



Ribble Valley Properties Ltd

# Land at Higher College Farm, Longridge Framework Travel Plan

Ref : T3675 Rev 0

May 2022

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Document Control Sheet

Land at Higher College Farm, Longridge  
Framework Travel Plan

<b>Job</b>	<b>Date</b>	<b>Issue</b>	<b>Copy</b>
T3675	May 2022		

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## **1.0 Introduction**

- 1.0.1 PSA Design Ltd has been commissioned to prepare this Travel Plan (TP), to support a Planning Application for a proposed commercial units on land at Higher College Farm in Longridge.
- 1.0.2 The location of the site is shown in **Figure 1**. It is located to the east of Longridge town centre and approximately 10 kilometres to the north west of Preston city centre.
- 1.0.3 The site is shown in more detail in **Figure 2** and consists of the field to the south of Lower Road with an existing detached three storey farmhouse to the southern side of the site with single storey extensions, an existing detached single storey garage/ carport lies to the western side of the house.
- 1.0.4 The proposed development of the site will provide new commercial buildings to satisfy the demand for small to medium size business units that can be used to cater for a wide range of individual requirements, with the buildings having flexibility designed to allow them to respond to individual needs which would include commercial, business and service as well as light industrial and to be suitable for storage. The proposed site layout is included at **Appendix A**.
- 1.0.5 This Travel Plan (TP) has been prepared for submission alongside the Transport Statement in support of the planning application.

## 2.0 Travel Plan Objectives

### Objectives

- 2.0.1 The primary aim of the Travel Plan (TP) will be to set out how the end occupiers of the commercial units will encourage and promote the use of alternative modes of transport to single occupancy car travel, and hence reduce the reliance on this mode of transport.
- 2.0.2 In order to achieve this aim the objectives of the TP are to:
- Promote walking for commuting trips, particularly those under 2,000m;
  - Promote cycling for commuting trips, particularly those under 5,000m;
  - Encourage the use of public transport; and
  - Encourage modal shift from single occupancy car travel to more sustainable modes of transport including car sharing.
- 2.0.3 In turn this will,
- Minimise the impact of the development on the surrounding local road network;
  - Help to minimise emissions and energy use; and
  - Support social inclusion by increasing employee's awareness of their travel choices.
- 2.0.4 The TP initiatives will primarily be targeted at staff but some of the measures could have an influence on visitor travel behaviour.

## **3.0 Benefits of the Travel Plan**

### **Overview**

- 3.0.1 Workplace Travel Plans have been found to be an effective means to encourage a reduction in private car usage, to increase the use of sustainable modes of travel, and to improve the overall accessibility of employment developments.
- 3.0.2 The successful implementation of the TP has the potential to produce significant benefits for the end users of the employment area

### **Benefits for Staff**

- The promotion of measures to encourage walking and cycling can help to improve the health of individuals;
- There are financial benefits associated with lower travelling costs through walking, cycling and the use of public transport compared with single occupancy car travel; and
- Participation in sustainable travel initiatives can assist in improving relationships between staff and senior management.

### **Benefits for Visitors**

- Provision of sustainable infrastructure such as cycle racks can help facilitate a change in lifestyle;
- Participation in sustainable travel initiatives can assist in improving relationships between staff and visitors; and
- Improved access for all users can contribute towards supporting social inclusion in the local community.

### **Benefits for the Community**

- The TP will identify barriers to the use of sustainable travel modes and where possible find solutions to overcome these barriers, often resulting in improved access and improved non-vehicular routes;
- The increase in use of non-vehicular routes can help to improve the attractiveness of the route to others;

- If the use of subsidised public transport services can be increased this can reduce the financial burden on providers and improve the long term viability of services; and
- The TP, by promoting sustainable modes of travel could contribute towards minimising carbon emissions in the UK.

## 4.0 Accessibility Audit

### Accessibility by Non-Car Modes

#### *Public Transport – Bus*

4.0.1 The Institution of Highways and Transportation Document “Guidelines for Planning for Public Transport in Developments” states that the acceptable walking distance for access to a bus facility from new development is 400m. The nearest bus stops to the site are located on Lower Road, with the eastbound stop being approximately 60m east of the site access and the westbound bus stop approximately 240m west of the site access, therefore both within the acceptable walking distance.

4.0.2 These bus stops served by the routes and frequencies as shown in **Table 1**.

Bus Service	Route	Frequency		
		Mon - Fri	Saturday	Sunday
5	Clitheroe - Chipping	60mins	60mins	120mins
5A	Clitheroe - Chipping	2 per day	2 per day	-
45	Preston - Blackburn	60mins	60mins	120mins

**Table 1 – Bus Routes on Lower Road**

4.0.3 It is evident therefore, that the site is served by good frequency bus services which will give future employees of the proposed development the opportunity to travel to the site by bus.

#### *Pedestrians*

4.0.4 As previously stated there is a footway on the northern side of Lower Road which enables pedestrians to access the site from the residential areas of Longridge to the west of the site. The proposed site access arrangements also provide a pedestrian refuge on Lower Road to enable safe crossing by pedestrians.

4.0.5 With consideration of walking distances, the Institute of Highways and Transportation (IHT) produced their ‘Guidelines for Journeys on Foot’ in 2000 which suggests that around 80% of walk journeys and walk stages in urban areas are less than 1 mile with the average length of a walk journey being just 1km (0.6 miles). The former Planning Policy Guidance Note 13 ‘Transport’ (PPG13) also recognises that walking is the most important



mode of travel at the local level and has the greatest potential to replace car trips for distances up to 2 kilometres. Therefore, the 1 and 2km walking catchment areas are shown in **Figure 3** and demonstrate most of Longridge is within a convenient walking distance of the proposed development.

### **Cycle**

4.0.6 By reference to the LCC Mario on-line mapping it is evident that Lower Road is part of the Ribble Valley Northern Loop cycle route, which connects to other cycle routes in the area ensuring that the proposed development is readily accessible by those future employees wishing to cycle to work.

4.0.7 In relation to cycling, the former PPG13 recognises that cycling can be a substitute for car trips, particularly for journeys under 5km. Such a catchment area for the site is shown in **Figure 4**. It is evident that the site is readily accessible by cycle from many residential areas surrounding the site.

4.0.8 Taking the above into account it is considered that there is potential for cycling trips to replace some car trips to, and from, the proposed development for commuting purposes.

### **Summary**

4.0.9 An accessibility audit has been undertaken and has established the proximity to nearby residential areas. Pedestrian, cycling and public transport accessibility are all included in the context of access to the development site.

4.0.10 The audit has demonstrated that the development site is integrated with the existing cycle and pedestrian infrastructure in the area which provides links towards nearby residential areas, existing bus stops are within walking and/or cycling distance of the development.

4.0.11 In conclusion, it is considered that there are residential areas are within walking and/or cycling distance of the proposed development, with existing public transport services providing a sustainable alternative to single occupancy car travel for origins further afield

## **5.0 Travel Plan Co-ordinator**

### **General**

- 5.0.1 To be successful a Workplace Travel Plan requires partnerships between developers, local authorities, employers and employees. A key element to the TP will be the appointment of a Travel Plan Co-ordinator (TPC).
- 5.0.2 The TPC will be responsible for the 'day to day' running of the TP, providing the overall co-ordination needed to ensure the successful implementation of the TP.
- 5.0.3 The TPC will be in position 6 months prior to the occupation of the first commercial unit. However, given the speculative nature of the development it is not possible to name the TPC who will take responsibility for the implementation of the TP once construction has been completed as there are no end occupiers known at this stage.
- 5.0.4 It is anticipated that should the industrial estate be developed as one entity a representative of the landlord will act as the TPC on behalf of all tenants. However, if the site is occupied by multiple end users then the developer may opt to transfer responsibility for the Travel Plan to each tenant with the Framework TP setting down the minimum level of commitment.
- 5.0.5 The first task of the TPC will be to agree a full TP with the LHA either for the individual units or for the site as a whole depending on how the site is developed in the future.

### **Travel Plan Budget**

- 5.0.6 The TPC will be provided with a sufficient budget by the developer/employer to implement the Travel Plan as set out in this document and summarised in the Action Plan in Section 8.

## 6.0 Sustainable Travel Initiatives

### Marketing/Communication Strategy

- 6.0.1 Alongside the appointment of the Travel Plan Co-ordinator (TPC) information and marketing aspects of the Travel Plan (TP) will be the primary method of encouraging modal shift and a key mechanism to its successful implementation.
- 6.0.2 The TPC will ensure that a Sustainable Travel Leaflet is distributed to tenants and their employees as part of their induction process. The packs will be distributed to each end occupier as part of the sales process and will include:
- Information on the health benefits associated with walking and cycling;
  - Details of where residents can access free cycle maps;
  - Details of where the closest bus stops are and where they can access detailed timetable information;
  - A map of local amenities and key services;
  - Estimated walking and cycling journey times;
  - Details of useful sustainable travel contacts e.g. walkit.com.
- 6.0.3 The Sustainable Travel Pack will be updated on an annual basis with the revised leaflet distributed to all tenants and their employees. As part of the updating of the leaflet the TPC will discuss including cycle and public transport discount vouchers with local cycle shops and bus operators, respectively.

### Design Measures

- 6.0.4 In addition to the primary method of raising tenants and their employee's awareness of the travel choices available to them through distributing a Sustainable Travel Leaflet, the needs of pedestrian, cyclists and public transport users have been a key consideration during the design of the site plan.

### **Summary**

- 6.0.5 It is considered that the combination of the development sites accessible location, marketing measures to raise tenants and employee's awareness of sustainable modes of travel and their benefits, the design measures in the site plan and the appointment of a Travel Plan Co-ordinator will contribute towards minimising the number of single occupancy trips the development will generate when compared to the predicted number of trips set out in the accompanying Transport Statement.

## 7.0 Targets and Monitoring of the Travel Plan

### Summary

7.0.1 Unlike existing developments, Travel Plans for new commercial developments are prepared in the absence of observed trip generation and modal split information. It is therefore proposed that the targets for Year 1 – 5 are based on the trip generation agreed as part of the accompanying Transport Statement.

7.0.2 **Table 2** summarises the predicted trip generation during the AM and PM peak hours for the proposed employment area. It should be noted that the trip generation figures are given in vehicles, instead of passenger car units (PCU's).

Land Use	AM Peak Hour			PM Peak Hour		
	In	Out	Total	In	Out	Total
Industrial Estate	32	17	49	11	24	35

**Table 2 – Trip Generation for Proposed Development**

7.0.3 It is confirmed that the initial target of the Travel Plan is to reduce the number of vehicular trips to the site by 10% during a 5 year period.

### Summary

7.0.4 In order to monitor the travel patterns associated with the proposed development, the Travel Plan Co-ordinator will commission various surveys, as follows:

- A baseline survey will be carried out within 3 months of full occupation of the site;
- Subsequently travel surveys will be undertaken every two years.

7.0.5 The format of the travel surveys will be agreed with the Local Highway Authority (LHA) prior to any survey work being undertaken and the results included in an annual monitoring report.

7.0.6 If the results of the annual monitoring show the targets of the Travel Plan are not being met consideration will be given to providing additional funding to incentivise sustainable travel.

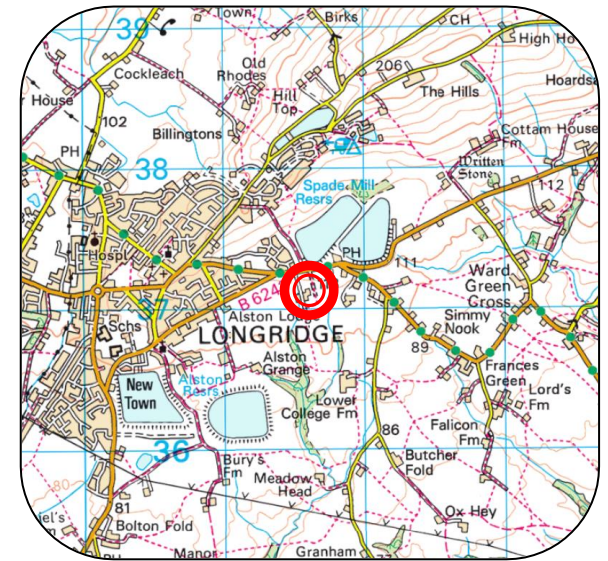
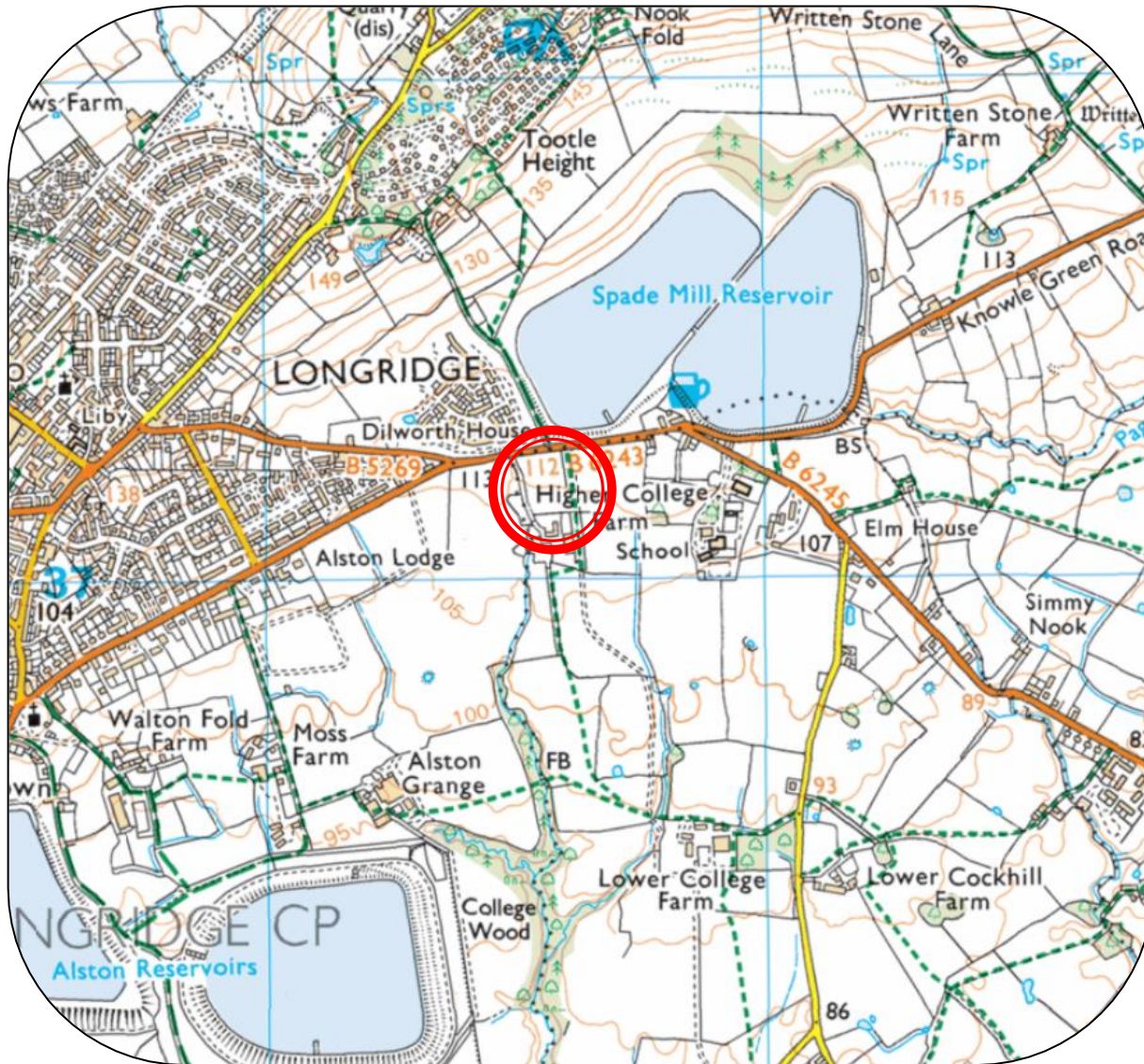
## 8.0 Action Plan

8.0.1 **Table 3** provides an action timeline for measures to be implemented as part of the Travel Plan.

Task	Description	Responsibility	Indicative Timescale
1	Agree Framework Travel Plan	PSA/Developer/LHA	At planning stage
2	Appoint Travel Plan Co-ordinator (TPC)	Developer	6 months prior to occupation of the first unit
3	Agree Full Travel Plan	Developer	Prior to the occupation of the first unit
3	Preparation of Welcome Pack	Developer	Prior to the occupation of the first unit
4	Discuss cycle discount for tenants and employees with local stores	Developer	Prior to the occupation of the first unit
5	Discuss public transport discount for employees with local bus operators	Developer	Prior to the occupation of the first unit
6	Issue Welcome Pack to tenants and their employees	Developer	On completion of each unit
7	Undertake baseline travel survey	Developer	Within 3 months following full occupation
8	Review mode share targets	Developer	Within 3 months of baseline travel survey
9	Annual refresh of Sustainable Travel Pack	Developer	Annually
10	Undertake Travel Surveys	Developer	Every 2 years
11	Monitoring Report	Developer	Every 2 years

**Table 3 – Travel Plan Action Plan**

**FIGURES**



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PSA Design  
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Client	Ribble Valley Properties Ltd
Job	Higher College Farm, Longridge
Title	Site Location Plan (indicative site boundaries shown)

Drawn	HP	Date	May 2022
Checked	DLW	Scale	NTS
Approved	DLW		

Drawing No.  
**Figure 1**

Rev				
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**Site Location**




PSA Design  
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 6 Berry Lane, Longridge  
 Preston, PR3 3JA  
 Tel. 01772 786066


Client	<b>Ribble Valley Properties Ltd</b>
Job	<b>Higher College Farm, Longridge</b>
Title	<b>Site Area Plan</b>

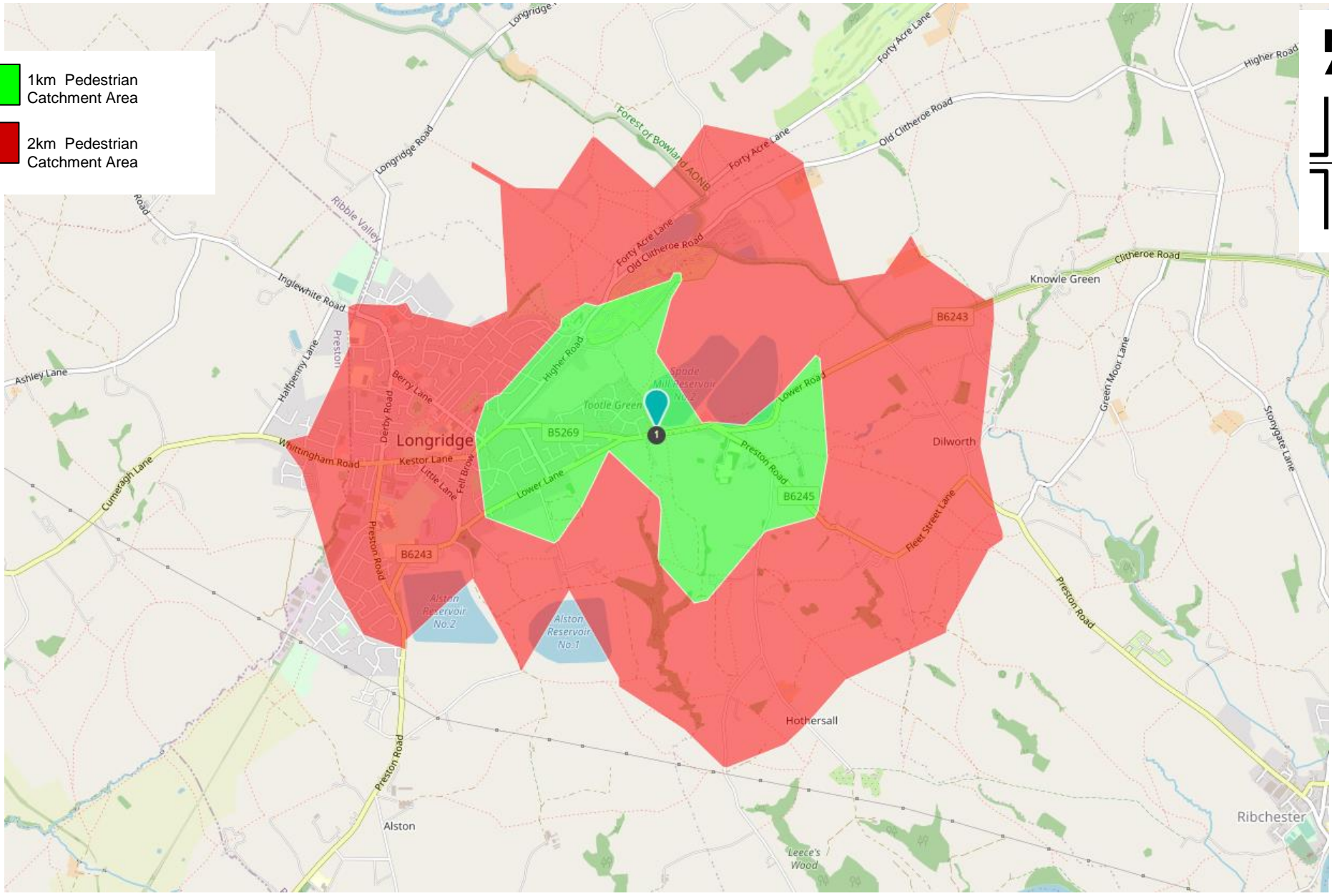
Drawn	HP
Checked	DLW
Approved	DLW

Date	<b>May 2022</b>
Scale	<b>NTS</b>

Drawing No.	<b>Figure 2</b>			
Rev				

 1km Pedestrian Catchment Area

 2km Pedestrian Catchment Area

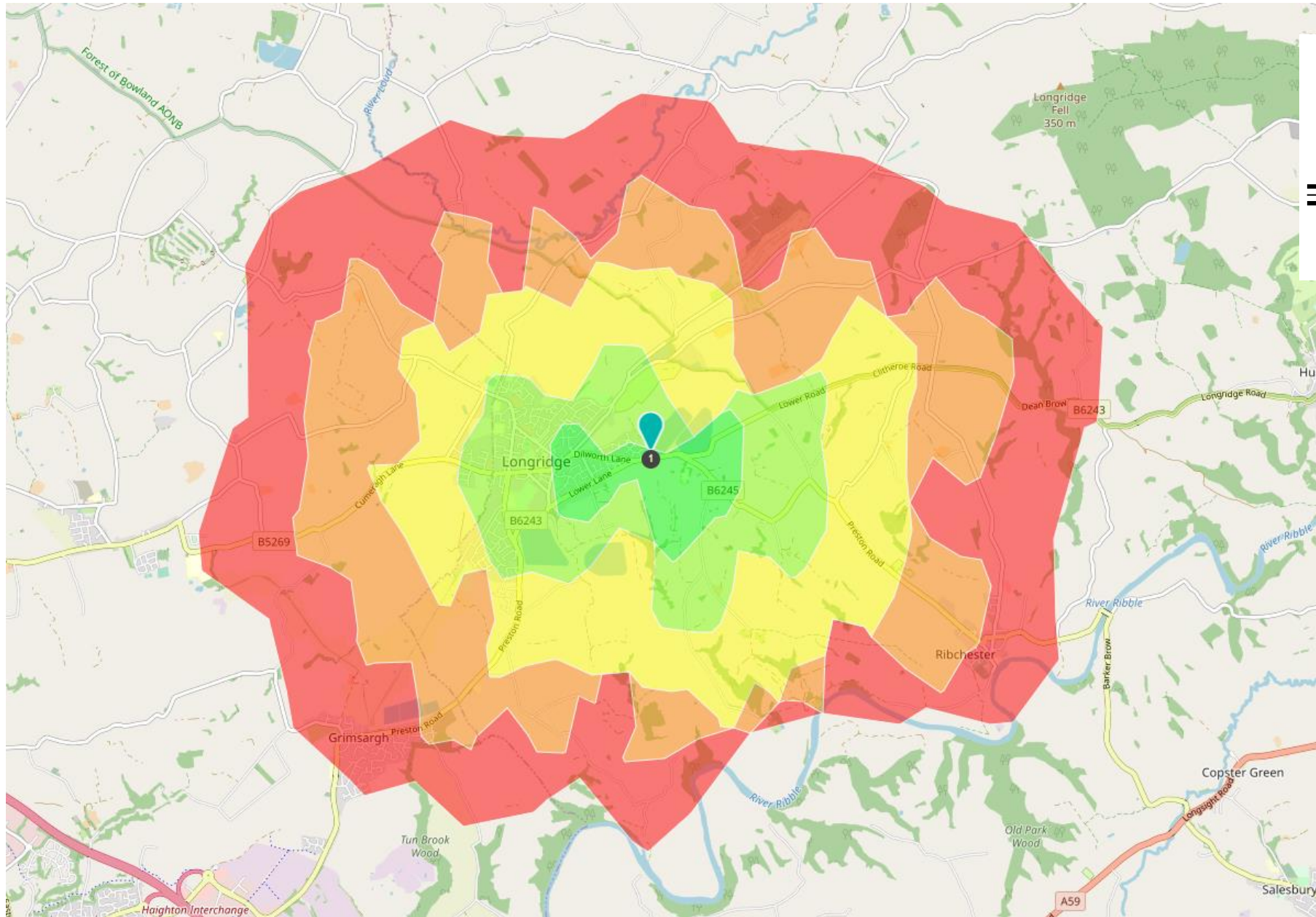


Client	<b>Ribble Valley Properties Ltd</b>
Job	<b>Higher College Farm, Longridge</b>
Title	<b>1km &amp; 2km Walking Catchment Areas</b>

Drawn	HP
Checked	DLW
Approved	DLW

Date	<b>May 2022</b>
Scale	<b>NTS</b>

Drawing No.	<b>Figure 3</b>			
Rev				



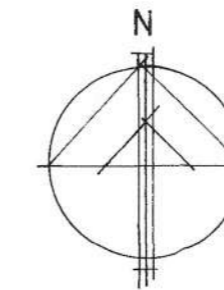
Client	<b>Ribble Valley Properties Ltd</b>
Job	<b>Higher College Farm, Longridge</b>
Title	<b>5km Cycling Catchment Area (1km increments)</b>

Drawn	HP
Checked	DLW
Approved	DLW

Date	<b>May 2022</b>
Scale	<b>NTS</b>

Drawing No.	<b>Figure 4</b>			
Rev				

**Appendix A – Proposed Site Plan**



- Legend**
- A 30x15M building providing 5 No. units with potential for first floor / mezzanine
  - B 30x15M building providing 5 No. units with potential for first floor / mezzanine
  - C 54x12M building providing 9 No. units with potential for first floor / mezzanine
  - D 18x9M building providing 3 No. smaller units with spacious south / west external forecourt. (This could be ideal for use a gym, opposite to the proposed treatment rooms / offices, with a south facing external terrace and potential for first floor / mezzanine)
  - E 42x9M building providing 7 No. units with double frontages which are ideal for craft based artisan uses. The eastern units would benefit from a large south / east facing terrace and garden. This is close to the offices and with potential for first floor / mezzanine.
  - F 15x5M single storey extension wing to the existing house to provide additional office space
  - G 24x6M single storey extension to the existing house to provide additional office, or treatment rooms
  - H Existing house to be converted into offices
  - I Carport / garage to be converted into meeting room suite
  - J 18x9M building providing 3 No. units with potential for first floor / mezzanine.
  - K 18x10.5M building providing 3 No. units with potential for first floor / mezzanine
  - L 18x12M building providing 3 No. units with potential for first floor / mezzanine
  - M Retain existing access and drive off Lower Road to maintain existing access arrangements for farmer on to adjacent fields only. New gateway installed to separate this with the new roads serving the main development
  - N South facing central courtyard to organise the various new buildings and create a space and synergy for various uses to work together and attract visitors. This is an important part of the whole design concept, and a considered hard and soft landscaping scheme would encourage all year around use for the businesses to display / operate.
  - O Open grassed area to character and appearance of the attractive rural setting with Wildflower Meadow areas planted, to enhance wildlife and fauna
  - P Parking and forecourt areas with electric car charging points installed with PV solar panels on south facing roofs as part of the sustainable aims for this development. Designated secure bicycle parking areas are to be provided within the development site to encourage sustainable forms of transport.
  - Q New development roads to link with the existing drive to continue to serve the southern part of the site including the house conversion
  - R Existing hedgerow to be retained
  - S Pedestrian crossing
  - T Position for new tree planting
  - U New hedgerow planted
  - V Proposed new vehicular access serving the proposed development

- REV A Ex. drive retained for access to the house and various associated layout changes. Schedule updated 18/10/2021 SGH
- REV B Internal road altered and parking area adjacent Building E increased. Car charging points added and wild flower areas added 27/10/21
- REV C Sedum roof added to Building I 24/11/2021
- REV D Entrance arrangements updated 09/12/21
- REV E Bin store compounds added Access changed 13/12/21 SGH
- REV F Bin store / parking next to the house altered to suit swept path study 16/12/21 SGH
- REV G Additional trees and green areas added as per pre-app comments 31/03/22 SGH

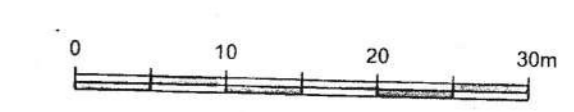
Client  
 Ribble Valley Property Ltd

Job Title  
 Proposed Development of Land at Higher College Farm Longridge

Drawing Title  
 Proposed Site Layout Plan

Scale 1/500 @ A1 Date Sept. 2021 Drawn SGH

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