.2 The Framework TP sets a timescale of 5 years from first occupation, for achievement of the TP residential target. For the avoidance of doubt, the TP residential target applies to all residential developers at the Site.

5.11 INDICATORS

TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

6 Management Strategy

6.1 OVER-ARCHING STRATEGY

For the avoidance of doubt, if it transpires that there is more than a single residential developer at the Site, the Framework TP and targets apply to all residential development at the Site.

6.2 PRE-OCCUPATION

PPG highlights that:

"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new Site rather than retrofitted after occupation." (Reference ID: 42-003-20140306)

6.3 TRAVEL PLAN COORDINATOR (TPC)

6.3.1 A TP must have an appointed Travel Plan Coordinator (TPC). It is the responsibility of the developer of the Site to ensure that the TPC is appointed and remains in post.

6.3.2 It is a good practice requirement that the TPC is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. The TPC acts as the promoter of the TP to the residents, and provides a key point of contact.

6.3.3 The TPC will be appointed by the developer three months in advance of first occupation, to produce induction packs and work with the sales staff.

6.3.4 It is further required that the TPC details are provided in writing to the local authority 3 months prior to first occupation. The details to be provided include:

- Name,
- Telephone contact number,

- Email contact details,
- Date of taking up post.

6.3.5 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the Framework TP,
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce marketing material for residents and for the residential sales and marketing team, eg residents welcome/induction packs (refer paras 8.3, 8.4 & 8.5),
- Set up appropriate management arrangements, eg contact arrangements with local authority.

6.3.6 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.

6.3.7 In general terms, the duties of the TPC include:

- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
- Arranging questionnaire Travel Surveys and statistical analysis of findings,
- Arranging other travel/monitoring surveys,
- Monitoring and review of TP,
- Preparation of annual Monitoring & Review report for submission to the Council,
- Liaison with the residents, local authority and other key stakeholders.

6.3.8 More specifically, the TPC responsibilities include inter alia:

- Day to day operation of the TP,
- Maintaining all public transport and database records up-to-date,
- Promotion of car sharing & ongoing promotion of the car share scheme,

- Liaison with local public transport operators,
- Promotion of bus and rail travel,
- Promotion of walking and cycling to work,
- Liaison with the local authority,
- Liaison with residents of the development, including for example promotional activities,
- Undertaking and analysing questionnaire Travel Surveys,
- Monitoring car and cycle usage,
- Preparing and maintaining information/promotional material for the TP,
- Managing TP social media,
- Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.

6.3.9 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

6.4 FINANCIAL ARRANGEMENTS

6.4.1 As set out in para 6.3.3 above, it is the responsibility of the developer to ensure that the TPC is appointed and remains in post. This will be a requirement of all sale agreements with residential developer(s).

6.4.2 The TPC should be in post for a period of 5 years after first occupation of the development. This means that the developer must identify a sufficient revenue budget to employ the TPC for a period of 5 years after first occupation of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

6.5 COMMUNITY INTERACTION

The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.

7 Measures to Encourage Sustainable Travel

7.1 WALK

7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.

7.1.2 The existing pedestrian facilities are complemented by the network of pedestrian infrastructure to be provided within the development Site, as part of the development. This is illustrated on the architect's masterplan layout; the details will be the subject of reserved matters approval from the Council.

7.1.3 All pedestrian routes within the Site have good natural surveillance, with proposed dwellings overlooking all pedestrian footways and on-site pedestrian routes.

7.1.4 The proposed pedestrian infrastructure improvements are:

Northern Site

- Main pedestrian and cycle access to be through permitted Phase 2 development;
- Provide 3.7m wide footway/cycleway connection with Henthorn Road, can function as an emergency access if required.

Southern Site

- Provide 2.0m wide footway on both sides of new Southern Site access road;
- Provide 2.0m wide footway on south side of Henthorn Road to connect with proposed Northern Site footway/cycleway and link to permitted Phase 2 footpath.

7.1.5 Promotional events and literature will be arranged by the TPC, to encourage walking, and emphasising the health benefits.

7.1.6 The TPC will prepare and arrange for distribution of maps showing safe local walking routes.

7.2 CYCLE

7.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.

7.2.2 Residents of the development will have opportunity to park cycles at their homes, and similarly for their visitors.

7.2.3 Within the development, the infrastructure provided will accommodate cycling. The details will be the subject of reserved matters application.

7.2.4 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents by the TPC from the outset, and indeed in advance, of their taking up occupation of the new dwellings.

7.2.5 The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. This includes, for example but not exclusively:

- Promotion of National Bike Week,
- Bike buddy scheme, for those not confident about cycling.

7.2.6 Promotional events and literature will be arranged by the TPC, to encourage cycling and emphasise the health benefits.

7.3 PUBLIC TRANSPORT

7.3.1 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The Induction Pack prepared by the TPC, and issued to all new residents will include information on bus and rail services. This will include bus stop locations, routes & destinations, and frequency of services.

7.4 CAR SHARE

7.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important

component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.

- 7.4.2 The TPC will identify a car share scheme to be promoted to residents. For example, the Shared Wheels Lancashire Liftshare scheme operated by Liftshare, a well established 'market-leader' in operating successful car share schemes throughout the country, is suitable. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents of Clitheroe, and indeed residents at other locations that may share a route for journey to work with residents of the development.
- 7.4.3 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example sales literature, Induction Packs, online resources.
- 7.4.4 Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:
- A car share scheme is to be promoted to residents;
 - Information about this scheme is to be included in Induction Packs;
 - The benefits of car sharing are to be highlighted in the Induction Pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.
- 7.4.5 The car share scheme is available to, and valuable for, all those travelling to/from the Site.
- 7.5 ELECTRIC VEHICLES
- 7.5.1 To encourage residents of the proposed development to operate Electric Vehicles (EV), the development will include the provision of a 16Amp single phase electrical supply that will allow for the future inclusion of an individual electric car charging point for each property.

7.6 WORK AT HOME

7.6.1 The 2011 Census data records that 4.0% of employed residents in Ribble Valley 003 work at home.

7.6.2 The development will include provision of infrastructure for broadband service to be delivered to the new houses.

7.6.3 The TPC will further highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.

7.7 BEHAVIOURAL STRATEGIES

7.7.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.

7.7.2 A transformation of some peoples' behaviour may be achieved with simple strategies such as, for example, highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.

7.7.3 An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.

7.7.4 A 'small steps' (nudge) approach is a key part of the TP strategy for changing residents' attitudes to favour and make sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).

7.7.5 Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel 'engaged with', rather than the objects of a 'big brother/nanny' style approach that endeavours to tell them what they 'should do'. The TPC role in developing and overseeing this is critical.

7.7 SUMMARY

- 7.7.1 A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the expense of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.

8 Marketing Strategy

- 8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:
- Raise awareness of sustainable travel options,
 - Promote individual measures and initiatives,
 - Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.
- 8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:
- At the residential sales marketing suites,
 - Occasional promotional initiatives,
 - Residents Induction 'Travel Pack',
 - Website/social media.
- 8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Induction 'Travel Pack' prior to their residency commencing.
- 8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.
- 8.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:
- TP objectives,
 - TPC: description of role and contact details,
 - Walk: health benefits of walking,

- Cycle: health benefits of cycling, information about secure cycle parking, sources of cycle route information, bike buddy schemes,
- Public Transport: information about bus and rail services,
- Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,
- Information sources: eg residential sales office, websites, social media, etc.

8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly events/promotional activities will be aimed at promoting public transport and car sharing.

8.7 SOCIAL MEDIA

8.7.1 Social media is a key component of the TP marketing & information strategy. Social media is an increasingly important marketing tool, and social media opportunities and techniques are rapidly evolving. The TPC will promote the TP objectives and measures through the use of social media and/or other online marketing techniques. The TP will monitor the evolving use of social media as a tool to assist in achieving the TP aims, and devise an appropriate online marketing strategy.

8.7.2 The TP online marketing strategy will include the use of a relevant and widely used social media platform. For example, Twitter, a well established and widely used social media platform, is suitable. A TP twitter account could be used to provide residents with the following types of information:

- Promotion of initiatives such as Bike Week, Walk to Work Week,
- Links to questionnaire travel survey forms,
- Updates of public transport information, eg timetable changes, route diversions, ticketing promotions, etc
- Sustainable transport based 'fact of the week', eg, health benefits, cost savings, environmental benefits,
- Links to travel information websites/information sources, eg local bus operator websites, sustainable journey planning websites, sustainable travel blogs,
- Link to car share website,

- Promotion of phone applications (apps), eg bus ticketing, sustainable journey planners, pedometers, fitness apps, etc
- Promotion of other relevant Twitter accounts/blogs, eg local travel news, public transport operators, walk and cycle organisations,
- Information on discount opportunities, eg offers at local cycle retailers, discount public transport tickets, etc.

8.7.3 The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media, with ever more becoming available.

8.7.4 The adopted social media strategy will be promoted through the Travel Induction Pack and TP website. Social media is an especially effective platform for engaging with younger people, at the time when their travel habits and choices are still forming. This extends benefits achievable from the TP by influencing positively the future travel choices of people as they become independent travellers.

8.7.5 The efficacy of the social media strategy will be monitored by the TPC, and the strategy will be reviewed accordingly. For example, the TPC may monitor the number of 'followers' of a TP social media account. If the number of social media followers is lower than expected/required the TPC may introduce incentives, such as prize draws, for people who interact with the TPC via social media. These incentives could be promoted through various media such as leaflet drops, poster campaigns, TP website, etc.

9 Monitoring & Review

- 9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.
- 9.2 Key points about the TP monitoring and review regime are that this:
- Is essential to ensure that the TP objectives are being met,
 - Assesses the effectiveness of the TP measures and provides opportunity for review,
 - Must be done over time, and hence requires action and resources.
- 9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.
- 9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.
- 9.6 Monitoring of the TP is to employ two types of survey:
- Traffic count surveys: recording the morning peak hour vehicle trip generation of the residential development,
 - Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.
- 9.7 The survey methodology must be submitted to the local authority for approval prior to first occupation.
- 9.8 The initial travel surveys will:

- Be the vehicle traffic counts during the AM peak hour,
- Be undertaken at the proposed development access,
- Establish the baseline travel characteristics of the residential development,
- Be undertaken within 3 months of the occupation of 60 dwellings at the development; (this is to ensure that there is a sufficient development occupancy to yield worthwhile survey results).

9.9 Subsequently, AM peak hour vehicle traffic count surveys will then be undertaken annually on the anniversary of the initial survey, until 5 years after first occupation of the development.

9.10 The residential questionnaire travel surveys will be undertaken:

- First survey within 9 months of first occupation of 60 dwellings at the development (ie 6 months after the vehicle peak hours traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
- Subsequently, biennially on the anniversary of the initial survey until 5 years after first occupation of the development.

9.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:

- Residents' work journey distance and/or location,
- Travel mode choice,
- Time taken for journey,
- Number of car owners and cars per household,
- Resident parking habits on Site,
- Any barriers (perceived/real) to particular modes of travel,
- Number of primary school children who walk to school,
- Factors influencing willingness to consider/change of travel mode choices.

9.12 TP indicators will also be recorded through the monitoring process, including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

9.13 Data collected from all the surveys will comply with the Data Protection Act.

Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.

- 9.14 The residential travel surveys will not only provide information about residents' travel choices and habits, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.
- 9.15 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report (refer para 9.16). TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.
- 9.16 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:
- A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),
 - A schedule of meetings held throughout the year, and other key contact information,
 - A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
 - A record of promotional activities,
 - Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.

10 Action Plan & Budget

10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target of: maximum AM peak hour 2-way vehicle trip rate of 0.527 vehicles/hour/dwelling.

10.2 ACTION PLAN

10.2.1 Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is not an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:

- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation,
- TPC establishes contact with relevant Council officer,
- Resident Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site,
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures,
- Provisional date for peak hours vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual sales and occupancy data,
- TPC to liaise with bus & rail operators,
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC;

Upon occupation and subsequently:

- Each new household to have been provided with an Induction Pack prior to moving in. TPC to liaise with sales team to ensure suitable arrangements in place,
- TPC to consider arranging an online TP resource, Twitter feed, etc.
- Promotional activities to residents, by a variety of means (and ongoing),
- TPC to pursue and promote to residents cycle incentives, eg bike buddy scheme, etc;

Within 3 months of occupation of 60 houses:

- AM peak hours vehicle traffic count survey at the development access to be undertaken and subsequently analysed,

Within 1 month of first year's anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Within 9 months of occupation of 60 houses:

- Questionnaire Travel Survey to be undertaken and subsequently analysed,
- Ongoing monitoring, by a variety of means, of TP indicators,
- Ongoing promotional activities arranged by the TPC,

Annually, within 1 month of anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Subsequent traffic count surveys as follows:

- Annually on the anniversary of the initial survey, until five years after first occupation of the development,

Subsequent residential questionnaire travel surveys:

- Biennially until 5 years after first occupation of the development.

10.2.2 Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An Annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

10.3 FUNDING/BUDGET

10.3.1 The residential developer(s) is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.

10.3.2 A sufficient revenue budget must be identified by the developer(s) to employ the residential TPC for a period of 5 years after first occupation of the development, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

10.3.3 In practice, if there is more than a single residential developer, then:

- The '5 years after first occupation of the development' relates to their specific development, and
- That developer's TP financial liabilities relate to a timeframe based on the occupation of their first dwelling for the commencement of their period of '5 years after first occupation of the development'.

10.4 SUMMARY

Table 3 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.

11 Conclusions

- 11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This Framework TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).
- 11.2 This Framework TP report is prepared to support the current outline planning application for development comprising two parcels of land, referred to the Northern Site and Southern Site, that can accommodate up to 160 dwellings. All matters are reserved, except access. For the avoidance of doubt, this Framework TP relates to all dwellings at the Site and, if there is more than one, each and every developer.
- 11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the residential developer(s), and to be in post 3 months prior to first occupation of a house at the Site.
- 11.4 The outcomes approach is adopted for the TP.
- 11.5 A residential TP target is set of: maximum AM peak hour 2-way vehicle trip rate of 0.527 vehicles/hour/dwelling.
- 11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

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Figures

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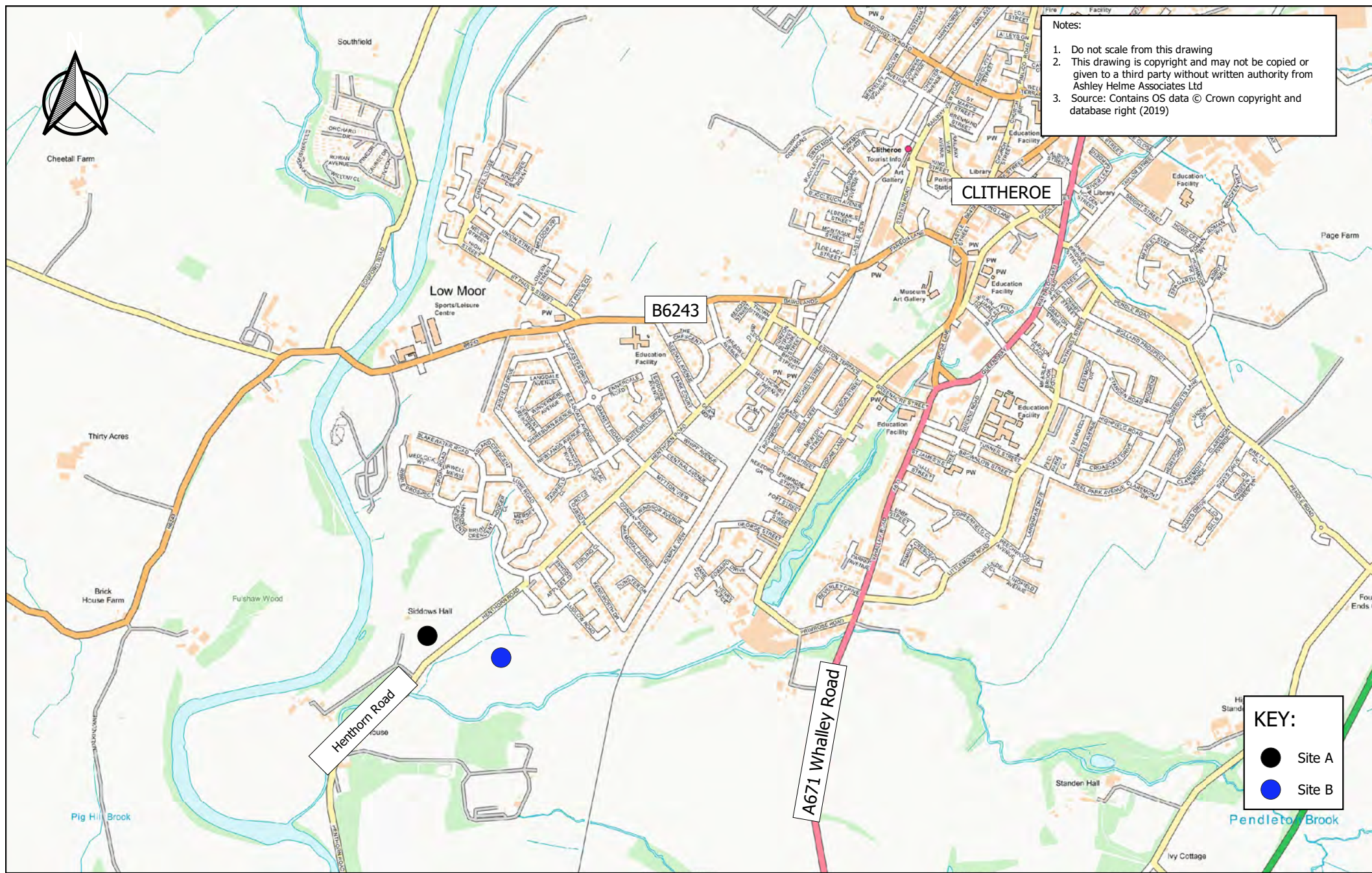


FIGURE 1 LOCATION PLAN

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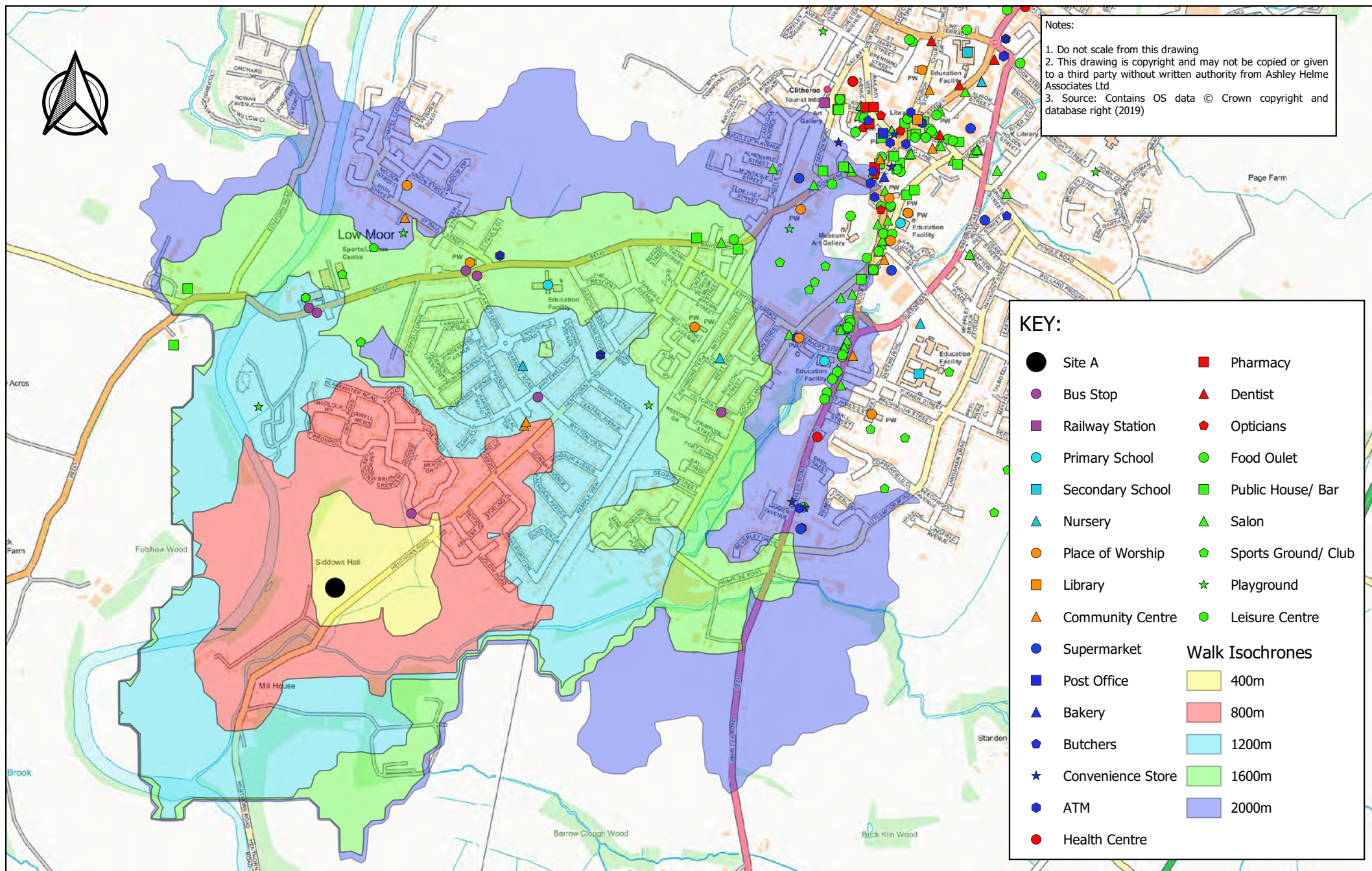


FIGURE 2 WALK ISOCHRONES & AMENITIES

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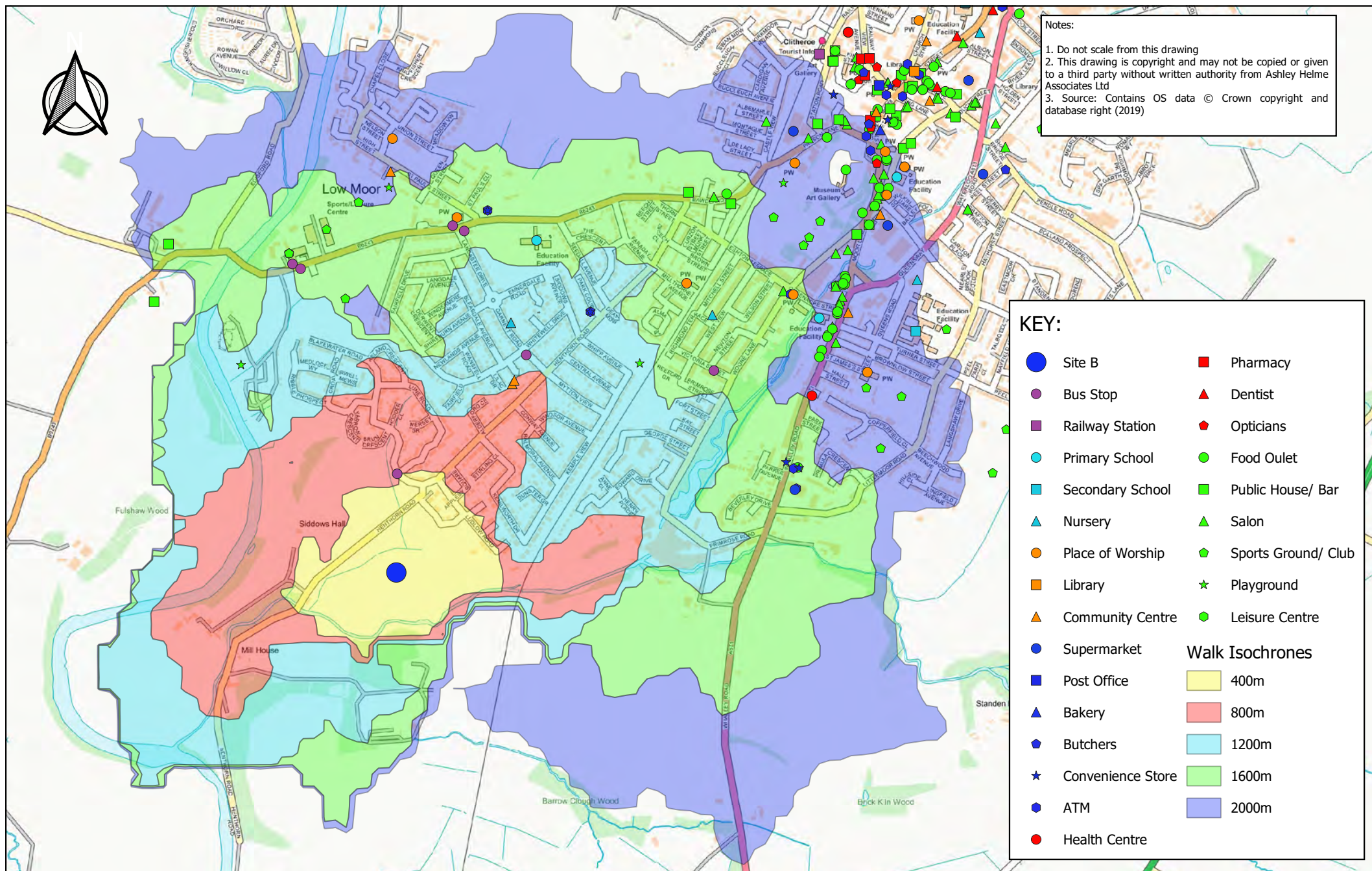


FIGURE 3 SITE B WALK ISOCHRONES & AMENITIES

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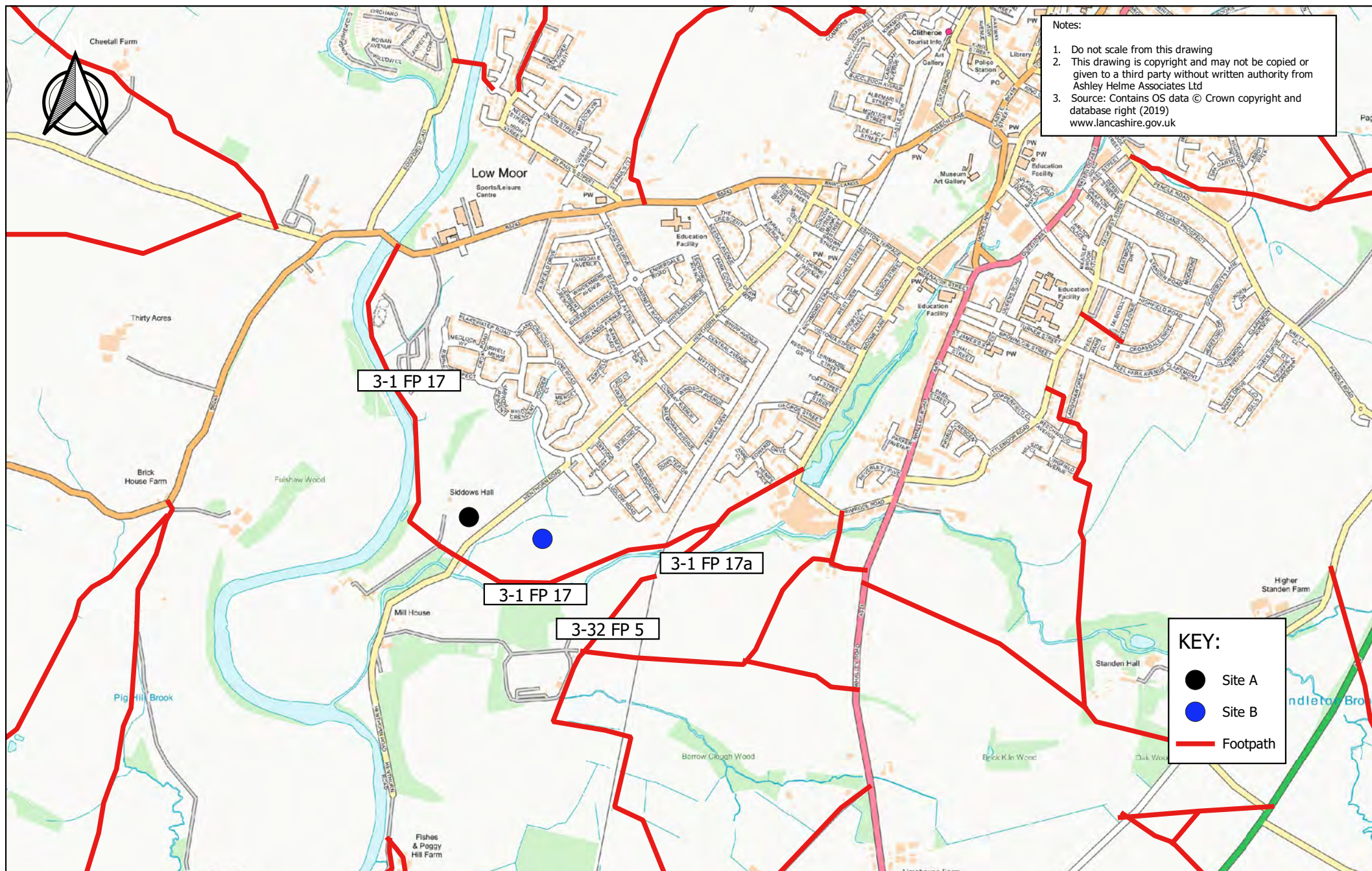


FIGURE 4 PUBLIC RIGHTS OF WAY (PROW)

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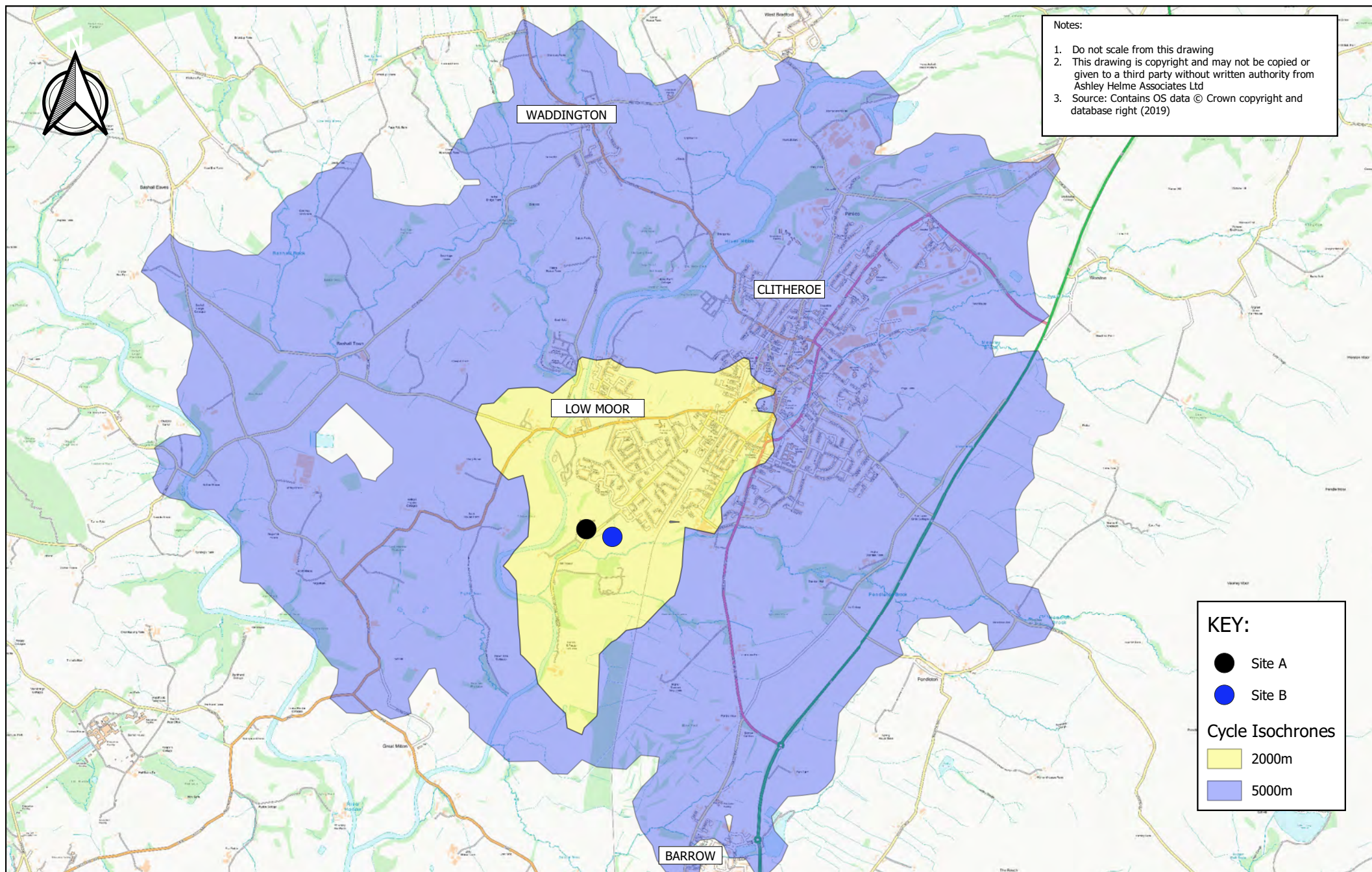


FIGURE 5 CYCLE ISOCHRONES

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Tables

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BUS No	Route	FREQUENCY			OPERATOR
		Mon- Sat		Sun	
		Day	Eve		
Services calling within 800m of Site (a 10 minute walk)					
2	Clitheroe Town Circular via Low Moor	30mins	-	-	PB
School services calling within 1200m of Site (a 15 minute walk)					
686	Clitheroe-Bowland County High School	2 trips ⁽¹⁾	-	-	HC
School services calling within 1600m of Site (a 20 minute walk)					
510	Dunsop Bridge-Clitheroe Royal Grammar School-Bowland County High School	2 trips ⁽¹⁾	-	-	PC
645	Chipping-Ribblesdale High School	2 trips ⁽²⁾	-	-	BGT
4	Clitheroe-Peel Park Circular	60mins	-	-	BT

Source: www.lancashire.gov.uk,

Key:

PB Preston Bus
 HC Hodsons Coaches Ltd
 BT Boomerang Travel Ltd
 PC Pendle Coaches
 BGT Bretherton Gold Line Tours

Notes:

- 1 trip to school in AM and 1 return trip in PM, schooldays and is for school children only
- 1 trip to school in AM and 1 return trip in PM, schooldays and is for school children only. An additional service runs on Wednesdays and Fridays in direction to Chipping.
- There are several school bus services operating within walking distance of the Site.

TABLE 1 BUS SERVICES AND FREQUENCIES

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DISTRICT	MSOA	TOTAL		WORK AT HOME		TRAM etc.		TRAIN		BUS		MOTOR CYCLE		CAR DRIVER	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Ribble Valley		28713	100	2282	7.9	26	0.1	328	1.1	603	2.1	167	0.6	20320	70.8
Ribble Valley	Ribble Valley 003	3490	100	140	4.0	5	0.1	47	1.3	80	2.3	29	0.8	2216	63.5

(cont)

DISTRICT	MSOA	TOTAL		CAR PASSENGER		TAXI		CYCLE		WALK		OTHER	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Ribble Valley		28713	100	1338	4.7	51	0.2	389	1.4	3053	10.6	156	0.5
Ribble Valley	Ribble Valley 003	3490	100	191	5.5	16	0.5	79	2.3	675	19.3	12	0.3

Notes:

1. Source: 2011 Census

TABLE 2

**TRAVEL TO WORK (RESIDENT POPULATION)
EMPLOYED PERSONS AGE 16-74**

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ITEM	MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING /BUDGET
Public Transport	Provision of bus/rail timetable information to residents as part of the residential Induction Pack	Prior to first occupation	TPC	TPC staff time
Walk/Cycle	Introduce pedestrian/cycle infrastructure at the Site accesses	Prior to first occupation	Developer	Developer funding
	TPC to establish cycle action plan	Prior to first occupation	TPC	TPC staff time/Developer funding
Car Share	Shared Wheels Lancashire Liftshare car share arrangements and promotional strategy to be established	Prior to first occupation	TPC	TPC staff time
Management	Residential TPC to be appointed	3 months prior to first occupation	Developer	Developer funding. Sufficient revenue budget for 5 years from first occupation
	TPC establishes contact with relevant Council officer	Prior to first occupation	TPC	TPC staff time
	Provision of broadband to each dwelling to facilitate home working	Prior to first occupation	Developer	Developer funding
Monitoring and Review	Provisional date for AM peak hour vehicle traffic count survey based on sales projections	Prior to first occupation	TPC/sales team	TPC/sales staff time
	AM peak hour vehicle traffic count survey to be undertaken and subsequently analysed	Within 3 months of occupation of 60 houses. Annually until 5 years after first occupation	TPC	TPC staff time/Developer funding
	Preparation of Annual Monitoring and Review report to Council	Within 1 month of first year's anniversary of first occupation, then annually for 5 years from first occupation	TPC	TPC staff time/ Developer funding

TABLE 3

RESIDENTIAL TP ACTION PLAN SUMMARY

Monitoring and Review	Questionnaire travel survey to be undertaken and subsequently analysed	Within 9 months of occupation of 60 houses, biennially until 5 years after first occupation	TPC	TPC staff time/ Developer funding
	Ongoing monitoring of TP indicators	Start within 9 months of occupation of 60 houses,	TPC	TPC staff time/ Developer funding
Promotion and Marketing	Resident Induction Pack prepared	Prior to first occupation	TPC	TPC staff time/ Developer funding
	TP sales marketing information	1 month from TPC appointment	TPC/sales team	TPC staff time/ Developer funding
	Induction meeting for sales staff	Prior to first occupation & ongoing	TPC	TPC staff time
	Each household to be issued with Induction pack	Upon first occupation	TPC/sales team	Developer funding
	Promotional activities to residents by a variety of means	Upon first occupation & ongoing	TPC	TPC staff time/Developer funding

TABLE 3

RESIDENTIAL TP ACTION PLAN SUMMARY

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