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## The Lanes, Penwortham – Framework Travel Plan

August 2021

REPORT

# Taylor Wimpey UK Ltd and Homes England

Proposed Residential Development,  
The Lanes, Penwortham

July 2021

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VN211918

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Framework Travel Plan

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# 1 Introduction

## Background

- 1.1 Vectos has been instructed by Taylor Wimpey and Homes England to provide transport and mobility advice in relation to a proposed residential-led mixed-use development on land to the east of Penwortham Way. The proposed development is located within the administrative authority of South Ribble Borough Council (SRBC) with Lancashire County Council (LCC) the Local Highway Authority.
- 1.2 The proposed development is actually part of a wider site allocation within the South Ribble Local Plan, known locally as Pickering's Farm. The Local Plan envisages up to 1,350 residential dwellings being provided on the site allocation within the Plan period, with associated necessary infrastructure. The site allocation in the wider context is shown in **Figure 1.1**, with **Figure 1.2** presenting a more local context.
- 1.3 Both the proposed development and site allocation are located to the south of Penwortham. They are bound by Penwortham Way to the west, existing residential development to the north, the West Coast Mainline railway to the east and agricultural fields to the south (which is also safeguarded land in the Local Plan). The local area in the vicinity comprises a mix of land uses including agricultural land (separated into a number of fields by fences, hedgerows and trees), a pylon corridor and a network of adopted roads and public rights of way (PRoW). There are also a number of individual residential properties in private ownership which are accessed via Bee Lane, Flag Lane, Lord's Lane, Moss Lane and Nib Lane.
- 1.4 The proposed development seeks to provide 1,100 residential dwellings with complementary infrastructure and facilities including a primary school, local centre (including mobility hub and third place working environment), public open space and a network of active travel connections both within the proposed development site and connecting to existing residential communities to the east, north and west.
- 1.5 Existing active travel connections, along with vehicular access from Penwortham Way and Bee Lane, provide the opportunity to integrate with existing communities whilst still being able to retain the existing network of rural lanes and PRoW which provide multiple connections with the proposed development. Excellent permeability to existing services and amenities surrounding the proposed development can be achieved which reinforces the strategic and local benefits.



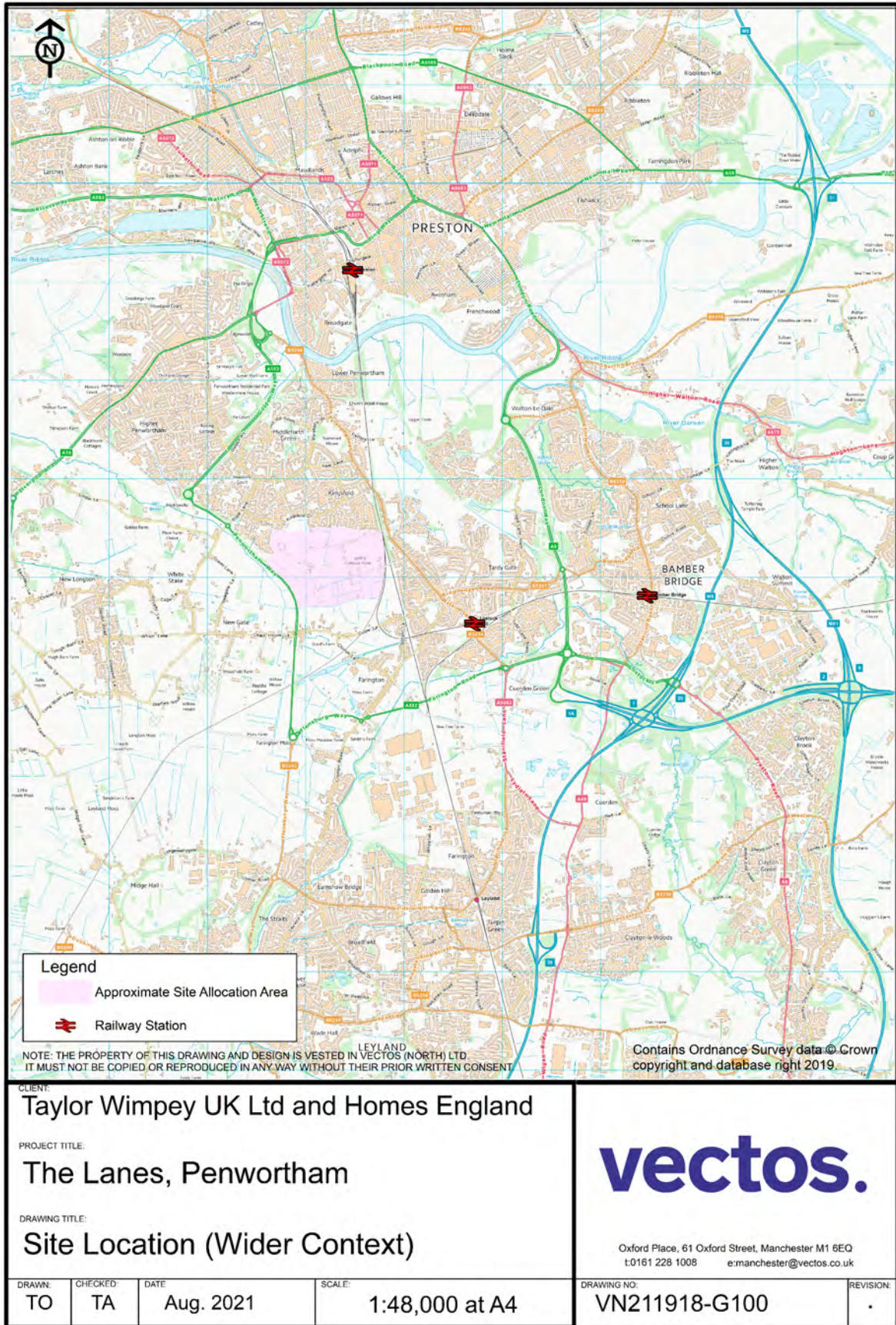


Figure 1.1: Indicative Site Allocation (Wider Context)



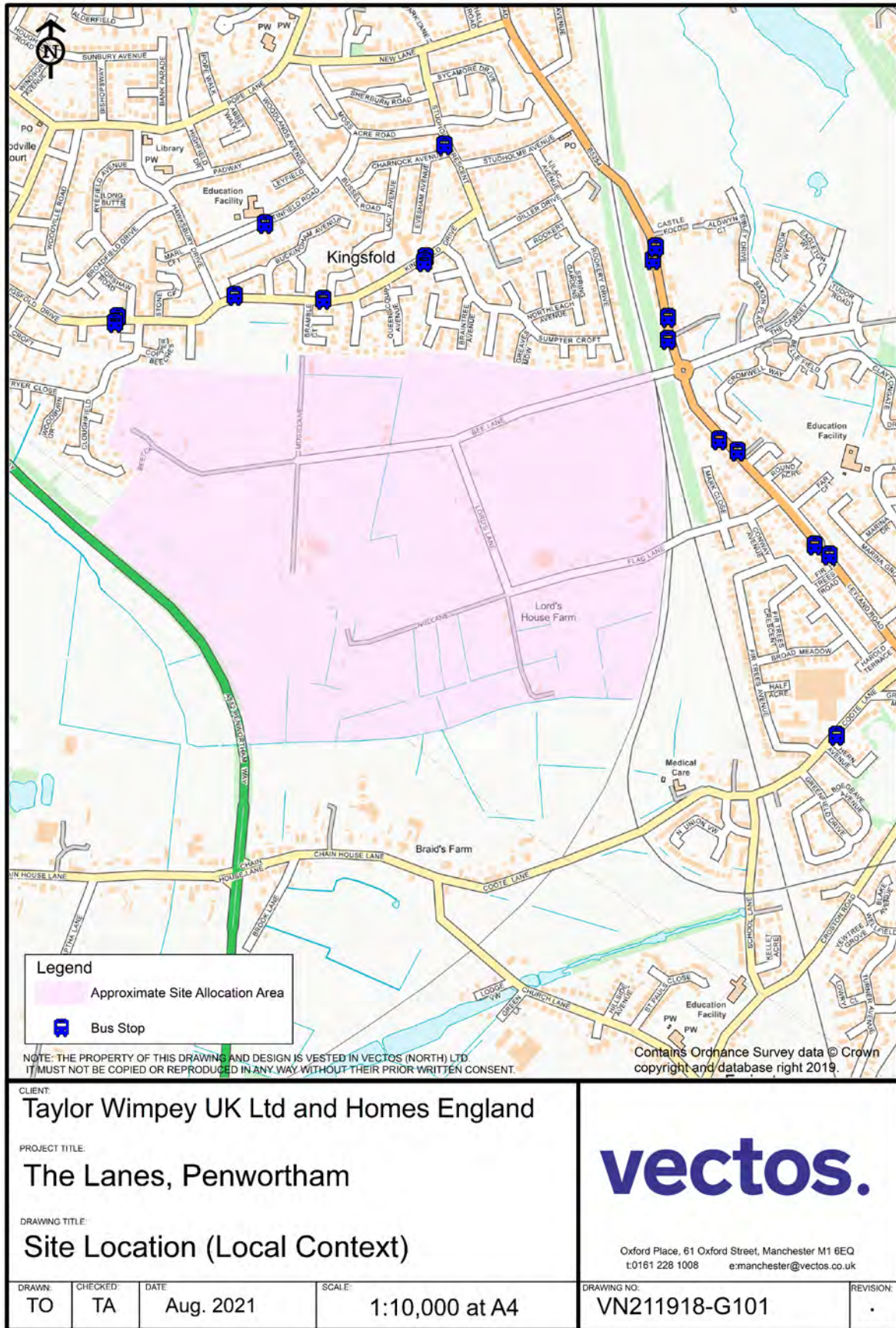


Figure 1.2: Indicative Site Allocation (Local Context)

## Structure of the Travel Plan

- 1.6 One of the UK's top transport priorities is to reduce transport's emissions of carbon dioxide and other greenhouse gases with the desired outcome of tackling climate change. To achieve this, our society must improve and encourage the use of sustainable (low carbon) transport, whilst ensuring that new development takes place in accessible locations thereby minimising the need for travel.
- 1.7 This Travel Plan has been prepared to accompany planning applications for the proposed development. It considers travel to and from the proposed development and outlines a number of suggested initiatives and measures that will allow sustainable travel modes to be positively promoted from day one. It seeks to encourage less travel, and where travel does occur, more sustainable journeys. It also promotes more inclusive societies whilst mitigating the effects of activity arising from the development.
- 1.8 Whilst the primary consideration includes the residential element of the site which will be subject to Personalised Travel Planning (PTP) delivered by Taylor Wimpey and Homes England, consideration will also be given to the education elements in the form of a School Travel Plan (when required).
- 1.9 The measures identified within this Travel Plan will assist in promoting healthy and sustainable travel to, from and within the proposed development, and elsewhere within the community, in line with local, regional and national policies. The benefits for sustainable travel and social inclusion will apply to the wider communities around Penwortham, Kingsfold, Tardy Gate and Lostock Hall, as well as within the South Ribble area.
- 1.10 This Travel Plan should be read in conjunction with the Transport Assessment which provides additional details regarding person trip movements generated by the proposed development. The Travel Plan includes the following sections:
- **Section 2** describes the site's location and accessibility credentials;
  - **Section 3** provides a summary of both national and local travel planning policy;
  - **Section 4** outlines the development proposals;
  - **Section 5** outlines the Travel Plan's key objectives;
  - **Section 6** describes how the Travel Plan is to be monitored and how progress is to be reviewed;
  - **Section 7** relates such key objectives to travel plan initiatives; and
  - **Section 8** provides a preliminary action plan.



## 2 Local Context

### Site Location

- 2.1 The proposed development site is located approximately 5.5km north of Leyland and 5.5km, south of Preston city centre. It is generally flat and is predominantly in agricultural use with existing field boundaries marked by hedgerows. There are a number of farm buildings, small holdings and existing residential properties located in the vicinity.
- 2.2 It is situated immediately to the south of the existing residential area of Kingsfold and west of Tardy Gate. Kingsfold has a local centre and Tardy Gate a district centre providing a wide range of shops, services, and facilities.

### Local Facilities and Indicative Active Travel Catchments

- 2.3 Contemporary local and national transport policy states that new developments should be focused in locations which are, or can be made, sustainable. Within this context, development should give priority first to pedestrian and cycle movements both within the scheme and with neighbouring areas. This focus maximises social inclusion, minimises the number of single occupancy private car trips, limits the need to travel, helps reduce congestion and helps to improve air quality and health.
- 2.4 **Figure 2.1** illustrates a 1km and 2km catchment from the access on Moss Lane, **Figure 2.2** shows this from Bee Lane, and **Figure 2.3** from Flag Lane. In addition, **Figure 2.4** presents a 5km and 10km typical catchment by bike. These catchments encompass an area covering the communities of Kingsfold, Penwortham, Tardy Gate and Lostock Hall in the immediate vicinity, but also Preston to the north, Farington and Leyland to the south, Bamber Bridge to the east and New Longton to the west.

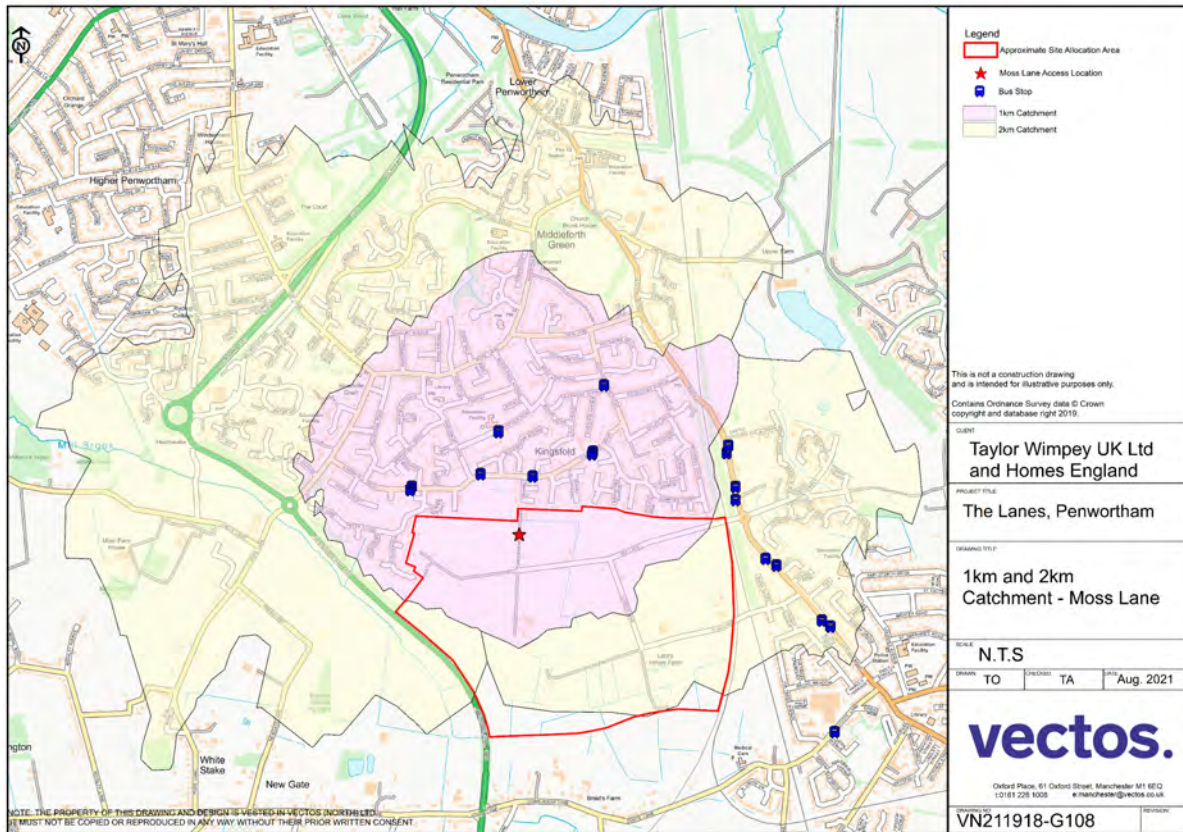


Figure 2.1: 1km and 2km Catchment – Moss Lane

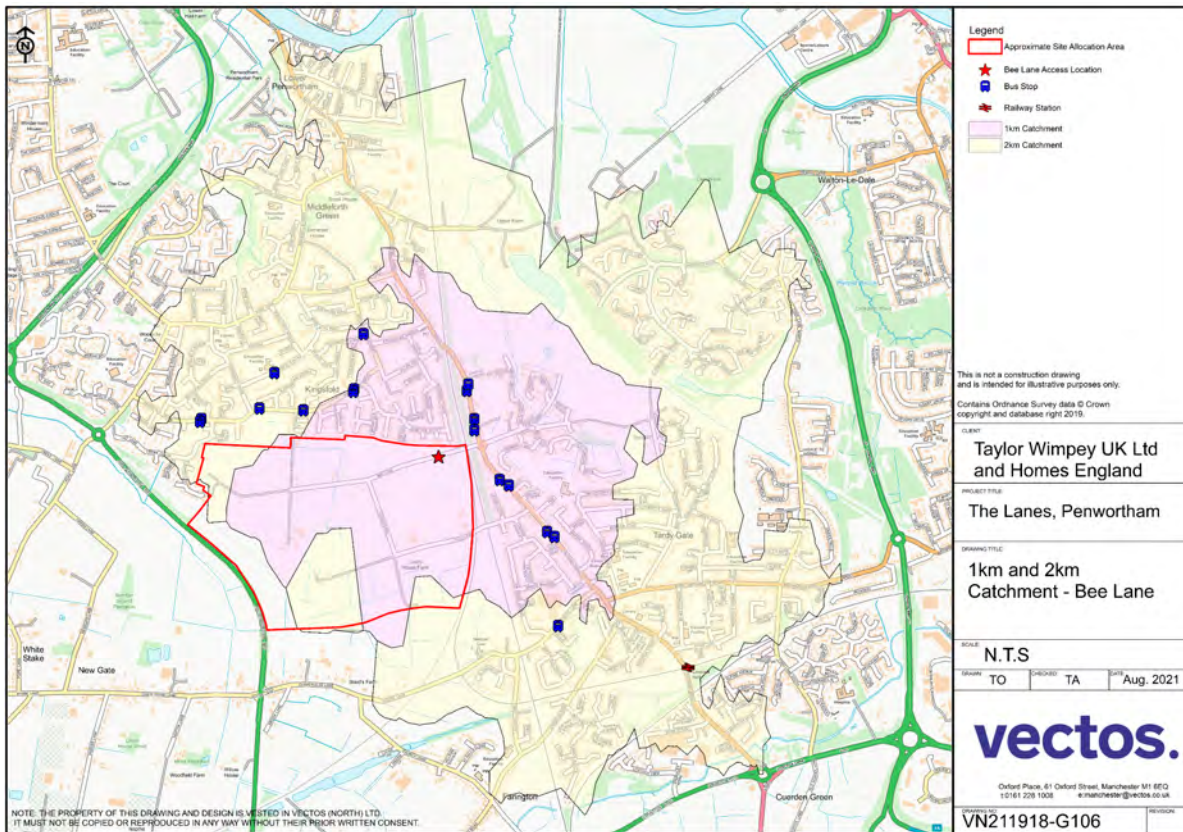


Figure 2.2: 1km and 2km Catchment – Bee Lane



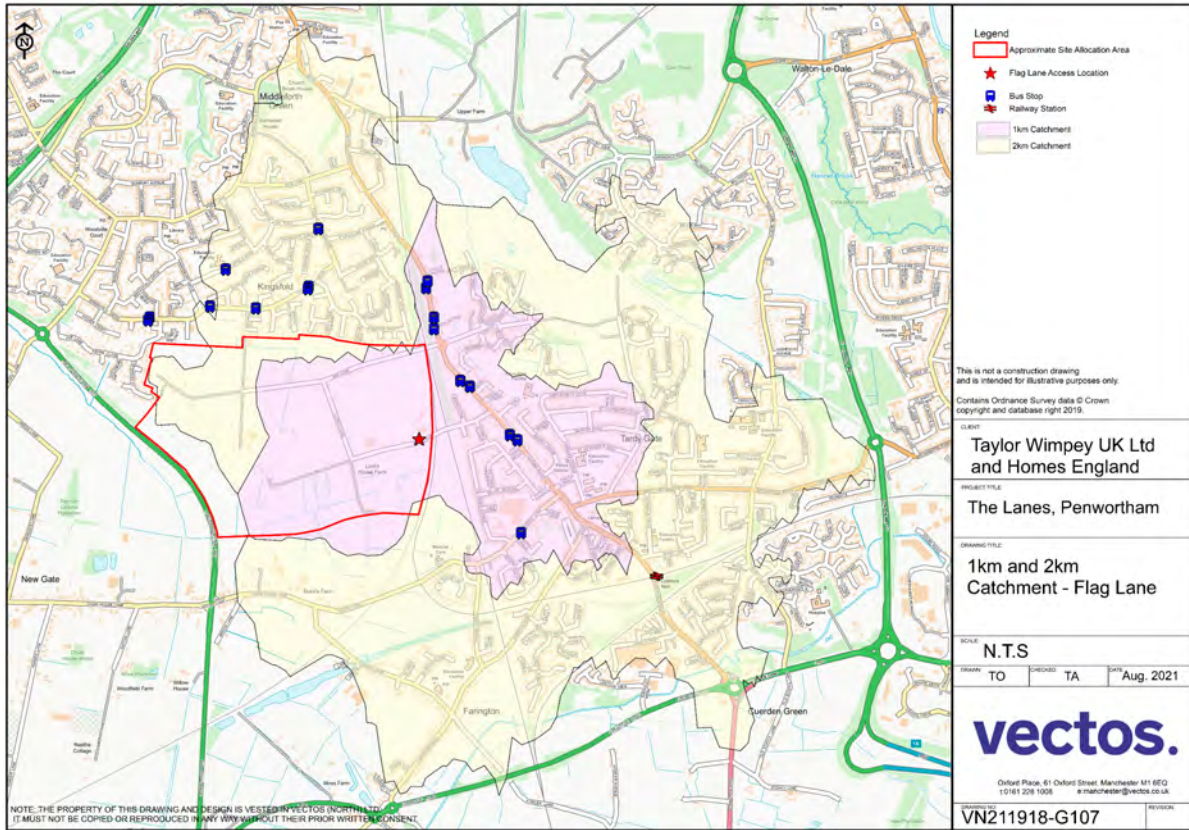


Figure 2.3: 1km and 2km Catchment – Flag Lane

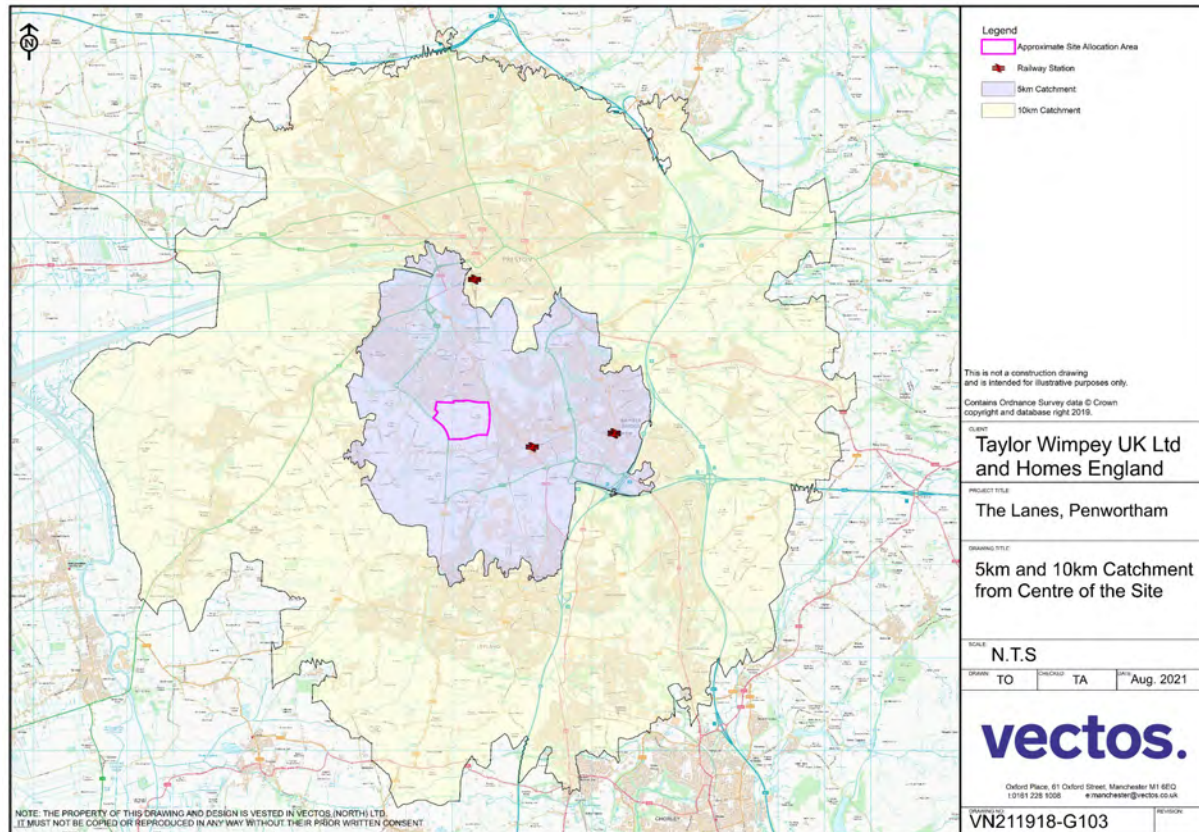
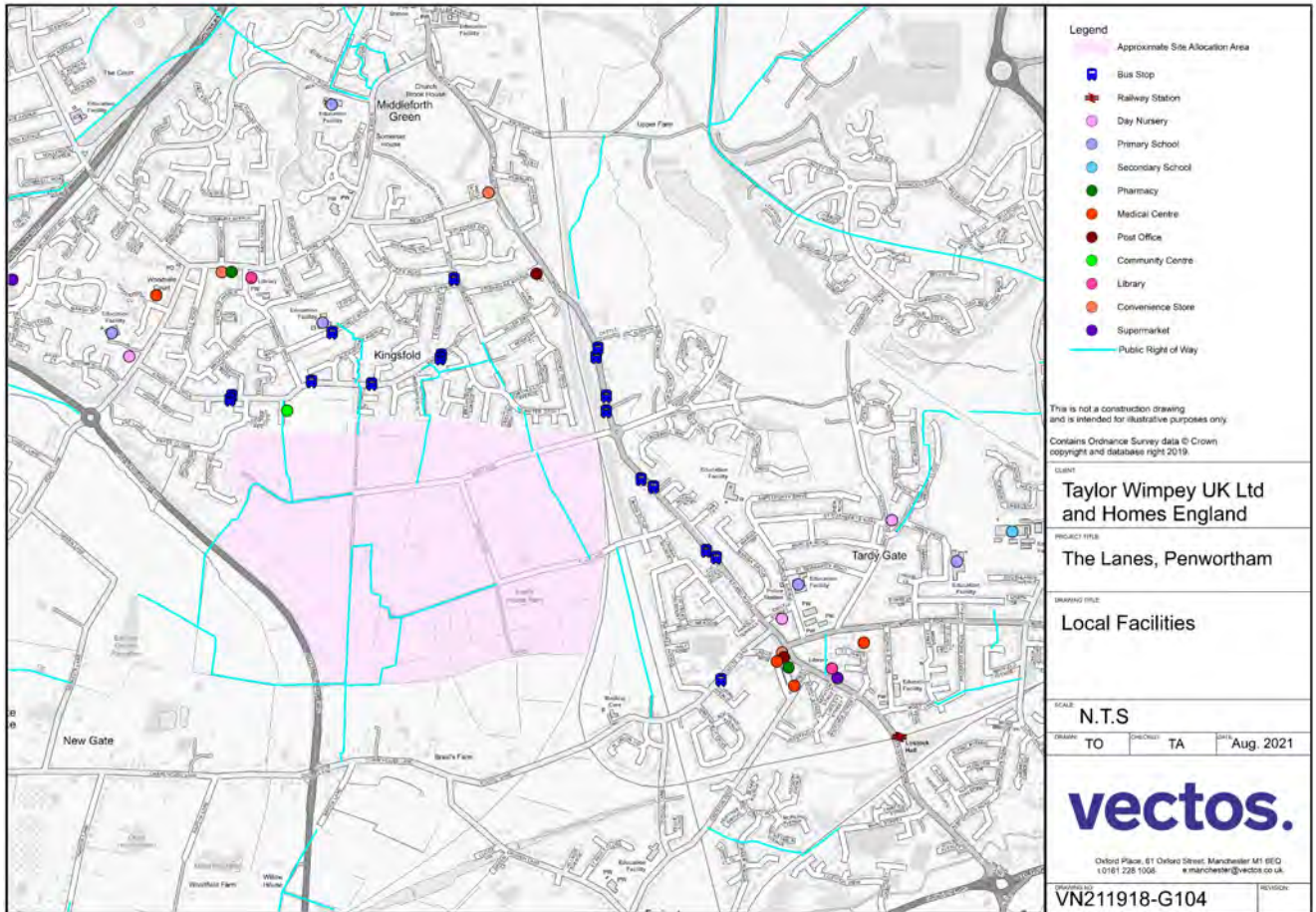


Figure 2.4: 5km and 10km Catchment



2.5 Within the identified catchments, the proposed development benefits from a wide range of local facilities being in its immediate vicinity providing the potential to make it a very well-connected development. Such facilities are located in Kingsfold to the north and Tardy Gate to the east, as illustrated in **Figure 2.5**.



**Figure 2.5: Local Facilities**

2.6 To provide a further breakdown, **Table 2.1** provides a sample list of local facilities and services located within Kingsfold and Tardy Gate along with their distances from the centre of the proposed development.

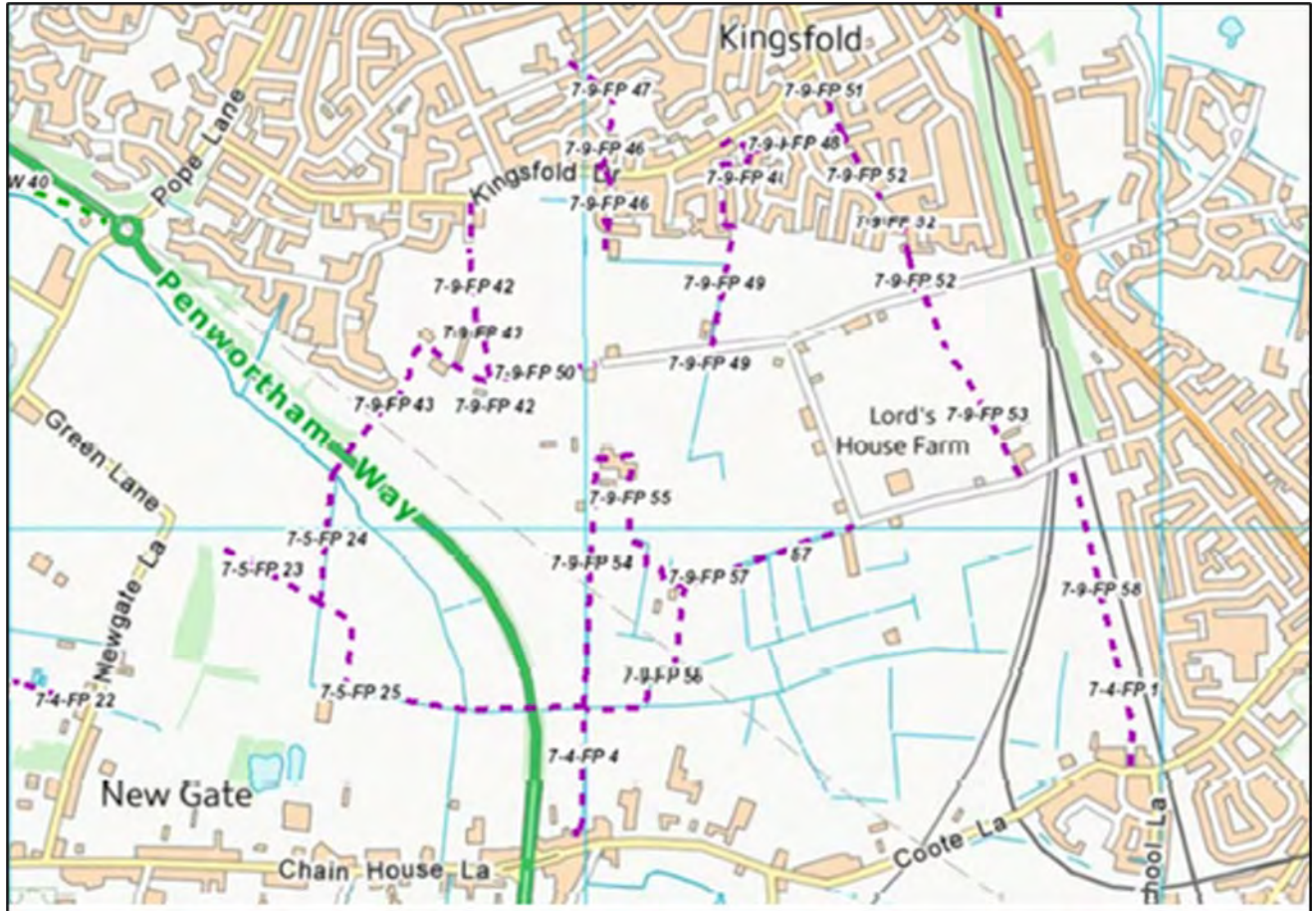
**Table 2.1: Distance to Local Facilities**

Local Amenity	Distance
<b>Schools</b>	
Kingsfold Primary School	1,080m
Our Lady and St Gerard’s RC Primary School	1,190m
Penwortham Broad Oak Primary School and Marylands Nursery School	1,510m
Middleforth C of E Primary School	1,900m
Lostock Hall Community Primary School	2,400m
Penwortham Girls High School	2,700m
Lostock Hall Academy	3,000m
All Hallows Catholic High School	3,000m
Penwortham Priory Academy	3,800m
<b>Community Infrastructure</b>	
Penwortham Town Council and Community Hall	700m
Kingsfold Play Area	800m
Local Play Area (Eagleton Way)	970m
Local Play Area (Handshaw Drive)	990m
Kingsfold Library	1,100m
Lostock Hall Recreation Ground	1,380m
<b>Services and Amenities</b>	
Penwortham Lane Post Office	1,100m
Tardy Gate	1,130m
Spar	1,180m
Lostock Hall Post Office	1,180m
Kingsfold Pharmacy	1,200m
Cooperative	1,370m
McColl’s Convenience Store	1,370m
Bargain Booze	1,450m
Cop Lane Post Office	1,450m
Kingsfold Medical Centre	1,500m

2.7 **Table 2.1** highlights that the site is well connected and accessible by foot or by cycle to a wide range of local amenities within Kingsfold, Tardy Gate and Lostock Hall. This is consistent with the Planning Authority’s judgement that this is a sustainable location, warranting its inclusion as a significant allocation within the Local Plan.

**Active Travel Links for Local Living**

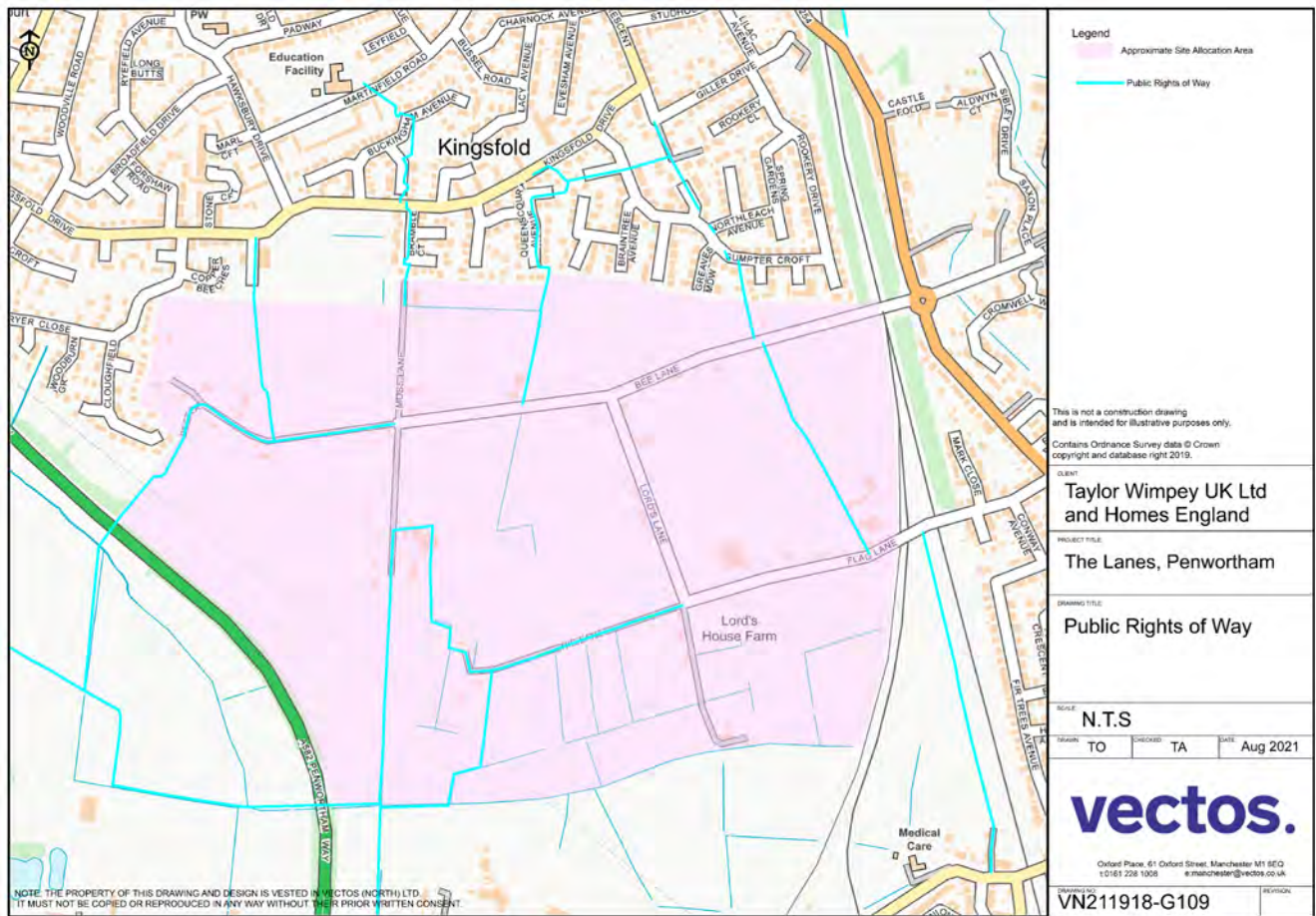
2.8 The pedestrian facilities in the vicinity of the site include formal footways, shared footways/cycleways, and PRoW. As shown in **Figure 2.6** there are currently twenty-one PRoW crossing or in the immediate proximity of the site.



**Figure 2.6: Public Rights of Way Map (source: Lancashire County Council)**

- 2.9 **Figure 2.7** highlights that there are multiple points of existing connection with communities to the north, east and west either via the adopted highway on Bee Lane, Flag Lane and Moss Lane, or via the network of PRoW. Footpath 7-9-FP42 provides a connection between Bee Lane and Kingsfold Drive, as does Moss Lane and Footpath 7-9-FP46, Footpath 7-9-FP49 and Footpath 7-9-FP-52.
- 2.10 To the west, Footpath 7-9-FP42 connects to Footpath 7-9-FP43 (via Footpath 7-9-FP50) by way of a short, paved section which then provides access to the Clough Field residential area by way of a short alleyway. Onward journeys are then facilitated along quiet residential streets to controlled crossing facilities at the new A582 Penwortham Bypass roundabout to the west.
- 2.11 It is noted that there is a desire from Penwortham Town Council to improve this western part of the PRoW network to form part of a wider cycle loop which is referenced in their Neighbourhood Plan. This can be facilitated by the proposed development.





**Figure 2.7: Public Rights of Way Connections to the Existing Built-Up Area**

- 2.12 In addition to the PRow network, there are sections of Bee Lane, Moss Lane, Lord's Lane and Flag Lane that are adopted highway and provide a network of quiet lanes, connecting to routes and infrastructure further west. These lanes are currently lightly trafficked with some used to provide access to existing residential properties, as well as being leisure active travel routes. Many of the routes are surfaced, with street lighting and good intervisibility, with the widths and verges providing a natural control of vehicle speeds.
- 2.13 In the wider area, pedestrian facilities within the Kingsfold, Tardy Gate and Lostock Hall residential areas are generally of a good standard with footways and street lighting provided along all roads within the built-up area. There are dropped kerbs and tactile paving provided at some but not all key crossing points.
- 2.14 **Figure 2.8** provides an extract of the Preston and South Ribble Cycle Map which indicates that National Cycle Route 55 is located approximately 2.4 kilometres to the east. This route consists of a number of off-road cycle paths which ultimately form part of a route over the River Ribble into Preston city centre and Preston Railway Station.
- 2.15 National Cycle Route 62 is located approximately 2.6 kilometres to the north west which connects Fleetwood on the Fylde region of Lancashire with Selby in North Yorkshire and form the west and central sections of the Trans Pennine Trail.

2.16 It is noted that the extract highlights a proposed cycle route along Penwortham Way and Flensburg Way which would provide an additional route to Leyland and Leyland Business Park. This route would also provide additional northbound connections to Penwortham and the cycle route along Golden Way.

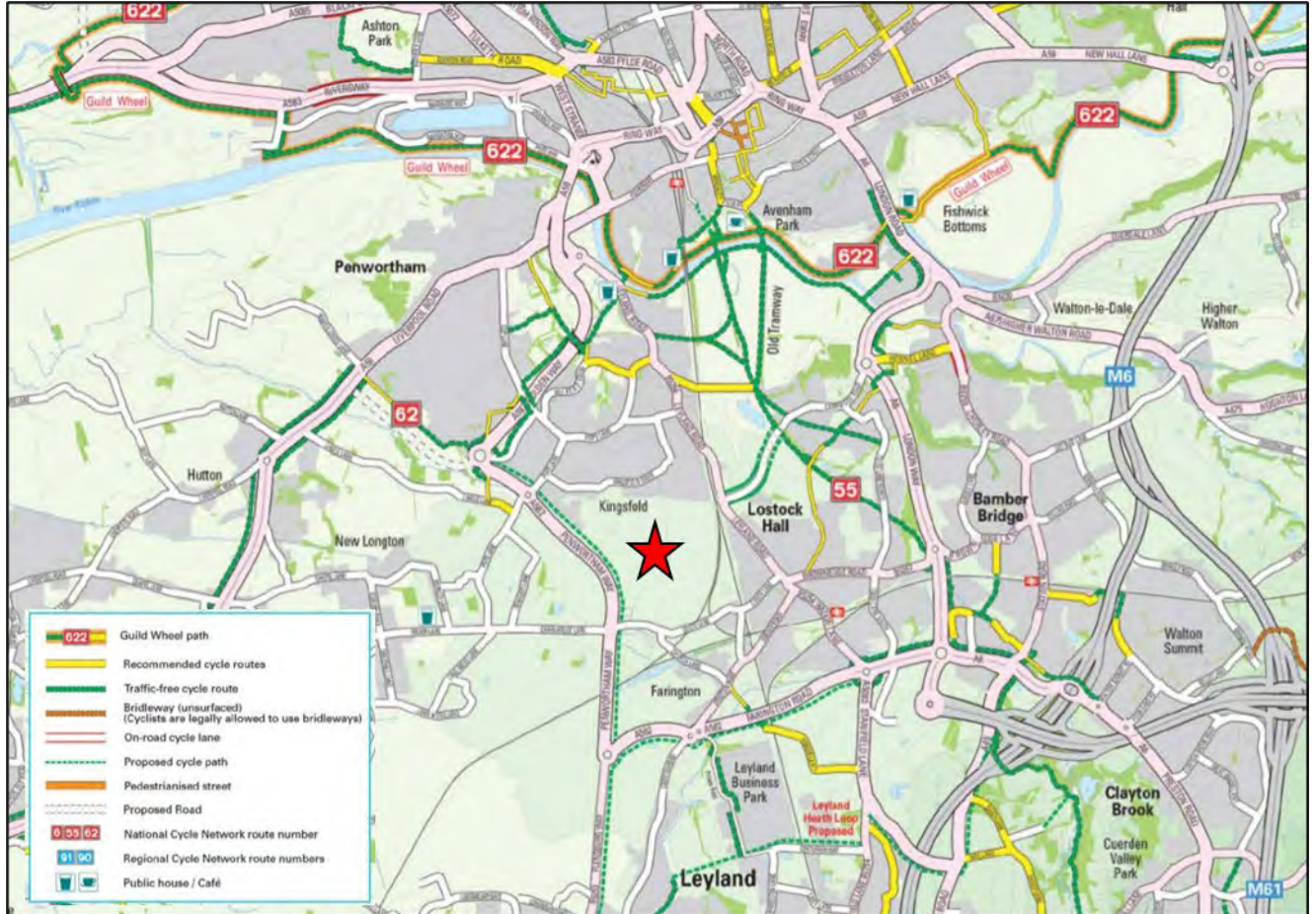


Figure 2.8: Extract of Preston and South Ribble Cycle Map (source; Visit Lancashire)

### Shared Transport Links

2.17 **Figure 2.9** shows the location of existing local bus stops and the frequency of the services provided at these stops. This plan shows that at both the Kingsfold Drive and Leyland Road stops there is a service frequency of 4 to 6 services per hour. These services connect these stops with many local destinations including Preston, Lostock Hall and Moss Side. Higher frequency services are provided within Tardy Gate and Lostock Hall near Lostock Hall Railway Station.



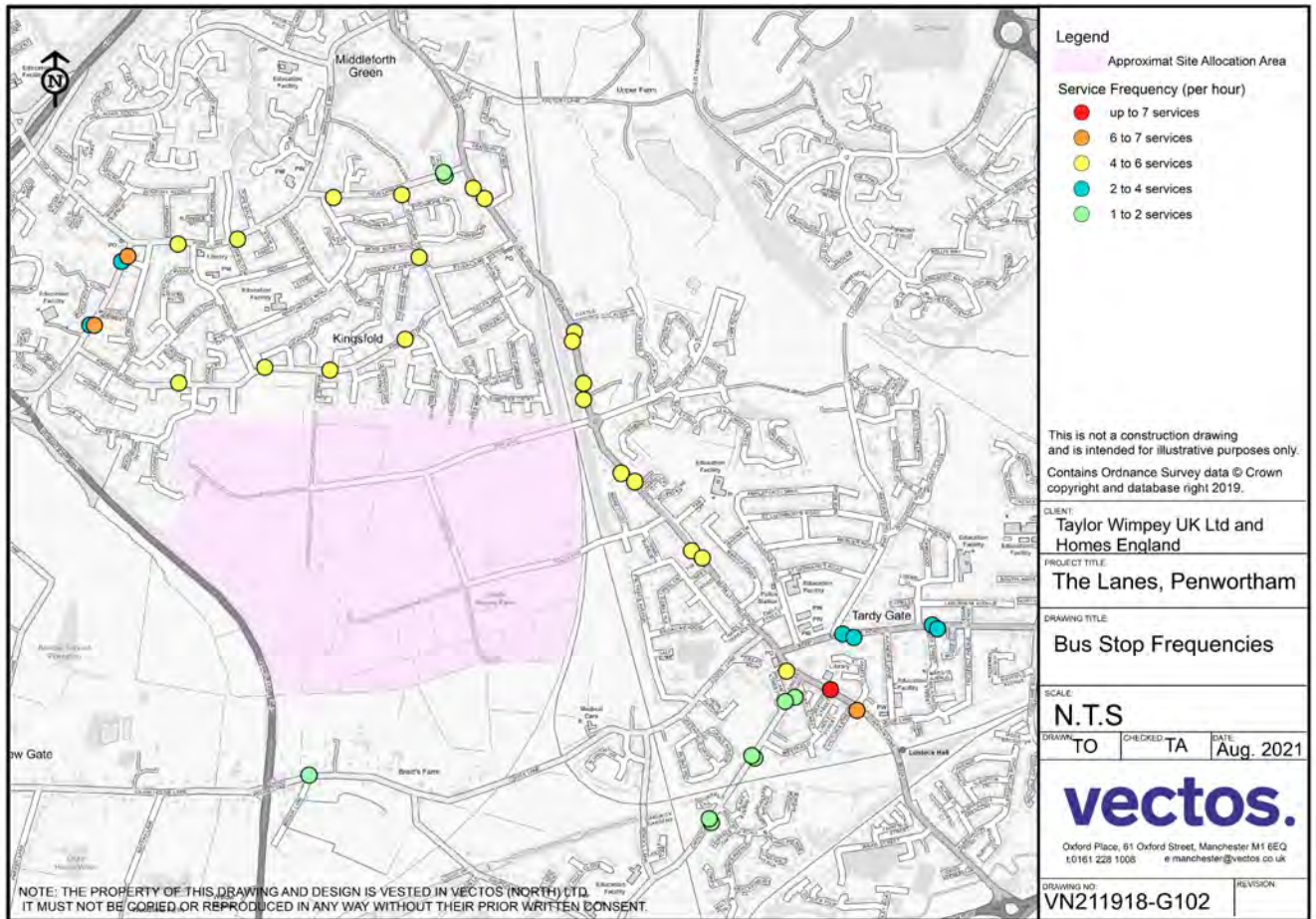


Figure 2.9: Bus Stop Locations and Frequencies

2.18 A summary of the most frequent services provided at these stops and their approximate frequencies is provided in **Table 2.3** below.

Table 2.3: Summary of Existing Bus Services

No.	Route	Typical Frequency (minutes)						
		Mon. to Fri.			Sat.			Sun.
		Mor.	Day	Eve.	Mor.	Day	Eve.	Day
<b>Kingsfold Drive Stops</b>								
3	Preston – Preston Circular via Cop Lane	10 services	10	10-20	6 services	10	10-20	15
<b>Leyland Road Stops</b>								
111	Preston – Moss Side via Lostock Hall	8 services	12	13	3 services	12	13	30

2.19 As shown in **Table 2.3**, route 3 provides a very frequent service along Kingsfold Drive providing connections into Preston city centre. Route 111 operating from Leyland Road also provides a high frequency service into Preston city centre and south towards Moss Side via Lostock Hall.



- 2.20 The closest railway station to the proposed development is Lostock Hall within a 20-30 minutes walk or 6-10 minutes cycle ride and is accessible via Leyland Road and Bee Lane / Flag Lane. The station is managed by Northern, has two platforms and provides one service per hour to Preston, Blackburn, Burnley, Nelson, and Colne.
- 2.21 There is an off-road cycle route located to the east of the proposed development which provides a connection to the centre of Preston and Preston Railway Station which is within the 5km cycle catchment (less than 20 minutes cycle ride). Preston is on the West Coast Mainline with frequent local, regional, and national services provided to a range of destinations including Blackpool, Lancaster, Manchester, Liverpool, Barrow-in-Furness, London, Edinburgh, and Glasgow. Therefore, there would be potential for rail to be used by residents as part of a multi-modal journey with cycling. Preston Railway Station includes over 200 cycle parking spaces as part of a cycle hub.

### **Local Highway Network**

- 2.22 The proposed development is bound by Penwortham Way to the west. To the east is the Leyland Road corridor accessed via Bee Lane and Flag Lane which are currently the only vehicle access points. There are also a number of rural lanes – Bee Lane, Flag Lane, Lord’s Lane, and Moss Lane –in the vicinity which provide access to the existing residential properties.

### **Penwortham Way**

- 2.23 Penwortham Way is an ‘A’ classified road and forms part of the A582 which is a principal distributor road extending for approximately 8 kilometres from the M65/A6/A582 junction to the A582/A59 junction. In the vicinity, Penwortham Way is a single-carriageway road and continues in a north/south alignment past the proposed development.

### **Leyland Road**

- 2.24 To the east, Leyland Road (B5254) runs along a north to south alignment between the Stanfield Lane/Farington Road/Lostock Lane/Watkin Lane junction to the A59/Leyland Road roundabout junction. It passes through an urban area with residential and retail properties fronting directly onto both sides of the carriageway. Leyland Road provides connections to Tardy Gate, Penwortham Gate and Lower Penwortham.
- 2.25 In the vicinity of the Bee Lane and Flag Lane junctions, there are footways and street lighting provided along both sides of the carriageway. These footways provide connections to the bus stops located along this road. Both controlled and uncontrolled crossing facilities are provided along the Leyland Road corridor to facilitate movement.

### **Bee Lane**

- 2.26 Bee Lane forms the northern access from the B5254 Leyland Road and crosses the West Coast Mainline. It is a single-lane rural road extending for approximately 1.2 kilometres along an east-west alignment from the B5254 Leyland Road/Bee Lane/The Cawsey four-arm roundabout. The carriageway varies in width from 6.5 metres at its eastern end to 2.7 metres at its western end.

### **Flag Lane**

- 2.27 Flag Lane forms the southern access from the B5254 Leyland Road and crosses the West Coast Mainline. It is a single lane residential/rural lane and extends for approximately 600 metres from the priority-controlled T-junction with Leyland Road and also continues in an east-west alignment parallel to Bee Lane.
- 2.28 There is a small section of Flag Lane between Leyland Road and the West Coast Mainline that is residential in nature with a carriageway width between 4.7 metres and 5 metres. Footways and street lighting are provided along both sides of the carriageway along this section of Flag Lane. Residential properties also front onto Flag Lane to the east of the railway line with driveway access situated along both sides of the carriageway.

### **Lord's Lane / Moss Lane / Nib Lane**

- 2.29 Lord's Lane, Moss Lane and Nib Lane are all rural single-carriageway roads of varying widths which currently provide connections to the residential and farm buildings in the vicinity of the proposed development. Lord's Lane continues in a north/south alignment and provides connections between Bee Lane and Flag Lane. Nib Lane continues in an east/west alignment from its junction with Flag Lane. While Moss Lane continues in a north/south alignment from its junction with Bee Lane on the western side of the site. Traffic flows and vehicle speeds have been observed to be very low.



### 3 Policy Summary

#### National Policy

##### National Planning Policy Framework

- 3.1 The National Planning Policy Framework was updated in July 2021. This document advises that all developments that generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a Transport Statement or Transport Assessment so that the likely impacts of the proposal can be assessed.
- 3.2 The NPPF states that sustainable development is about offering real choice with regards to modes of travel, with recognition given to the different travel needs of those who live in urban or rural areas. It advises that the safety and security of accesses to the site are achieved for all people, and that development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.

##### PPG: Travel Plans, Transport Assessments and Statement in Decision-Taking

- 3.3 In March 2014, the MHCLG in conjunction with the Department for Transport (DfT), published national Planning Practice Guidance (PPG) on when Transport Assessments and Transport Statements are required in support of development proposals, what they should contain and what the level and scope of that assessment should be.
- 3.4 The PPG reflects current Government policy promoting a shift from the 'predict and provide' approach to transport planning to one more focused on sustainability. The PPG focuses on encouraging environmental sustainability, managing the existing network and mitigating the residual impacts of traffic from development proposals.

#### Local Policy

##### Central Lancashire Core Strategy

- 3.5 The Central Lancashire Core Strategy was adopted in July 2012 and was produced by the Central Lancashire authorities of Preston, South Ribble and Chorley, with assistance from LCC. The Core Strategy is a key document in Central Lancashire's Local Development Framework. Its main purpose is to help co-ordinate development in the area and contribute to boosting investment and employment and aims to encourage sustainable growth.
- 3.6 Policy 3 within the Central Lancashire Core Strategy surrounds travel and states that the best approach to planning for travel and enabling travellers to change their mode of travel is to prepare, implement and monitor Travel Plans.

**South Ribble Local Plan**

- 3.7 The South Ribble Local Plan was adopted in July 2015 and forms part of the Development Plan for South Ribble. The Local Plan sets out the vision for the borough and has been developed in line with Central Lancashire's Core Strategy and includes references to their development management policies. It outlines the land use allocations for the local area and highlights land which has been protected for different uses including for housing, employment or play space.
- 3.8 The proposed development is part of the site allocation known as Pickering's Farm within the Local Plan. Policy C1 outlines that development is dependent on the provision of infrastructure to ensure a sustainable development. An infrastructure delivery schedule is required and should be linked to the phases of development.

**Penwortham Town Neighbourhood Development Plan**

- 3.9 The Neighbourhood Plan acknowledges that as part of the Masterplan process for the Pickering's Farm site, the Town Council will be engaged in the preparation of this plan. Policy 2 outlines the requirements for new large scale residential development, and states that the phased delivery of allocated large scale residential sites will be supported by the Town Council. Policy 7 relates to cycle and walking routes including the identification of a new route which will be safeguarded for a dedicated circular route for cyclists and walkers.

## 4 Proposed Development

### Development Scale

- 4.1 The proposed development seeks to provide 1,100 residential dwellings with complementary infrastructure and facilities including a primary school, local centre (including mobility hub and third place working environment), public open space and a network of active travel connections both within the site and connecting to existing residential communities to the east, north and west.

### Access and Mobility Strategy

- 4.2 The access and mobility strategy seeks to enable every form of movement to be undertaken whilst prioritising internal movement in order of policy priority; namely local living and virtual mobility, active travel, shared travel and single occupancy car travel.
- 4.3 The proposed development includes many practical forms of day-to-day activity across all sectors of society and age categories including homes of every type, a school, a local shared work hub, social facilities, shops that can be sustained, a community mobility hub, community concierge and a micro-consolidation centre (complementary to virtual mobility).
- 4.4 Both internally and externally, it is possible to maximise the benefits of the existing active travel network for local movement, including access to the proposed local centre but also access to other local facilities in Penwortham, Kingsfold, Tardy Gate, Lostock Hall and Preston. Numerous active travel connections exist to the west, north and east allowing for integration with existing communities.
- 4.5 A new bus service is proposed following discussions with operators connecting the proposed development with Preston city centre, with further opportunities available to explore other shared travel opportunities as part of the Travel Plan.
- 4.6 Finally, it has been possible to design carefully the primary motor vehicle access on Penwortham Way to facilitate connections to the wider network whilst minimising the propensity for less useful journeys and minimising the unnecessary effects on motorway junctions and the wider area. A second vehicular access is proposed for a small number of dwellings only from Bee Lane.
- 4.7 Through this access and mobility strategy, the proposed development can do more for creating economic and social betterment, whilst also reducing the developments impact on climate change, improving social inclusion, and supporting physical and mental health.
- 4.8 The consequence of robustly implementing this vision is happy people that interact with one another, a healthier lifestyle, a community that doesn't rely as heavily on driving oneself, an economy with minimal environmental impact, a catalyst for improving climate effects, social inclusion and integrated living across the sub region and minimal effects on the local and strategic highway networks for the level of development.



## MaaS and the Mobility Hub

- 4.9 Mobility as a Service (MaaS) is a concept of combining services from public and private transport providers in one place which allows users to create and manage trips, as shown in **Figure 4.1**.



**Figure 4.1: Mobility as a Service (MaaS)**

- 4.10 MaaS for the development will be delivered by improving public transport and active travel opportunities, as well as making cycling and car sharing options thoroughly available at a mobility hub within the local centre.
- 4.11 The mobility hub within the site will provide a focal point in the primary movement network, allowing for the seamless integration of different modes of transport, multimodal supportive infrastructure, and placemaking strategies to create an activity centre that can maximise first and last mile connectivity.
- 4.12 It will support local living, low-car lifestyles and the reallocation of space from roads and car parking to housing and public realm, and have the potential to contribute significantly to decarbonising transport.
- 4.13 At this stage, it is considered that the mobility hub would include cycle hire, e-scooters, carshare, EV charging, shared / DRT transport, WiFi, and be linked to active travel routes. It will be a micro-consolidation centre for domestic deliveries. It will be administered by a community concierge team, the role of which will include all things community and mobility, including travel planning, bespoke residential travel planning, administering the mobility hub elements, and being a central part of the community. There will be a shared third place working environment and a community space. Secondary mobility hubs will provide unstaffed facilities including cycle and vehicle sharing.
- 4.14 Temporary mobility hubs will be provided from day one in the vicinity of residential sales centres within the site. This allows the principles to be adopted from day one, with the permanent location for the mobility hub being within the local centre delivered as part of a phased construction programme.

- 4.15 The provision of a mobility hub from day one will not only assist with the promotion of local living, but can help to fill temporary gaps in the public transport network in a more cost effective way, linked to a phased delivery programme.

## 5 Aim, Objectives and Targets

### Aim and Objectives

- 5.1 The primary aim of this Travel Plan is to facilitate and encourage modes of travel other than single occupancy car. The objectives of this Travel Plan include:
- Reduce reliance on single occupancy car journeys;
  - Encouraging less travel in general;
  - Encouraging use of sustainable travel modes (which includes all non-single car occupancy modes);
  - Promoting healthy lifestyles within the community;
  - Enabling residents to identify their travel choices;
  - Promoting sustainability as a key factor of the development by raising the awareness of environmental damage; and
  - Give weight to advocating means of travel that are beneficial to the health of those living on or visiting the site.
- 5.2 The success of the Travel Plan will depend on the provision of a Travel Plan Coordinator, who will manage and control the Travel Plan initiatives, ensure that the Travel Plan evolves, predicts and reacts to change, and uses funds and resources wisely, and in consultation with the community and the Council, to achieve the aim and objectives.
- 5.3 The achievement of the aforementioned objectives will bring about three main benefits for residents, such as:
- Health benefits associated with walking and cycling, including reduced levels of stress;
  - The opportunity to save money by using alternative modes of travel to the car; and,
  - Improved quality and reliability of journeys.
- 5.4 However, there will also be benefits to the wider community, including the following:
- A step-change in travel attitudes which should lead to reductions in traffic on the local highway network and a contribution towards overall reduction in travel emissions.
  - Improved air quality and less noise, dirt and fumes;
  - Walking and cycling can provide daily exercise and thus improve/maintain health; and
  - Increasing the modal shift from private motor vehicle to sustainable modes of transport can help reduce congestion on the local and national road network.



### Initial Targets

- 5.5 Targets will be set now, and may be modified once travel surveys have been carried out, and after each new set of travel surveys. Targets will be 'SMART' meaning:
- Site-specific;
  - Measurable;
  - Achievable;
  - Realistic; and
  - Time related.
- 5.6 A preliminary target has been set at a 10% reduction in single occupancy vehicle trips over the life of the Travel Plan. This takes into consideration the existing and proposed new and enhanced sustainable transport infrastructure to be delivered as part of the proposed development, especially the provision of a new bus service, active travel network and mobility hub, and the Personalised Travel Planning which will be delivered by the applicant for all households at the application site.
- 5.7 It should be noted that there may be the potential for a much greater reduction in vehicle trip generation to be achieved at the site given the extent of new and enhanced physical infrastructure improvements which will be delivered as part of the proposed development alongside the implementation of this Travel Plan. As such, targets can be reviewed and once achieved will be maintained at not less than that level, subject to review as part of the annual monitoring programme.

## 6 Monitoring and Reviewing Progress

### Overall Administration

- 6.1 The administration of the Travel Plan will initially be the responsibility of a Travel Plan Coordinator. A dedicated Travel Plan Coordinator will be appointed to provide residents with details of the environmental, social and health benefits to be gained by using sustainable transport modes and will be the first point of contact for residents and other outside organisations in all matters regarding travel.
- 6.2 This post will run for the lifetime of the Plan, with duties of the Travel Plan Coordinator generally including:
- The operation of the Plan;
  - Maintenance of a database containing existing travel information;
  - Monitoring of the Travel Plan;
  - The preparation of subsequent update Travel Plan reports for submission to the Local Authority;
  - Liaison with the Local Authority Travel Plan Coordinator (where appropriate);
  - Liaison with Public Transport providers (where appropriate);
  - Promotion of the Travel Plan; and
  - Promotion of travel events.

### Monitoring

- 6.3 The Travel Plan is a strategy which can evolve over time. It is important that the Plan is a flexible document that is responsive to change, although the underlying objectives of the Plan, which are to educate and facilitate travel by sustainable modes, will not change.
- 6.4 When monitoring the Travel Plan, it will be the Department for Transport (DfT) Good Practice Guide 'Delivering Travel Plans through the Planning Process', that will be followed.
- 6.5 Given the scale of the development, an initial development travel survey will be undertaken within 3 months of first occupation. Households and residents will be requested to complete a questionnaire in order to provide baseline travel data. The Travel Plan Coordinator will administer and collect the questionnaire, which will monitor the mode splits being achieved for journeys to work, journeys to school and other significant journeys.
- 6.6 The initial development survey represents Year 0 in terms of the monitoring programme. A subsequent travel survey of the development and local community will be undertaken 12 months after the initial survey. This subsequent travel survey represents the 1st 'Monitoring Survey'.

- 6.7 It is proposed that the first Monitoring Survey will take place in Year 1 and then annually throughout the duration of travel plan monitoring. In order to ensure surveys are completed, a prize draw will be offered as an incentive to residents for completing the surveys.
- 6.8 Furthermore, the snapshot survey questionnaire will also be included in the annual surveys. The snapshot survey will also include questions on travel to work and travel to school trips in order for modal split to be reviewed.
- 6.9 The proposed survey timetable is provided in **Table 6.1**.

**Table 6.1: Initial Survey Timetable**

Description		Timeframe	
Travel Survey	Initial Survey to gain baseline data	Year 0	
	1 <sup>st</sup> Monitoring survey	Year 1	
	Monitoring Survey + Snapshot Survey		Year 2
			Year 3
			Year 4
			Year 5
			Year 6
			Year 7
			Year 8
			Year 9
	Year 10		

- 6.10 The outputs of this on-going monitoring programme will then be used to inform the content of the subsequent updated Travel Plan reports and will encompass the following elements:
  - Monitor the uptake of PTP;
  - Monitor the level and uptake of walking bus initiatives;
  - Monitor usage of footways, footpaths and cycle facilities;
  - Monitor parking spaces and the level of on-street parking within the development area;
  - Monitor rail patronage;
  - Monitor take up of car sharing amongst the community;
  - Monitor the quality of routes; and
  - Record comments received from residents relating to the operation and implications of the Travel Plan.
- 6.11 The Travel Plan Coordinator will report the results of monitoring in writing to the Local Authority within three months of the completion of each of the monitoring surveys.



## Review

- 6.12 The first formal review will be 12 months after completion of the full Travel Plan and will include production of a brief summary of the results of the monitoring survey and review. A Travel Plan review report will be prepared which will be submitted to the Local Authority for information and include:
- Site name and address;
  - A summary of the Travel Plan;
  - How and when monitoring information was gathered;
  - Whether travel patterns are meeting objectives and targets; and
  - Proposals to further develop the Travel Plan and an update to the Action Plan.
- 6.13 A revised Action Plan will be submitted on an annual basis as part of the annual monitoring program and reporting. A full comprehensive report will be issued at the last year of the Travel Plan.

## Mitigation and Travel Plan Reserve

- 6.14 The aim of the Travel Plan is to achieve the appropriate modal shift targets by the dates set. In the event that the monitoring and review process finds any aspect of the Travel Plan is underperforming and targets are not being achieved, the Travel Plan Coordinator will instigate a meeting with the Local Authority to discuss what further improvements could be implemented at the site in order to meet the targets. An action plan will be drawn up in order to get the Travel Plan back on track.
- 6.15 Should the Travel Plan fail to meet its targets, the Travel Plan Coordinator and the Local Authority will be able to call on a Travel Plan Reserve Fund, effectively a 'fighting fund', of £10k in order to implement additional measures over and above the normal initiatives associated with management of the Travel Plan. These initiatives are to be derived at the time in the context of the monitoring results and the prevalent situation. They may include provision of greater marketing materials or more significant use of the evolving initiatives. The Travel Plan Reserve Fund will be available from the first target date.

## 7 Travel Plan Initiatives

### Plan Flexibility

- 7.1 To satisfy the objectives, a range of suggested initiatives are provided in this document. These are discussed in the following section and are intended to encourage travel by sustainable modes. Where it is not possible for residents or visitors to make journeys to the site either on foot, cycle, or public transport, car sharing may be promoted as the next most sustainable alternative.
- 7.2 As far as possible, the measures set out in this section are designed to be suitable for review and monitoring. The list is not exhaustive and additional measures may be added to the list in the future.
- 7.3 It is important for the Travel Plan to be flexible to changing circumstances and innovations. Once it has been implemented, the Travel Plan Coordinator will be encouraged to investigate and adopt other potential initiatives to increase the attractiveness of making journeys to the site by non-car modes where appropriate.

### Development Provision for Sustainable Travel Modes

- 7.4 As outlined previously, the proposed development is already very well connected to existing residential communities in Penwortham, Kingsfold, Tardy Gate and Lostock Hall. In addition, it is part of a site allocation within the SRBC Local Plan which demonstrates that the Council consider the site to be an excellent location for the promotion of sustainable development, thereby reducing and offsetting any significant adverse effects.
- 7.5 In addition to the proposed development site location, the site benefits from an existing network of lanes which provide local access to existing properties and provide part of an active travel network which also includes public rights of way. These routes penetrate into the surrounding residential areas at numerous points providing existing opportunities for accessibility, which can and will be enhanced.
- 7.6 The proposed development site location and existing lanes provide the perfect opportunity to promote local living. This is further enhanced through the mix of uses that are proposed which include residential dwellings, a primary school, public open space and a local centre which will include a range of key local services. Local living, and indeed virtual mobility, is integral to promoting the internalisation of trips that is required to minimise the pressure on the existing transport networks, and is also the best contribution to happy living and reducing the impacts of climate change.
- 7.7 Overall, the site is well placed to take advantage of the proximity of a range of day-to-day facilities provided both within the site and in surrounding residential communities. Infrastructure and facilities are provided that minimise the reliance on any single travel option which widens social inclusion and makes car use more of a choice and less of a necessity. Finally, the network within the site can be managed in accordance with the user hierarchy advocated by national policy which sees active travel above, shared travel above car travel.

## Provision of Information

- 7.8 The dissemination of information relating to sustainable travel modes will be an important part of the Plan. Prospective residents in any new development are unlikely to be aware of the full opportunities available for using sustainable transport modes as they may not be familiar with the site or the local area. Information in relation to sustainable transport opportunities will be disseminated in the following ways:
- Inclusion of information, in relation to the available sustainable transport opportunities, within an initial Information Sheet. This would be made available within any sales office and sent out to prospective buyers upon request;
  - Sales and marketing staff should be made fully aware of the sustainable transport opportunities so that they can promote them to potential purchasers;
  - Mobility hub, including temporary mobility hubs, to provide a focal point for the provision of information from day one;
  - Provision of 'Travel Packs' to all property buyers. The pack would include walk and cycle maps, showing integration with local amenities and public transport, and details of local public transport services, including maps and timetables. The pack might also contain the first travel questionnaire/diary (although not to be completed at that stage) and note the overall objectives to raise awareness of the proposals; and
  - Use made of existing and emerging technologies (i.e. mobile phone applications, real time public transport information systems) where appropriate.

## Residential Personalised Travel Planning

- 7.9 Personalised Travel Planning (PTP) is to be offered to all future residents of the proposed development. Initially this will be offered through smaller scale mobility hubs in, or within the vicinity of the sales showrooms creating a destination to inform and influence mobility choice from the first occupancy. As the development proceeds and a critical mass is formed, a permanent mobility hub will be incorporated within the proposed local centre. The staff providing information and influencing residents will be provided with suitable training.
- 7.10 There is compelling evidence across the UK, including Sustrans research relating to real PTP examples, to suggest that both physical measures and behavioural change interventions can give rise to significant changes in modal shift and travel choice in the context of urban mobility. There is no reason to suppose that this will not happen with the proposed development.

7.11 The residential PTP offer will include as a minimum:

- The production of a site-specific Travel Pack;
- PTP offered to all residents of the site;
- At least two personal contacts with the residents who opt to take part;
- Delivery of personalised information and incentives where arranged, recognising the most appropriate alternative modes for personal circumstances and allowing participants some choice; and
- Ongoing annual monitoring and evaluation of the scheme.

### **Travel Pack**

7.12 The Travel Plan will be marketed and promoted through the provision of the Travel Pack for new buyers. The packs will be updated every 12 months so that they can be tailored to take account of the needs of the site as it is built-out and will be reissued to occupiers of both existing and new units up to the completion of the development. The information packs will provide the following information:

- Contact details of the Travel Plan Coordinator;
- Details of the role and purpose of the Travel Plan Coordinator;
- Information about the Travel Plan including how it works, why it is required and the purpose;
- Plans of safe pedestrian routes to all local amenities and shops;
- Bus timetable information and routes maps of services; and
- Details of car sharing initiatives including website addresses such as liftshare.com operating in area to encourage car sharing.

7.13 In addition to this, the Travel Plan Coordinator will also investigate the potential for providing community web pages, which may be hosted through an existing (e.g. developer website) or new website. This could be used to disseminate information, such as forthcoming national events (e.g. National Cycle to Work Week) and available sustainable transport discounts. Further detail for specific modes is outlined below.



## Mode Specific Travel Information

### Walking and Cycling

- 7.14 Measures to encourage walking and cycling as part of a multi-modal journey will include:
- Travel Plan Coordinator liaison with the Highway Authority to ensure that potential pedestrian walking routes are appropriately maintained;
  - Residents informed of active travel through the use of information sheets (possibly made available on a community website or online forum).
  - The provision of promotional material on bicycle maintenance to be available to residents;
  - Practical advice, safety information and local route information can be promoted;
  - Advertisement of a local bicycle user group to new residents;
  - Special travel events could be promoted at the site (e.g. a Dr Bike style event);
  - Option for partnership with local cycle store which may facilitate the provision of vouchers or discounts for residents.
- 7.15 'Bike It' is a Sustrans initiative aimed at encouraging children to take up cycling and view it as a viable mode of transport, particularly for the journey to and from a variety of destinations including schools. The Travel Plan Coordinator will liaise with the local 'Bike It' Officer to see how this Travel Plan can support sustainable travel at the proposed school and increase the number and type of trips undertaken by children by bike.
- 7.16 In addition, the Travel Plan Coordinator will organise either individual or group Bikeability training sessions as appropriate for residents, and other members of the local community, expressing an interest in improving their cycling confidence.
- 7.17 Bikeability at SRBC provides Level 1 and 2 courses which will suit all residents depending on cycling experience. Contact details and additional information can be found at <https://bikeability.org.uk/>.
- 7.18 The site's nearest cycle shop is Bradgate Cycles located on Hawksbury Drive in Penwortham. Contact details of this shop will be provided to residents as part of the Travel Pack to ensure they are aware of where bicycles can be purchased.
- 7.19 Should residents take up cycling, they will be made aware of BikeRegister through the Travel Pack. They will be able to sign up to this facility (<https://www.bikeregister.com/>) to enable their bike to become security marked.

### Public Transport Services

- 7.20 As previously noted, a new bus service will serve the site providing regular, reliable links to Preston city centre. There are also a number of existing bus services available in the vicinity of the site. The use of public transport can be promoted as part of a multi-modal journey. Measures to encourage bus and train usage include:
- Up to date information provided on bus and train services, including route information and service frequencies, available to residents (possibly on a community website);
  - The Travel Plan Coordinator is to liaise with the Local Authority and the public transport operators to ensure that information remains valid; and
  - The Travel Plan Coordinator is to bring to the bus and rail operators attention any issues raised to ensure that the potential for the use of these services to the site is maximised.
- 7.21 Consideration will be given to the possibility of providing a sustainable travel voucher per household upon request by first occupiers of the proposed development. The intention is that this is one-off voucher per household could be used towards the cost of a bus season ticket or towards the purchase of a bicycle and accessories, or walking equipment.

### Car Sharing

- 7.22 Given the scale of the development, a car sharing scheme could be proposed for residents and administered using a local database via a community website or alternatively there may be opportunities to use an internet-based scheme such as Lancashire's Shared Wheels.
- 7.23 It should be highlighted that by car sharing, residents will not be expected to make every trip by this method if it does not suit their work patterns or home commitments. Car sharing for just one or two trips a week is very beneficial and will be encouraged if this is more suitable.
- 7.24 The Travel Pack, and potentially the community web pages, will advertise at least one link to a website where the cost of owning and running a car can be calculated. This is intended to highlight the often-unseen costs of owning a car.
- 7.25 Carsharing via a Carpool available at the mobility hub is expected to prove beneficial for all at the development, given the general decrease in car ownership. Research suggests that driving license numbers among young people have fallen to the lowest level since current records began. Furthermore, it has been found that driving licence ownership has dropped significantly since 1993, where 50% of people aged 17-20 possessed a car licence, whereas as of 2014 only 30% of people aged 17-20 possessed a car licence, reflecting the changing priorities and values of the younger generation. It is anticipated that attitudes may be changing due to the rising costs of car use/ownership and a change in value of travel time through the use of social media and technology.

### Taxis

- 7.26 Taxis may allow residents to make trips by public transport and then access the site more easily, even if this is occasional. A list of local taxi company's contact details will be available within the Travel Pack.

### **Mobility Hub**

- 7.27 The development will include a mobility hub providing a range of facilities, as well as a key point for all mobility measures, providing information in relation to cycling, car clubs, active travel and public transport. Overall, this will act as a key initiative in promoting sustainable travel across the site.

### **Information on Home Deliveries**

- 7.28 The Travel Plan Coordinator will promote and raise awareness of the potential time, cost and environmental savings of home deliveries, including supermarket deliveries. A number of supermarkets and foodstores offer home delivery services i.e. Tesco, Sainsbury's, Asda, Morrisons, Waitrose and Iceland. It is noted that most online retailers also now offer home delivery services

### **School Travel Planning Strategy**

- 7.29 In due course, it is expected that there will be a School Travel Plan aimed at encouraging sustainable travel to the proposed new primary school. A School Travel Plan Coordinator will likely seek to encourage the following:
- Walking buses;
  - Cycling trains;
  - Secure/sheltered scooter parking;
  - Secure/sheltered cycle parking;
  - Bike to school days;
  - Bikeability days/cycle/scooter proficiency days/cycle festivals;
  - Sustainable travel meal days; and
  - Provision of high visibility gear.
- 7.30 It is envisaged that the Travel Plan Coordinator for the residential development and primary school would set up a small steering group to provide feedback, share best practice and work collaboratively to further promote active and shared travel modes for the benefits of the wider community.

## 8 Preliminary Action Plan

8.1 The following list describes the proposed measures that are to be taken to help achieve the Travel Plan objectives. The measures can be developed in the form of an Action Plan as outlined in **Table 8.1**. The Action Plan should:

- Include a time frame for each action so as to provide a clear approach for the implementation of the Travel Plan;
- Name the person who is to be responsible for making sure the actions are accomplished;  
and
- Include a range of measures of varying degrees of complexity. It is important to ensure that all measures are attempted and that not just the easiest measures are achieved.



**Table 8.1: Preliminary Action Plan**

Measure	Target Date	Ownership	Completed
<b>Prior to Construction</b>			
Appointment of Travel Plan Coordinator	As per planning approval	Developer	
Installation of on-site infrastructure for sustainable travel	As per planning approval	Developer	
<b>Sales Phase</b>			
Sustainable travel information included within initial information sheet (available in sales office)	During sales period	Developer	
Sales and marketing staff to be made aware of sustainable travel options	During sales period	Developer/Sales Staff	
Creation of temporary mobility hubs in the vicinity of the sales area	During sales period	Developer/Sales Staff	
Investigate potential for community website	During sales period	Travel Plan Coordinator	
Establish contact with local cycle store	During sales period	Travel Plan Coordinator	
<b>Upon Occupation (Short Term)</b>			
Provision of Travel Packs for properties (including travel diary for survey data)	Upon individual occupation	Travel Plan Coordinator	
Baseline travel data to be analysed following the initial survey	Within first year of occupation	Travel Plan Coordinator	
Start to undertake Personalised Travel Planning	Upon resident's request	Travel Plan Coordinator	
Promote benefits of walking and cycling – make health benefits clear via 3 <sup>rd</sup> party promotional material	Upon individual occupation	Travel Plan Coordinator	
Provide sustainable travel vouchers to residents to encourage travel by non-car modes	If this is deemed appropriate based resident's needs.	Travel Plan Coordinator	
Advertise the Liftshare car sharing initiatives and active travel information	Upon individual occupation	Travel Plan Coordinator	
<b>During Occupation (Medium Term)</b>			
Conduct the travel surveys as set out in the Travel Plan	On-going	Travel Plan Coordinator	
Investigate the SUTRANS Scoot to School initiative	On-going	Travel Plan Coordinator	
Construction of a permanent mobility hub within the local centre	Aligned with delivery of the local centre	Developer and Travel Plan Coordinator	
Enable the Carpool initiative to be up and running	On-going	Travel Plan Coordinator	
Advertise Bikeability courses and Bike Right, along with national travel days to encourage participation	On-going	Travel Plan Coordinator	
Ensure travel information is periodically kept up to date and made available for residents	On-going	Travel Plan Coordinator	
Complete annual review for Local Authority for once the development is fully occupied	On-going	Travel Plan Coordinator	

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