

LAND AT DOWBRIDGE, KIRKHAM

FRAMEWORK TRAVEL PLAN

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CONTENTS

	Page	
1	Introduction	1
2	Accessibility	3
3	Proposal	9
4	Management	9
5	Toolkit	10
6	Monitoring	11
7	Funding	13

1 INTRODUCTION

Background

- 1.1 SK Transport Planning Ltd (SKTP) has been appointed by Hollins Strategic Land Ltd to prepare a framework travel plan in support of the development of up to 170 houses on a site in Dowbridge, to the east of Kirkham in Fylde.
- 1.2 A large farm, accessed from a simple priority arrangement on the B5192 Dowbridge, currently occupies the site. The existing access will be upgraded to serve the proposed development. To ensure integration with existing communities, central Kirkham destinations and public transport nodes, pedestrian/cyclist access is provided at the main access junction.

Transport Assessment Summary

- 1.3 A Transport Assessment has been produced for the site in line with Department for Transport 'Guidance on Transport Assessment', government 'National Planning Policy Framework' and 'Planning Practice Guidance', and Lancashire County Council (LCC) 'Creating Civilised Streets' and 'Fylde Coastal Masterplan'. The scope of the TA was issued to LCC in December 2014.
- 1.4 This framework document should be read in conjunction with the TA (SKTP report reference SK21338_187_TA01) and should be referred to for full details of the proposal, layout and forecast traffic impact.
- 1.5 The TA includes full analysis of the accessibility of the site in relation to local services, employment destinations and amenities. The proposal also includes measures to enhance access by foot, cycle and public transport, which will benefit both future residents and the surrounding community.
- 1.6 The TA demonstrates the proposal can be adequately accessed and that suitable measures are proposed to enhance sustainable trip making and minimise the residual impacts. The TA concludes that the proposal accords with national and emerging policy guidance.
- 1.7 This framework travel plan outlines policy interventions and measures that are commensurate with the impact of the proposal.

Travel Plan Process

- 1.8 A travel plan is a tool for managing access to a site that aims to promote access by sustainable modes. It contains a package of measures designed to meet the objective to reduce car use generated from the site by supporting sustainable modes of transport and measures that will build on the good location of the site.
- 1.9 A travel plan should include a mixture of *hard* (engineering) measures and *soft* (marketing and management) measures to assist the plan to meet defined objectives. Within a travel plan there is a need to set objectives, targets and indicators, the purpose of which is to monitor change and review policies to meet the needs of the users of the site.
- 1.10 The travel plan process is not a one-off, static event, but a constantly evolving strategy that should grow and adapt to meet the travel patterns and needs of the end users of the site. This travel plan is submitted as a framework document for discussion with the highway authority (LCC) and planning authority (FBC). In line with LCC requirements, prior to a set occupation of the site a full Travel Plan will be produced for agreement with the authority and for introduction at the site.
- 1.11 The framework travel plan outlines the accessibility of the site, infrastructure measures proposed as part of the development and management and policy

measures for adoption upon occupation of the site. The measures proposed acknowledge the opportunities that already exist for residents to access local education, employment and retail areas by walking, cycling and public transport modes.

Policy Overview

1.12 The framework measures have been developed in line with local and national green travel planning advice and best practice, including:

- White Paper on the Future of Transport 'A New Deal for Transport: Better for Everyone'
- White Paper 'Cutting Carbon, Creating Growth'
- 'National Planning Policy Framework'
- Department for Transport 'Planning Policy Guidance Note 13: Transport'
- The Department for Transport, Local Government & the Regions 'Walk In to Walk Out'
- The Department for Environment, Transport & the Regions 'Preparing your Organisation for Transport in the Future: The Benefits of Green Transport Plans'
- The Energy Efficiency Best Practice Programme 'A Travel Plan Resource Pack for Employers'
- Department for Transport 'Making Travel Plans Work'
- Department for Transport 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'
- Department for Transport 'Essential Guide to Travel Planning'
- Department for Transport 'Effects of Smarter Choice Programme in Sustainable Travel Towns'
- Department for Transport 'Smarter Choices – Changing the Way we Travel'
- Transport for Quality of Life 'Tools for Travel Planning in Urban Areas'
- Highways Agency, TRAVELWISE et al 'Soft Measures – Hard Facts'
- Lancashire County Council 'Joint Lancashire Structure Plan 2001-2016'
- Lancashire County Council 'Local Transport Strategy 2011-2021'
- Lancashire County Council 'Creating Civilised Streets'
- Lancashire County Council 'Central Lancashire Transport Masterplan'
- Lancashire County Council 'Fylde Coastal Transport Masterplan' (draft)
- Fylde Borough Council draft 'Local Plan to 2030: Preferred Options' (draft)

1.13 In line with local and national guidance, the measures proposed include *soft* measures (such as promotion and marketing and site activity management) and *hard* measures (such as cycle parking provision and improved pedestrian connections).

Benefits

1.14 Travel plans result in a variety of benefits to the occupiers of a development and the wider community, including:

- Promoting active and healthy lifestyles
- Providing sustainable and vibrant communities
- Reducing road safety and congestion issues
- Reducing carbon emissions and improving local air quality issues

Aims & Objectives

1.15 The main aims of a travel plan is to reduce the environmental effects of transport associated with developments, reduce single occupancy car trips and raise awareness of non-car means of access.

1.16 It is the aim of the travel plan to provide a sustainable access strategy and action plan for the proposal that clearly defines the strategy and monitoring measures to be

adopted to meet the defined objectives and also local requirements. To this end, the framework plan sets the identification of the following elements as the objective of this stage in the process:

- To develop a toolkit of policy/strategy measures
- To outline the strategy for monitoring and reviewing the plan

The Travel Plan Pyramid

1.17 The Department of Transport (DfT) states it is helpful to:

'... view the travel plan as a pyramid of measures and actions, some of which may form the foundations of the travel plan and part of which will be the outcomes from the transport assessment'

1.18 The DfT pyramid views the travel plan process as a series of considerations that is constructed from the ground up, with each new layer building on the last within the context of objectives sought.

1.19 At the bottom of the pyramid the location of the development provides the foundation for good accessibility and mode choice opportunities, by ensuring that the proposal relates well to existing amenities (eg. education, leisure, retail and community destinations) and public transport nodes. If accessibility of a site is poor measures need to be adopted to mitigate this in the next levels.

1.20 At the next level the physical aspects of the proposal are developed to ensure that the infrastructure measures are built-in to the layout to influence travel and reduce the dominance of the car. These measures include on-site layout, orientation of pedestrian access points, local infrastructure improvements and cycle parking.

1.21 The remaining levels outline the management, promotion and **soft** measures that are to be adopted as part of the travel plan to reinforce the site location, infrastructure proposals and access opportunities. DfT research has consistently demonstrated that investment in **soft** or SMART travel planning measures, when coupled with robust marketing strategies, can have a very real impact upon changing travel behaviour and mitigating the impact of development proposals.

1.22 The travel plan has been prepared for the proposal has been developed in line with the DfT pyramid method.

2 ACCESSIBILITY

Site Location

2.1 As shown on figure 2.1, the site is located north of the B5192 Dowbridge at the southeastern edge of Kirkham. Kirkham and Wesham is identified as a key service centre by Fylde Borough Council (FBC). The retail centre of Kirkham is circa 1km away from the site.



Figure 2.1: Site Location

- 2.2 The site is currently in agricultural use and is occupied by a large farm, with a simple priority access formed with the B5192 Dowbridge Road.
- 2.3 The site is bounded to the north by agricultural land, to the east by properties fronting New Hey Lane, to the south by the B5192 Dowbridge Road, and to the west by Dow Brook.

Car

- 2.4 The B5192 Dowbridge is a single carriageway local distributor road routing east-west between the A583 Blackpool Road/Kirkham Bypass and Kirkham town centre, where it is called Preston Street. Continuing west past Kirkham town centre the B5192 re-joins the A583 Kirkham Bypass.
- 2.5 In the centre of Kirkham the B5192 meets Station Road at a signalised junction. Station Road routes northwards past Kirkham & Wesham train station, providing connections to the roundabout junctions on the A585 Fleetwood Road, either via Weeton Road or Garstang Road North.
- 2.6 Along the site frontage the B5192 Dowbridge is subject to 30mph speed limit, with footways and street lighting present on both carriageway edges. To the east of the site the B5192 meets the A583 Kirkham Bypass/A583 Blackpool Road at a large priority junction arrangement that includes storage for turning vehicles on the mainline and a segregated approach for vehicle travelling to/from the A583 Blackpool Road.
- 2.7 The A583 Blackpool Road/Kirkham Bypass is a high quality strategic highway connection between Blackpool and Preston. The A583 Kirkham Bypass is a dual carriageway road subject to a 50mph speed limit from just east of the junction with the B5192 Dowbridge to a location just before the junction with Freckleton Street. Continuing west on the A583 Kirkham Bypass the road connects with the A585 Fleetwood Road at a large roundabout junction. At this junction drivers can either continue west on the A583 or use the M55 (via the A585) to access Blackpool.

- 2.8 The A585 Fleetwood Road bypasses Kirkham & Wesham to the west and provides a high standard strategic link to the M55 and areas to the north of Kirkham, such as Poulton-le-Fylde.
- 2.9 Further details of local traffic, road conditions and committed infrastructure are provided in the TA.

Walking & Cycling

- 2.10 Footways are present along either carriageway edge of the B1592 Dowbridge. The existing footways provide a continuous route from the site to the centre of Kirkham and to local bus stops near the site. The B1592 Dowbridge footways also provide a good means of accessing key destinations in the local area via quieter residential streets, such as via Carrwood Drive for access to Carr Hill High School.
- 2.11 No public rights of way (PROW) cross the site.
- 2.12 Figure 2.2 shows the existing cycle network in the vicinity of the site. As is shown the site is served by Route 62 of the National Cycle Network, which routes between Preston, the Fylde Coast and Blackpool. Route 62 passes the site on-carriageway on New Hey Lane, to the east, and the B5192 Dowbridge, to the south. Route 62 continues west along the B5192 Dowbridge and meets NCN Route 90 at Carr Lane. Routes 62 and 90 then continue west through Kirkham until the junction with Freckleton Street where the routes continue south to provide a connection to Warton employment areas and the rest of Fylde.

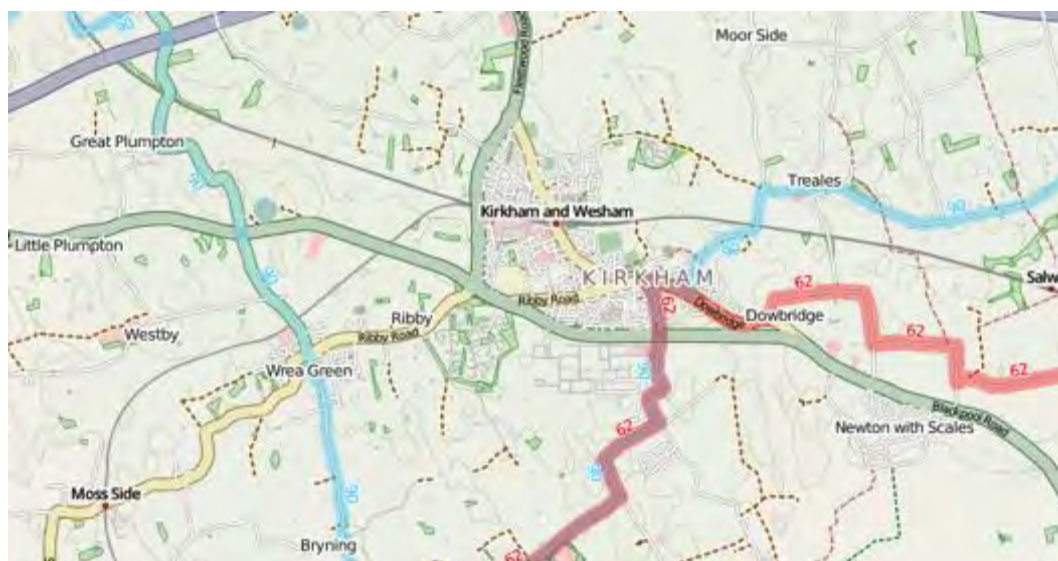


Figure 2.2: Existing Cycle Network

- 2.13 Two-thirds of all journeys in the UK are under-five miles and short distance trips offer the greatest opportunity for changes in travel behaviour. The DfT document, **'Creating Growth, Cutting Carbon'**, states that walking and cycling offer the greatest potential for replacing short car trips, particularly for journeys under 2km and 5km, respectively. The IHT document, **'Guidelines for Providing for Journeys on Foot'** provides further details of maximum accepted walking distances, as summarised in table 2.1.

	Commuting/ Education (m)	Elsewhere (m)
Desirable	500	400
Acceptable	1000	800
Preferred Maximum	2000	1200

Table 2.1: IHT Walking Distance Thresholds

2.14 Table 2.2 shows examples of distances to key destinations in Kirkham. All distances have been measured from the centre of the site using Googlemap's walking route planner.

Facility	Location	Total Distance from Centre (m)	IHT Maximum Threshold (m)	Walk Time (min)	DfT Accessibility Indicator (min)
Bus Stop	Dowbridge (eastbound)	200	400	3	-
Bus Stop	Dowbridge (westbound)	140	400	2	-
Train Station	Kirkham & Wesham	2300	-	29	-
Cycle Route	Dowbridge	130	-	2	-
Primary School	Kirkham St Michael's CoE Primary	1300	2000	16	30
Secondary School	Carr Hill High School, Kirkham	950	2000	12	40
Convenience store	Dowbridge Grocery Store	350	1200	4	30
Town Centre	Kirkham town centre	1100	1200	14	30
Employment Area	Progress Business Park	1800	2000	23	40
Employment Area	Kirkham town centre	1100	2000	14	40
GP	Ash Tree House Surgery	1300	1200	16	30
Post Office	Church Street	1200	1200	15	30
ATM	Barclays Bank	1200	1200	15	30
Pub	The Stable Bar	1100	1200	14	30
Library	Kirkham Library	2000	1200	25	30
Park/Recreation	Carr Lane Playing Fields	1100	1200	14	-

Table 2.2: Distances to Local Destinations

2.15 Table 2.2 shows that the distances from the site to key services and amenities largely meets IHT requirements. A further test has been undertaken comparing the accessibility of the site to DfT Accessibility Indicators (shown in table 2.3).

Service	Journey Time (mins)
Employment	40
Primary School	30
Secondary School	40
GP	30
Food Store	30
Town Centre	30

Table 2.3: DfT Accessibility Indicators

- 2.16 The comparison (shown in table 2.2) shows that journey times from the site to key services are all in line with DfT journey time indicators. This is borne out by the existing mode share of pedestrian trips originating in the local area with a destination in Kirkham. A high proportion (46%) of existing local trips are undertaken on foot. For residents not wishing to walk to local destinations existing bus services provide convenient and frequent links to Kirkham and Wesham destinations.
- 2.17 Table 2.4 shows cycle times to key destinations derived from the cyclestreets.net journey planning software. This analysis shows that the destinations in Kirkham and further afield, such as strategic employment areas in Warton, can be reached within an acceptable cycle time.

Destination	Cycle Time (mins)
Kirkham town centre	5
Kirkham & Wesham Station	9
Wrea Green	17
Warton	21

Table 2.4: Typical Cycle Journey Times

- 2.18 The walking and cycling analysis shows that the site relates well to local destinations and is generally in line with IHT/DfT maximum distance thresholds.

Bus

- 2.19 Existing bus routes and stops are shown on figure 2.3. Bus stops are provided on the B5192 Dowbridge, with the furthest stop (eastbound services) being only 200m from the centre of the site.

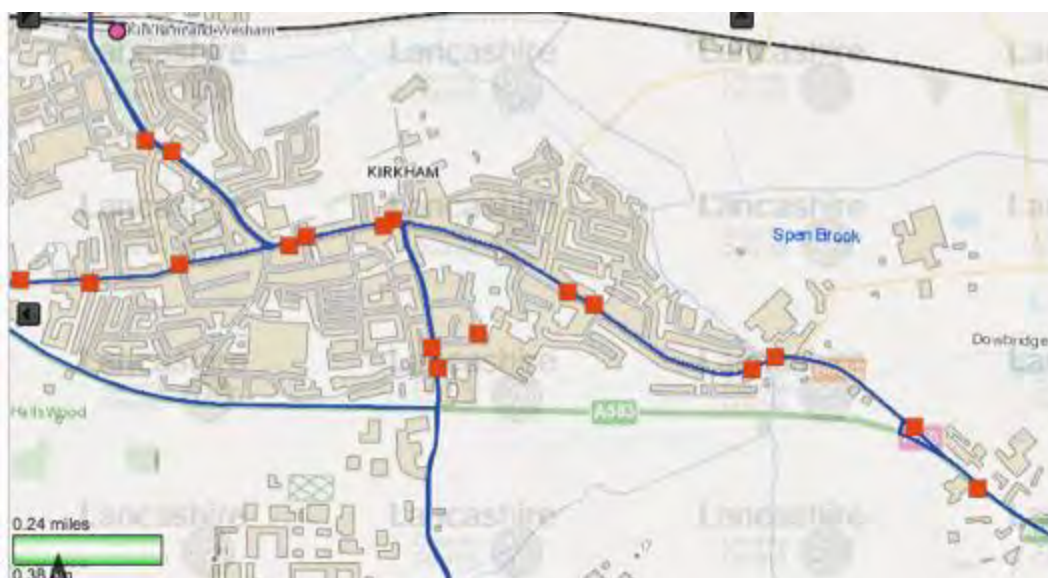


Figure 2.3: Local Bus Stops & Services

- 2.20 Buses connecting to Blackpool, Fleetwood, Poulton and Preston serve the existing bus stops on the B5192 Dowbridge. Existing bus services also provide a good connection between the train station and the site.
- 2.21 The existing services provide a typical weekday hourly total frequency of six buses per hour. The existing services also provide comprehensive coverage of evenings and weekend periods.
- 2.22 A Carr Hill High School bus service (715) also stops near the site and Kirkham Grammar School can be accessed using route 75.

No	Route	Typical Frequency (buses per hour each way)					
		AM Peak	Daytime	PM Peak	Evening	Saturday	Sunday
61	Preston – Ashton – Kirkham – Wrea Green – Blackpool	2	2	2	2	2	1
613	Lea Town – Carr Hill High School	School bus service only, operating twice a day. One service in the AM peak and one service in the school PM peak.					
75	Preston – Kirkham – Poulton – Fleetwood	1	1	1	0	1	1
	Total One-way	3	3	3	2	3	2
	Total Two-way	6	6	6	4	6	4

Table 2.5: Existing Bus Services

- 2.23 Kirkham & Wesham train station is located to the north of the town centre, circa 2.3km from the site. The station is served by trains on routes between Blackpool North and Liverpool, Blackpool North and Manchester Victoria, and Blackpool South and Colne. Typically the trains run hourly in each direction on each of these routes.
- 2.24 For train users that do not wish to walk to the station it can be accessed from the site either using bus service 61 or by cycle. The station currently provides no cycle parking for train users.

3 PROPOSAL

- 3.1 The application seeks outline approval for the development with all matters, other than access, reserved. The development proposal comprises residential development of up to 170 units, including affordable housing.
- 3.2 The existing access junction will be upgraded to provide an appropriate access junction for residential development on the site.
- 3.3 The site is well located to allow future residents the opportunity to access by non-car modes from day one occupation of the development. To further enhance this the following measures are proposed:
- Pedestrian improvement on Dowbridge
 - Contribution towards cycle parking at station
 - Cycle lane provision on Dowbridge
 - Bus stop upgrades (west and east bound)

4 MANAGEMENT

Travel Plan Co-ordinator

- 4.1 An effective travel plan needs a clear hierarchy of responsibility. Travel plan co-ordinators play an important role in developing the plan. Three months prior to the occupation of the site, the travel plan co-ordinator will be identified and contact details given to the LCC.
- 4.2 The travel plan co-ordinator will be responsible for the day-to-day running of the **travel plan and will also develop, implement and monitor the travel plan's** effectiveness. The co-ordinator will form the main point of contact for the local authority and residents. The co-ordinator will also be responsible for raising awareness and marketing the travel plan and surveying its effectiveness.
- 4.3 In summary, the travel plan co-ordinator's **general role and responsibilities will** include:
- Implementing the plan measures.
 - Providing a point of contact for site residents, the local community and the council.
 - Publicising and raising awareness of local initiatives.
 - Keeping up to date local public transport, walking and cycling route information on the travel notice board.
 - Producing annual welcome packs.
 - Monitoring and surveying travel patterns.

Communication Strategy

- 4.4 Research undertaken by DfT and Sustrans as part of the Cycle Demonstration and Sustainable Towns initiatives demonstrated that marketing and promotion are as important to facilitating active travel as the provision of new transport infrastructure. This has been corroborated by recent research undertaken by HA, TRAVELWISE *et al* in 2011. The research shows that people will more readily make sustainable trips if information on available routes and mode choice is readily available.
- 4.1 The travel plan co-ordinator will be responsible for marketing and promoting the final plan. The following measures are proposed to raise awareness of local routes and initiatives:
1. Welcome packs for all households on occupation.
 2. Provision of website links to LCC journey planning software and route maps.
 3. Promotion of local authority/local area travel campaigns/networks.

5 TOOLKIT

- 5.1 This tier of the pyramid outlines *soft*, smarter choice and promotion measures that will be adopted on occupation of the site. The recommendations have been drawn from best practice, DfT guidance and case studies throughout the UK.
- 5.2 The monitoring and management plan in section 6 provides commitment to regularly reviewing the adopted marketing and management measures.

Walking Toolkit:		
Measure	Responsibility	Timescale
Dowbridge pedestrian improvements	Developer as part of S278 works	In line with S278 programme
Provision of suitable, direct and low speed routes through site	Developer	Reserved matters application
Provide walking route maps in welcome pack	Travel Plan Co-ordinator	On occupation
Promote www.walkbudi.com for use by residents, particularly school children	Travel Plan Co-ordinator	Within 6 months of 100 unit occupation
Cycling Toolkit:		
Measure	Responsibility	Timescale
Provide secure cycle storage spaces in line with local standards	Developer	In line with construction programme
Contribution towards cycle parking at Kirkham station	LCC	In line with S106 agreement
Cycle lane enhancements	Developer as part of S278 works	In line with S278 programme
Provide cycle route maps in welcome pack	Travel Plan Co-ordinator	On occupation
Promote local and national cycling events/initiatives	Travel Plan Co-ordinator	On occupation/on-going
Provide residents with links to cyclestreets.net website	Travel Plan Co-ordinator	On occupation
Promote www.bikebudi.com for use by residents	Travel Plan Co-ordinator	Within 6 months of 100 unit occupation
Public Transport Toolkit:		
Measure	Responsibility	Timescale
Pedestrian improvements on Dowbridge	Developer	In line with construction programme
Funding of improvements to local bus stop infrastructure	Developer as part of S278 works	In line with S278 programme
Provide local bus route information and LCC journey planning website links in welcome pack	Travel Plan Co-ordinator	On occupation
Efficient Vehicle Use Toolkit:		
Measure	Responsibility	Timescale
Promote use of car sharing by registering on the www.liftshare.com database	Travel Plan Co-ordinator	Within 6 months of 100 unit occupation
Provide maps showing local village destinations and sustainable connections	Travel Plan Co-ordinator	On occupation

Table 5.1: Toolkit & Implementation Plan

6 MONITORING

Interim Monitoring Mechanisms & Targets

- 6.1 In line with LCC standard requirements, it is recommended that surveys be undertaken of existing travel patterns within three months of occupation of 50% of dwellings.
- 6.2 The surveys will include simple questionnaires for each household, which will collect the following information:
- Household composition
 - Mode of travel to work
 - Work location
 - Mode of travel to school (if relevant)

- 6.3 The data from the survey will be used to develop the full Travel Plan for agreement with LCC, and to enable targets to be set. This document will then be issued to LCC, within three months of the first survey date.
- 6.4 For a period of five years the travel plan will be monitored annually using the above method. The results of each survey will be reported to LCC and will provide an evaluation of the success of the Travel Plan in relation to the specified targets.
- 6.5 The overarching targets of the final travel plan will be to reduce single occupancy car trips to the site, and increase active travel (walking and cycling) and trips undertaken by public transport.
- 6.6 SMART (**s**pecific, **m**easurable, **a**chievable, **r**ealistic and **t**ime bound) targets will also be set for the travel plan once the first surveys have been completed (as above) and will be included in the final travel plan.
- 6.7 DfT also recommends that action based targets should be set for new developments, based on specific milestones or indicators. The following interim action based targets have been set for the framework.

- Appointment of travel plan co-ordinator three months prior to first occupation
- Undertake first travel survey within 3 months of occupation of 50% of dwellings
- Issue full Travel Plan within 3 months of first survey

6.8 Table 6.1 summarises the interim Travel Plan monitoring programme.

Monitoring Programme			
Year	Measure	Responsibility	Timescale
1	Appointment and identification of Travel Plan Co-ordinator	Developer	3 months prior to first occupation
1	Undertake travel survey	Travel Plan Co-ordinator	Within 3 months of occupation of 50% of the development
1	Issue Full Travel Plan to LCC	Travel Plan Co-ordinator	Within 3 months of first traffic survey
2	Undertake travel survey	Travel Plan Co-ordinator	12 months after first traffic survey
2	Produce travel survey report issue to LCC	Travel Plan Co-ordinator	Within 3 months of annual traffic survey
3	Undertake travel survey	Travel Plan Co-ordinator	12 months after second traffic survey
3	Produce travel survey report issue to LCC	Travel Plan Co-ordinator	Within 3 months of both surveys
4	Undertake travel survey	Travel Plan Co-ordinator	12 months after third traffic survey
4	Produce travel survey report issue to LCC	Travel Plan Co-ordinator	Within 3 months of fourth traffic survey
5	Undertake travel survey	Travel Plan Co-ordinator	48 months after first questionnaire surveys
5	Produce travel survey report issue to LCC	Travel Plan Co-ordinator	12 months after fourth traffic survey

Table 6.1: Interim Monitoring Toolkit

Full Travel Plan

- 6.9 As outlined above, a full travel plan for the site will be issued to LCC following the first surveys and after the completion of the first travel surveys, three months post 40% occupancy. The full travel plan will include the following information:

- Contact details of a named Travel Plan Co-ordinator
- Results from employee/customer travel survey(s)
- Details of cycling, pedestrian and/or public transport links to and through the site
- Details of the provision of cycle parking for properties suitable storage is not available
- Objectives
- SMART Targets for non-car modes of travel
- Action plan of measures to be introduced, and appropriate funding
- Details of arrangements for monitoring and review for a period of at least 5 years

7 Funding

Travel Plan Funding - LCC Travel Plan Support

- 7.1 The developer will be responsible for costs associated with the implementation of the Travel Plan. Funding for access to LCC Travel Plan support services, as required, will be provided by means of legal agreement with the Council.

Reserve Funding

- 7.2 The developer will ensure reserve funding is available for use by the Travel Plan Co-ordinator in the event that targets are not met within the Plan period. A funding allowance of £180 per dwelling will be reserved for additional measures. Use of the reserve fund will be dependent on the outcome of Plan monitoring over the life of the Plan.