

8 Our Foundations for a Sustainable Future: Improving the Environment We Live In

- 8.127** In the West Craven Towns improvements should be focused on providing better services to the Key Service Centres of Colne, Nelson and further afield to Skipton.
- 8.128** In Rural Pendle improving the connectivity to the different service centres should be a priority.
- 8.129** Developments that need to be served by public transport should carefully consider their location. Ideally they should be built on main routes and avoid areas where the topography or geography may restrict bus access e.g. steep inclines, narrow and winding roads etc.
- 8.130** If the Council introduce CIL in the future new developments may be charged in order to provide improvements to the public transport network including, where appropriate; subsidising new bus services, infrastructure improvements such as raised pavements to provide level access, new shelters, and real-time information displays.
- 8.131** The Pendle Local Plan Part 2: Site Allocations and Development Policies will set out new car and cycle parking standards as well as reviewing the need for the continued protection of car parks within town centres.

Managing travel demand

- 8.132** Routes for pedestrians and cyclists should be improved to help encourage people to use these facilities. The Green Infrastructure agenda can be used to promote the need for better, greener connections between places. Policy ENV1 specifically looks at how we can improve our green infrastructure assets. New development can often provide an opportunity for new links between existing sites to create a network or improve those routes to and from the development site. The cycling and walking strategies should be used to identify the priorities for investment in such infrastructure so that funds to be targeted in these areas may be acquired by CIL if it is introduced in the future.
- 8.133** Lancashire County Council has set up a number of transport initiatives which help people to make smarter choices when deciding how to travel to, from and around the borough. It will be important to support, encourage and promote these schemes wherever possible. In particular TravelWise Lancashire aims to encourage people to rethink the way they travel, reducing the number of short car journeys by walking or cycling. It also looks at car sharing and the potential for people to share trips to work. Changes in lifestyle can also help to reduce travelling, for example home-working can limit the number of trips into the office. Policy WRK1 provides more details on the potential for different working practices. Flexible working hours can also help to stagger the rush hour and reduce congestion. However, it should be acknowledged that certain types of employment require people to work shift patterns which do not necessarily align with public transport service timetables.
- 8.134** Travel assessments should be used as a mechanism to think more widely about the impact of a development on the area in which it is located. Businesses, education establishments and other high user developments (e.g. tourist and leisure attractions) should draw up travel plans for the different range of users to help reduce the impact of the development. These travel plans may include a variety of transport methods, tailored specifically for the needs of different users.