

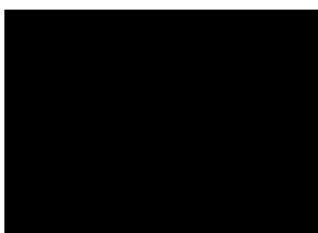


Mr T Myers

**Proposed Development of Land at  
Higher College Farm, Longridge  
Framework Travel Plan**

T4246-R-01

Date: December 2023



## Document Control Sheet

# Proposed Development of Land at Higher College Farm, Longridge

## Travel Plan

Job	Date	Issue	Copy
T4246	December 2023		1

*Originator.....PB.....*

*Checker.....DW.....*

*Approver..... DW .....*

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**Mr T Myers**

**Proposed Development of Land at Higher College Farm, Longridge**  
**Framework Travel Plan**

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- A** Proposed Site Layout

## **1. Introduction**

- 1.1. PSA Design Ltd has been commissioned to prepare this Travel Plan (TP), to support a Planning Application for proposed commercial units on land at Higher College Farm in Longridge.
  - 1.2. 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.
  - 1.3. 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.
  - 1.4. The proposed development of the site will provide 40 new commercial units 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**.
  - 1.5. This Travel Plan (TP) has been prepared for submission alongside the Transport Statement in support of the planning application.
-

## **2. Key Objectives**

- 2.1. 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.
- 2.2. 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.
- 2.3. 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.
- 2.4. The TP initiatives will primarily be targeted at staff but some of the measures could have an influence on visitor travel behaviour.
-

### **3. Benefits of the Travel Plan**

#### **Overview**

- 3.1. 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.
- 3.2. 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. Site Accessibility

### Accessibility by Non-Car Modes

#### *Public Transport – Bus*

- 4.1. 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.
- 4.2. 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**

- 4.3. 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*

- 4.4. 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.
- 4.5. 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**

- 4.6. 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.
- 4.7. 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.
- 4.8. 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**

- 4.9. 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.
- 4.10. 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.
- 4.11. 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. Travel Plan Co-ordinator**

### **General**

- 5.1. 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).
- 5.2. 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.
- 5.3. 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 across the site once construction has been completed.
- 5.4. It is anticipated that a representative of the landlord will act as the TPC on behalf of all tenants.
- 5.5. The first task of the TPC will be to agree a full TP with the LHA for the site as a whole.
- 5.6. Until such time as the Site Travel Co-ordinator has been appointed, this role will be undertaken by:

Mr D Wallbank  
PSA Design  
The Old Bank House  
6 Berry Lane  
Longridge  
PR1 3JA  
Tel : 01772 786066

### **Travel Plan Budget**

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

## **6. Sustainable Travel Initiatives**

### **Marketing/Communication Strategy**

- 6.1. 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.
- 6.2. 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.
- 6.3. 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 potential measures including cycle and public transport discount vouchers with local cycle shops and bus operators, respectively.
- 6.4. In addition, consideration will be given to measures such as 'cycle to work' scheme and 'car share clubs'. Where feasible, these will be promoted site-wide through the Travel Plan.

### **Design Measures**

- 6.5. 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. For example, facilities for cyclist storage, changing and showering will be key to encourage travel to work by this mode.
-

**Car Park Management Strategy**

- 6.6. The car park will be actively managed through a Car Park Management Strategy which will be publicised through the Travel Plan. This is particularly important during the early stages of the development as parking patterns are being established. Within the strategy, consideration will be given to the dedication of a number of convenient spaces for car share users.

**Summary**

- 6.7. 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. Targets and Monitoring of the Travel Plan**

### **Summary**

- 7.1. Unlike existing developments, Travel Plans for new commercial developments are prepared in the absence of observed trip generation and modal split information.
  - 7.2. 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.
  - 7.3. 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 50% occupation of the site;
    - Subsequently travel surveys will be undertaken every year.
  - 7.4. The baseline survey will provide the traffic flows against which the proposed targets will be assessed.
  - 7.5. 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.
  - 7.6. 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. Action Plan

8.1. **Table 2** provides an action timeline for measures to be implemented as part of the Travel Plan.

<b>Task</b>	<b>Description</b>	<b>Responsibility</b>	<b>Indicative Timescale</b>
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 and cycle to work schemes	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 50% occupation
8	Develop, implement and publicise Car Park Management Strategy	Developer	Prior to the occupation of the first unit
9	Review mode share targets	Developer	Within 3 months of baseline travel survey
10	Annual refresh of Sustainable Travel Pack	Developer	Annually
11	Undertake Travel Surveys	Developer	Every year
12	Monitoring Report	Developer	Every year

**Table 2 – Travel Plan Action Plan**

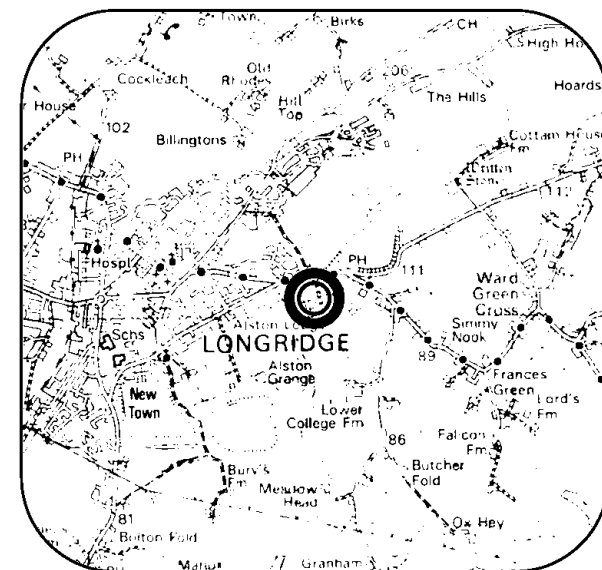
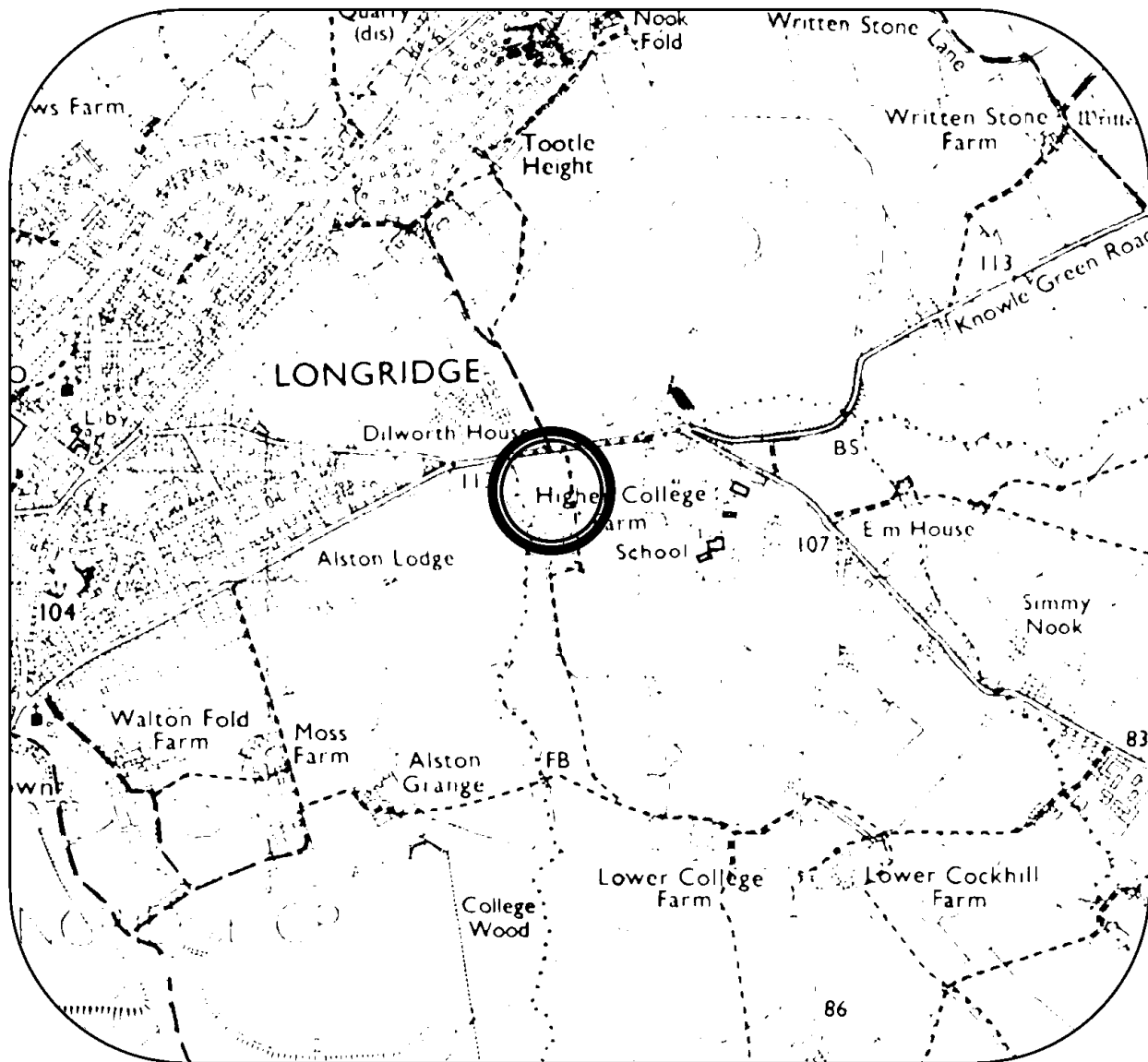
## **Figures**

Figure 1 - Site Location Plan

Figure 2 – Site Area Plan

Figure 3 – 1km and 2km Walking Isochrones

Figure 4 – 5km Cycling Isochrone



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**PSA**

PSA Design  
The Old Bank House  
6 Berry Lane, Longridge  
Preston, PR3 3JA  
Tel. 01772 786066

Client

**Mr T Myers**

Job

**Higher College Farm, Longridge**

Title

**Site Location Plan (indicative site boundaries shown)**

Drawn

HP

Checked

DLW

Approved

DLW

Date

**May 2022**

Scale

**NTS**

Drawing No.

**Figure 1**

Rev

1 2 3 4 5 6 7 8 9 10



**Site Location**

<div><div><div>PSA</div><div>engineering your environment</div><div>Aerial photography, mapping and GIS services</div></div></div>	PSA Design The Old Bank House 6 Berry Lane, Longridge Preston, PR3 3JA Tel. 01772 786066	Client	Mr T Myers	Drawn	HP	Date	May 2022	Drawing No. Figure 2						
		Job	Higher College Farm, Longridge	Checked	DLW	Scale	NTS							
		Title	Site Area Plan	Approved	DLW			Rev						



1km Pedestrian  
Catchment Area

2km Pedestrian  
Catchment Area



**PSA**

PSA Design  
The Old Bank House  
6 Berry Lane, Longridge  
Preston, PR3 3JA  
Tel. 01772 786066

Client

**Mr T Myers**

Job

**Higher College Farm, Longridge**

Title

**1km & 2km Walking Catchment Areas**

Drawn

HP

Checked

DLW

Approved

DLW

Date

**May 2022**

Scale

**NTS**

Drawing No.

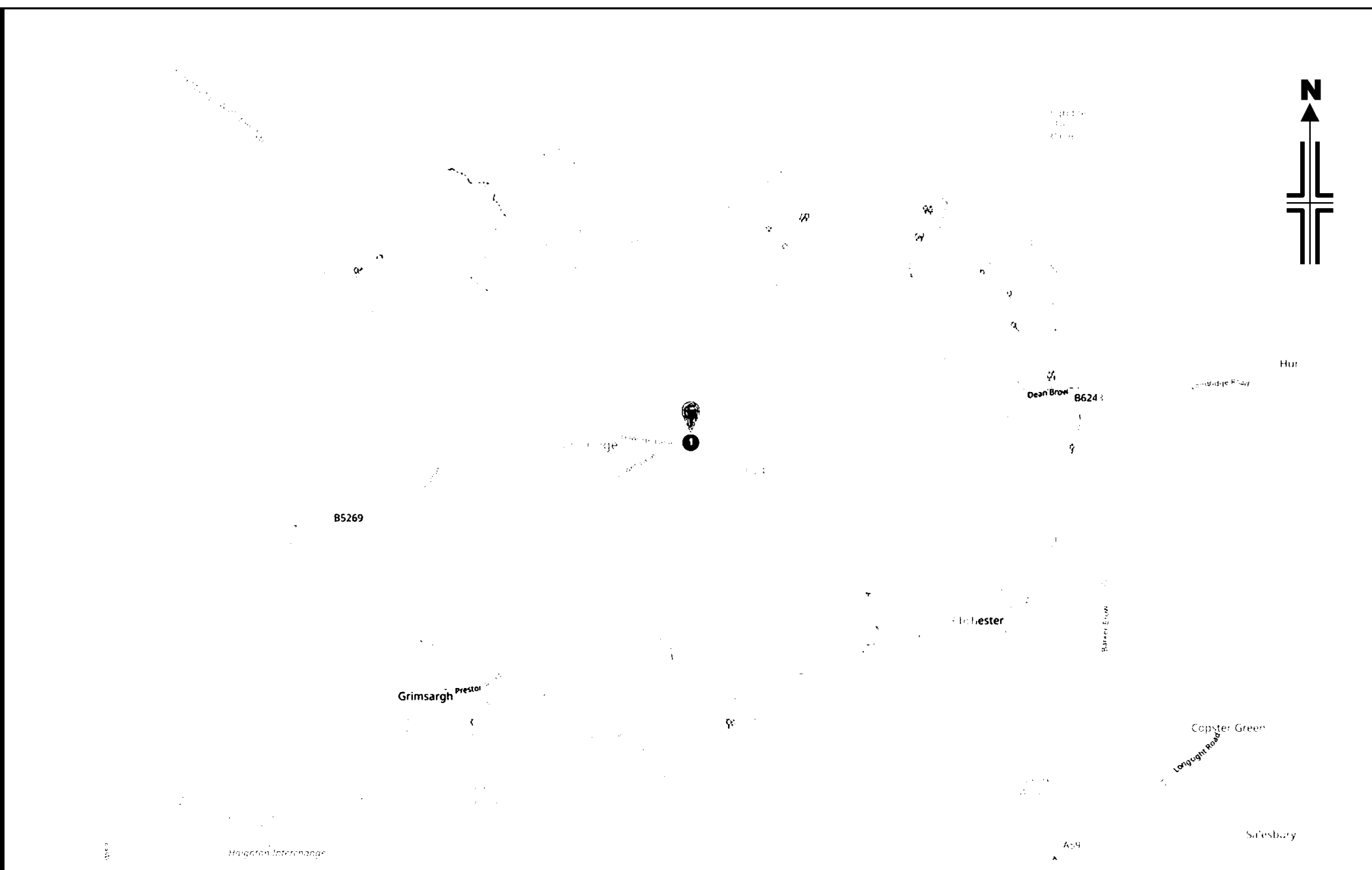
**Figure 3**


Rev

1 2 3 4 5 6

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		Job	Higher College Farm, Longridge	Checked	DLW	Scale	NTS	Rev						
		Title	5km Cycling Catchment Area (1km increments)	Approved	DLW									

## **Appendix A**

Proposed Site Plan

IMPORTANT

- © This drawing is copyright and remains the property of this practice
- Do not scale this drawing
- All dimensions to be checked on site
- Positions of existing services to be confirmed prior to proceeding

REVISION STATUS

S Information issued for feasibility or scheme design.  
T Information issued for tender purposes only.  
C Information issued for Construction.  
NB: Only those drawings containing a C revision to be used for construction.

NOTES

SCALE 0 5 10 15 20 25 30 35 40 45 50

NOTE: All Highway works proposed as per previously approved application 3/2022/0553

1:500

2.4x61m visibility splay (85th percentile speed of 38.3mph)



### Development Summary

40 x 750 sq ft commercial units comprising of 4 no buildings each containing 10 units. Total 30,000 sq ft  
1 x 1,500 sq ft unit comprising of battery storage for PV system and general maintenance store

### Parking:

Standard spaces - 83  
Mobility spaces - 10  
EV charging spaces - 8  
Total - 101

Bicycles - 10 (10%)

Motorbikes - 4 (25%)

C2	13.12.23	Parking to south amended
C1	18.10.23	Footpath amended
REVISION	DATE	DESCRIPTION

CLIENT  
Ribble Valley Property Ltd

PROJECT  
Proposed Development of Land at Higher College Farm, Longridge, PR3 2YY

DRAWING TITLE  
Proposed Site Plan

SCALE	DATE	DRAWN	CHECKED
1:500@A3	Aug '23	PRH	

DRG NO.	REVISION
EAD_203_03	C2

Evolve Architectural Design Ltd  
2 St Matthews School House  
Stanhill Lane  
Oswaldtwistle  
Accrington  
Lancashire BB5 4PZ  
T 01254 489702  
M 07957 592102  
E paul@evolvead.co.uk  
www.evolvead.co.uk

Evolve