

Land North of Whalley Road, Read

Residential Travel Plan

April 2026

Applewaite Ltd

AMA Project Number: 22655

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1 INTRODUCTION

1.1 OVERVIEW

- 1.1.1 Andrew Moseley Associates (AMA) has been commissioned by Applewaite Ltd to prepare a Transport Assessment (TA) and Residential Travel Plan (RTP) in support of a full planning application for a residential development consisting of 77 dwellings on land to the north of the A671 Whalley Road. The site layout plan is attached at [Appendix A](#).
- 1.1.2 The Local Planning Authority (LPA) is Ribble Valley Borough Council (RVBC) and the Local Highway Authority (LHA) is Lancashire County Council (LCC).
- 1.1.3 Vehicular, walking and cycling access is proposed from the south of the site via a priority-controlled T junction with a right turn ghost island from the A671 Whalley Road.
- 1.1.4 A TA has been prepared for the proposals and will also be submitted in support of the planning application. The TA concludes that the site can be appropriately accessed, there are no significant highway impacts and that the site is located in a sustainable location, with access to a variety of key facilities and services via sustainable modes of transport such as walking, cycling and public transport.
- 1.1.5 This RTP summarises the accessibility of the site and outlines a range of Travel Plan measures which will be promoted to residents to encourage sustainable travel patterns at the site. This document provides an outline of the proposed measures and monitoring strategy, which will be implemented at this site.
- 1.1.6 A Full Travel Plan based upon this document will be produced following occupation of the development when meaningful surveys can be undertaken, and suitable targets implemented.

1.2 REPORT STRUCTURE

- 1.2.1 The structure of the report is set out as follows:
 - ▶ **Section 2** – The aims and objectives of the Travel Plan;
 - ▶ **Section 3** – The accessibility of the site is assessed including details of existing facilities near to the site such as walk, cycle and public transport routes;
 - ▶ **Section 4** – Details of the roles and responsibilities are outlined including the role of the Travel Plan Co-ordinator;
 - ▶ **Section 5** – The proposed Travel Plan measures;
 - ▶ **Section 6** – The proposed Travel Plan targets;
 - ▶ **Section 7** – Details of the proposed Travel Plan monitoring process; and
 - ▶ **Section 8** - A summary of the Travel Plan measures and timescales for its implementation.

2 TRAVEL PLAN OBJECTIVES AND BENEFITS

2.1 INTRODUCTION

- 2.1.1 This section sets out the vision and objectives that will guide the TP development and implementation. This TP seeks to outline a range of potential measures which encourage sustainable travel patterns at the site and achieves the objectives and subsequent benefits outlined below.

2.2 OBJECTIVES

- 2.2.1 This TP is based upon the achievement of the following key objectives:
- ▶ To reduce the impact and frequency of car travel especially single occupancy vehicle use;
 - ▶ To reduce the impact of the development on the local road network;
 - ▶ To enable residents of the development to have informed choices about their travel options;
 - ▶ To improve the health and well-being of the residents of the development;
 - ▶ To ensure transport arrangements of the development have minimum environmental impact; and
 - ▶ To ensure that the development is accessible to the widest possible range of services.
- 2.2.2 The TP will therefore broadly seek to:
- ▶ Develop an awareness of locally available non-car modes of transport among residents;
 - ▶ Promote sustainable travel and continue to engage with residents on sustainable travel choices to achieve a long-term commitment to changing travel habits amongst the new community; and
 - ▶ Promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and to highlight the health and environmental benefits of adopting sustainable travel patterns.

2.3 TRAVEL PLAN BENEFITS

- 2.3.1 There are a large number of benefits that will be derived from the successful implementation of a Travel Plan at the development for residents, as well as the wider community.
- 2.3.2 The residents and visitors to the proposed development could expect to experience:
- ▶ Improved health and fitness through increased levels of walking and cycling;
 - ▶ Increased flexibility offered through wider travel choices;
 - ▶ The social aspects of sharing transport with others; and
 - ▶ A better environment within the site and its immediate environs as vehicular movements are minimised.
- 2.3.3 In terms of the wider community, the successful implementation of a Travel Plan will lead to reduced traffic impact as a result of the reduction in car use.
- 2.3.4 The overall Travel Plan strategy will include physical measures designed to enhance the sustainable transport linkages at the site, travel awareness initiatives and other measures to assist in the achievement of the objectives of the Plan.
- 2.3.5 The proposed monitoring strategy that will be adopted for the site to determine how the Travel Plan is performing against these objectives is set out later in this report

3 EXISTING SUSTAINABLE TRANSPORT PROVISION

3.1 INTRODUCTION

- 3.1.1 The Government's objectives set out in the NPPF are to ensure that new developments are provided in sustainable locations, where the need to travel is minimised and the use of sustainable modes can be maximised.
- 3.1.2 As detailed within **Figure 3-1**, the site is located on a parcel of agricultural land, to the west of the village of Simonstone within the area of Read and is bound to the north and east by residential dwellings, to the south by the A671 Whalley Road and to the west by vegetation.

Figure 3-1 Indicative Site Location Plan



- 3.1.3 This section outlines the existing walking, cycling and public transport facilities within the vicinity of the development site and describes the accessibility of the site in terms of its proximity to key services and destinations.

3.2 WALKING ACCESSIBILITY

- 3.2.1 The Government's objectives set out in the NPPF are to ensure that new developments are provided in sustainable locations, where the need to travel is minimised and the use of sustainable modes can be maximised.
- 3.2.2 The Government's National Design Guide defines "walkable" well-designed places as having local facilities within 800m, and CIHT Planning for Walking (2015) states "walkable neighbourhoods" are typically within a catchment of around 800m or a 10 minutes' walk.
- 3.2.3 In addition, whilst superseded by the NPPF, the transport policies in the former PPG13 set out specific guidance related to walking:

"Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres" (Para 74)

- 3.2.4 **Figure 3-2** shows a 2km walking catchment area from the centre of the site, in 400m increments with the star showing the location of the site.

Figure 3-2 2km Walking Catchment Plan



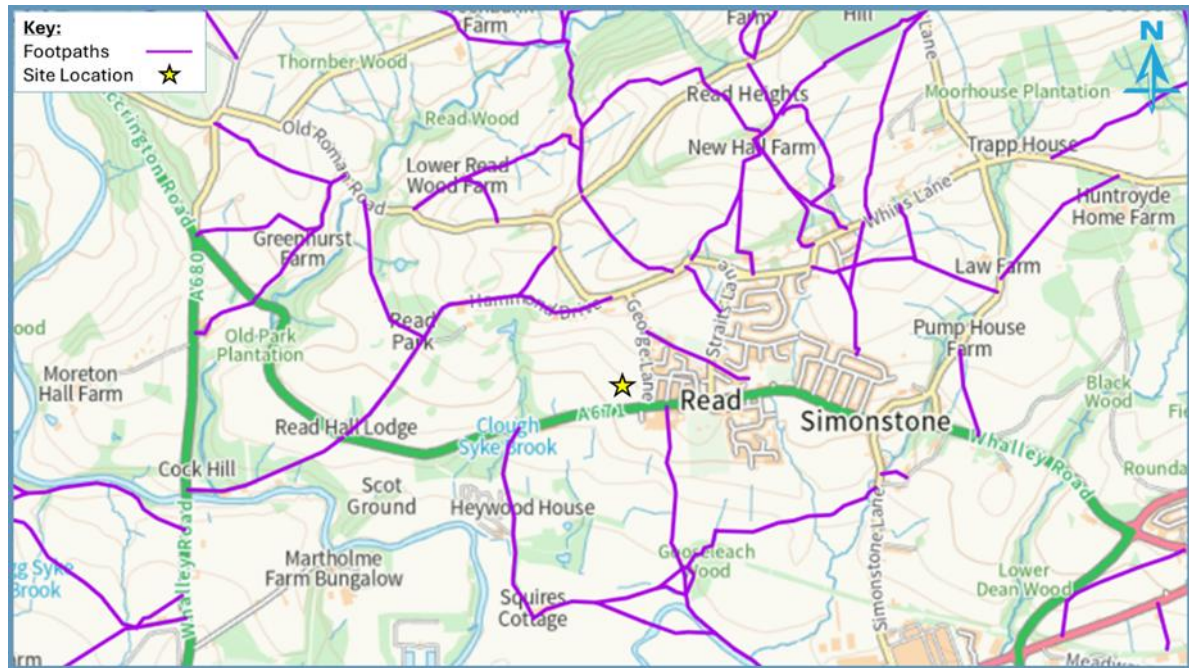
3.2.5 As shown, the site is located within a suitable walking distance of the village of Simonstone. Within the 2km catchment of the site, there are a number of facilities and amenities, including:

- ▶ Restaurants (300m);
- ▶ Read and Simonstone Village Hall (300m);
- ▶ Bus stops (400m);
- ▶ Read Cricket and Bowling Club (450m);
- ▶ Read Playground (450m);
- ▶ Pub (650m);
- ▶ Petrol Station (650m);
- ▶ Convenience store (650m);
- ▶ Primary Schools (1.3km); and
- ▶ Read & Simonstone Community Tennis Club (1.5km).

3.2.6 It is also important to note that as part of the proposals a new publicly accessible parkland will be provided at the west of the dwellings. This will provide a key amenity in close proximity to the site for future residents.

3.2.7 There are also a number of Public Rights of Way (PRoW) within the vicinity of the site that provide traffic-free walking facilities, details of which are provided in [Figure 3-3](#).

Figure 3-3 Public Rights of Way Map



3.2.8 **Figure 3-3** shows that there is a network of PRoW routes to provide safe pedestrian walking facilities within the vicinity of the site to areas within Read and to the north and south of Read.

3.2.9 The development is therefore considered to be located within a sustainable location to a range of walkable destinations.

3.3 CYCLING ACCESSIBILITY

3.3.1 Whilst superseded by the NPPF, the transport policies in the former PPG13 set out specific guidance related to cycling:

“Cycling also has potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport” (Para 77)

3.3.2 As such, all areas and facilities within a reasonable walking distance can also be considered to be within a reasonable cycling distance.

3.3.3 **Figure 3-4** shows a 5km cycling catchment area from the centre of the site. In addition to the areas accessible within the 2km walking catchment, the catchment area includes Whalley, Sabden, Padiham, Habergham and Altham.

3.4 PUBLIC TRANSPORT

Bus Services

- 3.4.1 In line with current local and national transport objectives, particularly of encouraging modal shift away from the private car and increasing accessibility through sustainable travel, public transport has a major role to play. The IHT's 'Guidelines for Planning for Public Transport in Developments' (IHT 1999) recommend that the maximum walking distance to bus routes should not exceed 400 metres. Measures to facilitate the use of public transport are therefore an integral part of good land use and transport planning.
- 3.4.2 There are two bus stops located on the A671 Whalley Road approximately 290m east of the site. The bus stop on the northern side of the carriageway is unmarked and the bus stop on the southern side of the carriageway has a flag. The stops detailed are set out on the attached plan at [Figure 3-6](#).

Figure 3-6 Public Transport Location Plan



- 3.4.3 Details of the services calling at the bus stops noted in [Figure 3-6](#) have been obtained from recent timetables produced by various bus operators. [Table 3-1](#) summarises local bus service details and route information.

Table 3-1 Local Bus Services

Services	Route	Weekday	Saturday	Sunday
M1/M2	Burnley – Padiham – Whalley - Clitheroe	30 mins	30 mins	60 mins

- 3.4.4 [Table 3-1](#) sets out that the local bus stop provides access to one public bus service that provides a frequency of two buses per hour towards Burnley and Clitheroe. Three school services are also available from these bus stops, and a further two school services are available from the two bus stops approximately 350m west of the site.

Rail Services

- 3.4.5 Whalley railway station is located approximately 4.8km cycling distance from the site. The platforms are accessible from both the B6246 Station Road and The Sidings.
- 3.4.6 Railway services usually provide facilities for in carriage cycle storage to facilitate journeys by bike which can be prebooked or on a first come first served basis depending on the operator.

3.4.7 The station provides hourly services towards Rochdale, Clitheroe and Manchester Victoria.

3.5 SUMMARY

3.5.1 It has been demonstrated that the site is accessible by sustainable transport modes. There are a range of local amenities within a short walk or cycle from the site, meaning residents will not be reliant on the private car for everyday journeys. Public transport is available for those travelling longer distances.

4 ROLES AND RESPONSIBILITIES

4.1 INTRODUCTION

- 4.1.1 This section of the report sets out the roles of those people who will be responsible for implementing the Travel Plan and its measures.
- 4.1.2 An important aspect of a successful TP is the allocation of sufficient time and resources to enable it to happen. This can in part be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved.

4.2 TRAVEL PLAN CO-ORDINATOR

- 4.2.1 Three months prior to occupation of the development, Applethwaite Ltd will appoint a Travel Plan Co-ordinator (TPC) who will be responsible for the implementation of the TP. The TPC will share their contact details with LCC upon appointment. In the meantime, Izzy at AMA (izzy@amatp.co.uk) can be contacted to discuss the status of the Travel Plan.
- 4.2.2 The TPC will be provided with any appropriate training, time, and budget to fulfil the role. The TPC must be empowered to act on behalf of the community and should have management support from the applicant or a suitably appointed consultant managing the TP. The TPC role does not need to be full time, and with appropriate support and budget, the role could also be fulfilled by a resident.
- 4.2.3 The duties of the TPC will include, but not be limited to:
 - ▶ Oversee the implementation of the measures listed within this Travel Plan, including fulfilment of any Travel Plan obligations;
 - ▶ Prepare, distribute, and update the Travel Plan materials, as appropriate;
 - ▶ Engagement with residents, including actively encouraging and promoting sustainable modes of travel to and from the site, where possible;
 - ▶ Liaison with the highway authority with respect to the development of the plan, and the evaluation, monitoring, and review of targets;
 - ▶ Engagement with the sales team where necessary; and
 - ▶ Preparation of an annual monitoring report.
- 4.2.4 A range of measures have been included in this TP for implementation by the TPC. This is not an exhaustive list and should be subject to on-going review as part of the monitoring process set out later in the report.

5 TRAVEL PLAN MEASURES

5.1 INTRODUCTION

- 5.1.1 This section outlines the measures which will be implemented at the site to achieve the objectives outlined in [Section 2](#).
- 5.1.2 Physical measures to encourage sustainable travel such as improved walking and cycling links are also described below, along with details of ‘soft’ measures to encourage the use of these modes and reduce the need to travel.

5.2 PHYSICAL MEASURES

- 5.2.1 The design of the internal road network is such that vehicle speeds will be low, and this combined with the low traffic flows on the internal roads will mean that the internal networks are also suitable for use by cyclists.
- 5.2.2 Secure cycle storage / parking will be available within the garages of individual dwellings. Any dwelling without an allocated garage will have secure cycle storage provided within the curtilage of the property.

5.3 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

Sustainable Travel Information Pack

- 5.3.1 A Travel Information Pack will be provided to all residents at the site upon occupation. It will include maps detailing local walking and cycling routes and local amenities as well as public transport timetables and ticket information, car sharing, car clubs and the benefits of electric / hybrid vehicles, and links to further sources of sustainable travel information.
- 5.3.2 The pack will be available in the Sales Centre for reading by prospective buyers and will be distributed to all new residents via their Welcome Pack upon first occupation, or similar. The contents of the pack will be reviewed during each monitoring period and will be reprinted to highlight any changes to travel in the local area, if required.

Annual Sustainable Travel Newsletter

- 5.3.3 An Annual Sustainable Travel Newsletter will be provided to all households to allow the TPC to engage with residents year on year, reminding them of their sustainable travel options and the benefits of travelling sustainably.
- 5.3.4 It also gives the TPC the opportunity to update residents with any local travel changes that have occurred, for example, changes to bus timetables or the introduction of new services / routes.
- 5.3.5 The newsletter also provides an opportunity to engage with second occupants of any homes at the development that are sold on, or tenants of any homes that are rented.
- 5.3.6 The newsletter will promote regional, national and international sustainable travel related events, such as National Walking Month, Cycle to Work Day, Bike Week, Cycle September and Clean Air Day, amongst others.

Personal Journey Plan

- 5.3.7 The offer of a free personal journey plan to help inform residents of the journey options available to them will be promoted via the aforementioned communication channels. The personal journey plan will include helpful details such as journey start time, length of journey, route, and relevant ticket information if using public transport.

5.4 MEASURES TO REDUCE THE NEED TO TRAVEL

- 5.4.1 The TPC will encourage residents to examine their travel patterns in order to reduce the need to travel where appropriate (reducing the number or length of journeys made).
- 5.4.2 The benefits of reducing the number or length of journeys made will be promoted to all households, including:
- ▶ Save money on fuel and parking;
 - ▶ Reduce journey times;
 - ▶ Make journeys less stressful by avoiding traffic and having more predictable trips;
 - ▶ Improve health and fitness; and
 - ▶ Have a better work-life balance.

5.5 PEDESTRIAN MEASURES

- 5.5.1 The following measures aim to encourage walking to and from the site. These measures will be communicated to future residents via the aforementioned methods of communication.
- ▶ Provide plans and information to residents indicating pedestrian / cycle routes in the surrounding area to local amenities;
 - ▶ Publicise links to walking resources on the Ramblers website <https://www.ramblers.org.uk/go-walking/group-walks/whalley-0>;
 - ▶ Promote links for information on walking available on the Ribble Valley Borough Council website <https://www.ribblevalley.gov.uk/walking-cycling>; and
 - ▶ Promote local, national and international walking initiatives and campaigns such as 'National Walking Month'.

5.6 CYCLE MEASURES

- 5.6.1 The following measures aim to promote cycling:
- ▶ Publicise local cycle information and maps available free of charge from the BikeMap website such as <https://web.bikemap.net/>;
 - ▶ Publicise <https://www.walkwheelcycletrust.org.uk/> for access to local, regional and national cycle route maps for use by residents;
 - ▶ Promote and encourage cycling to work through events such as 'Cycle to Work Day' and 'Bike Week' (<https://www.cyclinguk.org/bikeweek>);
 - ▶ Publicise cycle training via <https://www.journeymatters.co.uk/training-advice/bike-training>;
 - ▶ Promote cycle routes, information and local cycling groups via <https://www.ribblevalley.gov.uk/walking-cycling/cycling-ribble-valley>; and
 - ▶ Provide advice on cycle safety and bike maintenance via <https://www.think.gov.uk/cycle-safety/> and <https://www.cyclinguk.org/article/simple-bike-maintenance-guides>.

5.7 PUBLIC TRANSPORT MEASURES

- 5.7.1 The location of the site in relation to public transport should encourage a number of trips to the site to be made by public transport which would primarily be via bus. The following measures will be implemented to encourage the use of public transport, to access the site.

- ▶ Supply up-to-date public transport information available on local operators websites such as Transdev <https://www.transdevbus.co.uk/>;
- ▶ Publicise details of the journey planner provided at <https://www.traveline.info/>;
- ▶ Advertise local bus and rail discounts; and
- ▶ Publicise links to additional public transport resources and travel apps (e.g. the Transdev app for live updates and mobile ticketing).

5.8 SUSTAINABLE CAR USE MEASURES

- ▶ The website www.liftshare.com/uk will be promoted as a database for potential car sharers. This website contains details of people who live and work throughout Rotherham (as well as nationally) and therefore maximises the opportunity for potential matches to be made.
- ▶ The TPC will promote hybrid / electric vehicles and the benefits of sustainable car travel. They will be available to provide advice on making the switch to an electric or hybrid vehicle, with links to further advice and key sources of information provided in via aforementioned communication channels, such as <https://energysavingtrust.org.uk/advice/electric-vehicles/>

5.9 SUMMARY

- 5.9.1 The package of measures described above has been designed to meet the travel plan objectives described in **Section 2**.
- 5.9.2 The objectives relating to reducing the impact of car travel (particularly single occupancy car trips) on the wider network have been addressed through the provision of measures designed to promote travel by sustainable modes.
- 5.9.3 The provision of travel packs and annual newsletters enables residents to have informed choices about their travel options and, subsequently, will help to achieve the health and well-being benefits outlined in the objectives through increased levels of cycling and walking.
- 5.9.4 The information provided in the travel packs and the annual newsletters will ensure that residents are aware of their travel options for accessing key facilities and services such as those outlined in **Section 3**.
- 5.9.5 The environmental impacts of transport arrangements at the site are addressed through the promotion of measures to reduce the need to travel, with the encouragement of working from home and shopping deliveries meaning that the need for work / retail-based trips is minimised.

6 TRAVEL PLAN TARGETS

6.1 INTRODUCTION

- 6.1.1 This travel plan aims to promote travel choice for residents of the development, and hence to increase the use of sustainable transport modes.
- 6.1.2 Targets should be 'SMART' i.e. they must be: -
- ▶ Site-specific
 - ▶ Measurable
 - ▶ Achievable
 - ▶ Realistic
 - ▶ Time-bound

6.2 MODE SHARE TARGET

- 6.2.1 To ascertain the outline targets for the Full Travel Plan, local mode split data based on the Ribble Valley005 MSOA Annual Travel to Work Survey have been utilised. This data has been used to identify the likely mode split for development generated during the AM and PM peak periods. The travel survey mode split data is summarised in [Table 6-1](#).
- 6.2.2 The most recent dataset regarding Method of Travel to Work was collected following the impact of the COVID-19 pandemic, which resultantly has led to some major behavioural differences in method of traveling to work since the dataset was collected. Since the 2021 Census survey, attitudes towards traveling to work have continued to adapt.
- 6.2.3 Therefore, both 2011 and 2021 Census Data has been provided to give a more accurate expectation of modal split in the region, it is anticipated that the actual modal split of the area would be a combination of both datasets, this will be determined in the baseline surveys.

Table 6-1 National Statistics Mode Split Data for Ribble Valley 005 MSOA

Mode	% Journeys to Work		Difference	Average
	2011 Census	2021 Census		
Work mainly at or from home	0%	31%	+31%	16%
Public Transport	4%	1%	-3%	2%
Taxi	0%	0%	0%	0%
Motorcycle	1%	0%	-1%	0%
Pedestrian	5%	4%	-1%	4%
Driving a car or van	83%	59%	-23%	71%
Passenger in a car or van	5%	3%	-2%	4%
Bicycle	2%	1%	-1%	1%
Other	0%	1%	-1%	0%

- 6.2.4 It is anticipated that the actual modal split of the development would be a combination of both datasets, however, for the purpose of this TP, it is assumed that the baseline car driver mode share is an average of the two, which equates to 71%.
- 6.2.5 It is proposed that a 10% reduction target in single occupancy car trips is achieved over the five-year TP monitoring period. The target will, therefore, be considered to be met if the percentage of journeys to work made by car drivers is 64% or less.
- 6.2.6 It should be noted that the mode share presented in [Table 6-1](#) above will be validated by way of an initial residential travel survey. Should it differ significantly, the targets will be reviewed with LCC accordingly.

- 6.2.7 A travel survey response rate has been set at 30%. This is considered to provide a statistically reliable sample, whilst taking into account the difficulties experienced in undertaking residents travel surveys. To try and achieve this, a prize draw incentive will be considered by the TPC to encourage residents to complete the survey.

6.3 TRIP RATE TARGET

- 6.3.1 Should the response rate not be met, the vehicle trip rate targets outlined in [Table 6-3](#), will be implemented and monitored via manual peak period traffic surveys.
- 6.3.2 Trip Rates for the residential development have been obtained from the accompanying TA prepared by AMA, for which the following peak hours were selected; 08:00 to 09:00 and 17:00 to 18:00.
- 6.3.3 The vehicle trip rates are summarised in [Table 6-2](#) and have been factored against 77 dwellings.

Table 6-2 Proposed Development Vehicle Trip Rates

	AM Peak Hour		PM Peak Hour	
	Arrivals	Departures	Arrivals	Departures
Trip Rate	0.149	0.352	0.313	0.157

- 6.3.4 The target for a reduction in the number of vehicular trips has been set at 10%. In order for the TPC to monitor the progress made towards Travel Plan target throughout the monitoring period, a target 'trip rate per dwelling' has been derived. [Table 6-3](#) sets out the target trip rates per dwelling.

Table 6-3 Target Vehicle Trip Rates

	AM Peak Hour		PM Peak Hour	
	Arrivals	Departures	Arrivals	Departures
Trip Rate	0.134	0.317	0.282	0.141

- 6.3.5 In order to monitor progress against the 10% reduction, the TPC will need to multiply the target trip rate per dwelling by the number of occupied dwellings. It is expected that the TPC will communicate with the sales team to determine how many dwellings are occupied year on year until the end of the monitoring period. Targets will be achieved if the number of two-way trips per dwelling is less than or equal to the target trip rates, averaged across the AM and PM peak hours.

7 TRAVEL PLAN MONITORING AND REVIEW

7.1 INTRODUCTION

- 7.1.1 The TPC, whose role has been outlined in earlier sections, is critical to the monitoring process and they will oversee the implementation of the Travel Plan and its subsequent monitoring. Further details are set out below along with details on timescales for the implementation of the Plan.

7.2 MONITORING

- 7.2.1 A successful Travel Plan must have an appropriate monitoring programme that measures success (and areas for improvement) and reinvigorates the process where necessary.

7.3 RESIDENTIAL TRAVEL SURVEYS

- 7.3.1 The initial residential travel survey will be carried out 6 months post first occupation. A short monitoring note will be submitted to LCC, via the TPC, summarising the results of the survey, within 3 months of completion of the survey. Surveys will be carried out on an annual basis (year on year from the month of the initial residential travel survey being carried out). An annual monitoring note will be prepared and submitted to LCC, via the TPC, within three months of completion of the surveys.
- 7.3.2 The survey questionnaire should include the following elements, which should be agreed with the Highway Authority prior to issue:
- ▶ How residents currently travel to / from the site;
 - ▶ How residents prefer to travel to / from the site; and
 - ▶ Measures that would encourage the use of sustainable modes.
- 7.3.3 The monitoring report should include reviews of how well the plan is working to meet the objectives, with any revised targets for discussion and agreement with RMBC as outlined in [Section 6](#).

7.4 SUMMARY

- 7.4.1 [Table 7-1](#) below summarises the proposed timescales for the implementation and monitoring of the travel plan.

Table 7-1 *Travel Plan Action Plan and Timescales*

Measures / Action	Target Date	Responsibility
Prepare / Agree Travel Plan	Planning application	AMA
Appoint TPC	3 months prior to occupation	Applethwaite Ltd
Conduct Initial Residential Travel Survey	Within 3 months post first occupation	TPC
Prepare monitoring note summarising the results of the initial residential travel survey and review targets with LCC.	Within 3 months post initial residential travel survey	TPC
Conduct Annual Travel Surveys and Prepare Annual Monitoring Notes	Annually until the end of the five-year monitoring period	TPC

8 SUMMARY AND CONCLUSION

8.1 SUMMARY

- 8.1.1 A summary of the main TP measures is included in **Table 8-1**. The table summarises the details of the timescales associated with the implementation of the measures and monitoring of the TP and the person / organisation responsible for the funding and implementation are also presented.

Table 8-1 Summary of Measures

Measures / Action	Target Date	Responsibility
Provision of a sustainable travel information pack, including information on walking, cycling, public transport and sustainable car use	At occupation	TPC
Provision of an annual sustainable travel newsletter	Annually throughout lifetime of Travel Plan	TPC
Provision of personal journey planning support	Annually throughout lifetime of Travel Plan	TPC
Maximise opportunities for travel by walking and cycling	Through design	Applethwaite Ltd
Provide cycle storage	At construction	Applethwaite Ltd
Promotion of internet food shopping and flexible working practices	Ongoing throughout lifetime of Travel Plan	TPC
Promote and encourage active travel	Ongoing throughout lifetime of Travel Plan	TPC
Promote and encourage public transport use	Ongoing throughout lifetime of Travel Plan	TPC
Promote and encourage sustainable car use	Ongoing throughout lifetime of Travel Plan	TPC

8.2 CONCLUSION

- 8.2.1 AMA has been commissioned to prepare this TP in connection with the proposed development of 77 residential dwellings, located on land to the north of the A671 Whalley Road, Read.
- 8.2.2 The Travel Plan appraises the current accessibility of the development site, describing the opportunities for sustainable travel for future residents. Consideration is then given to how these options can be best promoted to residents in order to encourage and facilitate sustainable travel behaviour, thereby reducing any potential detrimental impact from the development on the local transport network in terms of congestion, air pollution or road safety.
- 8.2.3 Clear targets and a monitoring regime are proposed that enable those responsible to measure, report upon and maximise the effectiveness of the Travel Plan in achieving its aims and objectives. A programme of impactful, yet realistic measures and deliverables are set out, that link back to the Travel Plans objectives and targets.

APPENDICES

Appendix A Proposed Site Layout



Appendix A
Proposed Site Layout

Land North of Whalley Road, Read

ACCOMODATION SCHEDULE

Ref	House Type	Beds	Sq. Ft	FMV	Affordable	Total Beds	Total SqFt
Thu	Thursby Semi/Mews	3	1023	7		21	7161
Als	Alston - CT	3	1071	4		12	4284
Yew	Yewdale	3	1107	5		15	5535
Fir	Firbank	3	1154	5		15	5770
Cas	Casterton Det	4	1231	1		4	1231
Cas DA	Casterton Det	4	1231	3		12	3693
Win	Windermere Det	4	1363	3		12	4089
Lev	Levens	4	1430	2		8	2860
MI	Milburn	4	1468	6		24	8808
Ken	Kentmere	4	1484	2		8	2968
Cal	Calder Outrigger	4	1741	6		24	10446
Cro	Crofton	4	1932	5		20	9660
Hav	Haverthwaite	5	2309	5		25	11545
Bar	Barton	2	760		8	16	6080
Whi	Whinfell - 7.5%	2	774		8	16	6192
Thu	Thursby	3	1023	7		21	7161
Total				54	23	253	
Grandtotal				77		253	97483



Key

Application Boundary

Boundary Treatments

- 1.8m Brick wall with timber infill panels
- 1.8m Timber fence
- 1.2m high timber post and rail fence
- Hedge Planting refer to detailed landscaping layout for exact details

NB. Red edge removed from this drawing for clarity of boundary details.

Hard Landscaping

- Access Road / Footway
- Private Footpath/Patio - Paving Slabs
- Private Driveway/Parking
- Private Shared Drive

Denotes dual aspect type

Existing neighbouring buildings

- Topographical survey line (brown lines) measured where possible
- Ordinance survey line (black lines)

Existing Trees

- Trees to be retained
- Trees / Bushes to be removed

Affordable housing location

- Affordable housing plot
- Assumed Mine Shaft Location. Zone of influence to be determined and confirmed by engineer.



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