

Project: Proposed Residential Development

Land West of A577 Neverstitch Road, Skelmersdale

(Latham Pastures Phase 2)

Client: Bellway Homes (North West) Ltd

Document: Travel Plan Framework



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Doc Ref: CBO-0603-004

Issue:

Status: Final

Date: 03.12.20



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1 Introduction

General

- 1.1 CBO Transport Ltd [CBO] has been commissioned Bellway Homes (North West) Ltd to undertake an assessment of the transport matters associated with a proposed residential development at land to the west of the A577 Neverstitch Road, Skelmersdale, known as Lathom Pastures Phase 2.
- 1.2 This Travel Plan Framework [TPF] represents a culmination of this work and is submitted with the planning application for the scheme. A Transport Assessment has also been prepared and submitted with the application.
- 1.3 The site is located to the east of the Lathom Pastures (Phase 1) development on land bound by Old Engine Lane to the north, the A577 Ormskirk Road to the south, the A577 Neverstitch Road to the east and the Lathom Pastures (Phase1) development to the west.
- 1.4 The site forms part of the wider Lathom Pastures development, which is an area of land that is allocated for residential development for approximately 400 dwellings in the West Lancashire Local Plan. A Development Brief was prepared for the land in August 2014.
- 1.5 Lancashire County Council [LCC] has requested that a Travel Plan be included within the package of documents to be submitted as part of the planning application. However, given that a 'full' detailed Travel Plan cannot be completed until such time as the site is occupied, this Travel Plan is a more high level Travel Plan framework which can be used as the basis for a full Travel Plan at the appropriate time. It is however referred to as a Travel Plan from here on in.

Introduction to the Travel Plan

- 1.6 In conjunction with Transport Assessments, Travel Plans produced at the planning application stage can play a key role in shaping travel choice at proposed developments, managing future travel demand and reducing the reliance on the private car. As eluded to above, it is clearly not possible to derive specific and detailed measures and objectives relating to the day to day operation of the site at this early stage of its delivery given the variety of unknowns. However, it is possible to identify overarching objectives and targets to be met to ensure appropriate early action is taken and that both the developer and future residents have an understanding of the direction the full and detailed Travel Plan needs to take in the future.
- 1.7 The purpose therefore of this document is to provide a framework of measures on which a full Travel Plan will be prepared as the dwellings within the development become occupied. This document therefore identifies a package of measures and initiatives tailored to the requirements of the site with the aim of promoting more sustainable travel choice and reducing reliance on the private car. It is intended to be a dynamic document which will be continuously monitored and reviewed throughout the developments life.

Scope of Report

- 1.8 In light of the above, this Travel Plan has been produced in 8 sections including this introduction.
- 1.9 Section 2 considers the policy and guidance background to the Travel Plan, whilst Section 3 provides details of the development proposals. Section 4 then goes on to look at existing transport conditions and the site's accessibility.
- 1.10 Section 5 looks at the Travel Plan objectives and targets, whilst Section 6 outlines measures that can be implemented to support the Travel Plan.
- 1.11 Section 7 then identifies how the travel plan will be delivered, monitored and reviewed, whilst Section 8 outlines a potential Action Plan for its implementation.



2 Policy and Guidance

Introduction

2.1 This section considers the proposed development and its associated Travel Plan against the backdrop of current national and local policy, as it relates to sustainable travel and the requirement to reduce single occupancy vehicular trips and reliance on the private car. It also considers current guidance relating to the production of Travel Plans.

National Policy

- 2.2 The need for and benefit of travel plans in supporting sustainable development has now been included in national policy for many years. This theme has been continued in the revised National Planning Policy Framework [NPPF] February 2019, paragraph 111 of which states that:
 - "All developments that will generate significant amounts of movement should be required to provide a travel plan".
- 2.3 In a transportation context, NPPF also states at paragraph 103 that:

"Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making."

Planning Practice Guidance

- 2.4 Planning Practice Guidance was updated on the 6th March 2014. This guidance includes a section entitled "Travel plans, transport assessments and statements in decision-taking".
- 2.5 In considering the over-arching principles that should be taken into account in preparing Travel Plans, this section of the guidance suggests they should be:
 - "proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;
 - established at the earliest practicable possible stage of a development proposal;
 - be tailored to particular local circumstances;
 - be brought forward through collaborative ongoing working between the Local Planning Authority/ Transport Authority, transport operators, Rail Network Operators, Highways Agency where there may be implications for the strategic road network and other relevant bodies."
- 2.6 This report accords with this guidance.

National Guidance

- 2.7 The Department for Transport [DfT] have produced a number of documents providing guidance on Travel Plans, including "Making residential travel plans work: guidelines for new development" (2007) and "Good Practice Guidelines: Delivering Travel Plans through the Planning Process" (April 2009).
- 2.8 These guidelines include a Travel Plan pyramid, which sets out five key tiers to a successful residential Travel Plan. This Pyramid is reproduced and discussed below.

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Marketing, promotion, awareness-raising, monitorina & review

Car club, other services, public transport, parking management, sub-site travel plans

Co-ordinator to develop further measures

Parking restraint, facilities that reduce the need to travel, site design, suitable density and amenity

Location -- proximity to existing facilities and services

- 2.9 Considering the above tiers, the first tier considers site location. This is seen as a key element by the guidance and one that underpins "all the other aspects of accessibility of the site".
- 2.10 The second tier "comprises the fundamental characteristics that need to be incorporated into the design of the site from an early stage in order to reduce the need to travel and support walking, cycling and bus use". This effectively relates to the physical measures that can be delivered as part of the development to ensure it ties into the sustainable transport network as effectively as possible.
- 2.11 The third tier puts in place "the resource to facilitate and develop the measures in the plan". This effectively means the identification of a suitable person to lead the Travel Plan process and ensure the effective management and development of the Travel Plan.
- 2.12 The fourth tier then goes on to consider "the services that will need to be obtained for the site" and primarily relates to the 'soft' travel planning measures, whilst the fifth and final tier looks at "promotion, marketing and awareness raising to ensure adequate take-up of these services and to communicate the travel plan to residents".

Local Policy and Development Brief

- 2.13 The site forms part of the wider Lathom Pastures development. This development sits in an area of land that is allocated for residential development for approximately 400 dwellings under Policy RS1(a)(iv) of the West Lancashire Local Plan. This Policy states that:
 - "Development of sites (i) (v) above should conform to masterplans or development briefs to be prepared for each site".
- 2.14 The Development Brief for this land was prepared in August 2014.
- 2.15 Due cognisance has been given to this development brief by Bellway when designing the scheme.



3 Development Proposals

Development Proposals

- 3.1 The proposals include the development of a new residential scheme. The scheme will provide a total of 200 residential units, made up of a mix of dwelling types and bedroom numbers as follows:
 - 10 No. 1 bed apartments;
 - 12 No. 2 bed apartments;
 - 9 No. 2 bed houses;
 - 115 No. 3 bed houses; and
 - 54 No. 4 bed houses.
- 3.2 All of these dwellings would be served by a new access from the A577 Neverstitch Road.
- 3.3 The proposed site layout for the scheme is reproduced at **Appendix A**.

Site Access

3.4 As shown on the proposed site layout at **Appendix A**, access to the site would be provided via a new priority junction arrangement from the A577 Neverstitch Road. The key aspects of this access arrangement are set out below.

Access geometry

3.5 Given the observed speeds on the A577 Neverstitch Road, and giving due cognisance to its "A road" classification, the bend in the route which restricts forward visibility and the scale of development, it is considered that a 'ghost island' priority junction is appropriate in this instance. The proposals therefore include a ghost island junction arrangement with 3.65 metre wide through lanes and a 3.5 metre wide right turn lane. With regard to the site access arm, this joins the A577 Neverstitch Road via 10 metre radii.

Wain Homes Scheme

3.6 In addition to the above, there is an improvement proposed as part of a development by Wain Homes that would see a pedestrian crossing with a refuge island and an element of carriageway widening implemented to the north of the A577 Neverstitch Road / Old Engine Lane junction. Due cognisance has therefore been taken of this improvement as part of the access proposals.

Summary

3.7 Based on the above, the proposed access arrangements from the A577 Neverstitch Road are considered acceptable and appropriate from a design, safety and operational perspective. The principle of these access arrangements has also been agreed with LCC through the pre-application process.

Internal Site Layout

- 3.8 Within the site and as shown on the proposed site layout at **Appendix A**, the new access from the A577 Neverstitch Road would continue west for a distance of approximately 65 metres. At this point, the access would form a T junction arrangement, with routes heading north and south.
- 3.9 Approximately 30 metres north of this T junction arrangement, the access road would form another T junction, with a cul-de-sac heading north and the main access heading west, with this main access serving a loop road arrangement and a number of cul-de-sacs.
- 3.10 Approximately 100 metres south of the first T junction arrangement, the access road would form another T junction, with a cul-de-sac heading northwest and the main access heading southeast, with this main access serving a loop road arrangement and a cul-de-sac.
- 3.11 All of the above routes would be 5.5 metres in width with 2 metre footways to both sides.

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Pedestrian and Cycle Provision

- 3.12 As set out above, access to the site would be provided via a new priority junction arrangement from the A577 Neverstitch Road. This access would include 2 metre wide footways to both sides. These footways would continue throughout the site on both sides of the highway network.
- 3.13 In addition to these internal provisions and as shown on the proposed site layout at **Appendix A**, there are a number of new pedestrian facilities proposed as part of the development to link the site to the surrounding network. These new facilities include:
 - A footway on the west side of the A577 Neverstitch Road running from the existing Neverstitch Road footway at the A577 Neverstitch Road / A577 Ormskirk Road / B5312 Railway Road / Witham Road / Ormskirk Road roundabout to a point circa 70 metres southwest of Old Engine Lane;
 - A pedestrian crossing point on the A577 Neverstitch Road located approximately 70 metres southwest of Old Engine Lane;
 - A footway on the east side of the A577 Neverstitch Road running from the above crossing point to the existing footway on the south side of the A77 Neverstitch Road;
 - Pedestrian links to this new footway from the development at the end of the dismantled railway line, the new site access from the A577 Neverstitch Road and opposite the new pedestrian crossing point;
 - A pedestrian link from the development to the existing footway on the A577 Ormskirk Road.
- 3.14 With regard to cycle provision, the internal site layout is considered to be conducive to cycle use.



4 Site Accessibility

Pedestrian & Cycle Infrastructure

Existing

- 4.1 The A577 Neverstitch Road does not include any pedestrian facilities along the site frontage. However, there is a short section of footway on the south side of the A577 Neverstitch Road approximately 60 metres north of Old Engine Lane which links to a westbound / southbound bus stop and the local pedestrian network to the east / Skelmersdale town centre via Turnberry. There is also an underpass in this location which provides a link to an eastbound / northbound bus stop on the opposite side of the A577 Neverstitch Road.
- 4.2 To the south, there are footways provided across the A577 Neverstitch Road arm of the A577 Neverstitch Road / A577 Ormskirk Road / B5312 Railway Road / Witham Road / Ormskirk Road roundabout, which link to footways on all other arms of the roundabout. From this roundabout, pedestrians can access the Skelmersdale area to the east, together with facilities along the A577 Ormskirk Road to the west.
- 4.3 In terms of cycle provision, there are no dedicated facilities in the immediate vicinity of the site. However, the local highway network is considered to be conducive to cycle use.

Proposed

- 4.4 As set out later in Section 5, it is proposed as part of the development to fill the gaps in the local pedestrian network referred to above to provide:
 - A footway on the west side of the A577 Neverstitch Road running from the existing Neverstitch Road footway at the A577 Neverstitch Road / A577 Ormskirk Road / B5312 Railway Road / Witham Road / Ormskirk Road roundabout to a point circa 70 metres southwest of Old Engine Lane;
 - A pedestrian crossing point on the A577 Neverstitch Road located approximately 70 metres southwest of Old Engine Lane;
 - A footway on the east side of the A577 Neverstitch Road running from the above crossing point to the existing footway on the south side of the A77 Neverstitch Road;
 - Pedestrian links to this new footway from the development at the end of the dismantled railway line, the new site access from the A577 Neverstitch Road and opposite the new pedestrian crossing point;
 - A pedestrian link from the development to the existing footway on the A577 Ormskirk Road.
- 4.5 These provisions will link the development to the surrounding pedestrian network.

Accessibility for Pedestrians

- 4.6 Considering the wider accessibility for pedestrians, it is commonly accepted that walking has the greatest potential to replace short car trips, particularly those under two kilometres, whilst the Institution of Highways and Transportation "Guidelines for Providing for Journeys on Foot" states that "Walking accounts for over a quarter of all journeys and four fifths of journeys less than one mile".
- 4.7 The "Guidelines for Providing for Journeys on Foot" also includes a table which suggests that 800 metres is an acceptable maximum walking distance in a town centre and that 1.2km is an acceptable maximum walking distance elsewhere. It also suggests a distance of 2km is an acceptable maximum for commuter and education journeys, although statutory guidance indicates that just over 3km is an acceptable walk distance for primary school pupils, with secondary school pupils being expected to walk up to 5km.
- 4.8 In the context of the above, **Figure 4.1** shows the areas, services and facilities within these catchments. These are discussed below, with the distances quoted being based on walking route distances from an approximate centre of the site via available routes and not distances as the crow files.

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Local Schools

- 4.9 At approximately 700 metres and 800 metres respectively from the site, **Figure 4.1** shows Broomfield Primary School and St. Richard's Catholic Primary School are the closest to the site and within the 1.2km catchment. There are also two primary schools within the 2km catchment, namely Skelmersdale Trinity C of E / Methodist Primary School and Crow Orchard Primary School, which are 1.5km and 1.7km respectively from the site.
- 4.10 The above schools are therefore all within the 2km distance deemed acceptable by the IHT guidelines and well within the 3km statutory walk distance. In addition and as also shown in **Figure 4.1**, St. Edmund's Catholic Primary School falls just outside the 2km catchment but, at a 2.1km walk, would still be accessible on foot.
- 4.11 With regard to high schools and as shown in **Figure 4.1**, West Lancashire Community High School is located 500 metres to the east of the site. This school is therefore within the 2km distance deemed acceptable by the IHT guidelines and well within the 5km statutory walk distance.
- 4.12 In the context of the above, it is suggested that the site is well placed to allow future pupils to walk to and from school.

Convenience Stores and Local Shops

- 4.13 As shown in **Figure 4.1** and approximately 600 metres from the site, there is a convenience store located on the east side of the A577 Neverstitch Road / A577 Ormskirk Road / B5312 Railway Road / Witham Road / Ormskirk Road roundabout. In addition and approximately 800 metres from the site, and as also shown in Figure 4.1, there is convenience store located at the southern end of Sandy Lane. This area forms a local centre which includes a cluster of shops including a pharmacy, a betting shop and a take-away.
- 4.14 These provisions allow for 'convenience' shopping within an acceptable walk distance of the proposed site for future residents.

Post office

4.15 As shown in **Figure 4.1**, the closest Post Office to the site is located in the Sandy Lane area referred to above. At around 800 metres from the site, it is accessible on foot.

Doctors / Health Facilities

4.16 As shown in **Figure 4.1**, Sandy Lane Health Centre is located to the south east of the site, again in the Sandy Lane area referred to above. At around 850 metres from the site, it is considered that there is access to health facilities within walking distance.

Local Employment Areas

4.17 As shown in **Figure 4.1**, Stanley Industrial Estate and West Gillibrand Industrial Estate are within a 2km walking catchment. There is therefore considered to be access to local employment areas within walking distance of the site.

Leisure Facilities

4.18 As shown in **Figure 4.1**, JMO Sports Park is located approximately 1km to the south of the site. There is therefore considered to be access to local leisure facilities within walking distance of the site.

Bus Stops

4.19 As shown in **Figure 4.1**, the closest bus stops to the scheme are located on the A577 Neverstitch Road and A577 Ormskirk Road. The stops on the A577 Neverstitch Road are located approximately 350 metres from the site for the eastbound stop and approximately 220 metres from the site for the westbound stop. The stops on the A577 Ormskirk Road are located approximately 600 metres from the site for the eastbound stop and approximately 550 metres from the site for the westbound stop. As set out later in this section, these stops are considered to be accessible from the site.

Summary

4.20 The above demonstrates that the site is accessible for pedestrians, with walking representing a realistic mode of transport for future residents undertaking educational journeys and those making use of the various local shops, facilities and employment areas in the local area. The site also offers the opportunity for future residents to connect to the local bus network on foot.

Accessibility for Cyclists

- 4.21 Considering the accessibility of the site by bicycle, it is commonly accepted that cycling also has the potential to substitute for short car trips, particularly those under five kilometres, and to form part of a longer journey by public transport.
- 4.22 As can be seen from **Figure 4.2**, the 5km cycling catchment for the site takes in the whole of the Skelmersdale area, the Lathom and Westhead areas to the west and part of the large employment area to the south of the M58. Whilst outside the 5km catchment, Ormskirk and Edge Hill University are around a 5 to 6km ride from the site and could therefore be accessible by bike for some future residents.
- 4.23 In addition, Ormskirk railway station is around a 6km cycle ride from the site and could also be accessible by bike for some future residents of the site.
- 4.24 The site is therefore well placed for residents to travel by bicycle for educational, employment, retail and leisure trips. Future residents could also travel by bicycle to access the local rail network.

Summary of Amenities withing Walking / Cycling Distance

4.25 Based on the findings set out above and as requested by LCC, Table 4.1 below summarises the local amenities and their walk / cycle distance from the site.

Table 4.1: Local Amenities and Their Walk / Cycle Distance from the Proposed Site

Amenity	Distance
Broomfield Primary School	700m
St. Richard's Catholic Primary School	800m
Skelmersdale Trinity C of E / Methodist Primary School	1.5km
Crow Orchard Primary School	1.7km
West Lancashire Community High School	500m
Convenience store: A577 / Witham Road roundabout	600m
Convenience store: Sandy Lane	800m
Post Office	800m
Local shops / facilities at Sandy Lane	Circa 800m
Sandy Lane Health Centre	850m
Pharmacy	850m
Local Employment area: Stanley Industrial Estate	Within 2km
Local employment area: West Gillibrand Industrial Estate	Within 2km
Sports Park	1km
Bus stops	220m – 600m
Ormskirk railway station	Circa 6km

Accessibility by Public Transport

- 4.26 As shown in **Figure 4.1**, the closest bus stops to the scheme are located on the A577 Neverstitch Road and A577 Ormskirk Road. The stops on the A577 Neverstitch Road are located approximately 350 metres from the site for the eastbound stop and approximately 220 metres from the site for the westbound stop. The stops on the A577 Ormskirk Road are located approximately 600 metres from the site for the eastbound stop and approximately 550 metres from the site for the westbound stop.
- 4.27 Based on these distances, the stops on the A577 Neverstitch Road are within the recognised 400 metre walk distance, whilst the stops on the A577 Ormskirk Road fall around 200 metres outside this distance. However, at total 7 to 8 minute walk time to the stops on the A577 Ormskirk Road, it is considered that this additional circa 200 metre walk distance would not deter future residents from using these stops.

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4.28 In light of the above, Table 4.2 below shows the buses serving the site.

Table 4.2: Local Bus Services Serving the Proposed Site

No.	Route	Frequency				
		AM Peak	Off Peak	PM Peak	Sat	Sun
A577 Neverstitch Road						
310	Skelmersdale – Ormskirk – Aughton – Maghull – Aintree – Walton - Liverpool	Every 30mins	Every 30mins	Every 30mins	Every 30mins	Hourly
375 / 385	Southport – Ormskirk – Skelmersdale - Wigan	Every 30mins	Every 30mins	Every 30mins	Every 30mins	Hourly
A577 Ormskirk Road						
310	As above					
375 / 385	As above					

- 4.29 As can be seen from the above, the 310 and 375/385 buses passing the site offer frequent services to local towns. With journey times in the order of 25 to 30 minutes to Ormskirk, 40 minutes to Wigan and 70 minutes to Southport, these buses offer an opportunity for travel by bus to local employment, retail and leisure destinations.
- 4.30 The site is therefore connected to the local bus network and offers opportunities for future residents to travel via this mode for a variety of journey purposes.

Rail

- 4.31 As previously identified, Ormskirk railway station is around a 6km cycle ride from the site and could be accessible by bicycle for some future residents of the site.
- Via the Merseyrail Northern line, Ormskirk station provides access to regular services between Ormskirk and Hunts Cross, calling at stations in between including Aintree, Liverpool Central and Liverpool South. Northern Rail also operates a regular service between Ormskirk and Preston, calling a stations in between including Burscough Junction.

Conclusions

- 4.33 This section of the Travel Plan demonstrates that existing and proposed pedestrian, cycle and public transport provision and infrastructure surrounding the site are of a good quality and provide good links to local employment, education, retail and leisure services. These provisions mean the site is well placed in terms of pedestrian, cycle and public transport connectivity and ideal for encouraging travel by the sustainable modes.
- 4.34 In light of the above, it is suggested that the location of the proposed site adequately meets tier 1 'Location – proximity to existing facilities and services' of the DfT's Travel Plan Guidance pyramid and "provides the foundation for good accessibility, by ensuring proximity to existing facilities and services, including shops, health facilities, schools and public transport" (as set out in Section 2).



5 Travel Plan Objectives and Targets

Overview

- 5.1 In Sections 3 and 4 of this Travel Plan the physical elements of providing an accessible site are described both in the context of existing provision and how this would be enhanced through the development of the site.
- 5.2 This shows that the site is accessible to all main modes of transport and that there are realistic opportunities for future residents to undertake journeys without having to use their cars. In the context of the Travel Plan pyramid this represents tiers one and two.
- 5.3 Tiers three, four and five of the pyramid deal with how the travel plan can encourage the use of these modes and how this process can be effectively implemented, managed and monitored.

Objectives

- 5.4 Travel Plans offer a package of measures to encourage site users to choose alternatives to single-occupancy car use. They can deliver real benefits to residents, site users and the local community and can help improve issues associated with health, accessibility and air quality. The objectives of this Travel Plan are:
 - To encourage sustainable transport and increase the use of walking, cycling, bus and train travel, as well as car sharing;
 - To improve access to the site by all modes and promote viable alternatives to the car; and
 - To ensure safe access and help improve site user health.

Travel Plan Targets

- 5.5 Travel Plans include targets against which the success of the plan can be monitored over time. Targets should be ambitious yet realistic. There are two main types of targets that are applicable to this Travel Plan Framework: "action type" and "aim type" targets.
- 5.6 Action targets include the commitment to deliver a package of measures to help promote and encourage sustainable travel. Possible measures are discussed further in Section 6 and will be reviewed and agreed following the residents travel surveys.
- 5.7 Aim targets are aspirational and set out a target for the changes in travel modes used by residents. These are typically defined by a reduction in the number of single occupancy car journeys or targets for non-car modes of travel.
- 5.8 Aim targets are site specific and cannot be set until the dwellings start to be occupied and peoples travel characteristics determined through surveys. These targets would be subject to agreement with the Council.
- 5.9 The developer will set interim targets.

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6 Measures

Introduction

- 6.1 In order to ensure that the opportunities for modal shift can be realised there are a number of measures that can be implemented during construction or by the site management team post construction.
- 6.2 This chapter sets out general measures for the site and potential measures that could be taken forward to encourage sustainable travel and reduce reliance on the private car.

Tier 2 - Physical Measures

Sustainable Provision

- 6.3 As set out in Section 3, a number of physical measures would be implemented as part of the development to enhance sustainable access, including:
 - The provision of footways to both sides of the main site access from the A577 Neverstitch Road, together with 2m wide footways to other roads in the site;
 - A footway on the west side of the A577 Neverstitch Road running from the existing Neverstitch Road footway at the A577 Neverstitch Road / A577 Ormskirk Road / B5312 Railway Road / Witham Road / Ormskirk Road roundabout to a point circa 70 metres southwest of Old Engine Lane;
 - A pedestrian crossing point on the A577 Neverstitch Road located approximately 70 metres southwest of Old Engine Lane;
 - A footway on the east side of the A577 Neverstitch Road running from the above crossing point to the existing footway on the south side of the A77 Neverstitch Road;
 - Pedestrian links to this new footway from the development at the end of the dismantled railway line, the new site access from the A577 Neverstitch Road and opposite the new pedestrian crossing point; and
 - A pedestrian link from the development to the existing footway on the A577 Ormskirk Road.
- 6.4 These facilities will enhance the accessibility of the development and help promote additional use of sustainable transport.
- 6.5 In addition to the above, all dwellings within the scheme will be provided with SMART Electric Vehicle Charging points.

Tier 3 - Appointment of the Travel Plan Co-ordinator [TPC]

- 6.6 The Travel Plan will be implemented under the control of a Travel Plan Co-ordinator [TPC] who will work in conjunction with the planning and highway authorities for the continuing progression of the Travel Plan. The TPC will be appointed by the developer and will be appointed prior to the first dwelling becoming occupied.
- 6.7 The TPC will be the key decision maker on day-to-day matters of implementation of the Travel Plan at the site. On appointment the TPC will contact the relevant officers at Lancashire County Council [LCC].
- 6.8 The role of the TPC will be as follows:
 - Provision of walking information to and from the site to all residents;
 - Provision of cycling information to and from the site to all residents;
 - Providing information on appropriate public transport routes to travel to and from the site;
 - Ensuring that all relevant information is provided to all new residents;
 - Providing information for new residents within standard welcome packs to encourage them to travel to and from the site, where possible, by alternative modes of transport to the private car;
 - Participation in the annual multi-modal travel survey of residents;
 - To liaise with LCC to assist with the development and implementation of the Travel Plan.



Tier 4 - 'Soft' Measures

6.9 Set out below are a number of 'soft' travel planning measures which will be explored and assist in meeting the developer's objectives. These will be continually reviewed / investigated as the development progresses and the Travel Plan evolves.

Car Share

6.10 Given the scale of development proposed, a dedicated car share scheme would not be effective. However, there are a number of car share websites and smartphone apps on the internet therefore details of these schemes would be provided to new residents through the welcome pack.

Public Transport Awareness

6.11 The TPC will make residents aware of local bus and rail services, and direct them to websites and applications to assist planning their journey by these modes.

Take Part in National Sustainable Travel Events

6.12 Throughout the year a wide range of sustainable travel events take place including bike / walk to work week, car free day, national liftshare day and others associated with health such as world health day or obesity awareness week. The TPC would look to promote these events.

Measures to Educate Residents to Travel More Sustainably

- 6.13 Travel information would be provided in the residents welcome packs.
- 6.14 The welcome pack would offer a range of information on travel by non-car modes. This may include local walking and cycling maps, details of safe walking and cycling routes, local bus and train timetables and details of car share schemes. The welcome pack could also be used to promote the measures discussed below. Details would also be provided in the welcome pack in relation to current journey planning websites and applications.

Provide travel information

- 6.15 The TPC would liaise with LCC to identify readily available information such as maps and timetables, or website links to these maps and timetables, and arrange for these to be circulated to residents via the residents welcome pack.
- 6.16 To ensure that all residents understand their travel options, a Travel Plan summary with associated plans would be distributed to all residents through the welcome pack. The summary would clearly state the name and number of the TPC, allowing those who need extra help to plan their journeys to easily contact them.

'Buddy' schemes / Bicycle User Group

- 6.17 The TPC could investigate the interest in walking and cycling buddy schemes and, if appropriate, set up a scheme that caters for any identified need. The TPC could also inform residents of websites designed to put people in touch with others who may be walking and cycling the same routes.
- 6.18 The TPC could also investigate the potential for a bicycle user group within the site, and research other clubs and groups in the area, to help provide opportunities for future residents to cycle as part of a group and not individually.

Providing skills and incentives

6.19 The TPC could review the potential for a cycling training scheme, a "try a bike" scheme and maintenance checks.

School Travel

6.20 The TPC could review the potential for promoting measures specifically aimed at school travel, such as walking buses and scoot to school arrangements. The TPC may also speak to local schools to link any identified measures to the aims and objectives of individual School Travel Plans within the local catchment.

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7 Delivery, Monitoring and Review

Introduction

7.1 A Travel Plan is a site specific document and remains a live document influenced by continuous improvement. As such, travel plans need to be based on surveys and monitoring. This section therefore sets out a suggested process for delivering, monitoring and reviewing the Travel Plan.

Funding

7.2 The developer would fund the implementation of the Travel Plan and its identified measures, together with its ongoing monitoring and review for a period of up to 3 years following completion of the first residents travel survey.

Travel Plan Co-ordinator

7.3 The TPC will be responsible for co-ordinating the travel survey as well as launching, promoting and monitoring the Travel Plan.

Resident Engagement

7.4 Information on the Travel Plan, for example new initiatives, should be disseminated to residents via the appropriate mechanism.

Promotion of the Travel Plan

- 7.5 The Travel Plan would be promoted to all residents with a focus on the objectives of travel planning and the benefits for individuals, the site and the local community. All residents would be able to access this Travel Plan via the TPC.
- 7.6 Findings of the travel surveys and on-going monitoring and review should be communicated to residents via appropriate mechanisms.
- 7.7 Following the residents surveys, the approach to marketing may be reviewed to respond to local issues.
- 7.8 The TPC would liaise with LCC to obtain leaflets, posters and other marketing information that may help with promoting non-car modes.

Liaison with Local Authority

- 7.9 There will be an on-going improvement process including periodic monitoring, as necessary, by the TPC. This will include monitoring the use of facilities, ascertaining the impact on residents travel behaviour and collecting feedback.
- 7.10 The TPC will in any case, as the key point of contact, consult with the local authority on a regular basis as necessary.
- 7.11 Findings of the residents travel survey will be made available to LCC and should be submitted with a short report comparing results with targets. This information should be made available annually within 3 months of the survey.

Residents Travel Surveys

- 7.12 A residents travel survey will be undertaken as part of the preparation of the Travel Plan. This survey will provide information on the existing travel patterns of residents and help identify changes to the measures if required to assist in meeting targets. Surveys will be repeated as part of the review process every 12 months for a period of up to three years. The surveys will be used to determine any changes in mode split and uptake of travel plan initiatives. The residents surveys will be shared with LCC prior to the first survey and any subsequent changes agreed.
- 7.13 The first residents travel survey will be undertaken upon occupation of 50/60 dwellings or 24 months after first occupation. However, this date may be reviewed, in conjunction with LCC, if either of these points in time does not allow a representative sample to be collected.



7.14 The surveys will aim to ascertain how residents currently travel and why, investigate awareness and opinions of measures to encourage sustainable travel and which factors might encourage greater sustainable travel.

Timescales

7.15 The suggested timescales for implementing the Travel Plan and monitoring are set out below.

Action	Timescale
TPC in post	The TPC will be nominated and in post in due course
Completion of welcome packs. Identification and implementation of initial measures.	Before first occupation
First Residents Travel Survey	50/60 dwellings occupied / 24 months after first occupation
Review of Travel Plan and measures and set site specific targets	1 to 2 months after completion of first travel survey
Implementation of revised measures	3 months after Travel Plan review
Updated residents survey	Annual, starting 12 months after first survey for a period of up to 3 years

Improvements

7.16 Should targets not be met, discussions should be held with the local authority on ways that non-car travel can be further encouraged.

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8 Action Plan

8.1 A summary of the key actions is set out in the Table below. This is a guide only and may be subject to change as the plan is implemented, operated and reviewed.

Action	Purpose	Timescale	Responsibility
TPC in post	Effective Travel Plan Implementation	The TPC will be nominated and in post in due course	Developer
Completion of welcome packs. Identification and implementation of initial measures.	Disseminate information to residents	Prior to first occupation	Developer and TPC
Liaison with LCC	Information sharing / approvals	First occupation and on going	TPC
Residents Travel Survey	Monitoring	50/60 dwellings occupied / 24 months after first occupation	TPC
Updated Travel Survey	Monitoring	Annual, starting 12 months after first survey for a period of up to 3 years	TPC
Setting and review targets	Monitoring	1 to 2 months after completion of first travel survey	TPC / LCC





Figures

Figure 1.1: Site Location

Figure 4.1: Figure 4.2: Walking Catchment and Site Accessibility 5km Cycle Catchment

Figure 1.1 Site Location



















