



Transportation Planning : Infrastructure Design

Travel Plan

**Proposed Residential Development
Salesbury View, Wilpshire**

Prepared for Persimmon Homes Lancashire

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1.0 INTRODUCTION

Background

- 1.1 SCP have been instructed by Persimmon Homes (Lancashire) to provide a Travel Plan (TP) to support a planning application for a residential development on land off Salesbury View, Wilpshire.
- 1.2 This report sets out the applicant's commitment to reducing the number of vehicular trips generated by the development and identifies the key principles which will be developed further as part of the occupied travel plan.

Travel Plan Purpose

- 1.3 A travel plan is an important tool for delivering sustainable access to a development. Residential travel plans focus on a single origin (home) and aim to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.
- 1.4 Implementing a travel plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.5 As this travel plan has been prepared for a residential site, the travel plan focuses on journeys to local educational facilities and key local employment areas, along with leisure journeys. The travel plan also suggests measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that resident's travel.
- 1.6 This travel plan contains objectives and targets to guide the travel plan, along with a detailed implementation plan which aims to promote sustainable travel through delivery of a number of enabling and assisting measures. Monitoring and marketing measures are also identified, together with time scales for implementation, responsibilities and an indication of the budget required in order to deliver actions.

2.0 POLICY CONTEXT

- 2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access.
- 2.2 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

Travel Plan Benefits

- 2.3 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:
- Promote healthy lifestyles and sustainable, vibrant communities;
 - Provide adequately for all users, with a variety of mobility needs;
 - Reduce demand for car parking, thereby enabling more efficient land use;
 - Reduce pressure on highway capacity, particularly at peak times;
 - Improve social inclusion;
 - Cut carbon emissions and their contribution to climate change;
 - Reduce road danger and protecting vulnerable road users; and
 - Improve local air quality, while reducing noise pollution.

A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

Policy Context

- 2.4 Travel plans are currently secured within the planning system within the context of the government's **National Planning Policy Framework (NPPF)**, which was produced in 2012 and recently updated in December 2024.
- 2.5 The NPPF aims to provide a framework within which locally-prepared plans for housing and other development can be produced. The framework aims to streamline the planning process, making it more accessible at neighbourhood and community level and simplifying the decision-making process.

- 2.6 The NPPF aims to promote sustainable transport, and ensure that transport issues are considered from the earliest stages of plan making and development proposals using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:
- a) making transport considerations an important part of early engagement with local communities;
 - b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;
 - c) understanding and addressing the potential impacts of development on transport networks;
 - d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;
 - e) identifying and pursuing opportunities to promote walking, cycling and public transport use; and
 - f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.
- 2.7 Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.
- 2.8 The document 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 vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.
- 2.9 The NPPF is supported by a number of **Planning Practice Guidance notes (2014)**. One such note provides guidance on ‘Travel Plans, Transport Assessment and Statements in Decision-Taking’. The guidance specifies that travel plans should be:
- Proportionate to the size and scale of the development;
 - Established at the earliest practicable possible stage of a development proposal;
 - Be tailored to local circumstances; and

- Be brought forward through collaborative working with the Local Planning Authority, transport operators, along with communities and local businesses where relevant etc.

2.10 The guidance note goes on to provide suggestions for the content of a travel plan in terms of baseline data, the nature of the development, proposals to reduce the need to travel by all modes of transport, and monitoring.

2.11 In terms of local planning policy, Lancashire County Council's Highways and Transport Strategy (2023-2025) presents LCC's high-level view of how we will deliver our highways and transport responsibilities over the next three years to deliver to our corporate priorities.

2.12 The document identifies the following priorities and objectives:

Highways asset management

- *Manage our highways assets efficiently and effectively to support connectivity to employment and to essential services*
- *Build our understanding of the condition of all our highways assets to focus our maintenance activity and leverage investment*
- *Reduce the carbon footprint of our highways maintenance activities*

Network management and safety

- *Improve the efficiency of our urban and rural road networks*
- *Reduce all road casualties and progress towards zero people killed or seriously injured*
- *Create safe and social spaces*

Public transport and active travel

- *Deliver sustainable travel choices that are accessible, inclusive and affordable for all*
- *Support bus and rail services and encourage opportunities to use different forms of transport for single journeys with improved interchanges and better inter-urban and rural connectivity*
- *Reduce the need to travel by car particularly for shorter journeys*

Strategic partnerships

- *Facilitate economic growth, regeneration and levelling up*
- *Establish a pipeline of plan-ready transport interventions to leverage investment*
- *Bring partners together to align local, regional and national investment priorities*

2.13 The site is considered to be complementary to many of these principles.

2.14 This travel plan has been developed in line with local and national transport policy and guidance.

3.0 SITE AUDIT

Existing Site

- 3.1 The application site currently comprises undeveloped land. The site is bounded by residential dwellings to the north, undeveloped land to the east and south, and residential dwellings and Salesbury View to the west.
- 3.2 The location of the site in relation to the wider highway network is shown on **Figure 2.1** below.

Figure 2.1 – Site Location – Wider Highway Network



- 3.3 The location of the site in relation to the local highway network is shown on **Figure 2.2** below.

Figure 2.2 – Site Location - Local Highway Network



Source: Google Maps

- 3.4 Vehicular access to the site is currently provided via a gated access at the eastern limit of Salesbury View.
- 3.5 Public Right of Way (PROW) FP25 runs along the eastern boundary of the site and provides pedestrian access between the application site and Hollowhead Avenue to the north, and to Parsonage Road to the south via an unnamed footpath.

Local Highway Network

Salesbury View

- 3.6 Salesbury View is located along the western boundary of the site and is a quiet residential cul-de-sac that serves around 7 properties with associated garages and provides access to the A66 Whalley Road to the west.

- 3.7 Salesbury View has a carriageway width of approximately 5.5m and benefits from footways with widths of between 2.0m-2.3m either side of the carriageway. Salesbury View benefits from street lighting and is subject to a mandatory 30mph speed limit.

A666 Whalley Road

- 3.8 The A666 Whalley Road is located along to the west of the site and is a distributor road which provides a link between the A59 to the north-west via Langho and the A6119 Ramsgreave Drive to the south-west via Brownhill.
- 3.9 In the vicinity of the site the A666 Whalley Road has a carriageway width of approximately 8.0m-8.2m and benefits from a continuous footway along the western section of the carriageway. A footway is provided along the eastern section of the carriageway to the north of the junction with Salesbury View and narrows to the south of the junction for approximately 40m before widening to standard footway widths.
- 3.10 In the vicinity of the site the A666 Whalley Road benefits from street lighting and is subject to a mandatory 30mph speed limit.

Proposed Development

General

- 3.11 The proposed development will provide 80 dwellings comprising a mix of 2, 3, and 4 bedroom houses split between affordable and private dwellings.
- 3.12 The proposed site layout is presented in **Appendix A**.

Proposed Access Arrangements

- 3.13 Vehicular access to the development site will be taken via an extension to Salesbury View. The proposed access will be designed to meet typical residential standards with a 5.5m wide and a 2.0m wide footway along both sides of carriageway, as shown on the proposed site layout.
- 3.14 Pedestrian and cycle access will be provided at the same location as the vehicular access, whilst additionally FP25 which runs along the eastern boundary of the site will be retained with a link provided from the site to provide pedestrian access between the application site and Hollowhead Avenue to the north.

Off-Site Highway Improvements

- 3.15 LCC have requested that a signalised pedestrian crossing is provided on the A666 in the vicinity of Salesbury View. LCC Highways also require off-site highway improvements, including the installation of tactile paving on both sides of the footway at the junction to the right of the access serving the parking facilities for the dwellings fronting Whalley Road, as well as on both sides of the footway at the access to Salesbury View.

Internal Road Layout and Servicing

- 3.16 The internal road network has been designed to ensure the movements of service and refuse vehicles will be accommodated without allowing their requirements to dominate the layout of the site.

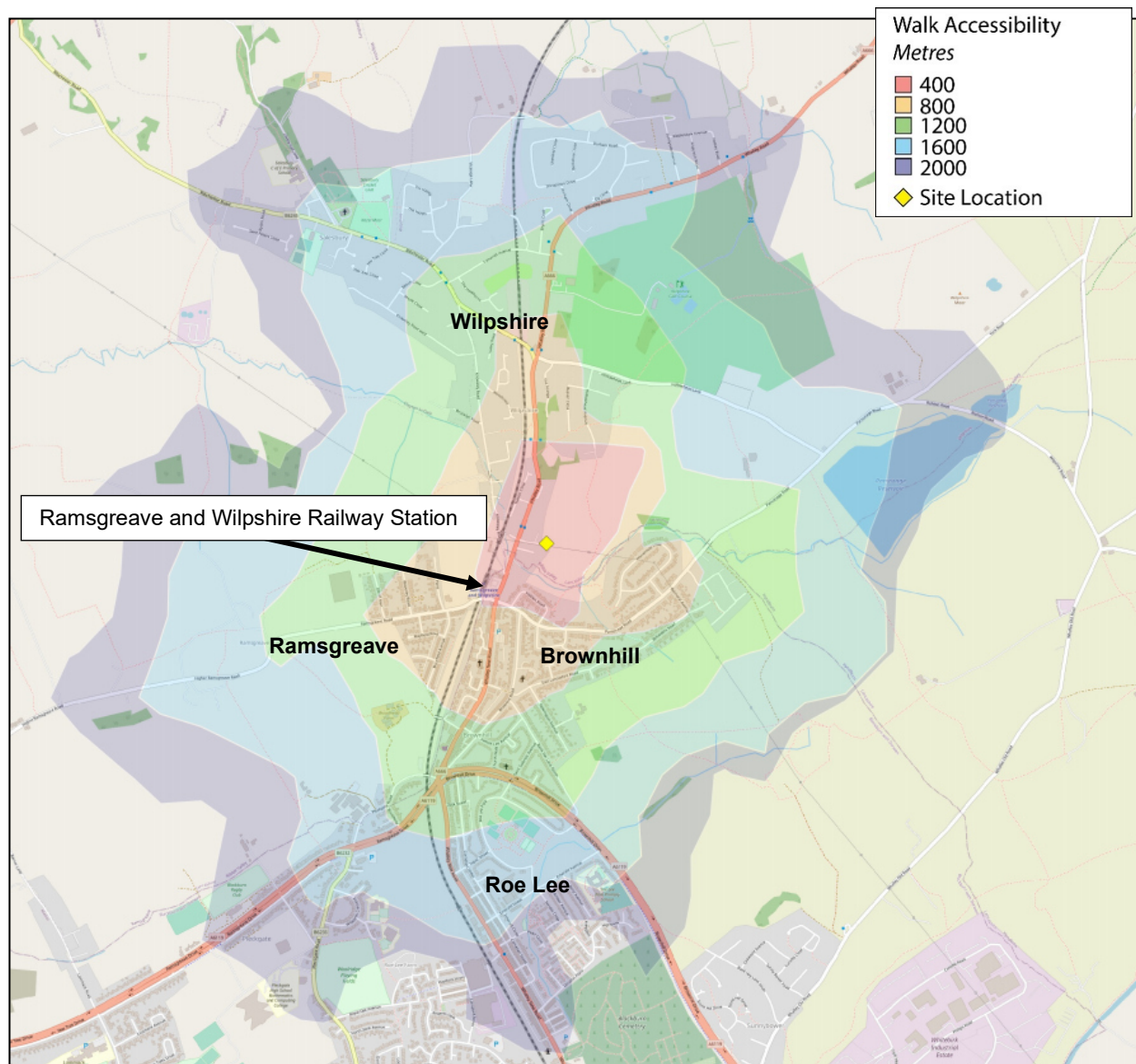
Parking

- 3.17 The 'Joint Lancashire Structure Plan' adopted March 2005 sets out the following residential car parking standards.
- 1-bed – 1 per dwelling
 - 2/3 bed – 2 per dwelling
 - 4+ bed – 3 per dwelling.
- 3.18 This equates to approximately 181 spaces in terms of the proposed development. The proposals provide approximately 201 car parking spaces for dwellings including garages which roughly equates to 2-3 spaces per dwelling in line with the standards, as shown on the site layout plan, contained in **Appendix A**. In addition to this, 11no. visitor spaces are proposed on site.

Pedestrian Accessibility

- 3.19 The pedestrian accessibility of the development has been modelled using Geographical Information System (GIS) software to produce isochrones mapping. The purpose of the isochrones is to demonstrate the areas within an acceptable walk distance of the site, as shown on **Figure 3.3** below:-

Figure 3.3 – Walk Accessibility



3.20 As can be seen from the above, the site is within acceptable walking distance of Wilpshire, Ramsgreave and Roe Lee which provide a good range of facilities as summarised in [Table 3.1](#) below:-

Table 3.1 - Facilities within 2km Walk Distance of the Site

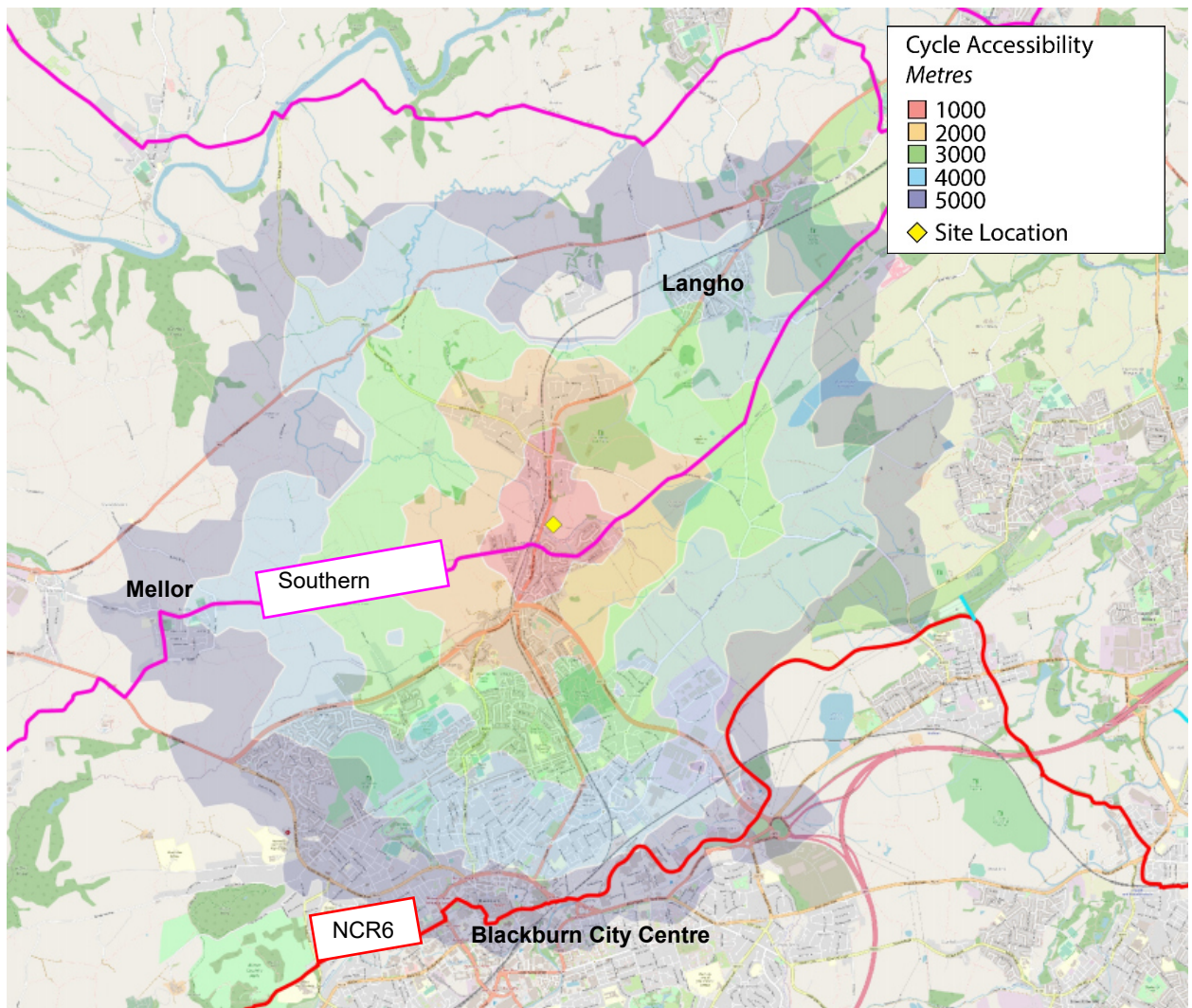
Facility	Description	Approximate Distance
Convenience Store	Co-op Food Wilpshire, Whalley New Road	290m
Railway Station	Ramsgreave & Wilpshire Railway Station, Ramsgreave Road	350m
Places of Worship	Holy Souls Catholic Church, Whalley New Road	550m
Convenience Store	Londis, Whalley New Road	600m
Places of Worship	North Blackburn United Reformed Church, Brownhill Road	600m
Pre-School	Brownhill Playgroup, Brownhill Road	600m
Pharmacy	Brownhill Pharmacy, Whalley New Road	750m
Doctor	Brownhill Surgery, Whalley New Road	750m
Butchers	Beech's, Whalley Road	800m
Convenience Store	Nisa Local, Whalley New Road	800m
Places of Worship	Wilpshire Methodist Church, Ribchester Road	1km
Places of Worship	St Gabriel's Church, Brownhill Drive	1km
Primary School	Roe Lee Park Primary and Nursery School, Emerald Avenue	1.5km
Supermarket	Tesco Express, Row Lee Park	1.5km
Places of Worship	Masjid Aqsa, Emerald Street	1.5km
Places of Worship	St Peter's Church, Salesbury, Ribchester Road	1.6km
Places of Worship	Masjid e Taqwa, Pleckgate Road	1.6km
Post Office	Salesbury Post Office, Ribchester Road	1.7km
Primary School	Salesbury Church of England Primary School, Lovely Hall Lane	1.7km
Post Office	Roe Lee Post Office, Whalley New Road	1.7km
Primary School	St Gabriels C Of E Primary School, Wilworth Cres	1.7km
Sports Ground	Blackburn Northern Sports Club, Pleckgate Road	1.8km
Nursery School	Little Achievers Forest School, Higher Ramsgreave Road	1.8km
Pharmacy	Cohens Chemist, Blackburn, Whalley New Road	1.9km
Secondary School	Pleckgate High, Pleckgate Rd	2km
Primary School	Holy Souls RC Primary School, Wilworth Cres, Pleckgate	1.8km

- 3.21 As detailed earlier, pedestrian and cycle access will be provided at the same location as the vehicular access. Generally, the topography of the area is conducive to walking. There is a well surfaced and street-lit footways along the A666 which provide a continuous link to the local facilities located between Wilpshire and Roe Lee.
- 3.22 As mentioned previously, as part of the proposed development the narrow footway located along the A666 to the south of the junction with Salesbury Drive will be widened to 2.0m
- 3.23 In addition, FP25 which runs along the eastern boundary of the site will be retained and provide pedestrian access between the application site and Hollowhead Avenue to the north and Parsonage Road to the south via the existing footpath which routes along Knotts Brook.

Cyclists

- 3.24 Transport policy identifies that cycling represents a realistic and healthy option to use of the private car for making journeys up to 5km as a whole journey or as part of a longer journey by public transport.
- 3.25 TRACC software has been used to assess the accessibility of the development by bicycle for a 5km cycle distance from the site, as shown in **Figure 3.4** below.

Figure 3.4 – Cycling Accessibility: 5km Distance Isochrones



- 3.26 **Figure 3.4** above also shows the available cycle routes in the vicinity of the site.
- 3.27 The Southern Loop is located approximately 400m cycle distance to the south of the site and is an on-road route which provides access to the nearby areas of Whalley, Langho and Mellor.
- 3.28 National Cycle Network (NCN) Route 6 is located approximately 4.3km to the south of the site and is a mixture of on-road and off-road routes including the Leeds and Liverpool Canal towpath. NCR6 provides links throughout Blackburn city including the city centre and extends to the nearby areas of Rishton and Accrington city centre.

Public Transport

- 3.29 Guidance published by the IHT 'Planning for Public Transport in Developments' (1999), recommends that the maximum walking distance to a bus stop should be 400 metres, equating approximately to a five minute walk.
- 3.30 The nearest bus stops to the site are located on both sides of Whalley Road within 300m of the site and provides a number of bus services. Further bus stops are located approximately 400m south the site on Whalley Road providing additional services. The bus services from this bus stops are summarised in **Table 6.2** below:

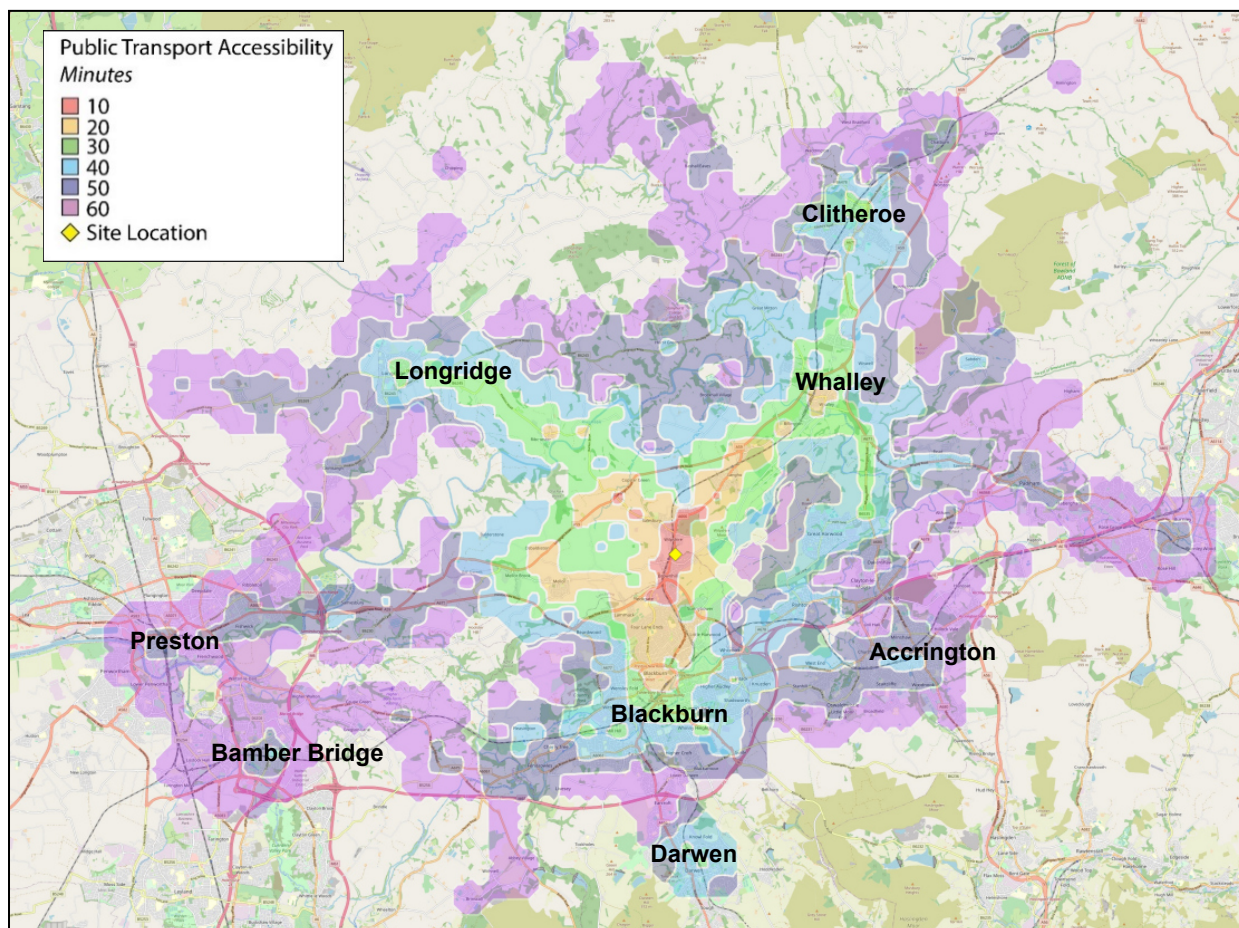
Table 3.2 – Bus Service Summary

Service Number	Route	Service Frequency		
		Mon-Fri	Sat	Sun
22 Valleyline	Clitheroe - Shadsworth	Approx every 20-30mins	Approx every 30mins	Approx every 60mins
45	Preston - Blackburn	Approx every 60mins	Approx every 60mins	Approx every 120mins
70	Roe Lee - Our Lady & St John School	Schl	-	-
622	Mellor Brook - Blackburn St Wilfrids Ce Academy	Schl	-	-
623	Mellor - Clitheroe Royal Grammar School	Schl	-	-
856	Blackburn - Billington St Augustines	Schl	-	-
M10	Blackburn Town Centre - Blackburn	4 services a day	-	-

- 3.31 Ramsgreave and Wilpshire Railway Station is located approximately 450m walking distance from the site and cycle parking with CCTV is also provided at the station.
- 3.32 Ramsgreave and Wilpshire Railway Station provides regular services daily at an average frequency of 1 service per hour in each direction between Clitheroe and Rochdale via Salford Central, Bolton, Blackburn, Darwen and Manchester Victoria, amongst others.

- 3.33 **Figure 3.5** indicates a 60-minute public transport journey from the site, which includes the time to walk to the nearby bus stops and rail station. The analysis demonstrates that it is possible to reach areas of Darwen, Blackburn, Clitheroe, Accrington and Preston, amongst others, in an acceptable 60minute commute time.

Figure 3.5 – Public Transport Accessibility



Summary

- 3.34 Overall, the site is considered to be well located in terms of its accessibility by all the major non-car modes of transport.

4.0 TRAVEL PLAN ADMINISTRATION

Travel Plan Coordinator

- 4.1 The travel plan will be managed by a travel plan coordinator (TPC). The TPC will provide a key role in delivering a successful travel plan for the development. The TPC role for the residential development would most commonly be overseen by a Management Company, which in time could evolve to be overseen by the residents of the site themselves.
- 4.2 The TPC role will be established prior to the opening of the development, and will act as the fulcrum for the development of the travel plan measures and the day to day operation of the plan. Once appointed, the TPC will act as the main contact for the travel plan and will be responsible for implementing plan measures, involving new residents, maintaining a database and monitoring the effects of implementation.
- 4.3 The TPC will be the first point of contact for all residents in all matters regarding travel to and from the site, therefore the TPC will set up a file for all correspondence relating to each travel plan, and keep it up-to-date.
- 4.4 If required, the TPC will nominate other people to whom travel plan duties can be delegated; however, the designated TPC will retain overall responsibility for all matters pertaining to the travel plan for each element of the development. The TPC will record details of nominated persons along with their delegated duties within each respective travel plan file, if necessary.
- 4.5 The primary target of the travel plan will be to replace private car journeys with other means of more sustainable transport. The majority of private car journeys are commuter trips made to and from a workplace; this therefore represents a useful starting point to target.

Funding

- 4.6 Appropriate funding will be allocated by the developer at the start of the travel plan process to cover the costs involved in administering the travel plan over an agreed time period.
- 4.7 The funding will cover all costs relating to the TPC, implementation of measures, marketing of the travel plan, annual monitoring and submission of a review to the local authority (LA). The funding stream will allow the travel plan to operate for a minimum of five years, subject to LA requirements.

5.0 TRAVEL SURVEY

Travel Survey

- 5.1 Travel surveys are undertaken in order to understand how residents travel, how they would like to travel and what would encourage them to make those changes; repeat surveys are used to monitor ongoing travel patterns, over time.
- 5.2 As part of the travel plan, regular resident travel surveys will be required. The survey responses provide an indication of what targets would be most appropriate, and which measures would be most successful in helping to achieve them.
- 5.3 The surveys will be produced by the TPC and disseminated to residents within three months of first occupation of the site, to collect the following data:
- Destination postcode;
 - Typical working / educational patterns;
 - Mode of travel to work / education;
 - Measures that would encourage use of active travel modes or public transport;
 - Barriers to use of active travel modes / public transport.
- 5.4 The TPC will strive to achieve a 30% return rate for surveys. The survey responses will be entered into a spreadsheet to enable modal shift to be tracked over time, and provide guidance on which measures are most likely to encourage modal shift. The findings will be used to update the travel plan and to confirm or modify the identified targets and measures. The travel plan will be resubmitted to LA within 3 months of the survey closing.
- 5.5 The TPC will agree the annual targets with the LPA within 1 month of submission of the survey review reports. The agreed short term annual targets will form the basis of the annual review and monitoring process to gauge the effectiveness of the travel plan.
- 5.6 All data collected from the travel survey will be subject to the provisions of the Data Protection Act. To ensure confidentiality, the TPC alone will manage the database and be responsible for the release of information, with all data being used solely for travel plan purposes.

Future Surveys

- 5.7 Changes to existing travel patterns, as derived from the data, will inform the annual review process. The annual review will summarise the data collected, and propose revised initiatives and measures where targets have not been met, including a revised action plan.

- 5.8 The TPC will undertake a survey annually (at the same time of year) and submit the results of the annual review to the LHA for review and discussion, within 3 months of the monitoring period. Surveys will be undertaken for the first five years of the development, following occupation. The TPC will be responsible for the surveys, together with delivery of the travel plan.

6.0 OBJECTIVES AND TARGETS

Objectives

- 6.1 Objectives are required to give a travel plan direction and focus. Targets are measurable and help to indicate whether the high level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the travel plan.
- 6.2 The travel plan recognises that there is not one specific mode of transport suitable for all residents and that there need to be a number of alternatives in place. The travel plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 6.3 This travel plan has been prepared to achieve the following objectives:
- Minimising the total travel distance of residents;
 - Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
 - Promoting walking, cycling, public transport and car sharing; and
 - Promoting healthy lifestyles and sustainable communities which are accessible by all.

Modal Share Targets

- 6.4 Baseline travel surveys will be carried out and analysed by the TPC, which will establish the existing travel patterns of residents and will inform the initial year one Modal share targets. The targets will be updated following annual travel survey analysis to ensure they are representative of SMART targets based on the actual population.

Indicators

- 6.5 The TPC will be responsible for implementing measures at the site, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.

6.6 Milestones to assess progress against the travel plan objectives and targets include:

- Issue of travel information to residents upon site occupation;
- Uptake of the various measures.

6.7 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

7.0 TRAVEL PLAN MEASURES

- 7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with residents is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular.

Travel Awareness

- 7.2 Good accurate information on the range of services and travel initiatives available will be a critical element of a successful travel plan.
- 7.3 The TPC will make new residents aware of the existence of the travel plan by providing them with a welcome pack summarising the travel plan, both within the sales suite prior to rental, as well as upon occupation of the property. This will help to ensure that sustainable travel patterns are created from the outset.

8.0 MEASURES AND MARKETING

- 8.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with residents, for example, through travel surveys, is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular. As such, the below measures may be subject to change following occupation of the site and the successful completion of resident travel surveys. Changes will be agreed with the local authority.

Travel Information and Marketing

- 8.2 Good accurate information on the variety of travel options which can be used and the initiatives being promoted is a critical element of a successful travel plan.
- 8.3 At the outset of the development, the promotional sales material for the site will include reference to the travel plan and list associated benefits. As properties are sold, all residents will be made aware of the travel plan and the key measures to be implemented through their welcome packs.
- 8.4 The TPC will promote the sustainable travel opportunities through the distribution of welcome to residents. The welcome packs will include, though not exclusively, the following:
- An introductory leaflet to the travel plan providing a summary of the contents and key measures for implementation, as well as the contact details of the TPC;
 - Details of the travel survey process, a copy of the survey to be completed and returned, along with confidentiality and privacy clauses with regard to the data;
 - A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
 - Public transport information, including:
 - Bus timetables covering services from nearby bus stops;
 - Current bus fare information;
 - Information on how to obtain concessionary bus travel passes;
 - Contact details for bus and rail service providers.

- Active travel information, including:
 - Map indicating potential walk and cycle routes to the local facilities, along with details of cycle parking in the local area;
 - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
 - Health information and details of local walk buddy and bike buddy groups.
- Details of local taxi firms;
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.); and
- Summary of options and delivery costs for home shopping
- Details of personalised travel planning websites

8.5 The TPC will review the information provided within the travel information pack on a 6-monthly basis to align with public transport seasonal timetable changes, to ensure that residents are kept up to date with any changes, such as new bus timetables, withdrawn or new services, or new contact details, and will disseminate this information to all households via leaflets.

8.6 The TPC will also regularly review any off-site information, such as route signing for pedestrians and cyclists, or timetable information at bus stops, to check it is up to date. Where deficiencies have occurred, the TPC will inform the relevant authority.

Walking

8.7 The proposed development includes provision of footways along the entrance to site, connecting to the footways provided. In addition to the design improvements, the TPC will encourage walking as a mode of travel from the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material in the welcome pack;
- Promote Google Maps for journey planning on foot; and
- Audit the local footway and footpath network on an annual basis and report any defects and / or maintenance issues to the highway authority.

Cycling

8.8 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Provision of cycle storage for residents in accordance with local authority guidelines;

- Promote the availability of cycling information, including route maps and useful tips and guidance, referencing the Sustrans website as well as LCC's website (<http://www.lancashire.gov.uk/leisure-and-culture/cycling.aspx>);
- Provide information on any local cycle proficiency 'Bikeability' courses such as Go Velo (<http://www.lancashire.gov.uk/leisure-and-culture/cycling/cycle-training.aspx>);
- Promote local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
- Liaise regularly with the cycling officer at the local authority to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site; and
- Audit the cycleway network in close proximity to the site on an annual basis and report any defects and / or maintenance issues to the highway authority.

8.9 The TPC will actively promote public transport with the following specific measures to be implemented:

- Residents will be provided with public transport locations (including bus stops), together with route and timetable information in the welcome packs; this will be updated by leaflet drop, as necessary, to align with seasonal timetable changes;
- Details of community transport options and concessionary ticket availability;
- Liaise regularly with public transport operators to ensure that information remains valid, and to secure a residents' public transport discount, if possible; and
- The TPC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the Traveline Northwest website (<http://www.traveline-northwest.co.uk/journeyplanner/enterJourneyPlan.do>) and LCC's website (<http://www.lancashire.gov.uk/roads-parking-and-travel/public-transport.aspx>).

Car Sharing Scheme

8.10 The TPC promote Liftshare (<https://liftshare.com/uk>) and Shared Wheels (<https://liftshare.com/uk/community/sharedwheels>). Information about the website will be placed in the welcome pack.

8.11 Should sufficient demand be present, the TPC will set up a 'formal' car share scheme for residents using online software. The TPC will then identify any suitable matches for residents for journeys to and from work, shopping trips and/or school run.

8.12 This will be assessed as part of the first annual review of the travel plan.

Personalised Journey Planning

8.13 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

8.14 The TPC will assist residents in the development of a personalised journey plan for regular journeys. The journey plan could include (dependent on which modes of transport are identified as being of most interest):

- Maps showing the location of the bus stops to use at either end of the journey, along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current cost of travel;
- Suggestions of how to incorporate elements of the journey to sustainable modes; and
- Timetable information for public transport services used on their journey.

Alternatives to Travel

8.15 Alternatives to regular trips, such as the commute to work and supermarket visits, present the potential to reduce single occupancy trips greatly. Residents should be encouraged to consider all journeys they make and identify whether an alternative is present.

8.16 Working from home even just one day per week can reduce traffic by as much as 20%; this is made possible by highspeed internet connections, multiple points within the homes for telephone and internet, and home office space.

8.17 Home shopping and working from home represent significant opportunities for reducing the need to travel. Residents will be encouraged to work from home and utilise home shopping opportunities when viable.

Marketing Summary

- 8.18 The TPC will be responsible for providing residents with an overview of the travel plan in order to promote the use of a range of modes of transport and work towards increasing awareness of the alternative modes of transport available.
- 8.19 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:
- Development of an introductory leaflet for the travel plan, providing a summary of the travel plan contents and key measures for implementation, to be disseminated to residents;
 - Welcome packs will be populated with a range of sustainable transport information and distributed to all residents upon occupation;
 - Leaflet drops will take place, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.
 - Regular leaflets and flyers will also be developed and posted to residents, to promote new and ongoing measures along with events at the site, for example, Walk to School Week and European Mobility Week.

9.0 PLAN MONITORING AND REVIEW

- 9.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

Monitoring

- 9.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to the local authority the effectiveness of measures implemented and the progress being made towards travel plan objectives;
 - It justifies the commitment of the TPC and of other resources;
 - It maintains support for the travel plan by reporting successes;
 - It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
 - The data can be shared with any other nearby residential travel planning sites, as well as inform the local authority and public transport operators of local travel patterns.
- 9.3 The surveys will be used to monitor the number of residents walking, cycling, and travelling by car and public transport to and from the site. The results will then be used to identify initial mode share targets.
- 9.4 The TPC will monitor travel patterns associated with the site on a regular basis. Surveys will take place on an annual basis for the first five years of site operation.

Reviewing

- 9.5 The TPC will undertake an annual review of the travel plan following monitoring, in conjunction with the LA. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from residents.
- 9.6 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, with agreement with the local authority, in order to maintain a realistic travel plan goal.

- 9.7 The TPC will also use spot check data and may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.
- 9.8 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review and agreement within 3 months of surveys being undertaken. This will take place for the first five years; any further reporting will be undertaken by agreement with the local authority.

10.0 ACTION PLAN

The action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action.

Action	Target Date	Responsibility	Budget Indication
Initial Setup – Prior to Occupation			
Appointment of TPC	At least 1 month prior to site occupation	Developer	Staff time
Exchange contact details with relevant LA Officers	At least 1 month prior to site occupation	TPC	Staff time
Obtain public transport info, maps, car sharing information etc. to provide to residents	At least 1 month prior to site occupation	TPC	Staff time
Procure and produce information to provide to residents	2 weeks prior to site occupation	TPC	Staff time + materials
Upon Occupation			
Issue travel info to residents	Upon occupation	TPC	Staff time + printing
Ensure travel noticeboards are erected and populated, and further leaflets/info are available	Upon occupation	TPC	Staff time + noticeboards
Within 3 Months of Occupation			
Issue travel survey to residents; analyse and issue final travel plan to the LA within 3 months of survey completion	Within 3 months of occupation	TPC	Staff time
Promote any local area cycle training and cycle maintenance sessions	Within 3 months of occupation	TPC	Staff time

Ongoing Tasks			
Provides updates re any service or provision changes with regard to local transport	6 monthly to align with seasonal timetable changes	TPC	Staff time
Implement measures in line with requirements / interest, including promotion of national annual events such as Bike Week and Walk to Work Week	Ongoing	TPC	Staff time
Annual Monitoring / Review			
Conduct repeat travel survey at same time of year as baseline survey, for four years	For four years after baseline survey completed	TPC	Staff time + printing
Analyse responses, produce progress report and submit to LA	Within 1 months of survey completion	TPC	Staff time
Report updates to residents using noticeboards	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring as set out and agreed with LA	As agreed with LA	TPC	Staff time

11.0 SUMMARY

- 11.1 This travel plan reviews the existing transport facilities at the development site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 11.2 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Reducing the transport impact of the development, by reducing reliance upon the car and improving awareness and usage of alternative modes;
 - Increasing opportunities for residents, by promoting walking, cycling, public transport and car sharing;
 - Minimising the total travel distance of residents; and
 - Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 11.3 This document will assist in ensuring that the development is sustainable.

S|C|P

APPENDIX A

