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HENTHORN ROAD, CLITHEROE

travel plan

Client: Gladman Developments Ltd

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a s s o c i a t e s



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TRAVEL PLAN

HENTHORN ROAD, CLITHEROE

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introduction

1.1 Gladman Developments Ltd has submitted an outline planning application for residential development on land off Henthorn Road, Clitheroe (henceforth referred to as the Site). The location of the Site is indicated on the Figure 1 Location Plan. This Interim Framework Travel Plan (IFTP), supports the outline planning application (refer para 1.4.3).

1.2 OVERVIEW

1.2.1 The reason that this is an 'Interim Framework' TP is that the application is in outline. It is possible that the development may be undertaken by more than one housebuilder, and the IFTP provides the context and means of ensuring consistency for TP implementation, operation and monitoring & review, across the full residential development area. For the avoidance of doubt, this IFTP (report ref 1222/4) applies to, and provides the context for, any and all future TPs prepared for the entirety of the outline application Site area; requirements of the IFTP must relate to all dwellings constructed on the application Site area.

1.2.2 The outline application is for up to 270 residential units on the Site.

1.2.3 The IFTP is informed by a separate Transport Assessment (TA) report prepared and submitted in support of the outline planning application for up to 270 dwellings at the Site. There is consistency between the IFTP and the corresponding TA report.

1.2.5 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants and visitors of the development. Completion of the residential development is expected by 2016.

1.2.6 The development includes all access via Henthorn Road, with this realigned to provide the access route into the Site. The existing length of Henthorn Road (beyond

this in a southwest direction) is retained, but is designated as operating as 'give-way' to the Site access route of Henthorn Road.

1.3 TRAVEL PLAN OBJECTIVES

1.3.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

1.3.2 The key objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national, regional and local policies,
- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.3.3 It is imperative that the TP measures are effective and efficient.

1.3.4 The DfT 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (April 2009) provides the most up-to-date national guidance, setting out *"good practice actions that can be taken to produce high quality, robust travel plans"*. (para 1.2).

1.3.5 The DfT 2009 guidance clearly and unequivocally establishes that travel plans are *"an integral element in the planning process. They are not a soft option or a 'green wash' to deal with the transport implications of development."* (para 1.7).

1.3.6 For the development residential use, the DfT 2009 guidance is also complemented by the (still current) DfT 'Making Residential Travel Plans Work: Good Practice Guidelines' (2005).

1.4 SCOPE OF TRAVEL PLAN

1.4.1 The DfT 2009 guidance sets out that there are two broad types of TP:

- 'Destination': designed to increase sustainable travel to a particular location, and
- 'Origin': residential Travel Plans where journeys are made to varied locations.

The proposed development is for residential use, and hence this IFTP is an 'origin' TP.

1.4.2 The DfT 2009 guidance states that:

“Complex proposals, such as multi-occupied developments or speculative developments where the final occupier is not known, will usually require several different types of travel plans at different stages and for different uses (see Chapters 4 and 5 in relation to framework travel plans and interim travel plans). The planning obligation should spell out the types of travel plans required (interim, framework, or subsidiary to a framework travel plan), include associated schedules for key elements, and specify timetables (e.g. ‘before development commences’ for interim and framework plans, and ‘within six months of occupation’ for the final travel plan or the subsidiary travel plans).” (para 7.39)

1.4.3 Whilst the outline application does not propose a mixed use development, it is clear that the proposed development will involve reserved matters application(s), and may involve several different parties/developers. Hence, it is concluded that an Interim Framework Travel Plan (IFTP), as described in the DfT 2009 guidelines (para 2.13,) is the most appropriate form of TP at this stage. For the avoidance of doubt, this is so that there is a comprehensive and cohesive approach for establishing TPs for all of the residential development that ultimately takes place within the full masterplan area; each/any future planning application within the masterplan area.

1.4.4 The IFTP sets out how the developer(s) will progress the TP, progressing from this IFTP to the preparation and submission to the local authority of a *“full travel plan”*, which is to be agreed with the local authority. This is in accordance with the DfT 2009 guidance.

1.4.5 The outcomes approach is adopted for the IFTP, in accordance with the DfT 2009 guidance. This explains that:

"In the outcomes approach, the focus is on securing the performance of the travel plan through ensuring that modal split targets are met or identifying other specified outcomes related to travel mode share and vehicle trip levels. To work, the approach needs the applicant/developer to commit to achieving specific targets/outcomes and agree to a review and monitoring process" (para 2.17),

"The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and local policy requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the site." (para 2.18)

1.4.6 The underlying purpose of a residential IFTP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share. The DfT 2005 'Making Residential Travel Plans Work: Good Practice Guidelines' (RTPG) clearly sets out that one of the main objectives of a residential TP is to:

"• reduce the traffic generated by the development to a significantly lower level of car trips than would be predicted for the site without the implementation of the travel plan".

1.4.7 The DfT RTPG sets out key principles that are helpful in deciding the choice of measures for an individual residential TP. This unequivocally identifies that a residential TP is site specific.

1.4.8 The other key principles of a residential TP, as set out in RTPG, are:

- "• Combine the **"hard measures"** - of site design, infrastructure and new services - with the **'soft measures'** - of marketing, promotion and awareness-raising among residents.*
- Provide a **holistic package** in which individual measures are integrated into the design, marketing and occupation of the site rather than 'retrofitted' once the development is established. The measures should aim to achieve more sustainable travel plans **from the outset**, rather than cutting car use incrementally once the residents are in occupation,*

- *Include measures to support **walking, cycling and public transport** use.*
- *Include **parking restraint**. A degree of parking restraint is likely to be critical to the success of the plan in reducing car use."*

1.5 COMPREHENSIVE STRATEGY

1.5.1 It is essential to recognise that in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the IFTP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.

1.5.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated IFTP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.

1.5.3 The role of the TPC (refer Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.

1.5.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the IFTP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change; an example being the January 2010 national advertising campaign to persuade people to plan journeys so as to reduce their weekly travel total by 5 miles.

- 1.5.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development IFTP.

2

policy context

2.1 The policy context for requiring a TP for a development is established across the board, at national, regional and local levels.

2.2 NATIONAL POLICY

2.2.1 The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

2.2.2 The DfT 2009 guidance sets out that:

"National policy is explicitly supportive of travel planning, providing a clear policy framework through a wide range of policy documents of relevance to travel planning." (para 3.3)

2.2.3 Various national policy documents explicitly refer to travel planning and the need for TPs, including, inter alia:

- PPS1 Delivering Sustainable Development: many of the principles in PPS1 directly support the use of travel plans from both an environmental and social viewpoint,
- Supplement to PPS1 Planning and Climate Change: recognises that the locating of development, so as to reduce the need to travel, and making walking and cycling accessible, attractive and essential components of new development, has a contribution to make to the role of the planning system in reducing greenhouse gases,
- PPG13 Transport: Travel plans were first secured within the planning system within the context of PPG13 (revised in 2001). The changes in national policy have also been reflected in the policy of the Highways Agency, which is now actively promoting the use of travel plans as a way of managing growth of traffic on the trunk road network.

2.2.4 PPG13 sets out the requirement for Travel Plans as follows:

"The Government wants to help raise awareness of the impacts of travel decisions and promote the widespread use of travel plans amongst businesses, schools, hospitals and other organisations. Local authorities are expected to consider setting local targets for the adoption of travel plans by local businesses and other organisations and to set an example by adopting their own plans." (para 87)

"The Government considers that travel plans should be submitted alongside planning applications which are likely to have significant transport implications, including those for:

- 1. all major developments comprising jobs, shopping, leisure and services (using the same thresholds as set out in annex D); (Note: Annex D of PPG13 is no longer current)*
- 2. smaller developments comprising jobs, shopping, leisure and services which would generate significant amounts of travel in, or near to, air quality management areas, and in other locations where there are local initiatives or targets set out in the development plan or local transport plan for the reduction of road traffic, or the promotion of public transport, walking and cycling. This particularly applies to offices, industry, health and education uses;*
- 3. new and expanded school facilities which should be accompanied by a school travel plan which promotes safe cycle and walking routes, restricts parking and car access at and around schools, and includes on-site changing and cycle storage facilities; and*
- 4. where a travel plan would help address a particular local traffic problem associated with a planning application, which might otherwise have to be refused on local traffic grounds. However, unacceptable development should never be permitted because of the existence of a travel plan." (para 89)*

"Where travel plans are to be submitted alongside a planning application, they should be worked up in consultation with the local authority and local transport providers. They should have measurable outputs, which might relate to targets in the local transport plan, and should set out the arrangements for monitoring the progress of the plan, as well as the arrangements for enforcement, in the event that agreed objectives are not met. They might be designed for the applicant only, or

be part of a wider initiative, possibly organised by the local authority, involving other developments in the area." (para 90)

"The weight to be given to a travel plan in a planning decision will be influenced by the extent to which it materially affects the acceptability of the development proposed and the degree to which it can be lawfully secured. Under certain circumstances some or all of a travel plan may be made binding either through conditions attached to a planning permission or through a related planning obligation. Conditions attached to a planning permission will be enforceable against any developer who implements that permission and any subsequent occupiers of the property. Planning obligations will be enforceable against the person who entered into the obligation and any person deriving title from that person." (para 91)

2.2.5 More recently, the DfT 'Guidance on Transport Assessment' (March 2007) states:

"Smarter Choices are techniques for influencing people's travel behaviour towards more sustainable options, such as encouraging school, workplace and individualised travel planning. They also include measures such as individualised marketing, personalised journey plans, public transport information and marketing initiatives, car sharing schemes and car clubs, plus measures that reduce the need to travel, such as video conferencing and teleworking." (para 4.79)

"A travel plan (TP) is a package of site-specific initiatives aimed at improving the availability and choice of travel modes to and from a development. It may also promote practices or policies that reduce the need for travel. TPs are becoming an increasingly important tool in the delivery of sustainable outcomes. They provide, together with transport assessments, the mechanism for assessing and managing access to sites. In addition, they can help improve accessibility, both to and from the site, and to local amenities and services." (para 4.80)

"PPG13 states the Government considers that a travel plan should be submitted alongside planning applications that are likely to have significant transport implications. Local authorities can help facilitate the development of effective travel plans by ensuring that measures in support of them are incorporated in local planning policies, including the LDF and LTP, and clarified through supplementary planning advice. A requirement for a TP should be established at the pre-

application stage. The TP should be tailored to address the site-specific issues relating to the proposed development." (para 4.81)

2.2.6 More recently still, the DfT 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (April 2009) provides the most up-to-date national guidance, setting out "*good practice actions that can be taken to produce high quality, robust travel plans*". (para 1.2).

2.3 REGIONAL POLICY

Regional policies recognise the spatial nature of transport and accessibility issues, and consequently reflect the importance of addressing travel planning and its role in responding to issues of congestion, poor accessibility and regeneration.

2.4 LOCAL POLICY

2.4.1 Similarly, local policy supports travel planning:

- Local planning policy is established through the Local Development Framework (LDF). The LDF should seek to identify locations for development that reduce the need to travel and that are accessible by a range of means of transport,
- Local Transport Plans (LTP) are not part of the development plan, but must be prepared by most transport authorities. (exceptions being if classified as 'excellent' through Comprehensive Performance Assessment, or in London). An LTP needs to include measures to address congestion and accessibility and generally consider ways of managing demand. This typically leads to inclusion of policies to promote implementation of travel plans.

2.4.2 The extant local plan for Ribble Valley is the Ribble Valley Distictwide Local Plan (RVDLP), which was adopted in June 1998. This was prepared to conform to the Lancashire Structure Plan Review 1991-2006 which had been adopted in 1997. It was written with a 15 year life-span from mid 1991; it was programmed to run until mid 2006. Following The Secretary of State's direction under paragraph 1(3) of Schedule 8 to the Planning and Compulsory Purchase Act 2004, a number of policies were saved and continue to apply, including transport Policies T1 & T7.

2.4.3 The Lancashire County Council LTP (2006/07-2010/11) is applicable to the Site area, and includes policies relevant to the TP. The Borough Council supports the LCC development and delivery of the Local Transport Plan (LTP).

3

existing conditions: key information from TA

3.1 **SITE LOCATION**

The location of the Site is indicated on Figure 1 in the context of the local highway network. The Site adjoins Henthorn Road, which is a public highway.

3.2 **LOCAL SERVICES AND FACILITIES**

3.2.1 A completed LCC Accessibility Questionnaire (refer TA report Appendix F) identifies that the Site has an accessibility score categorised as 'medium'.

3.2.2 It is widely recognised that commuting distances of up to about 2000m (which typically corresponds to about a 25 minute walk) can be acceptable. There are employment locations (which includes retail, schools, etc, which all offer employment) within walking distance of the Site (refer Figure 2).

3.2.3 There are a range of amenities available in Clitheroe within walking distance of the Site, including, for example: schools, shops convenience store, supermarket, DIY/garden store), post office, playground, leisure centre, pubs, restaurants/takeaways and churches. It is clear that there is good opportunity for residents of the development to walk to these facilities (refer Figure 2).

3.2.4 Furthermore, there is access to bus services from nearby bus stops, with routes to a range of destinations. This is complemented by the regular rail services calling at Clitheroe station, circa 1800m from the Site.

3.3 **ACCESSIBILITY BY WALK**

3.2.1 National guidance in PPG13 sets out that:

"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 75)

3.3.2 A 400m distance corresponds to a walk time of 5 minutes based upon typical normal walking speed. It is widely recognised that commuting distances of up to about 2000m (which typically corresponds to about a 25 minute walk) can be acceptable. Walking can help to counteract problems of overweight and obesity as well as coronary heart disease, stroke, diabetes and cancer, in addition to improving mental wellbeing (DfT 'Walking and cycling: an action plan', 2004).

3.3.3 Figure 3 presents the 400m, 800m and 2000m walk isochrones, (ie reflecting 5, 10 and 25 minute walk journeys), and taking account of the pedestrian infrastructure.

3.3.4 In summary, the destination opportunities within a convenient walk of the Site for residents of the development comprise a full range of amenity and employment locations within Clitheroe itself and beyond.

3.3.5 Measures proposed to improve pedestrian facilities/infrastructure, as part of the development proposals, are outlined in Section 7.1, Chapter 7.

3.4 **ACCESSIBILITY BY CYCLE**

3.4.1 National guidance sets out that:

"Cycling also has potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport" (para 78).

3.4.2 The CIHT guidance 'Cycle Friendly Infrastructure' (2004) states that:

"Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person."(para 2.3)

3.4.3 Cycling can help to counteract problems of overweight and obesity as well as coronary heart disease, stroke, diabetes and cancer, in addition to improving mental wellbeing (DfT 'Walking and cycling: an action plan', 2004).

3.4.4 Figure 4 indicates the 2km and 5km cycle isochrones for the Site, reflecting typically 10 minute and 25 minute journeys. Review of Figure 4 highlights that, beyond the environs of the built-up area of Clitheroe itself, the roads and cycle route opportunities extend into a pleasant rural area that provides excellent opportunity for leisure cycling, with the attendant health benefits.

3.4.5 The existing cycle lane infrastructure in the vicinity of the Site is described in Chapter 3 and illustrated variously on the associated AHA Drg Nos 1222/05- 16.

3.4.6 In summary, the destination opportunities within a 5km cycle ride of the Site for residents of the development comprise a full range of amenity and employment locations within Clitheroe itself and beyond.

3.5 **ACCESSIBILITY BY PUBLIC TRANSPORT**

3.5.1 **Bus: Existing**

3.5.1.1 Figure 5 shows the location of existing bus stops near the Site. The bus services calling at these stops are summarised in Table 1.

3.5.1.2 The bus stops closest to the Site are located on Kenilworth Drive and Garnett Road, near to Henthorn Road. The Kenilworth Drive bus stop is just beyond about a 400m walk of the centre of the Site and the Garnet Road bus stop is within about 600m. On Monday to Saturday the circular Service C1 calls at these bus stops providing 2 buses an hour, and also the circular Service C2 providing 2 buses an hour during the peaks and 1 bus an hour at other times, (refer Table 1). Thus, at peak times Monday - Saturday there is a total of 4 buses per hour calling at stops that are within 600m of the Site.

3.5.1.3 There are additional bus stops on both sides of Edisford Road that are within about a 900m walk of the Site (refer Figures 3 & 6). As indicated in Table 1, typically there are an additional 4 buses per hour calling at these stops during the day on Monday to Saturday, representing typically 4-5 buses per hour taking account of buses travelling in both directions along the road.

3.5.1.4 Thus there are about 8-9 buses per hour calling at bus stops near to the Site (as indicated on Figure 5).

3.5.1.5 These existing bus services summarised in Table 1 offer travel to a range of destinations including Clitheroe town centre, Blackburn, Bolton and Whalley. The bus services call at Clitheroe rail station, providing opportunity for a rail journey without the need to travel to the rail station by car.

3.5.1.5 Measures proposed to improve bus facilities/infrastructure, as part of the development proposals, are outlined in Chapter 8.

3.5.2 Rail

3.5.2.1 Clitheroe rail station is within a circa 1800m walk of the Site (refer Figure 3).

3.5.2.2 There is an hourly (typically) frequency rail service from Clitheroe station to Manchester, via Blackburn, Preston and Bolton, and also local stops. This is complemented by an additional seasonal service operating May - September between Carlisle and Blackpool that also stops at Clitheroe, with 2 outward trips and 3 return trips a day; this provides for leisure travel journeys.

3.5.2.3 Passengers with destinations even further afield have ample opportunity to make such journeys by rail, with a change of train, as Manchester offers access to the inter-city rail routes.

3.5.2.4 Clitheroe rail station is accessible by bus from the Site (refer para 3.5.1.4). Therefore there is opportunity to undertake journeys to/from the Site by a combination of bus and rail.

3.6 LCC ACCESSIBILITY QUESTIONNAIRE

3.6.1 The LCC SPG 'access and parking' explicitly states that "*Note on residential development there is no requirement to complete an Accessibility Questionnaire for housing schemes*". Notwithstanding this, the LCC response to the Scoping Study report stated a requirement for a completed LCC Accessibility Questionnaire to be included in the TA.

- 3.6.2 A completed LCC Accessibility Questionnaire is included in Appendix F of the TA. This establishes an accessibility level of 'medium' for the outline application Site.

4

objectives & outcomes

4.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national, regional and local policies,
- Promote accessibility to the development by sustainable modes of transport.

4.2 A key objective is that the TP measures are effective and efficient.

4.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,
- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4 The DfT 2009 guidance explicitly states that the outcomes approach specifies outcomes linked to specific targets and that:

- *"This approach is distinct from that which focuses wholly on the establishment of a list of measures, eg the provision of a shuttle bus or cycle shelter."* (para 5.5),
- *"This approach means it is less critical to know in advance whether or not a specific package of measures will achieve a specified target or other outcomes"*(para 2.20).

- 4.5 As explained in para 1.4.1, this IFTP is an 'origin' TP.
- 4.6 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.
- 4.7 The IFTP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.

5

targets & indicators

5.1 The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with local authority to be an important indicator to the TP's effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria (as defined for example by the DfT, 2004). The SMART criteria adopted for this IFTP, that are consistent with the criteria identified by the DfT, are:

Specific	there must be no ambiguity in the output,
Measurable	the policy target(s) can be set against directly observable output(s),
Achievable	the policy must be feasible (rocket science should be avoided...),
Realistic	target should be within reasonable bounds and not too optimistic,
Time bound	the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART transport policies.

5.3 The DfT 2009 guidance provides assistance for the setting of TP targets and indicators. Key principles highlighted in the guidance are that:

- Outcome targets are best expressed in terms of maximum end (ie when development fully occupied) levels of car use, eg maximum 'allowable' modal share of car use, or number of vehicle trips generated by the development. This is distinct from a target in terms of a reduction in car use from a hypothetical baseline, which is not favoured in the guidance as a basis of target-setting,

- The target maximum car use (above) should be significantly lower than would be expected from the development without a TP, ie it will *"represent a reduction in car use against what would be expected to be achieved by 'business as usual'"*,
- Targets should be ambitious and *"correspond to the minimum number of journeys to and from the site by car that can be achieved in the context of the operation of the specific activity at the site. Benchmarking is important in informing this estimate, but it has to be recognised that each site is unique."*
- It is important to distinguish between outcome targets and indicators,
- Parking provision should be consistent with chosen targets in the context of local parking standards, ie parking provision should be limited to cater for planned levels of car use if targets are met.

5.4 The DfT 2009 guidance clearly sets out that:

"It is important to distinguish between outcomes targets and indicators. For example, the level of bus use is a useful indicator for understanding how the site is being accessed and how effectively the bus service is meeting travel demands. It may not be particularly helpful to set a target for bus use, since there is no reason to promote bus use at the expense of other sustainable modes. Some targets will also be non-quantifiable, eg setting up a car club by a particular time, but will still relate to the overall outcome target of reducing car trips." (para 5.10)

5.5 Further guidance specific to a residential TP is provided in RTPG, which suggests that:

"The main target in the travel plan will normally be a measure of the level of car trips originating from the site. This will usually be the number of car trips per unit per day..." (page 52).

5.6 The more recent DfT 2009 guidance includes this same suggestion for a residential TP target to be in terms of *"Number of vehicle trips per occupied unit per weekday will not exceed X"*, but also adds suggested alternatives as follows:

- *"Number of weekday vehicle trips generated daily by the site once fully occupied will not exceed X."*
- *"Number of peak hour trips."* (Table 5.1)

5.7 BENCHMARKING: CENSUS DATA

5.7.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the development. However, there is recorded/published information that provides a context for considering the setting of targets within the IFTP. The primary source of available information is the 2001 Census data.

5.7.2 The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.

5.8 CENSUS DATA

5.8.1 Table 2 summarises the 2001 Census recorded journey to work modal split of residents for:

- Ribble Valley (Borough),
- Edisford & Low Moor (ward).

5.8.2 The reason for selecting the above Census interrogations is as follows:

- Ribble Valley provides the overall Borough context,
- Edisford & Low Moor: the Site is located in this ward,

This information is relevant to informing the selection of a suitable value for the residential TP target.

5.8.3 The reporting of the Census journey to work interrogations (presented in Table 2 includes people working 'at home' . These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.8.4 Review of Table 3 identifies the following key information:

- Car driver: 58.2% of ward journeys to work, higher for Ribble Valley (64.5%),
- Car passenger: 8.0% of ward journeys to work, lower for Ribble Valley (5.7%)
- 'Car driver + car passenger': 66.2% of ward journeys to work, higher for Ribble Valley (70.2%),
- Cycle: 3.7% for ward and lower for Ribble Valley (2.0%),
- Walk: Very high (16.3%) for ward and, whilst still high, markedly lower for Ribble Valley (10.5%),
- Bus: Uniformly low being 2.6% of ward journeys to work, and similar for Ribble Valley (2.2%),
- Train: Uniformly low, being 0.6% for ward, similar for Ribble Valley (0.7%),
- Working from Home: 8.8% of ward journeys to work, higher for Ribble Valley as a whole (13.0%).

5.8.5 In summary, the Census modal split interrogations and analysis for journey to work highlights that a key finding is that the ward has a more sustainable modal split for journeys to work than does Ribble Valley as a whole. This is illustrated by:

- The ward has a lower modal share travelling as car driver, complemented by higher as car passenger,
- The ward has a very high percentage of journeys to work made on foot.

However, reflecting the above, there is comparatively negligible use of public transport for ward residents' journeys to work. Indeed, for residents of the ward

cycling to work is more popular than travelling by bus, and even more popular than the combined public transport total of 'bus + rail'.

5.8.7 It is concluded that the prevailing culture for residents of the ward and also the wider full area of Ribble Valley is to not travel to work by public transport.

5.8.8 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.

5.9 **TRICS DATA**

5.9.1 The TRICS database provides recorded information about the volume/daily profile of household generated car journeys. The TRICS 2010(a) database was interrogated to identify residential vehicle generated trip rates to adopt for the TA. The results are included in the Scoping Study (AHA report ref 1222/2) for the Transport Assessment (TA), that was submitted to LCC.

5.9.2 The methodology for the TRICS interrogation adopts criteria including:

- All surveys dated from year 2000 or more recent,
- 215-372 units,
- Weekdays,
- Sites in Greater London and Ireland excluded (as being likely to be non-representative of the application Site area characteristics),
- If more than 1 survey date is available select the most recent if it is a 're-survey' (ie at a more recent year), or if several consecutive days select the busiest survey; this is to avoid bias in the survey analysis results.

5.9.3 The vehicle (ie car driver mode) peak hour trip rates (vehicles/dwelling) derived from the TRICS data used in the Scoping Study are (repeated from TA, Table 2):

PEAK HOUR	ARR	DEP	2-WAY
AM	0.140	0.445	0.585
PM	0.437	0.226	0.663.

5.9.4 These vehicle trip rates can be used to estimate the number of car trips generated by the proposed residential development. For example, for the outline application, assuming the maximum 300 dwellings, there is estimated to be 134 vehicle Departures in the AM peak hour.

5.9.5 It should be noted that the recorded TRICS residential trip data is only for the 12 hour period 0700-1900 hours, ie data are not available for the full daily period of 24 hours.

5.10 **IFTP TARGET: APPROACH**

5.10.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the IFTP.

5.10.2 The information available for setting of the residential TP target is described above. The options recommended in the DfT 2009 guidance (Table 5.1 thereof) for setting the residential TP target include:

- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
- 'Number of peak hour trips'.

5.10.3 The drawbacks to adopting the TP target based on the former approach are that:

- The Census data reported above relates to journeys to work (which primarily take place during the peak hours), ie Census data are neither available for the full weekday (ie 24 hour daily) or for other (ie non-work) trip purposes,
- TRICS residential trip data is only for the 12 hour period 0700-1900 hours, ie data are not available for the full daily period of 24 hours.

Hence, there are no recorded data available that inform the setting of the IFTP target on a basis reflecting 'Number of car vehicle trips per occupied unit per weekday'. The only way to obtain such data would be to undertake a future travel survey of residents.

5.10.4 Notwithstanding the above, the Census data does provide information of assistance in setting a residential TP target on a basis reflecting 'Number of peak hour trips'. The

Census data relates to journeys to work (which primarily take place during the peak hours). Some other journey purpose trips may also be undertaken during the peak hour(s), for example trips to school. In the absence of any other information, the assumption is (necessarily) made that these have the same modal split as the work trips. This is a robust assumption in terms of estimating car driver modal share, as most pupils can not drive,

5.10.5 The Census data records the difference between the car driver modal share in Ribble Valley as a whole and in the Edisford & Low Moor ward (in which the Site is located) as being 6.3% lower in the ward.

5.10.6 The approach/philosophy adopted for the IFTP target setting is to:

- Set the IFTP target in terms of the 'Number of peak hour trips' (2009 DfT Guidance, Table 5.1), taking account of the benchmarking information and the SMART criteria (refer para 5.2),
- Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the IFTP target for percentage of resident trips will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

5.11 **TP RESIDENTIAL TARGET**

5.11.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this IFTP is prepared to set the context and requirements for the outline application development proposal of up to 270 dwellings.

5.11.2 The detailed Site layout must be the subject of a reserved matters application(s). It is possible that, arising out of this, less than 300 dwellings might be constructed. Therefore, if the IFTP target is set in terms of 'number' of peak hour car trips derived on an assumption of the maximum 300 dwellings (for which outline permission is sought), and the actual number of dwelling built proved to be less than 300, then the IFTP target may not be sufficiently challenging.

5.11.3 The approach adopted at this stage, with the IFTP, to guard against the potential concern highlighted in para 5.11.2, is to set the IFTP target in terms of 'peak hour

vehicle trip rate'. As explained above, this is easily converted into a corresponding target 'number' of vehicle trips, (by multiplication of the trip rate and the number of dwellings). By adopting this target setting approach of trip rate, the TP target can apply to the Site irrespective of the final number of dwellings that are constructed.

5.11.4 Furthermore, a practical, and pragmatic, advantage of setting the TP target in terms that relates to peak hour vehicle trips is that this can be conveniently (and hence economically) measured, thereby providing an inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.

5.11.5 The residential TP target is set as **maximum peak hour 2-way vehicle trip rate of 0.54 vehicles/hour/dwelling**.

5.11.6 The explanation of how this is derived is as follows:

- Recorded (TRICS) 2-way AM peak hour vehicle trip rate, as adopted for TA estimate of traffic generated by the proposed residential development (refer para 5.9.3) is 0.585 vehicles/hour/dwelling: this represents the 'business as usual' situation,
- The ward car driver percentage to work is 6.3% less than the Ribble Valley percentage (refer para 5.8.4),
- Apply reduction factor of 6.3% to the TRICS 2-way peak hour trip rate of 0.595, ie $0.937 \times 0.585 = \mathbf{0.548}$; the IFTP target 2-way peak hour vehicle trip rate.

5.11.7 One of the varied advantage of setting the IFTP target in this manner is that it obviates the need for setting interim TP targets. This is because there is an implicit interim target applying at any point in time/level of dwellings occupied, ie the interim target is the same as the 'ultimate' target, that the total number of peak hour car trips generated should correspond to an equivalent trip generation rate of no more than the IFTP target rate of maximum peak hour 2-way vehicle trip rate of 0.548 vehicles/hour/dwelling.

5.11.8 An illustration of how the IFTP target represents/is converted to 'number of vehicle trips' is set out below for the outline application and assuming 300 dwellings:

- 0.548 x 300 dwellings = 164 vehicles (total 2-way) in peak hour,
- The TA estimates of peak hour traffic (total 2-way) generated by the proposed 300 dwellings (and that is used in all the TA modelling of junctions) are 176 and 199 vehicles in the AM & PM peak hours respectively, (refer TA report Table 3),
- Hence, the TP target represents a **reduction** of **6.8%** in the AM peak hour and **17.6%** in the PM peak hour.

5.11.9 The above clearly complies with the DfT advice that targets should be set so as to be less than '*business as usual*' (refer para 5.4 above), being a significant reduction in both the AM and PM peak hours.

5.11.10 There is no need, or requirement, to set associated TP targets for other mode choices. This is because the limiting of car driver mode in itself requires alternative more sustainable modes to be selected. For example, as set out in the DfT 2009 guidance . *It may not be particularly helpful to set a target for bus use, since there is no reason to promote bus use at the expense of other sustainable modes. Some targets will also be non-quantifiable, eg setting up a car club by a particular time, but will still relate to the overall outcome target of reducing car trips.*" (DfT, para 5.10)

5.11.11 It is important to recognise that setting a TP target is not an end in itself - this has to be considered as to whether it is realistic (refer SMART criteria in para 5.2 above). Therefore, consideration is given as to what this would mean in terms of number of peak hour trips generated by the residential development.

5.11.12 From the information above (refer para 5.11.8), for the outline application of up to 270 dwellings, achievement of the TP target is estimated to require a modal shift from the "*business as usual*" car driver mode choice, (as assumed for the TA estimates of vehicle trips generated by the residential development) of:

- AM peak hour: 12 trips (2-way total),
- PM peak hour: 35 trips (2-way total).

5.11.13 The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being 'realistic' (refer para 5.2).

5.12 **TIMESCALE**

5.12.1 A specified timescale is required to provide the context for aiming to achieve the residential TP target. This is in accordance with the SMART criterion of 'time bound' (refer para 5.2 above).

5.12.2 The residential development is anticipated to be completed by 2016. Correspondingly, it is therefore proposed that the IFTP sets a timescale of 5 years from first occupation, for achievement of the residential TP target. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).

5.13 **INDICATORS**

TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

6

management strategy

6.1 OVER-ARCHING STRATEGY

The proposed outline residential development is for up to 270 dwellings

6.2 PRE-OCCUPATION

The DfT 2009 guidance highlights that:

"As far as possible, all sustainable transport measures should be in place prior to occupation or as soon as possible thereafter. This is to ensure that occupiers establish sustainable patterns of travel behaviour from the beginning, as research shows that retrofitting is not as effective." (para 8.10)

6.3 TRAVEL PLAN COORDINATOR (TPC)

6.3.1 Consequently, it is a good practice requirement that a TP Coordinator (TPC) is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. In the case of the proposed development this will be the residential TPC.

6.3.2 The residential developer will be responsible for appointing the TPC. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.

6.3.3 The TPC must be appointed and in post at least 3 months prior to first residential occupation. It is further required that the residential TPC details are provided in writing to the local authority 3 months prior to first occupation. The details to be provided include:

- Name,
- Telephone contact number,
- Email contact details,
- Date of taking up post.

6.3.4 The TPC acts as the promoter of the TP to the residents and provides a key point of contact.

6.3.5 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the IFTP (eg make arrangements re new bus stops),
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce marketing material for residents and for the residential sales and marketing team, eg residents welcome/induction packs (refer paras 8.3, 8.4 & 8.5),
- Set up appropriate management arrangements, eg contact arrangements with local authority.

6.3.6 Any and all TPs (ie if there is more than a single developer) operated at the Site must have an appointed TPC. It is an option for any/all of the developers to utilise a common shared area-wide TPC, and this is the preferred option. However, it is recognised that a/some developer(s) may elect to have their own individual TPC arrangements. If that situation arises, for the avoidance of doubt, the TP **must** be introduced and operated in accordance with this IFTP, or any successor document that has been agreed with the local authority.

6.3.7 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.

6.3.8 In general terms, the duties of the TPC include:

- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
- Arranging questionnaire Travel Surveys and statistical analysis of findings,
- Arranging other travel/monitoring surveys,
- Monitoring and review of TP,
- Preparation of annual report,
- Liaison with the residents, occupiers, local authority and other key stakeholders.

6.3.9 More specifically, the residential TPC responsibilities include inter alia:

- Day to day operation of the TP,
- Maintaining all public transport and database records up-to-date,
- Promotion of car sharing & ongoing promotion of the car share scheme,
- Liaison with local public transport operators,
- Promotion of bus travel,
- Promotion of walking and cycling to work,
- Liaison with the local authority,
- Liaison with residents of the development, including for example promotional activities,
- Liaison with other local residents, exploring opportunities for sustainable transport measures to be promoted in a coordinated way to people in the local area, including making contact with the TPC of other locally operated TPs,
- Undertaking and analysing questionnaire Travel Surveys,
- Monitoring car and cycle usage,
- Preparing and maintaining information/promotional material for the TP,
- Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.

6.3.10 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

6.4 FINANCIAL ARRANGEMENTS

6.4.1 As set out in para 6.3.2 above, the residential developer(s) is responsible for the appointment of the TPC. It will be a requirement of all sale agreements with residential developer(s) that they have financial responsibility for the operation of the TP.

6.4.2 The TPC should be in post for a period of 5 years post-completion of the development. This means that the residential developer(s) must identify a sufficient revenue budget to employ the TPC for a period of 5 years post-completion of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

6.4.3 In practice, if there is more than a single residential developer, then:

- The '5 years post-completion of the development' relates to their specific development, and
- That developer's TP financial liabilities relate to a timeframe based on the occupation of their final dwelling for the commencement of their period of '5 years post-completion of the development'.

6.5 COMMUNITY INTERACTION

The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.

7

measures to encourage sustainable travel

7.1 WALK

7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3, and illustrated on Figure 2.

7.1.2 Furthermore, as set out in the TA report, additional pedestrian infrastructure/improvements are to be provided with the development. These are indicated on AHA Drg No 1222/17. The underlying principle and objective is to achieve improvements to assist pedestrians at crossing desire lines, from the Site along the walk routes of:

- Henthorn Road, and
- Garnet Road/Lancaster Drive (to Edisford Road).

7.1.3 The proposed pedestrian improvements comprise:

- Reduce corner radii at junctions, to reduce pedestrian crossing width,
- Introduce dropped kerbs on pedestrian desire line, ie shortest walk distance, instead of expecting pedestrians to walk longer distance around corners diverting from the crossing desire line,
- Introduce pedestrian refuges on roundabout arms.

7.1.4 The existing and proposed/improved pedestrian facilities are complemented by the network of pedestrian infrastructure to be provided within the development Site, as part of the development. This is illustrated on the architect's masterplan layout; the details will be the subject of reserved matters approval from the Council.

7.1.5 Promotional events and literature will be arranged by the TPC, to encourage walking, and emphasising the health benefits.

7.1.6 The TPC will prepare and arrange for distribution of maps showing safe local walking routes.

7.2 CYCLE

7.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.

7.2.2 Encouragement of cycling is one of the tasks to be undertaken through the TP. This requires a multi-strand approach, encompassing practical measures such as cycle-friendly infrastructure, cycle parking, availability of a bicycle, behavioural attitudes to cycling, and promotional measures.

7.2.3 Residents of the development will have opportunity to park cycles at their homes, and similarly for their visitors.

7.2.4 Within the development, the infrastructure provided will accommodate cycling. The details will be the subject of reserved matters approval from the Council.

7.2.5 The TPC will arrange for distribution of cycle maps for Lancashire.

7.2.6 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents by the TPC from the outset, and indeed in advance, of their taking up occupation of the new dwellings.

7.2.7 The TPC will explore interest in setting up a Bicycle User Group (BUG), and the opportunities to liaise with other such established groups. This can be greatly assisted if even one or two residents with enthusiasm for cycling can be identified to 'champion' cycling amongst residents.

7.2.8 The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. As well as the BUG referred to above, this includes, for example but not exclusively:

- Promotion of National Bike Week,
- Bike buddy scheme, for those not confident about cycling.

7.2.9 Promotional events and literature will be arranged by the TPC, to encourage cycling, and emphasising the health benefits.

7.3 PUBLIC TRANSPORT

7.3.1 An objective of the TP is to promote travel by bus and rail to residents.

7.3.2 The IFTP benchmarking information (Chapter 4) identifies that only 2.6% of existing residents of Edisford & Low Moor ward travel to work by bus and 0.6% by train, and this is typical of the Borough of Ribble Valley.

7.3.3 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The welcome/induction pack prepared by the TPC, and issued to all new residents will include information on the bus and rail services. For buses this will include bus stop locations, routes & destinations, and frequency of services. For rail there will similarly be information about the services available at Clitheroe rail station, and the opportunity for onward longer range rail destinations. This is aimed at creating, from the commencement of residence at the Site, a public transport 'culture', highlighting the public transport options available.

7.3.4 Bus

7.3.4.1 As indicated in Table 1, there are typically about 8-9 buses per hour calling at bus stops near to the Site (as indicated on Figure 5) during the day on Monday-Saturday, (taking account of buses travelling in both directions along the road). These offer opportunities for bus travel to a range of destinations.

7.3.4.2 It is proposed that, as part of the proposed residential development, a new bus stop is introduced within the Site, the detailed location to be agreed as part of the reserved matters application for the internal Site road layout. As part of the preparation of the TA report, negotiations have taken place with the C1 service provider Travel for All Ltd, to investigate the opportunity for the existing C1 service to be re-routed to include a 'loop' within the Site to call at the proposed new bus stop.

There has been a positive outcome to this, as summarised in the 2 August 2010 email from Travel for All, which sets out that:

"I am sure that your housing development will easily fit into our bus route and time table. Running the service around the housing development will not cause any problems."

- 7.3.4.3 In the context of the existing bus services (and proximity to Clitheroe town centre), the capacity they offer and the destinations to which they go, and the additional demand for bus travel which can realistically be generated by the development proposal, the introduction of the proposed new bus stop within the residential development Site and re-routed Service C1 (para 7.3.4.2) is an appropriate level of bus improvement for the outline application of up to 270 dwellings.
- 7.3.4.4 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The welcome/induction pack prepared by the TPC, and issued to all new residents, (with employees similarly receiving induction travel packs for their subsidiary TP) will include information on the bus and rail services. For buses this will include bus stop locations, routes & destinations, and frequency of services. For rail there will similarly be information about the services available at Leyland rail station, and the opportunity for onward longer range rail destinations. This is aimed at creating, from the commencement of residence at the Site, a public transport 'culture', highlighting the public transport options available.
- 7.3.4.5 However, it must be recognised that for travel to work the Census data identifies that bus is not a generally popular mode choice in for residents in the ward (only 2.6%) nor for residents of Ribble Valley as a whole (only 2.2%). Thus, whilst there are bus services available, it appears that these are not widely chosen for travelling to work.
- 7.3.4.6 Notwithstanding the above, the TPC will ensure that all residents are fully apprised of the opportunities to make journeys by bus.
- 7.3.5 **Rail**
- 7.3.5.1 Clitheroe rail station is within a circa 1800m walk of the Site (refer Figure 3).

7.3.5.2 The TPC will explore with the rail station operator measures to encourage residents to choose rail as the primary mode for journeys. This may include, for example, review of secure cycle parking facilities and car parking arrangements at Clitheroe rail station.

7.4 **CAR SHARE**

7.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic, and including in particular within Lancashire.

7.4.2 The Census data records a good 'starting point' for the TP, that for existing residents of the ward 8.0% travel to work as a car passenger. Thus there is a locally established 'culture' that is conducive to promoting car sharing for the residents of the proposed development.

7.4.3 A well established and successful car share scheme exists within Lancashire. Information can be found at www.sharedwheels.co.uk. This scheme is operated by Liftshare, a well established 'market-leader' in operating successful car share schemes throughout the country. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car shares being able to also include existing residents of Edisford & Low Moor ward, and indeed residents at other locations, that may share a route for journey to work with residents of the development.

7.4.4 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example sales literature, welcome packs, online resources.

7.4.5 Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:

- The established and successful Lancashire car share scheme at www.sharedwheels.co.uk (operated by market leader Liftshare) is to be promoted to residents ,
- Information about this scheme is to be included in Welcome/Induction packs,
- The benefits of car sharing are to be highlighted in the Welcome/Induction pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.

7.4.6 The car share scheme is available to, and valuable for, all those travelling to/from the Site.

7.4.7 A car share scheme can achieve a significant modal shift from people driving alone in a car. For example, a car share scheme introduced in January 2009 that is operated by Liftshare in a rural location in Lancashire achieved an 8% shift from drivers travelling alone to car sharing. This has been documented and agreed with LCC and the Highways Agency.

7.5 **WORK AT HOME**

7.5.1 The 2001 Census data records that 8.8% of employed residents in the Edisford & Low Moor ward work at home. This is 4.2% less than in Ribble Valley as a whole.

7.5.2 The development will include provision of infrastructure for broadband service to be delivered to the new houses.

7.5.3 The TPC will highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.

7.6 BEHAVIOURAL STRATEGIES

7.6.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.

7.6.2 A transformation of some peoples' behaviour may be achieved with simple strategies, such as, for example highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.

7.6.3 An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.

7.6.4 A 'small steps' approach is a key part of the TP strategy for changing residents' attitudes to favour, and make, sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).

7.6.5 Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel 'engaged with', rather than the objects of a 'big brother/nanny' style approach that endeavours to tell them what they 'should do'. The TPC role in developing and overseeing this is critical.

7.7 SUMMARY

A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the 'expense' of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.

8

marketing strategy

- 8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:
- Raise awareness of sustainable travel options,
 - Promote individual measures and initiatives,
 - Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.
- 8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:
- At the residential sales marketing suites,
 - Occasional promotional initiatives,
 - Residents Welcome/Induction 'Travel Pack',
 - Computer.
- 8.3 It is the responsibility of the residential TPC to set up and oversee arrangements for every new household to receive an Induction 'Welcome/Travel Pack' prior to their residency commencing.
- 8.4 The Induction packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.
- 8.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:
- TP objectives,
 - TPC: description of role and contact details,

- Walk: health benefits of walking, maps showing safe local walking routes,
- Cycle: health benefits of cycling, information about secure cycle parking, cycle maps for Lancashire, BUG and bike buddy schemes,
- Public Transport: information about range of bus and rail services,
- Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,
- Information sources: eg residential sales office, websites, etc.

8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly events/promotional activities will be aimed at promoting public transport and car sharing.

9

monitoring & review

- 9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured, This is a requirement of the DfT 2009 guidance.
- 9.2 Key points about the TP monitoring and review regime are that this:
- Is essential to ensure that the TP objectives are being met,
 - Assesses the effectiveness of the TP measures and provides opportunity for review,
 - Must be done over time, and hence requires action and resources.
- 9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.
- 9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.
- 9.6 Monitoring of the residential TP is to employ two types of survey:
- Traffic count surveys: recording the morning (0800-0900) and evening (1700-1800) peak hour vehicle trip generation of the residential development,
 - Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.

9.7 The survey methodology must be submitted to the local authority for approval 3 months prior to first occupation.

9.8 The initial travel survey will:

- Be the vehicle traffic counts during the AM & PM peak hours,
- Be undertaken at the proposed development access on Henthorn Road,
- Establish the baseline travel characteristics of the residential development,
- Be undertaken within 3 months of the occupation of 80 dwellings on the development; (this is to ensure that there is a sufficient development occupancy to yield worthwhile survey results).

9.9 Subsequently, peak hour vehicle traffic count surveys will then be undertaken:

- Annually on the anniversary of the initial survey, until completion of the development,
- Biannually until 5 years post-completion of the development. This will allow the review of how the Travel Plan targets are being met and extends well beyond final completion of the development.

9.10 The residential questionnaire travel surveys will be undertaken:

- First survey within 9 months of first occupation of 80 dwellings on the development (ie 6 months after the vehicle peak hours traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
- Subsequently, annually on the anniversary of the initial survey until completion of the development,
- Biannually until 5 years post-completion of the development.

This is consistent with the programme of peak hour vehicle traffic count surveys.

9.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:

- Residents work journey distance and/or location,
- Travel mode choice,

- Time taken for journey,
- Number of car owners and cars per household,
- Resident parking habits on Site,
- Any barriers (perceived/real) to particular modes of travel,
- Number of primary school children who walk to school,
- Factors influencing willingness to consider/change of travel mode choices.

9.12 TP indicators will also be recorded through the monitoring process (refer para 5.13), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

9.13 Data collected from all the surveys will comply with the Data Protection Act. Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.

9.14 The residential travel surveys will not only provide information about residents' travel choices and habits, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy. This will also be helpful in exploring, in liaison with LCC and the HA as part of the monitoring and review process, whether/what further measures need to be considered, agreed and implemented, if the TP target is to be met.

9.15 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report (refer para 9.16). TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes

to the strategy and measures implemented to address this, in agreement with the local authority.

9.16 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:

- A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),
- A schedule of meetings held throughout the year, and other key contact information,
- A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
- A record of promotional activities,
- Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.

10

action plan & budget

- 10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target of: **maximum peak hour 2-way vehicle trip rate of 0.548 vehicles/hour/dwelling.**

10.2 ACTION PLAN

Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is **not** an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:

- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation,
- TPC establishes contact with relevant Council officer,
- Resident welcome/Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site,
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures,
- Provisional date for peak hours vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual sales and occupancy data,
- TPC to liaise with bus and rail station operators,
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC;

Upon occupation and subsequently:

- Each new household to have been provided with a Welcome/Induction pack prior to moving in. TPC to liaise with sales team to ensure suitable arrangements in place,
- TPC to arrange an online TP resource,
- Promotional activities to residents, by a variety of means (and ongoing),
- TPC to pursue and promote to residents cycle incentives, eg BUG, bike buddy scheme, etc;

Within 3 months of occupation of 80 houses:

- Peak hours vehicle traffic count survey to be undertaken and subsequently analysed,

Within 1 month of first year's anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council.

Within 9 months of occupation of 80 houses:

- Questionnaire Travel Survey to be undertake and subsequently analysed,
- Ongoing monitoring, by a variety of means, of TP indicators,
- Ongoing promotional activities arranged by the TPC,

Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An annual Monitoring & Review report is to be prepared by the TPC and submitted to LCC.

10.3 **FUNDING/BUDGET**

- 10.3.1 The residential developer(s) is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.

10.3.2 A sufficient revenue budget must be identified by the developer(s) to employ the residential TPC for a period of 5 years post-completion of the development, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

10.3.3 In practice, if there is more than a single residential developer, then:

- The '5 years post-completion of the development' relates to their specific development, and
- That developer's TP financial liabilities relate to a timeframe based on the occupation of their final dwelling for the commencement of their period of '5 years post-completion of the development'.

10.4 **SUMMARY**

Table 3 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.

11

conclusions

- 11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This IFTP is prepared taking account of currently available best practice guidance and experience (DfT 2009), and the complementary residential guidance (DfT 2005).
- 11.2 This IFTP report is prepared to support the current outline planning application for up to 270 dwellings. For the avoidance of doubt, this IFTP relates to all dwellings at the Site and each and every developer.
- 11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC,) to be appointed by the residential developer(s), and to be in post 3 months prior to first occupation of a house at the Site.
- 11.4 The outcomes approach is adopted for the TP.
- 11.5 A residential TP target is set of: **maximum peak hour 2-way vehicle trip rate of 0.548 vehicles/hour/dwelling.**
- 11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

tables

figures
