

**Proposed Residential Development,
Parkside Road, Cleator Moor**

Framework Travel Plan

Prepared on behalf of Genesis Homes

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1 Introduction

1.1 Preamble

- 1.1.1 Egg Transport Planning has been commissioned by Genesis Homes to provide transport and highways advice in relation to a planning application for a proposed residential development in the town of Cleator Moor in Cumbria.
- 1.1.2 The application site ('the site') is located on a parcel of land that sits on the eastern edge of the built-up area of Cleator Moor, on the north-westside of Parkside Road (A5086).
- 1.1.3 The location and extent of the site are shown on **Figure 2.1**.

Figure 1.1 – Site Location



(Source: openstreetmap.org)

- 1.1.4 The site is currently agricultural land and the development proposals involve constructing 95 houses which would be served by two new access points off Parkside Road. The proposals are the subject of a live planning application (ref: 4/25/2110/0F1).

- 1.1.5 This Framework Travel Plan (FTP) sets out key parameters that relate to implementation of the full Travel Plan (TP) that will be produced once the development is occupied. The full TP will promote a series of targeted measures that will aim to encourage residents of the site to use sustainable travel instead of making single occupancy car trips.
- 1.1.6 Through this FTP, agreement on the key TP parameters is sought with the relevant Local Planning Authority (LPA), which is Copeland Borough Council and the relevant Local Highway Authority (LHA) is Cumberland Council (CC).
- 1.1.7 This FTP accompanies the planning application and should be read in conjunction with the Transport Statement (TS) that was also prepared by Egg Transport Planning.

2 Travel Plan Context

2.1 Background to Travel Plans

- 2.1.1 A TP is a package of practical measures that aims to reducing the traffic impacts of a development. The main objective of a TP is usually to reduce single occupancy car trips whilst simultaneously encouraging travel via sustainable modes of transport.
- 2.1.2 The DfT's document 'Making Residential Travel Plans Work' (June 2007) introduces the concept of a 'Travel Plan Pyramid'. This helps demonstrate how successful plans are built on the firm foundations of a good location and site design. The pyramid is presented in **Figure 2.1**.

Figure 2.1 – Travel Plan Pyramid



Source: Making Residential Travel Plans Work, Department for Transport, 2007

- 2.1.3 The use of a pyramid structure to illustrate the 5-tier hierarchy of measures demonstrates the concept that each higher layer builds upon the more important foundations of criteria and initiatives below it.
- 2.1.4 The most important layer of the pyramid is considered to be the base, which shows the key to making TPs work is the actual location of the development and its proximity to local facilities and services essential to everyday life.
- 2.1.5 In terms of location, the site is close to a range on amenities located within the Cleator Moor town centre, which is a short walk from the site.

- 2.1.6 The second layer of the pyramid refers to how the layout of the site can assist in reducing the need to travel, which, in this instance is again linked to the existing layout which includes cycle parking, the proximity of bus routes and local pedestrian infrastructure provides access to a range of key amenities.
- 2.1.7 As indicated in Level 3 of the pyramid, the Travel Plan Coordinator (TPC) will be able to develop further measures to maximise the sustainable travel at the development. It is likely that a representative of the site developers will undertake the TPC role initially.
- 2.1.8 Level 4 of the pyramid looks at how parking management and public transport can influence travel choice.
- 2.1.9 The top layer of the pyramid relates to how the TP will be marketed and how the measures within are to be promoted.
- 2.1.10 Future residents at the development will be made aware of the aims of the TP and will be provided with Travel Packs which set out alternatives to car travel that are available. Additionally, public transport information will be displayed in any customer sales areas and on the websites, where appropriate.

2.2 Objectives of the Plan

- 2.2.1 The key objectives of this TP are to:
- minimise single occupancy car trips;
 - promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private car; and
 - highlight the health and environmental benefits of using sustainable travel modes.

2.3 Benefits of the Plan

- 2.3.1 A large number of benefits could be derived from the successful implementation of the TP, for future residents of the site as well as the wider community. These include:
- improved health and fitness through increased levels of walking and cycling;
 - increased flexibility offered through wider travel choices;
 - the social aspects of sharing transport with others; and
 - improved environment surrounding the site as vehicular movements are minimised and parking pressures are reduced.

2.4 Targets

- 2.4.1 Targets are the measurable goals by which the progress of the TP would be assessed. Targets are essential for monitoring the progress and success of the TP, and should be 'SMART' – Specific, Measurable, Achievable, Realistic and Time-related.
- 2.4.2 Targets come in two forms. 'Action' type targets are non-quantifiable actions that need to be achieved by a certain time, while 'Aim' type targets are quantifiable and generally relate to the degree of modal shift the TP is seeking to achieve.
- 2.4.3 Action targets include actions such as employing a TPC, and launching the TP.
- 2.4.4 The 'aim' targets contained in the TP focus on the minimising the proportion of trips made to and from the site by single occupancy vehicles while encouraging the use of sustainable travel modes.
- 2.4.5 The TP targets should therefore aim to achieve a realistic and feasible reduction in car driver trips over the first 5 years from when the development is occupied, with a full review scheduled 5 years thereafter.

2.5 Initial Travel Research

- 2.5.1 In order to set targets to reduce the reliance on private car travel and increase the use of sustainable modes, the travel behaviour of residents at the start of the TP will be collected once the site reaches 90% occupancy.
- 2.5.2 Without this initial baseline data, the likely modal split of commute trips of residents has been forecast using 2011 census data for the area 'Copeland 004B' which is the census area in which the site is located. The modal split of residents of this census area is shown in **Table 2.1**.

Table 2.1 – Modal Split of Commuting Trips

Mode	Modal Split
Public Transport	9%
Car Driver or Motorcycle	68%
Car Passenger or Taxi	13%
Bicycle	0%
On Foot	10%
Total	100%

- 2.5.3 The census data presented in **Table 2.1** gives an initial indication of modal split at the development prior to the initial travel survey being carried out and without the influence of TP measures.

- 2.5.4 **Table 2.2** gives an example of the approximate modal shift that could be achieved with an effective residential TP.

Table 2.2 – Potential Modal Shift

Mode	Modal Split of Commuters		
	Current	Modal Shift	Future
Public Transport	9%	+1%	10%
Car Driver or Motorcycle	68%	-5%	63%
Car Passenger or Taxi	13%	0%	13%
Bicycle	0%	+2%	2%
On Foot	10%	+2%	12%
Total	100%	0%	100%

- 2.5.5 The figures in **Table 2.2** are indicative only and would be considered fully when travel surveys have been undertaken.
- 2.5.6 Once the site is 90% occupied, residents would be surveyed and targets produced. As residents occupy the development, sustainable travel initiatives (such as those described in section 4, e.g., Travel Packs) would be implemented.
- 2.5.7 It would take time for the effects of the possible initiatives to occur. During the time between the initial survey and the second survey, sufficient time should have passed for a shift in travel patterns to occur.

3 Sustainable Connectivity

3.1 Background

3.1.1 This section of the report examines the accessibility of the site by alternative modes of transport to the car by considering the following:

- walking;
- cycling; and
- public transport

3.2 Walking

3.2.1 The Institute for Highways and Transportation (IHT) publication 'Guidelines for Providing for Journeys on Foot' (2000) provides suggested walking distances to some common facilities, which may be used for development planning purposes.

3.2.2 This document recognises that although acceptable walking distances will vary between individuals and circumstances, for commuting and school trips a distance of 2km is considered as the 'preferred maximum' walking distance.

3.2.3 The local amenities that are situated within a 2km walk distance from the site are listed in **Table 3.1** alongside the walk distance (in metres) and walk time (to the nearest minute). These are calculated using the shortest possible walking route rather than 'crow-fly' distances (from the existing site access).

Table 3.1 – Local Amenities with 2km of the Site

Destination	Walk Distance (metres)	Walk Time (minutes)
Education		
Cleator Moor Nursery	680	8
Montreal C of E Primary School	670	8
Saint Patrick's Catholic Primary School	1300	16
Community		
Little Arms Pub	470	6
The Derby Arms	1100	13
The Brook Inn	1200	14
St Mary's Catholic Church	1300	16
Cleator Moor Library	1350	16
Moffats Pub	1410	17
Cleator Moor Civic Hall	1420	17
Cleator Moor Methodist Church	1450	17
Cleator Moor Celtic Football Club	1600	19
Howgill Family Centre / Community Centre	1630	19

Destination	Walk Distance (metres)	Walk Time (minutes)
Medical		
Cleator Moor Health Centre (including dental care)	1530	18
Retail		
Premier Wath Brow Convenience Store	610	7
Four Seasons Express Supermarket	1250	15
The Creative Cup Café	1290	16
Marras Sportswear	1300	16
UK 5 Start Gentlemen's Barber Shop	1330	16
Greggs	1400	17
Berries and Blooms Florist	1440	17
Wilsons Willis Butchers	1450	17
Routledge H Clothing Shop	1450	17
Tasty Time Café and Deli	1490	18
The Card Shop and Newsagents	1500	18
Age UK West Cumbria Cleator Moor Charity Shop	1510	18
Cohens Chemist	1530	18
Co-op Convenience Store and Post Office	2000	24
Leisure		
Wath Brow Hornets RLFC Sports Club	490	6
Wath Brow & District Royal British Legion Club	520	6
Takeaway		
Wathbrow Fish & Chip Shop	530	6
Sproaty's Chippy	850	10
Canton Chef Cantonese	1180	14
The Kebab House	1270	15
Tiger Inn Chinese	1320	16
Popeyes Pizza	1360	16
JJ House Chinese	1400	17
Mario's Pizza	1430	17
Marmaris Star Pizza	1440	17
Spice House	1450	17
Caspian Pizza	1460	17
Aspava Kebabs	1470	18

Note: Walk times based on a walk speed of 1.4 m/s

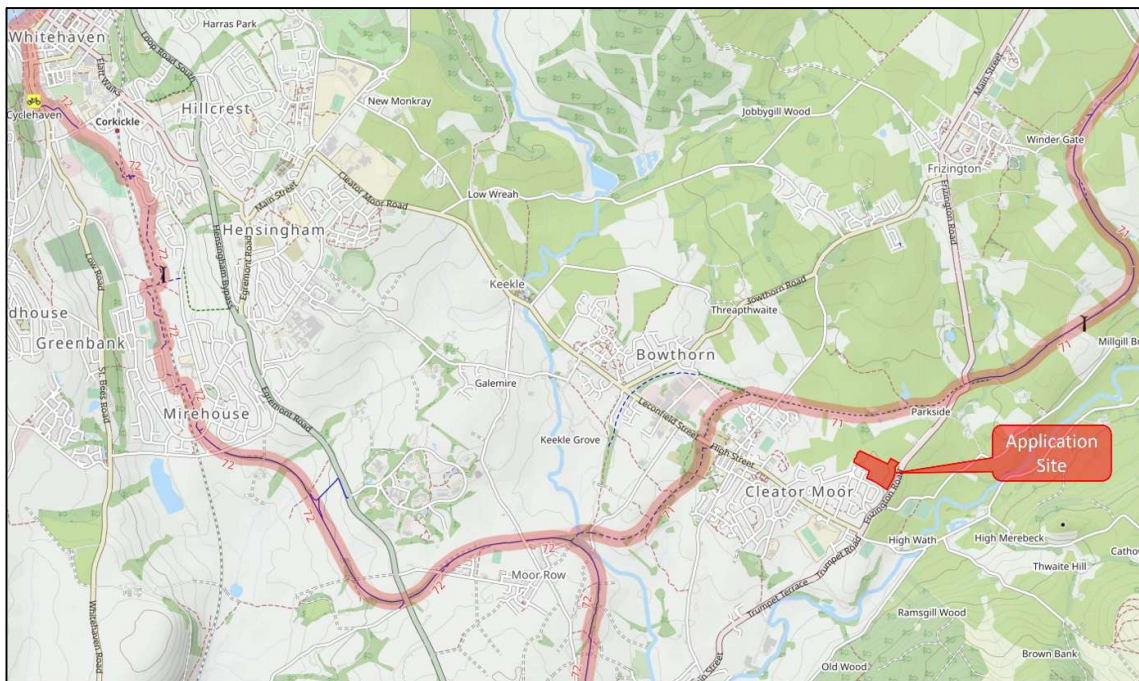
- 3.2.4 As shown in **Table 3.1**, the site is situated where a good range of local amenities are within a reasonable walk distance.
- 3.2.5 In addition to the above, it is noted that the Cleator Jubilee Village Hall, Cleator Cricket Club and Cleator Moor Celtic Youth Football Ground are located just beyond the 2km walk distance to the southwest of the site, further along the A5086. Furthermore, a Nisa Local convenience store & Crossfield Garage, and The West Lakes Hemp Company (Health Food Shop) are located just beyond the 2km walk distance to the northwest of the site, further along the B5295.

- 3.2.6 In the built-up area that lies to the west of the site within Cleator Moor town centre, the B5295 has footways in place and pedestrian crossings and so amenities can be safely accessed on foot.

3.3 Cycling

- 3.3.1 It is generally accepted that cycling has the greatest potential to substitute for short car trips, particularly those less than 5km. Areas that are located within 5km of the site comprise Cleator Moor town centre, the nearby villages of Cleator and Frizington, plus the town of Egremont. This means that the significant amenities, services and employment opportunities that are located within these areas are accessible to future residents of the site.
- 3.3.2 National Cycle Route no. 71 / 72 runs near to the site. A plan illustrating the national cycle route network (in red) near the site is provided in **Figure 3.1**.

Figure 3.1 – Cycle Route Plan (Opencyclemap.org)



- 3.3.3 As shown on **Figure 3.1**, the national cycle route no.71 / 72 shown in red runs between Cleator Moor and Whitehaven to the northwest. Whitehaven is located beyond the generally recognised 5km cycle distance (with the greatest potential to replace car trips), however some cyclists are likely to be willing to cycle longer distances if using the formal cycle route network. It is noted that a significant length of the nearby national cycle route 71 / 72 is provided as traffic-free.

- 3.3.4 Notwithstanding the above, the immediate surrounding road network comprises lightly trafficked streets which are subject to a 30mph speed limit, particularly within Cleator Moor and nearby villages. The topography of the local area is also fairly flat which provides an environment that encourages cycling.

3.4 Public Transport

Bus

- 3.4.1 The nearest bus stops to the site are located a walk distance of approximately 450m from the existing site access, on the B5295 Ennerdale Road close to its junction with the A5086. These bus stops are served by frequent bus service no.30 that runs between Frizington and Maryport (via Whitehaven and Workington).
- 3.4.2 The bus stops are also served by the bus service no. S34 which operates on school days only, (Monday to Friday) with three services during the beginning and end of the school day. A summary of the bus services stopping at the bus stops is contained in **Table 3.2**.

Table 3.2 – Summary of Bus Services

Service	Route	One-way Frequency	
		Monday to Friday	Saturday
30	Frizington – Whitehaven – Distington – Workington – Maryport	Every 30 mins	Every 30 mins
S34	Bowthorn – West Lakes Academy	3 services only in AM / PM	No service

Source: stagecoachbus.com/timetables

- 3.4.3 **Table 3.2** shows that the nearest bus stops to the site are served by the 2 services per hour during weekdays and Saturday. There is also a school bus route operating at the beginning and end of the school day. The no.30 bus provides a connection to Corkickle and Whitehaven train stations.

Rail

- 3.4.4 The closest railway station to the site is Corkickle or Whitehaven Train Station which are located approximately 6km – 6.5km northwest of the site (as the crow flies). There is potential for future residents to access the stations by bike (using the national cycle route network) or by bus (no.30 bus route). Both train stations have cycle parking and provides northern rail services to a range of destinations such as Carlisle, Lancaster, Barrow In Furness and Preston.

3.5 Summary

- 3.5.1 The site is located close to a range of everyday services, shops, amenities could be accessed on foot or on bike. The site is also close to bus services that provide 2 buses per hour to local destinations such as Frizington, Whitehaven, Distington, Workington and Maryport.
- 3.5.2 It is possible to cycle into the Cleator Moor town centre and local surrounding villages and Towns (including via the national cycle route network). The railway stations of Corkickle and Whitehaven could also be accessed by bus or on bike. Overall, the site is considered to be in a sustainable location and future residents of the site would not have to rely on the car as a means of transport for everyday journeys.

4 Measures

4.1 Introduction

4.1.1 It is considered that the TP should contain the following commitments, as set out below:

- appoint a Travel Plan Coordinator (TPC);
- provide resident Travel Information Packs; and
- undertake resident Travel Surveys.

4.2 Travel Plan Coordinator

4.2.1 The TPC will be appointed one month prior to the initial occupation of the development, and they will act as a liaison point for any issues relating to the TP. This will include liaising with the LPA and if relevant, local public transport operators.

4.2.2 The TPC will be responsible for developing the final TP, which will be brought into action within 3 months of the first residents travel survey.

4.2.3 In terms of the roles and responsibilities, the TPC will be expected to:

- administer/manage the TP and implement the plan with the LPA;
- ensure travel awareness amongst residents;
- provide a point of contact and travel information;
- coordinate the travel surveys;
- promote and encourage the use of travel modes other than the car and car-sharing, where appropriate;
- ensure that all residents receive a Travel Pack, which will contain details of public transport services i.e., timetables and route information as well as advice on walking and cycle routes to the site;

4.3 Encourage and Promote Sustainable Travel

4.3.1 All residents would be made aware of the existence of the TP and its aims. Lack of awareness of available travel options is a frequently used reason for not using sustainable travel modes. The TPC will prepare Travel Packs, which would contain information concerning local walking and cycling routes and up-to-date public transport information including timetables, fares and bus stop information. Travel Packs will be made available as part of the moving in process.

4.3.2 The TPC will be fundamental to the implementation and success of the TP. It is vital that the TPC can promote and achieve sustainable transport solutions.

4.4 Travel Survey

- 4.4.1 The first step to developing the operational TP is to establish how the site users make journeys to and from the site. A travel survey will be conducted once 90% of the development has been occupied and then every two years thereafter as part of the monitoring and review process.
- 4.4.2 The survey will be performed in order to ascertain existing 'baseline' travel from which to measure changes in travel as a result of the TP. A typical TP questionnaire is shown in **Appendix A**.
- 4.4.3 The travel survey will be used to show how people travel to the site, what potential there is for change (for example, the numbers of people who would like to walk, cycle or use public transport, but are unable to do so), what are the most significant deterrents to using sustainable transport and what would encourage people to reduce car use.
- 4.4.4 The full TP will be submitted to the LPA within 3 months of the first survey.

5 Travel Plan Monitoring

5.1 Introduction

- 5.1.1 The monitoring and review programme will be designed to generate information which will be used to evaluate the effectiveness of the TP, revise measures and refine the plan over a 5-year period.
- 5.1.2 On completion of the first travel survey, it will be appropriate to set targets which seek to achieve an increased proportion of residents travelling by sustainable forms of transport. A number of possible action targets are set out in the following section.

5.2 Travel Plan Targets

- 5.2.1 In accordance with best practice guidance on the preparation of TPs, targets should be set against which the efficiency of the plan can be measured. Preliminary action targets for the development are set out in **Table 5.1**.

Table 5.1 – Actions and Target Dates

Action	Target Date
Appoint TP coordinator and inform the LPA of contact details	1 month prior to occupation
Provide all residents with Travel Information Packs	As they occupy
Undertake travel survey and report results to the LPA	At 90% Occupation
Submit full TP to the LPA	Within 3 months of travel survey
Agree on preliminary resident modal split targets with the LPA	Within 3 months of travel survey

5.3 Monitoring

- 5.3.1 Monitoring would include items such as:
- establishing travel habits / modal split; and
 - general feedback from residents, including identifying any barriers to using sustainable travel modes.
- 5.3.2 Information gathered as part of the continuous monitoring process would be made available to the LPA. Through this medium, future strategies for further delivering TP objectives can be considered in partnership between the residents, the LHA and if relevant, local transport providers.

5.4 Plan Review

- 5.4.1 The travel questionnaire would be re-issued every two years and will provide the opportunity to gather new information regarding residents' attitudes to travel and on the modal split compared to the previous years.

Appendices

Appendix A – Typical Travel Survey

Draft Travel Plan Questionnaire

Date _____

- 1 Postcode** _____
- 2 Gender**
1 ☐ Male
2 ☐ Female
- 3 Age**
1 ☐ Under 25 4 ☐ 45-54
2 ☐ 25-34 5 ☐ 55 or Over
3 ☐ 35-44
- 4 Is your work?**
1 ☐ Full Time
2 ☐ Part Time
- 5 What are your normal start and finish time**
Start Time _____
Finish Time _____
- 6 Do you have a disability that may affect your travel arrangements?**
1 ☐ Yes
2 ☐ No
- 7 How far do you travel to work?**
1 ☐ Less than 1 mile
2 ☐ Between 1 and 2 miles
3 ☐ Between 2 and 5 miles
4 ☐ Between 5 and 10 miles
5 ☐ Between 10 and 20 miles
6 ☐ Over 20 miles
- 8 On your normal trip to work which form of transport did you use? (tick all that apply)**
1 ☐ Car (as driver on my own)
2 ☐ Car (as passenger with other people as driver or passenger)
3 ☐ Bus
4 ☐ Train
5 ☐ Motorbike
6 ☐ Bicycle
7 ☐ Walk
- 9 How long did it take you to travel to work?**
1 ☐ 0 to 15 minutes
2 ☐ 16 to 30 minutes
3 ☐ 31 to 60 minutes
4 ☐ 61 to 90 minutes
5 ☐ More than 90 minutes
- 10 If you have indicated 'Car driver' in Q8, what are the main reasons for doing so?**
1 ☐ Car essential to job
2 ☐ Dropping/collecting others off
3 ☐ Give a lift to others in the area
4 ☐ Health reasons
5 ☐ More convenient than alternative
6 ☐ Other (please specify) _____
- 11 If you indicated car driver in Q8, would you consider car sharing?**
1 ☐ Yes regularly
2 ☐ Yes occasionally
3 ☐ No
- 12 If you answered 'No' to Q11, can you explain the reasons for not car sharing?**

- 13 Which of the following changes would most encourage you to use public transport for your journey to work? If you already travel to work by public transport, which would you most like to see? Please tick the 3 most applicable.**
☐ Interest free loans for travel tickets/passes sold
☐ Flexible working patterns
☐ More convenient bus drop off points
☐ Public transport information at work site
☐ More direct bus routes
☐ Personalised journey plan
☐ None
☐ Other (specify) _____
- 14 If you indicated 'Car Driver' in Q8, what other mode of transport would you consider if you could not bring your car to work? (tick all that apply)**
1 ☐ Bus
2 ☐ Train
3 ☐ Bicycle
4 ☐ Car passenger
5 ☐ Walk
6 ☐ Motorbike
7 ☐ Other (specify) _____
- 15 Do you currently have the opportunity to walk or cycle to work (or both), but chose not to do so?**
1 ☐ No
2 ☐ Yes, walk
3 ☐ Yes, cycle
- 16 If you answered 'Yes' to Q15 please indicate your reasons for not walking or cycling (or both)**

- 17 Your views and ideas are important, so please add any other comments about your journey**

Thank you for your co-operation