



Oakmere Homes (Northwest) Ltd

# **Residential Development, Accrington Road, Whalley**

## **Framework Travel Plan**

T4759-R-01 Rev0 November 2025

**PSA Design Ltd**

Consulting Engineers  
The Old Bank House  
6 Berry Lane  
Longridge  
Preston PR3 3JA

Tel. 01772 786066  
Fax. 01772 786265

[www.psadesign.co.uk](http://www.psadesign.co.uk)  
[mail@psadesign.co.uk](mailto:mail@psadesign.co.uk)

# Residential Development, Accrington Road, Whalley

## Framework Travel Plan

Job	Date	Issue	Copy
T4759	November 2025	0	

Originator.....PB.....

Checker.....DW.....

Approver..... DW .....

© PSA Design Ltd. All rights reserved.

No part of this report may be copied or reproduced by any means without prior written permission from PSA Design. If you have received this report in error, please destroy all copies in your possession or control and notify PSA Design.

This report has been prepared for the exclusive use of the commissioning party and unless otherwise agreed in writing by PSA Design, no other party may use, make use of or rely on contents of the report. No liability is accepted by PSA Design for any use of this report, other than for the purposes for which it was originally prepared and provided.

Opinions and information provided in the report are on the basis of PSA Design using due skill, care and diligence in the preparation of the same and no explicit warranty is provided as to their accuracy. It should be noted that and it is expressly stated that no independent verification of any of the documents or information supplied to PSA Design has been made.

## **Contents**

- 1.0** Introduction
- 2.0** Key Objectives
- 3.0** Site Accessibility
- 4.0** Proposed Development
- 5.0** Roles/Responsibilities, Marketing and Consultation
- 6.0** Proposed Measures and Timescales
- 7.0** Plan Monitoring and Review
- 8.0** Summary and Recommendations

## **Figures & Drawings**

- Figure 1 – Site Location Plan
- Figure 2 – Site Area Plan
- Figure 3 – 1km and 2km Walking Isochrones
- Figure 4 – 5km Cycling Isochrone

## **Appendices**

- A Approved Site Layout
-

## **1. Introduction**

- 1.1. PSA Design Ltd has been commissioned by Oakmere Homes (Northwest) Ltd to prepare this Framework Travel Plan (FTP) to support a residential development consisting of 57 apartments and 17 dwellings with associated access, roads, car parking, landscaping and infrastructure, including a public car park to serve Whalley town centre.
  - 1.2. The FTP has been prepared for implementation for the proposed development and in recognition of national and local transport policy aimed at reducing the reliance upon the private car and in particular single occupancy car trips. In line with this, the overall aim of this FTP is to seek to minimise the total vehicular travel distance associated with trips to and from the development. The FTP includes:
    - the appointment of a travel co-ordinator.
    - a partnership approach to influence travel behaviour.
    - measures to encourage the use of alternative modes of transport other than the private car by persons associated with the site.
    - provision of up-to-date details of public transport services.
    - continual appraisal of travel patterns and measures provided through the Travel Plan.
    - a programme for the implementation of such measures and any proposed physical works.
    - procedures for monitoring the uptake of such modes of transport and for providing evidence of compliance.
  - 1.3. This document describes the measures which are proposed to encourage and promote sustainable travel to and from the proposed development. These aims should be realised by actively discouraging car usage through implementation of pro-active measures, to reduce the need to travel and improve travel choice.
  - 1.4. This is the First Edition of the FTP which will be in place prior to first occupation of the proposed development and sets out the developer's commitment to the Travel Plan (TP) process. The TP is not a one-off promotion of sustainable travel. The effect of the TP will be monitored and if appropriate, remedial action will be taken with the aim of achieving continual improvements.
  - 1.5. The developer sees the FTP as an integral part of the future operation of the site and has committed to its implementation through the allocation of both funds and staff time in this regard. Moreover, it is recognised that for the plan to be successful as many measures as possible need to be in place at day 1.
  - 1.6. This FTP provides information under the following headings:
-

**Oakmere Homes (Northwest) Ltd**  
**Residential Development, Accrington Road, Whalley**  
**Framework Travel Plan**

---

- Key Objectives;
- Site Accessibility;
- Roles/responsibilities, Marketing & Consultation;
- Proposed Measures & Timescales;
- Summary

## **2. Key Objectives**

2.1. The key objectives of the FTP are to:

- To reduce the impact and frequency of car travel, especially single occupancy vehicle use.
  - Improve travel choice for residents as appropriate, by enhancing and/or promoting the more sustainable modes of transport such as walking, cycling and public transport and providing information on joining existing local car club and car share schemes.
  - Create an awareness of, and promote, the travel plan at the early stages of occupancy.
  - To improve the health and well-being of the residents of the site.
-

### 3. Site Accessibility

#### Site Location and Description

- 3.1. The location of the site is shown in **Figure 1**. It is situated to the south east of Whalley village which is located to the north east of Blackburn and the north west of Burnley. The site is shown in more detail on **Figure 2** and as shown is bounded to the north by Accrington Road, to the west residential properties on Woodfield View, to the east by the by open land and agricultural buildings and to the south by the River Calder.

#### Accessibility by Non-Car Modes

##### *Pedestrians*

- 3.2. It is also proposed to provide a 2 metre footway along the site frontage onto Accrington Road to the west of the site access. This new footway will ensure good pedestrian access for future residents to the facilities in the village centre, including the bus stops on Accrington Road, as well as access to and from the proposed village car park on the site.
- 3.3. 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 (1.2km) 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. The 1km and 2km walking catchments for the site are shown in **Figure 3** and show that the site is within walking distance of all the facilities available in Whalley including bus stops and the rail station.

##### *Cycle*

- 3.4. The existing and proposed cycle routes in the vicinity of the site have been established by reference to the Lancashire County Council MARIO system. This shows that King Street is designated an on-road cycle route which connects to many other cycle routes in the area thus providing cycle access to many destinations readily available. In addition, a cycle route is proposed for the A671 from its junction with Accrington Road north to link into the existing cycle route network.
- 3.5. In relation to cycling, the former PPG13 recognised that cycling can substitute for car trips; particularly for journeys under 5km. The 5km cycle catchment area for the site is shown in **Figure 4** and clearly shows a wide area is within cycling distance of the site.
-

***Public Transport***

- 3.6. The site is readily accessible by public transport with bus stops being located within easy walking distance of the site on Accrington Road. The eastbound bus stop is located at the western boundary of the site whilst the westbound stop is located approximately 60 metres further to the west. It should also be noted that Whalley bus station is located on King Street and is approximately 500 metres walking distance from the centre of the site. The site is served by a number of bus services that route along Accrington Road providing access to many local and regional destinations.
- 3.7. In addition, Whalley rail station is located about 1km from the proposed site access and provides approximately 2 services per hour throughout the day. These services call at local stations including Clitheroe and Blackburn and also further afield to Manchester. Taking the above into account the site can be considered to be accessible by rail travel.
- 3.8. To summarise, it is considered that the proposed site is in an accessible location being within walking distance of public transport services and the facilities available in the village centre are accessible on foot or by cycle.
-

## 4. Proposed Development

### Development Proposals

- 4.1. The site is to be developed to provide 57 apartments and 17 dwellings with associated access, roads, car parking, landscaping and infrastructure, including a public car park to serve Whalley town centre. The site layout for the proposed development is included at **Appendix A**.

## 5. Roles/Responsibilities, Marketing and Consultation

### Developer

5.1. The Developer will:

- Provide leadership and commitment to the plan's implementation at senior site management level.
- Implement Sustainable Transport Infrastructure into areas of the site under their control.
- Make residents aware of the Travel Plan for the development and the principles and measures therein.
- Appoint an overall Travel Plan Coordinator (TPC) to manage the development, implementation and monitoring of the Travel Plan at the initial stages of development and beyond.

### Travel Plan Coordinator (TPC)

5.2. The TPC will be responsible for the administration of the Travel Plan, the implementation of the Travel Plan measures, for ongoing monitoring of the Travel Plan and for the annual review.

5.3. It should be noted that the duties of the TPC may be encompassed within the function of the developer's site management team however, for the purposes of this document; it is assumed that an individual will undertake the role.

5.4. The role of the TPC will be greatest during the early stages of the Site's development. Initially the TPC will manage the development, implementation and monitoring of the plan up until occupation of the site. To this end the TPC will be in place prior to occupation and will remain in place for at least 5 years beyond first occupation.

5.5. The TPC will be instrumental in dealing with the main site issues that will be vital in the early years in the development of the Travel Plan. He/she will establish the foundations of the Travel Plan. The responsibilities of the TPC are therefore as follows:

- To develop the Travel Plan in conjunction with the developer's management team;
- To oversee the promotion and marketing of the Travel Plan;
- To be the first point of contact for residents of the development as well as other outside organisations in all matters regarding travel to/from the site. He/she will maintain an up-to-date file containing all correspondence relating to the Travel Plan.
- To develop and oversee the implementation of initiatives outlined in the Travel Plan.
- To monitor progress of the Travel Plan, develop systems for measuring change against targets, and report to the participating organisations.

5.6. Until such time as the TPC has been appointed, this role will be undertaken by:

---

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

#### **Plan Administration**

- 5.7. A filing system will be established and maintained, for recording all correspondence relating to the Travel Plan, including the results of periodic monitoring, and the outcome of the initial travel survey and each annual review.
- 5.8. The TPC will be responsible for setting up and maintaining the Site Travel Database, which will comprise the results of the travel surveys.
- 5.9. In the interests of confidentiality, the TPC alone will hold the database and will be responsible for the release of the information. Any such data would be held in accordance with the 2018 General Data Protection Regulations (GDPR) and any subsequent modifications.
- 5.10. The travel database will be reviewed annually in accordance with GDPR. New residents will be entered into the database and those leaving will be removed.

#### **Marketing**

- 5.11. A 'Residents Travel Information Pack' will be prepared for issue to residents of the approved development in order to ensure they are aware of the modes of transport available other than the car; and of accessibility to local facilities. The TPC will ensure that the document is updated regularly to ensure it contains current and relevant travel information.

#### **Updating**

- 5.12. The FTP is a strategy for the future, and as such, will evolve over time. The objectives of the FTP, to encourage residents to travel by sustainable means, will not change. However, the FTP will be reviewed annually and updated accordingly and the developer is fully committed to developing the Travel Plan with the aim of submitting an updated document within 6 months of full occupation of the site. Thereafter the Travel Plan will be reviewed annually for a period of 5 years after first occupation.
-

## 6. Proposed Measures and Timescales

- 6.1. This section of the Travel Plan sets out the proposed measures to be implemented and as the TP is updated these will be reviewed.

### Site Travel Database

- 6.2. The TPC will collate resident travel survey data into a database which will be further developed as additional information is gathered and becomes available. The initial travel surveys will be undertaken within 3 months of full occupation of the approved development. Information will be collected for the residents of each dwelling in order to build a comprehensive picture of travel demand and characteristics, details such as the frequency and types of journeys made, origins/destinations, travel mode and barriers/dis-incentives to the use of more sustainable modes will be collected.
- 6.3. This data will assist in more accurately defining travel requirements for the development and in defining the specific measures to be implemented to maximise the success of the TP.

### Pedestrian Measures

- 6.4. Residents will be provided with information and advice concerning pedestrian routes to/from the site within the Travel Pack.
- 6.5. Details of local and national events, such as In Town Without My Car Day, Walk to Work Week, Workwise Week and Bike Week will be promoted at the site and residents will be encouraged to participate.
- 6.6. Additionally, the following measures are proposed to raise awareness of local routes and initiatives:
- Promotion of local authority/local area travel campaigns/networks
  - Distribution of promotional materials

### Cycle Access

- 6.7. As noted previously it is evident that there is potential for cycling to be a realistic mode in terms of accessing the site and this is reflected in the measures outlined below.
- Residents will be provided with information and advice concerning appropriate cycle routes to/from the development.
  - The TPC will, if there is sufficient interest, set up a bicycle user group (BUG).
  - Cycling information is included within the Travel Packs.
-

**Public Transport Measures**

- 6.8. The site is readily accessible by public transport with bus stops located within an acceptable walking distance of the site. In addition, bus route and timetable information is available to residents via the Travel Packs.
- 6.9. A personalised journey plan will be available on request for every resident from the TPC.

**Car Sharing**

- 6.10. Car sharing is one of the most effective means of reducing the number of cars arriving on the site. The TPC will contact officers of the LPA/LHA with a view to registering the development with any existing car sharing scheme in the local area. If such a scheme is available this would allow residents to travel to and from work together and would be publicised by the TPC.

## **7. Plan Monitoring and Review**

- 7.1. A programme of monitoring and review has been designed to generate information by which the success of the TP can be evaluated. Monitoring and review will be the responsibility of the TPC.
- 7.2. The major objective of the TP is to facilitate a reduction in the use of single occupancy private cars from the site. A suitable indicator of the success of the Plan is therefore the modal split of travel.
- 7.3. At this stage in the development of the FTP, it is difficult to set appropriate targets with respect to journey mode until the development becomes established. It should, however, be possible to set SMART targets for mode split within 3 months of the initial travel surveys through reference to the results of the travel surveys and national trip generation rates. Until such time as these results are available the baseline target travel scenario of a **5% reduction in trips made by vehicle drivers** will be adopted.

### **Annual Review**

- 7.4. As previously stated initial travel surveys will be undertaken within 3 months of first occupation of the site. Thereafter, travel surveys will be repeated annually for a period of 5 years with the resulting data provided to the LPA and LHA.
- 7.5. It should be stressed that the Travel Plan is a 'living' document which will develop continually taking account of both factors on site and periodic surveys. Each year, on or about the anniversary of the introduction of the full TP, the TPC will undertake a review of the Plan. These annual reviews will take place for at least 5 years from the first occupation of the units.

### **Remedial Action**

- 7.6. Should the Annual Review indicate that the Travel Plan Targets are not being met then the following remedial action will be required:
    - Review of the appropriateness of the targets – to be undertaken by TPC who will inform the LPA and LHA.
    - If the targets are still considered to be appropriate, then a Remedial Action Plan will be developed to identify how the Travel Plan Objectives/Targets may be achieved.
-

## **8. Summary and Recommendations**

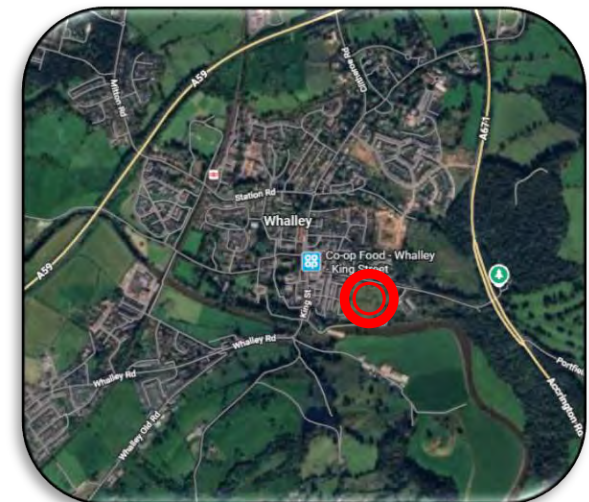
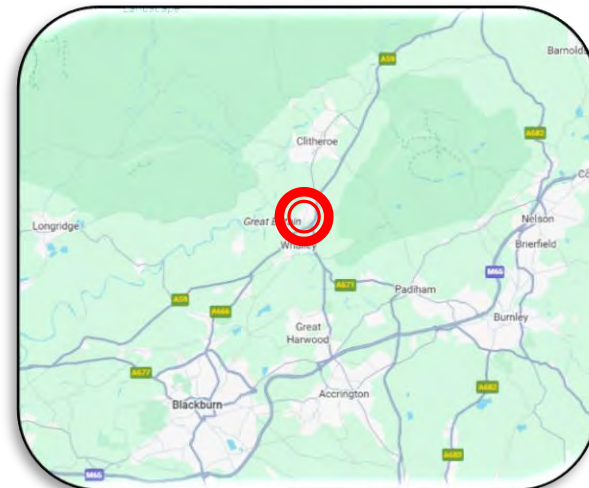
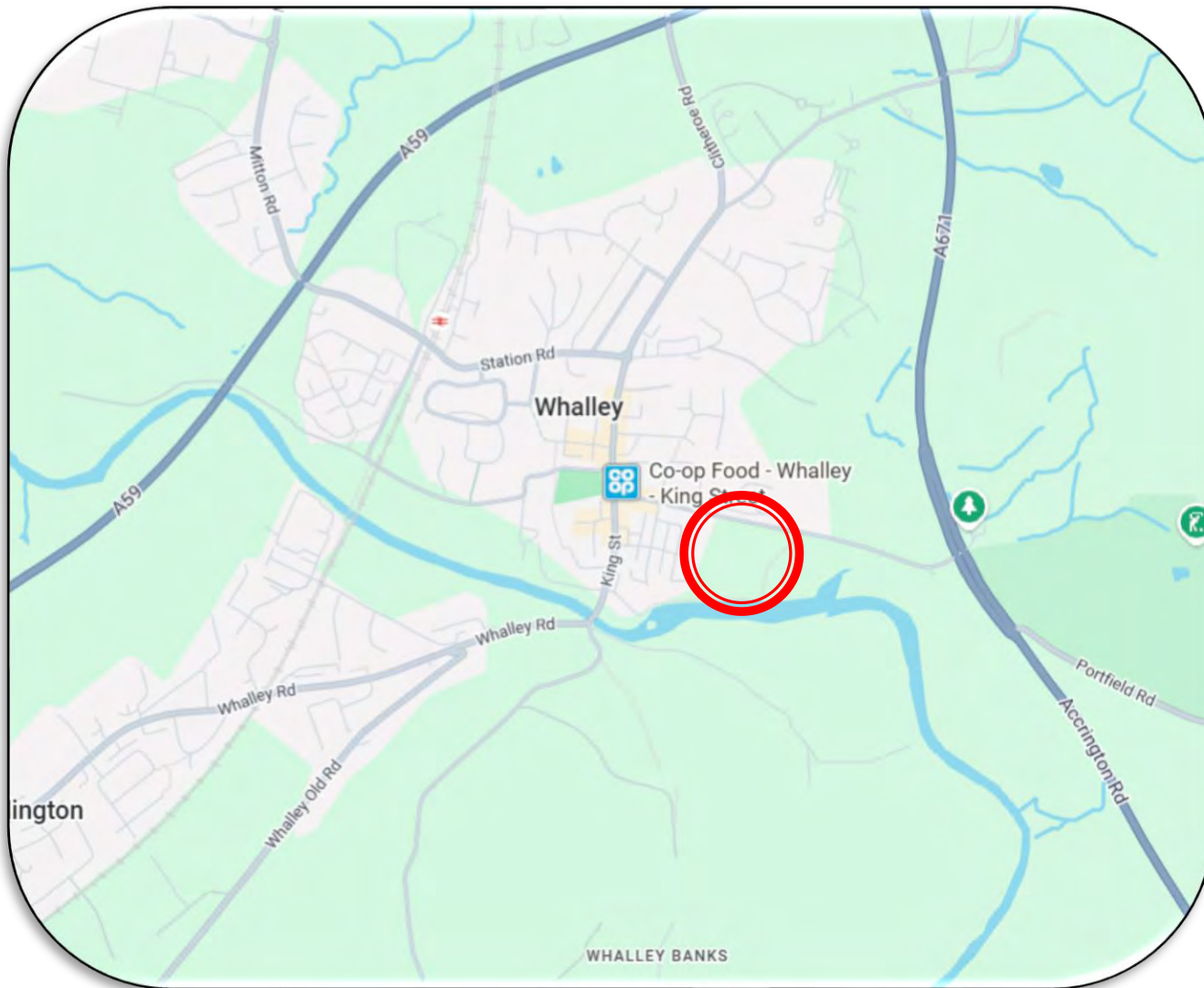
- 8.1. As noted in the previous sections, the FTP will continually evolve. Consequently, the measures set out in the previous sections are by no means exhaustive as more may be identified as the Travel Plan is implemented. However, the main aim is to minimise the total vehicular travel distance associated with the Site by reducing the need to travel and improve travel choice for residents.
- 8.2. The TP is promoted to assist in reducing the reliance on the private car, in particular single occupancy car trips, and to improve the awareness of, and usage of, sustainable transport, including walking, cycling, public transport.
- 8.3. It is the intention that the measures outlined in this FTP will build upon the careful design of the site and further facilitate and encourage residents of the development to consider their travel behaviour more carefully and give them the option to choose a travel mode less dependent on the car.
- 8.4. In order to summarise the proposed Travel Plan measures and to put some timescales to the elements of the Travel Plan development/implementation, an Action Plan has been prepared as detailed below.

**Oakmere Homes (Northwest) Ltd**  
**Residential Development, Accrington Road, Whalley**  
**Framework Travel Plan**

---

Action Plan Elements	Timescale
1. Travel Plan Coordinator <ul style="list-style-type: none"> <li>• Define brief of appointment/responsibility and inform LPA/LHA</li> <li>• Appoint Travel Plan Coordinator and provide contact details.</li> </ul>	<ul style="list-style-type: none"> <li>• Before first occupation</li> <li>• Before first occupation</li> </ul>
2. Prepare Travel Packs/TP Marketing Literature <ul style="list-style-type: none"> <li>• Information and advice concerning pedestrian/cycle routes to/from the development.</li> <li>• Bus route maps, timetables and ticket information</li> <li>• Contact details of TP Coordinator</li> <li>• 'Healthy Lifestyle' benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Before first occupation</li> </ul>
3. Travel Surveys <ul style="list-style-type: none"> <li>• Develop questionnaires.</li> <li>• Undertake initial TP surveys and analysis.</li> <li>• Provide initial survey results to LPA/LHA</li> <li>• Undertake first annual TP survey.</li> <li>• Provide results to LPA/LHA</li> </ul>	<ul style="list-style-type: none"> <li>• Before first occupation</li> <li>• Within 3 months of first occupation</li> <li>• Within 3 months of initial survey</li> <li>• After 12 months of initial survey</li> <li>• Within 3 months of annual survey</li> </ul>
4. Mode Split Targets <ul style="list-style-type: none"> <li>• Identify SMART targets and advise LPA/LHA</li> </ul>	<ul style="list-style-type: none"> <li>• Within 6 months of initial survey</li> </ul>
5. Set up site wide travel database	<ul style="list-style-type: none"> <li>• Within 3 months of initial survey</li> </ul>
6. Personalised journey plan available for all residents upon request.	<ul style="list-style-type: none"> <li>• From occupation of each unit</li> </ul>
7. Travel Plan Development <ul style="list-style-type: none"> <li>• Develop Travel Plan to 'Final' status and submit to LPA/LHA – to include results of initial travel surveys, mode share targets and details of confirmed measures.</li> <li>• Implement 'Final' Travel Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Within 6 months of 50% occupation</li> <li>• Within 9 months of 50% occupation</li> </ul>
8. Annual review including re-surveys and target appraisal.	<ul style="list-style-type: none"> <li>• Annually for 5 years from first occupation</li> </ul>

## Figures



© Crown Copyright. All rights reserved.  
Licence number AL100034996.



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

Client	<b>Oakmere Homes (Northwest) Ltd</b>
Job	<b>Accrington Road, Whalley</b>
Title	<b>Site Location Plan (indicative site boundaries shown)</b>

Drawn	<b>PB</b>
Checked	<b>DLW</b>
Approved	<b>DLW</b>

Date	<b>November 2025</b>
Scale	<b>NTS</b>

Drawing No.	<b>Figure 1</b>			
Rev				



**Site Location**



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

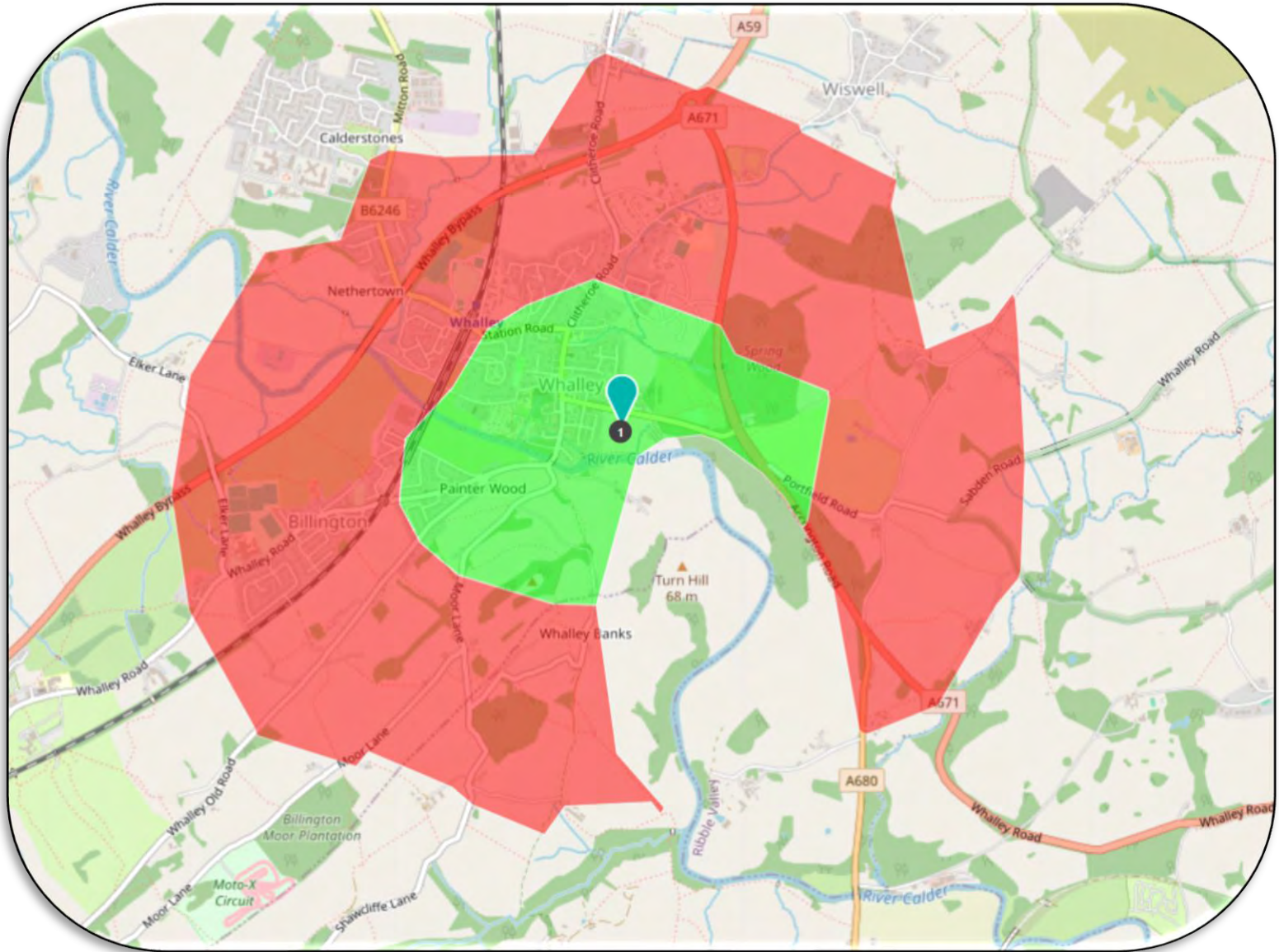
Client	<b>Oakmere Homes (Northwest) Ltd</b>
Job	<b>Accrington Road, Whalley</b>
Title	<b>Site Area Plan</b>

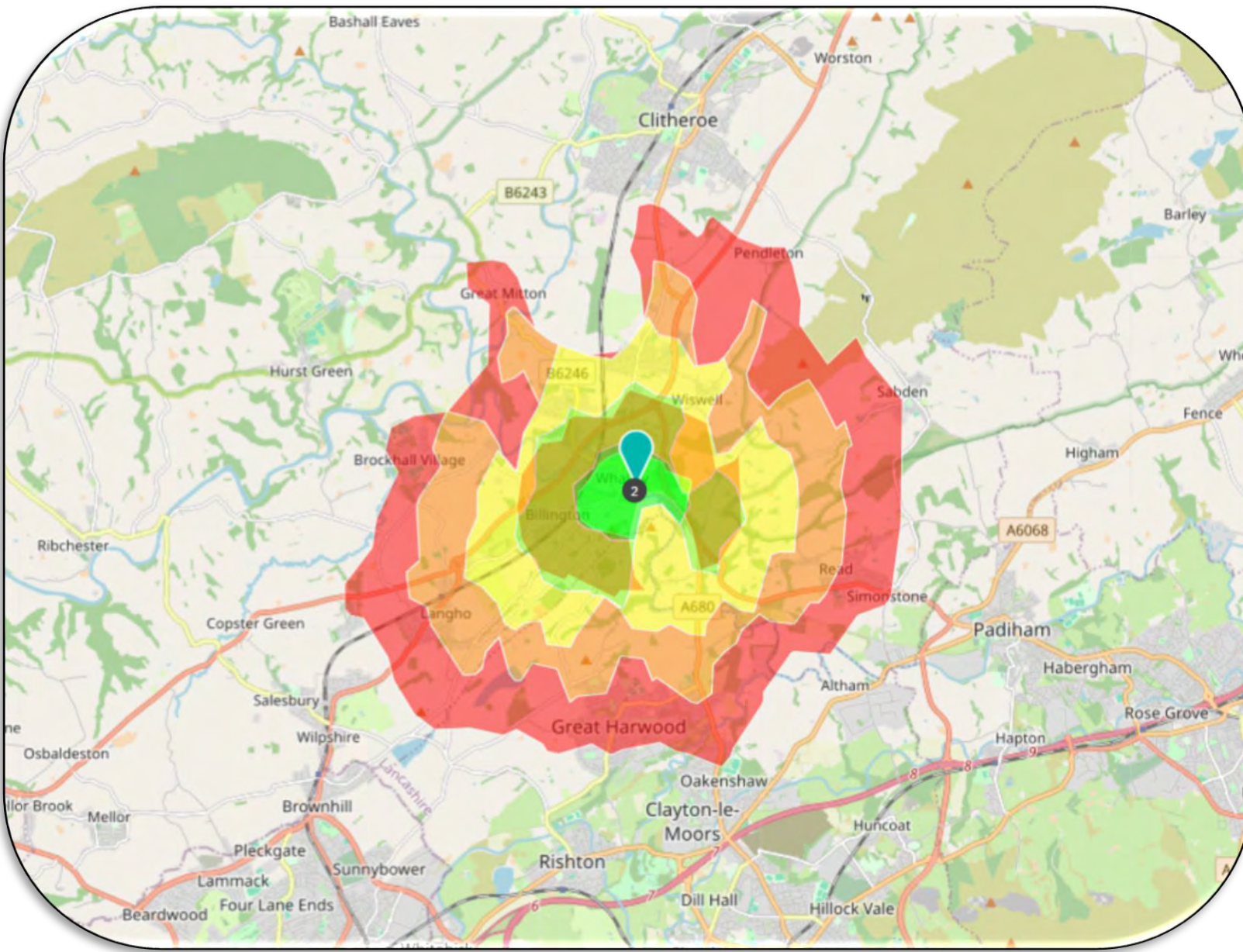
Drawn	PB
Checked	DLW
Approved	DLW

Date	<b>November 2025</b>
Scale	<b>NTS</b>

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

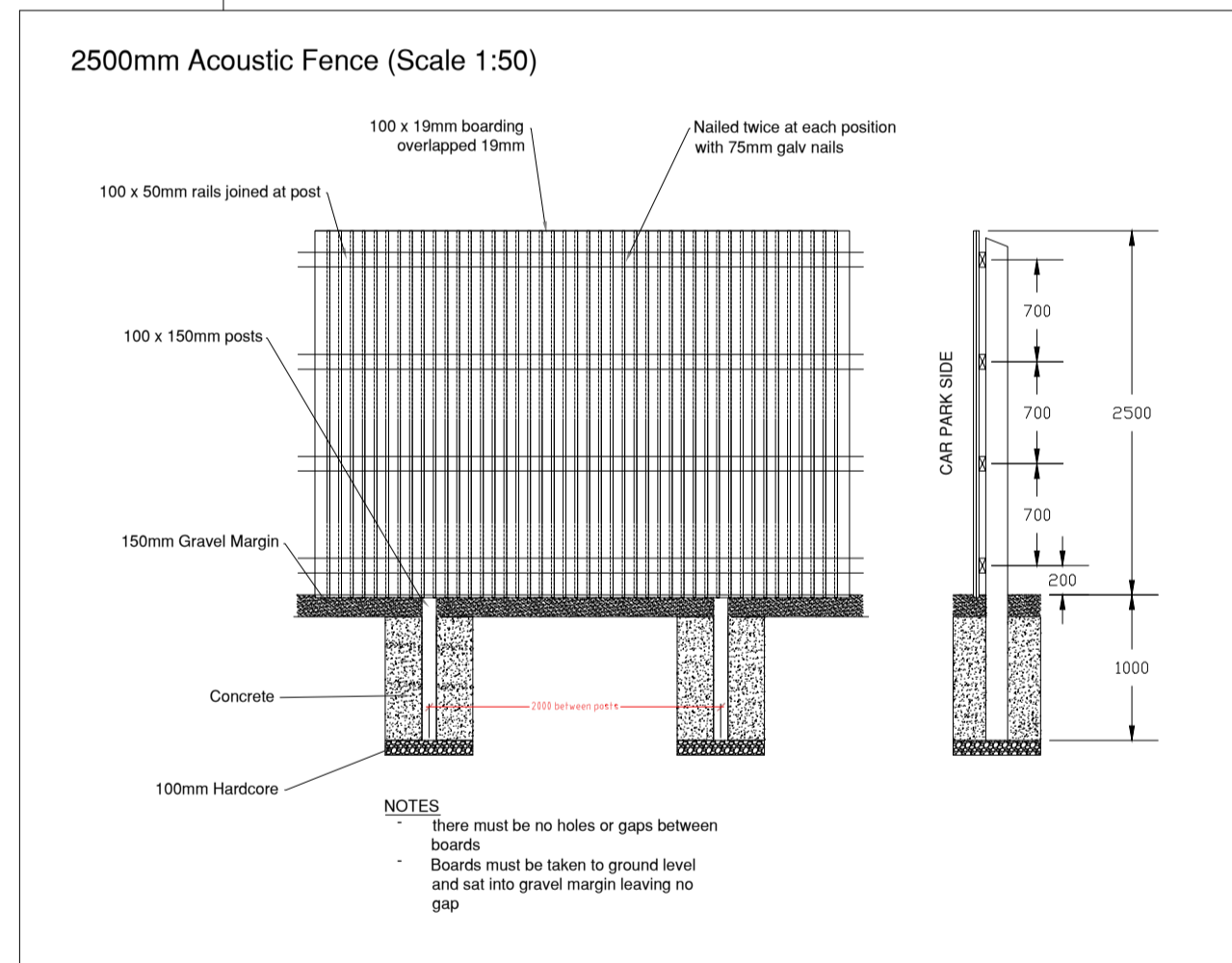
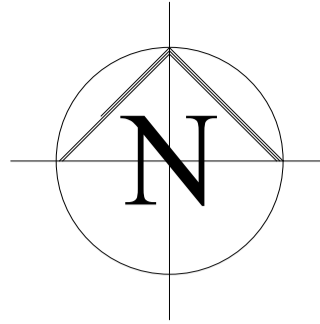
- 1km Pedestrian Catchment Area
- 2km Pedestrian Catchment Area





# **Appendix A**

Approved Site Layout



Housetype Schedule					
Housetype	Quantity	SqFt	Total SqFt	Beds	People
<b>Apartments (Plots 59-66)</b>					
1Bed	6	515.5	3093	1	2
1Bed	2	585.5	1171	1	2
<b>Apartments (Plots 10-58)</b>					
1Bed	18	650.1	11701.8	1	2
2Bed	31	875.1	27128.1	2	4
<b>Bowfay</b>	2	1075.7	2151.4	4	6
<b>Brathay</b>	4	954.1	3816.4	3	5
<b>Grasmere</b>	4	1434.8	5739.2	4	7
<b>Kirkstone</b>	4	1402.1	5608.4	4	5
<b>Wasdale</b>	3	1311.4	3934.2	4	6
<b>Total</b>	74				

----- Original positions of plots 67-72.

- L 12/10/23 - Internal layout revisions made following meeting with LPA on 11/10/23.
- K 12/09/23 - Layout reviewed and revised following discussion, as per email of 07/09/23 with Graham Love.
- J 17/04/23 - Road layout and car park adjacent to site revised following comments from LCC Highways
- H 09/12/22 - Additional parking added for 49No. apartments.  
- Bin store added for 8No. apartments
- G 29/11/22 - Roof layouts on the apartments updated to match house type drawings.
- F 31/10/22 - Pump station added and banking indicated around apartment.
- E 18/10/22 - Layout completed following receipt of engineering data.
- D 22/09/22 - Further redesign following internal discussion.
- C 14/09/22 - Scheme redesigned following flood modelling
- B 12/07/22 - Scheme redesigned as a single phase.  
- Public car park accessed off Accrington Road added.
- A 06/10/20 - Apartments over Garages footprint amended  
- Housing schedule amended for GAR(APTS)  
- Parking and paths for GAR-(APTS) amended

Helm Bank, Nantand, Kendal  
Cumbria LA9 7PS  
Tel 015395 60605 OakmereHomes.co.uk

PROJECT TITLE  
Accrington Road  
Whalley

DRAWING TITLE  
Reduced Development Proposal

DRAWING NUMBER  
015/R-OAK/01

REVISION  
L

DATE  
06/08/20

SCALE  
1:250 & 1:500 @A1