



Eric Wright Construction Ltd

Wrightcare, Clitheroe Travel Plan

March 2023



Eric Wright Construction Ltd

Wrightcare, Clitheroe

Travel Plan

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CONTENTS

1.	Introduction	3
1.1	Preamble	3
1.2	The Development	3
1.3	Report Structure	3
2.	Existing Conditions	4
2.1	Site Location	4
2.2	Local Highway Network	4
2.3	Modal Split	5
3.	Objectives, Targets and Benefits	7
3.1	Overarching Aim	7
3.2	Objectives	7
3.3	Targets	7
3.4	Benefits	8
4.	Travel Plan Management	9
4.1	Overview	9
4.2	Travel Plan Co-Ordinator (TPC)	9
5.	Travel Plan Measures	10
5.1	Overview	10
5.2	Promotion and Marketing	10
5.3	Travel Pack	10
5.4	Encouraging Walking	11
5.5	Encouraging Cycling	11
5.6	Promoting Public Transport	11
5.7	Electric Vehicle Charging Points	11
6.	Monitoring and Review	12
6.1	Overview	12
6.2	Monitoring Strategy	12
7.	Timetable and Action Plan	13

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1. Introduction

1.1 Preamble

- 1.1.1 Mode Transport Planning ('Mode') has been appointed by Eric Wright Construction (the 'Applicant') to provide transport planning and highways advice in relation a new care home on land to the south of Pendle Road in Clitheroe (hereinafter referred to as the 'site').
- 1.1.2 This Travel Plan (TP) has been prepared for adoption by the future occupier and for information only. The overall aim of the TP is to encourage staff to travel sustainably and reduce Single Occupancy Vehicle (SOV) trips.

1.2 The Development

- 1.2.1 The proposed scheme will comprise a 68no. bed care home located on a parcel of land within a wider residential development. Access will be taken from an approved spine road to the southwest of Pendle Road (Application Ref : 3/2019/0951).

1.3 Report Structure

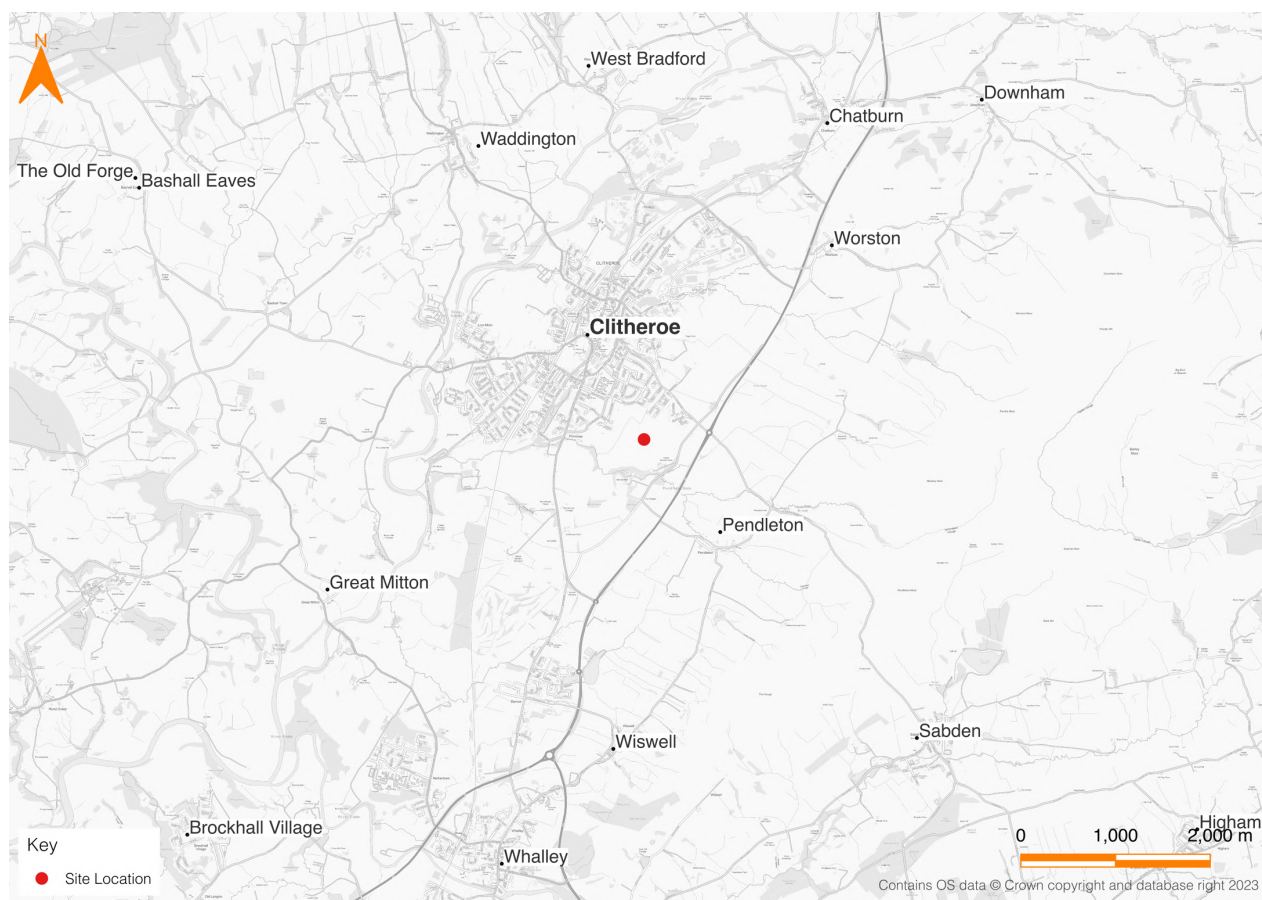
- 1.3.1 Following this introduction, the remainder of this TP is set out as follows:
- **Section 2** reviews the exiting conditions of the site;
 - **Section 3** presents the proposed objectives, targets and benefits of the TP;
 - **Section 4** outlines the management plan for the TP;
 - **Section 5** identifies measures to encourage sustainable travel;
 - **Section 6** outlines the monitoring and review process; and
 - **Section 7** presents a timetable and action plan.

2. Existing Conditions

2.1 Site Location

2.1.1 The site is located on land to the south of Pendle Road and west of the A59 in Clitheroe, c.1.2km south of Clitheroe Town Centre. The strategic site location is shown in [Figure 2.1](#).

Figure 2.1 : Strategic Site Location



2.2 Local Highway Network

New Spine Road

2.2.1 The site will be accessed by an approved new spine road (Application Ref : 3/2019/0951) which has been designed to link several phases of a wider residential development. The approved plan for the wider Higher Standen Farm Strategic Site, which includes the approved spine road, is shown in [Figure 1.1](#).

Figure 2.2 : Higher Standen Farm Strategic Site (source: Taylor Wimpey)



2.2.2 Access at the Littlemoor end will be restricted to emergency vehicles, buses, cyclists and pedestrians only.

2.3 Modal Split

2.3.1 To provide a representation of the forecast modal split anticipated at the proposed development, the journey to work data from the 2011 Census has been reviewed for the population employed in the site area. The modal split for people employed in the 'Ribble Valley 002' Middle Super Output Area (MSOA) has been examined and is summarised in [Table 2.1](#).

Table 2.1 : Modal Split – Ribble Valley 002

Mode of Travel	Percentage
Driving a car or van	70%
On foot	16%
Passenger in a car or van	5%
Bicycle	4%

Bus, minibus or coach	3%
Motorcycle, scooter or moped	1%
Train	1%
Total	100%

2.3.2 As shown in [Table 2.1](#), the modal split data for the 'Ribble Valley 002' MSOA shows that 75% of people use a private car to get to work, with 70% as drivers and 5% as passengers. In terms of sustainable modes of travel, 16% of people travel on foot, 3% by bus and 4% by cycle.

3. Objectives, Targets and Benefits

3.1 Overarching Aim

- 3.1.1 The overarching aim of this TP is to put in place the management tools deemed necessary to enable staff and visitors to make informed decisions about how they choose to travel, which at the same time minimises the adverse impacts of travel on the environment. This aim is achieved by setting out a strategy for eliminating barriers that prevent people from making use of sustainable modes.
- 3.1.2 Improving transport choices available to people, rather than focusing on providing for the private car, will lead to a more equitable and sustainable development. It will also provide travel options for all staff as well as visitors to the site, regardless of whether they own a car or not.

3.2 Objectives

- 3.2.1 The transport principles for the site reflect sustainable objectives which can be summarised under the following headings:
- Promoting accessibility to the site by walking, cycling, public transport and car sharing.
 - Increasing the awareness of the environmental and social benefits of using alternative modes of transport.
- 3.2.2 It is intended that the objectives of this TP will be met by identifying and implementing initiatives that provide future employees and visitors a variety of travel choices and, in doing so, reduce the need to travel by private car.

3.3 Targets

- 3.3.1 Realistic and achievable targets should be selected for the site. The targets should be set to reflect the reductions in car use that are expected as a result of the TP measures. Targets should be linked to the objectives with an aim to achieve them.
- 3.3.2 The objectives will be realised through the achievement of **SMART** targets, which are:
- **S** – Specific: stating exactly what needs to be achieved;
 - **M** – Measurable: to allow effective monitoring and to identify when the objectives have been achieved;
 - **A** – Achievable: targets that can be achieved within the TP's duration;
 - **R** – Realistic: targets that can be achieved by the proposed TP measures; and

- **T** – Time-related: to be achieved by a set deadline.

3.3.3 The site should aim to achieve the following targets before first occupation:

- Make available safe pedestrian / cycle links to the site.
- Make available TP marketing for staff of the proposed development.
- Make available a Travel Pack to all new staff.
- Make available electric vehicle charging points (EVCPs) for cars / e-bikes.

3.4 Benefits

3.4.1 If the TP is supported by a long-term commitment and mechanisms for implementation, the TP will bring about the following benefits:

Employee and Visitor Benefits

- Health benefits associated with walking and cycling, including reduced levels of stress;
- The opportunity to save money using alternative modes of travel to the car; and
- Improved quality and reliability of employee journeys to and from work.

Wider Community Benefits

- On-going reductions in vehicular generated traffic on the local highway network;
- Increasing patronage on existing public transport modes;
- Health benefits associated with walking and cycling;
- A contribution to reducing traffic, congestion, air pollution and accidents; and
- Improving accessibility and travel choice for reaching local facilities.

4. Travel Plan Management

4.1 Overview

4.1.1 In order to meet the objectives and targets, it will be necessary to implement a number of measures and initiatives both prior to and during the occupation of the site. A summary of the potential TP measures is set out below:

- Appointing a TPC;
- Encouraging Walking;
- Encouraging Cycling; and
- Promoting Public Transport;

4.2 Travel Plan Co-Ordinator (TPC)

4.2.1 A TPC is needed to implement the measures and to sustain participation. The TPC will be appointed prior to the first occupation to implement the TP measures and encourage staff to travel by sustainable modes.

4.2.2 The anticipated roles and responsibilities of the TPC include:

- Administer/manage/implement the TP;
- To ensure travel awareness amongst staff;
- To provide a point of contact to discuss travel information and options;
- Promote and encourage the use of travel modes other than the car and car-sharing, where appropriate;
- To monitor the success of the TP measures and targets; and
- Ensure the availability of the most up to date travel information;

5. Travel Plan Measures

5.1 Overview

5.1.1 This section of the report will outline the management measures which should be undertaken as part of the TP.

5.2 Promotion and Marketing

5.2.1 Staff will be made aware of the existence of the TP upon commencement of their employment. The following methods could be used as a means of disseminating information to employees as well as promoting events / campaigns / promotions:

- TPC will utilise notice boards to promote the TP;
- Employee newsletters (where possible);
- The TP will be presented and promoted to staff members as an opportunity and possibly a challenge rather than as a chore; and
- All staff members employed by the site will be provided with a Travel Pack upon starting employment at the site. This pack will inform staff of the information that they need to make an informed choice with regards to their travel options.

5.3 Travel Pack

5.3.1 For when new employees start their employment at the site, the TPC would prepare a Travel Pack and to be provided to each new staff member:

5.3.2 The Travel Pack will inform staff of the TP and would contain some or all of the following information:

- Location of nearest bus stops / station(s);
- Up to date local bus timetables;
- Maps showing safe walking routes to the nearest key facilities including bus stops;
- Maps showing safe cycling routes to the site;
- Promotional material highlighting the health and financial benefits of walking and cycling;
- Promotion events, where applicable;
- Details of trip planning apps;
- Details of the community website for the proposed development;
- Details of national websites such as <https://www.enterprise.co.uk/en/home.html>;

- Details of car share services such as <https://liftshare.com/uk>;
- Details of websites such as <https://www.routeyou.com/en-gb/route/planner/2/walking-route-planner> which provides a free online walking journey planner;
- Details of journey planning websites such as <https://www.traveline.info/>; and
- Details of websites and apps where you can get the next departures from any bus stop sent to your mobile phone.

5.3.3 Incentives to staff members to travel by sustainable modes of transport could also be implemented to encourage a shift from single occupancy car travel to sustainable modes of travel.

5.4 Encouraging Walking

5.4.1 In order to encourage walking at the site, the TPC will ensure that staff have received information and advice concerning safe pedestrian routes to and from the site. Staff will also be encouraged to walk by promoting the benefits which include health, reduction in stress, cost and environmental benefits.

5.5 Encouraging Cycling

5.5.1 In terms of proposed operational measures, the TPC's role will include the promotion of cycling, including providing details of the local cycle routes/ facilities accessible from the development and other relevant information such as bicycle purchase/repair.

5.6 Promoting Public Transport

5.6.1 The promotion of walking and cycling will encourage many staff to adopt these modes, but for those travelling further from the site, public transport provides a more suitable alternative to the private car. A lack of awareness of the facilities available is often cited as a reason for not using public transport facilities.

5.6.2 The TPC will therefore encourage staff to use the buses provided along the spine road and will ensure that up-to-date public transport frequency information is available to staff to maximise the potential use of this mode.

5.7 Electric Vehicle Charging Points

5.7.1 Electric Vehicle charging points will be installed prior to occupation.

6. Monitoring and Review

6.1 Overview

6.1.1 Monitoring of the TP includes the following key roles, led by the TPC:

- To provide feedback to allow the TP to be developed.
- To measure the level of success in meeting identified targets of this TP using key performance indicators.

6.1.2 A strategy for undertaking the monitoring and review is outlined in this section.

6.2 Monitoring Strategy

6.2.1 A Monitoring Report will be submitted to the Local Planning Authority for information every 2 years. This will illustrate to what extent the 'outcomes' in the TP have been achieved. Once submitted, the Local Planning Authority will provide written comments on the report, which may lead to modifications to the original measures if required.

6.2.2 The success of a TP should be assessed in terms of the effect the implemented measures have had on the achievement of the TP targets.

7. Timetable and Action Plan

7.1.1 A Timetable and Action Plan is outlined in [Table 7.1](#). This provides a schedule of the key actions detailed within this TP in terms of who is responsible and their timescale. All actions are directed at influencing travel patterns to achieve the stated targets in-line with the objectives.

Table 7.1 : Travel Plan Timetable and Action Plan

Measure	Description	Responsibility	Timescale
Appointment of TPC	This will be the lead person identified to co-ordinate the development and implement the future Travel Plan	Developer	Prior to first occupation
Provision of sustainable travel information and implementation of physical measures	Provide staff with welcome packs upon occupancy and ensure all physical measures are provided	TPC	Upon occupation
General promotion of sustainable travel opportunities and measures	Ensure up to date travel information is provided to staff via welcome packs	TPC	Ongoing
Monitoring Report	Prepare monitoring report for submission to LPA	TPC	Every 2 years



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