

Earl Shilton SUE

Travel Plan



BLOOR HOMES


Jelson
HOMES

BARWOOD
LAND

Report for

Bloor Homes Ltd.
Jelson Limited
Barwood Land

Main contributors

Bev Coupe
Samantha Gardner
Pranav Yadav

Issued by

Bev Coupe

.....
Bev Coupe

Approved by

pp Bev Coupe

.....
Neil Hall

Wood

Nicholls House
Homer Close
Leamington Spa
Warwickshire CV34 6TT
United Kingdom
Tel +44 (0)1926 439 000

Doc Ref. 42523-WOOD-XX-XX-RP-OT-0001_S3_P02.1

\\war-fs1.global.amec.com\shared\projects\42523 earl
shilton\deliver stage\d
esign_technical\transport\reports\travel plan\42523-wood-xx-
xx-rp-ot-0001_s3_p02.1 - draft tp.docx

Copyright and non-disclosure notice

The contents and layout of this report are subject to copyright owned by Wood (© Wood Group UK Limited 2021) save to the extent that copyright has been legally assigned by us to another party or is used by Wood under licence. To the extent that we own the copyright in this report, it may not be copied or used without our prior written agreement for any purpose other than the purpose indicated in this report. The methodology (if any) contained in this report is provided to you in confidence and must not be disclosed or copied to third parties without the prior written agreement of Wood. Disclosure of that information may constitute an actionable breach of confidence or may otherwise prejudice our commercial interests. Any third party who obtains access to this report by any means will, in any event, be subject to the Third Party Disclaimer set out below.

Third party disclaimer

Any disclosure of this report to a third party is subject to this disclaimer. The report was prepared by Wood at the instruction of, and for use by, our client named on the front of the report. It does not in any way constitute advice to any third party who is able to access it by any means. Wood excludes to the fullest extent lawfully permitted all liability whatsoever for any loss or damage howsoever arising from reliance on the contents of this report. We do not however exclude our liability (if any) for personal injury or death resulting from our negligence, for fraud or any other matter in relation to which we cannot legally exclude liability.

Management systems

This document has been produced by Wood Group UK Limited in full compliance with our management systems, which have been certified to ISO 9001, ISO 14001 and ISO 45001 by Lloyd's Register.

Document revisions

No.	Details	Date
1	Internal Draft	Nov 2021
2	External Draft	Nov 2021
3	Final Report	Dec 2021

Contents

1.	Introduction	6
1.1	Background	6
1.2	Structure of the Framework Travel Plan	7
2.	Policy Context	8
2.1	National Guidance	8
	National Planning Policy Framework (July 2021)	8
	Department for Transport (DfT) Circular 02/2013 The Strategic Road Network and the Delivery of Sustainable Development	8
	Travel Plan Guidance Documents	9
2.2	Local Policy	9
	Leicestershire Local Transport Plan 3 (2011-2026)	9
	Leicestershire County Council Strategic Plan 2018-2022	10
	HBBC Core Strategy 2009	10
	Earl Shilton and Barwell Area Action Plan 2014 (Local Plan 2006 – 2026)	10
	Hinckley and Bosworth Draft Local Plan 2020-2039 (2021)	11
2.3	Local Transport Strategies	12
	Leicester and Leicestershire Working Together Strategic Transport Priorities 2020 – 2050 (2020)	12
	Leicestershire County Council Cycling and Walking Strategy (2021)	12
	Leicestershire County Council Passenger Transport Policy and Leicestershire County Council Passenger Transport Strategy (2019)	12
	Strategic Growth Plan Leicester & Leicestershire 2050: Our Vision for Growth (2018)	12
	Green Infrastructure Strategy (2020)	13
	Leicestershire County Council: Writing a Successful Travel Plan A Guide to Developers (2013)	13
3.	Existing Conditions	14
3.2	Description of Site	14
	Site context	14
	The Site	14
3.3	Local Road Network	14
	A47 – Earl Shilton Bypass (Clickers Way)	14
	Astley Road	15
	Breach Lane	15
	Mill Lane	16
	A47 (between A47(E)/Leicester Road/A47(S) Junction and Leicester Lane (B582)/A47/Desford Road (B582))	16
	Alexander Avenue	17
	Avenue South	17
	Church Street	17
	Elmesthorpe Lane	17
	Equity Road East	17
	Leicester Road Carrs Hill	17
	Montgomery Road	18
	Old A47 (Hinckley Road, Wood Street, High Street and Leicester Road)	18
	Station Road (Wilkinson Lane)	18
	Station Road (B581)	19
3.4	The Strategic Road Network	19
3.5	Public Transport Network	19
	Bus services and Facilities	19
	Rail Services and Stations	21

3.6	Public Rights of Way, Cycle and Pedestrian Facilities	21
	Public Right of Way	21
	Pedestrian Network	22
	Cycle Network	22
3.7	Access to Local Services and Facilities	22
3.8	Journey to Work Travel Patterns	25
4.	Development Proposals	27
4.1	Overview of Development Proposals	27
	Development Description	27
4.2	Access and Movement	27
	Vehicular Access	27
	Internal Highways Arrangements	28
	Parking Standards	29
5.	Travel Plan Development	32
5.1	Introduction	32
5.2	Travel Plan Timescales	32
	Stage One - Design and Reserved Matters (Pre-construction)	32
	Stage Two - Construction and Pre-occupation	32
	Stage Three - Occupation and Continued Construction	32
	Stage Four - Post Construction/Development Completion	32
5.3	Travel Plan Co-ordination	33
	Steering Group	33
	Travel Plan Coordinator	33
	Travel Plan Working Group	34
5.4	Land Use Travel Plans	34
	Residential Travel Plan	34
	Workplace Travel Plans	34
	School Travel Plan	35
6.	Travel Plan Aim, Objectives and Targets	36
6.1	Travel Plan Aim	36
6.2	Travel Plan Objectives	36
6.3	Targets	36
	Objective 1 Target	36
	Objective 2 Target	37
	Objective 3 Targets	38
7.	Travel Plan Measures	39
7.1	Introduction	39
7.2	Physical Measures	39
	Pedestrian and Cycle Infrastructure	39
	Bus Services and Infrastructure	40
	Car Share Infrastructure	41
	Information Communication Technology (ICT)	41
	Car Club	41
	Electric Vehicle Charging Points	41
7.3	Influencing Travel Behaviour Measures	42
	Information Packs	42

	Personalised Travel Planning	42
	Pedestrian and Cycle Strategy	43
	Public Transport Strategy	43
	Car Share Strategy	43
7.4	Implementation Programme	44
8.	Marketing and Promotion	46
8.1	Introduction	46
8.2	Travel Information Pack	46
	Personalised Travel Planning	46
8.3	Marketing and Promotion	46
9.	Monitoring and Review	47
9.1	Introduction	47
9.2	Type of Monitoring	47
	Annual Monitoring	47
9.3	Regular Monitoring	47
9.4	Timescales of Monitoring	48
	Formal Monitoring	48
	Informal Monitoring	48
9.5	Monitoring Report	48
	Table 3.1 Bus Service Provision to Earl Shilton	19
	Table 3.2 Hinckley Railway Station	21
	Table 3.3 Desirable, Acceptable and Preferred Walking Distances to Local Services and Facilities	22
	Table 3.4 Earl Shilton Services and Facilities	23
	Table 3.5 Baseline Modal Share (2011 Census)	25
	Table 4.1 Proposed Development components	27
	Table 4.2 LCC Parking Standards	29
	Table 6.1 Objective 1 Targets and Timescales	37
	Table 6.2 Objective 2 Targets and Timescales	38
	Table 7.1 Implementation Programme	44
	Figure 1.1 Site Location	After Page 7
	Figure 1.2 Landownership for Applications	After Page 7
	Figure 3.1 Local Road Network	After Page 25
	Figure 3.2 Existing Bus Services in the Earl Shilton Area	After Page 25
	Figure 3.3 Existing Public Rights of Way Across the Site	After Page 25
	Figure 3.4 Existing Cycle and Pedestrian Route in the Earl Shilton Area	After Page 25
	Figure 3.5 Local Facilities and Services Accessibility	After Page 25
	Figure 3.6 Study Area Method of Travel to Work	24
	Figure 4.1 Proposed Land-use Parameters	After Page 30
	Figure 4.2 Access and Movement Strategy	After Page 30
Appendix A	Travel Plan Co-ordinator Job Description	

1. Introduction

1.1 Background

- 1.1.1 Bloor Homes, Barwood Land, and Jelson Homes (hereafter referred to as 'the Applicants') are applying to Hinckley & Bosworth Borough Council (HBBC) for outline planning permission for a residential led mixed-use development on land at Weavers Fields, ('the Proposed Development'), located to the east and south-east of Earl Shilton, Leicestershire (the 'Site') (see **Figure 1.1**). The Site is about 66 hectares (ha) and forms most of the land allocated as a Sustainable Urban Extension (SUE) by HBBC, as identified in their Core Strategy document. The total allocated extent of the SUE also includes a field of about 1.6 ha to the north-west of the Waste Water Treatment Works (WWTW) and an area of about 3.3 ha adjacent to Thurlaston Lane. These areas do not form part of this application.
- 1.1.2 Historically, an outline planning application (OPA) with all supporting documents was prepared for the entire SUE allocation in 2014. This included a Transport Assessment (TA) that had been scoped with highways officers of Leicestershire County Council (LCC) and National Highways (Highways Agency at the time). However, the development proposals were not progressed to the point of planning application submission. Presently, the area off Thurlaston Lane is the subject of a separate full application for 108 homes which is yet to be determined.
- 1.1.3 The Earl Shilton SUE is one of two major development proposals in the locality, the other being the Barwell SUE to the north-west of Barwell, west of Earl Shilton. An OPA for the Barwell SUE was submitted to HBBC in 2012 but was not taken to Planning Committee due to unresolved aspects. The OPA is for up to 2,500 residential dwellings, employment, a primary school, health care facility and a local centre. A refresh of the OPA technical submission is now being undertaken, including a revised TA.
- 1.1.4 The Earl Shilton Proposed Development comprises up to 1,500 dwellings, with up to 5.3 ha of space for business uses (Class B1, B2, and B8)¹, local centre and a primary school, together with strategic infrastructure including green-space, with all other Matters Reserved apart from strategic vehicular access. A full description of the Proposed Development is provided in Section 5 of this TA.
- 1.1.5 Two separate applications will be submitted for the Proposed Development. (see **Figure 1.2**). The Barwood Land application (Application A) forms two parcels covering land east of Astley Road and west of the WWTW, and land falling north of Mill Lane and includes the proposed access on to Astley Road. The Jelson Homes and Bloor Homes application (Application B) covers all remaining land and includes delivery of the main SUE access points onto the A47, and a limited local access for up to 50 homes off Breach Lane. Masterplanning of the applications has been coordinated to ensure a robust, aligned and comprehensive approach to the development of the SUE in a way that also delivers the main access infrastructure.
- 1.1.6 This Framework Travel Plan (FTP) has been produced to support both outline planning applications (OPA) and has been prepared alongside a Transport Assessment (TA), from which all technical assumptions have been taken.
- 1.1.7 The FTP outlines a suite of measures appropriate to the SUE location and the development mix proposed. The FTP will provide the overarching structure for the development of a full Travel Plan for the site which will be produced at reserved matters stage alongside the detailed design of the development. The full Travel Plan will set out the implementation programme for the finalised

¹ Recent change to the *Use Classes Order (Amendment Regulations 2020)*, which came into effect from the 1 September 2020 means that the future planning application for the Proposed Development will include the new class E (to replace the former B1).

package of measures and set out the mechanisms for implementation, monitoring and review, and will include individual Travel Plans for the key land uses, these being:

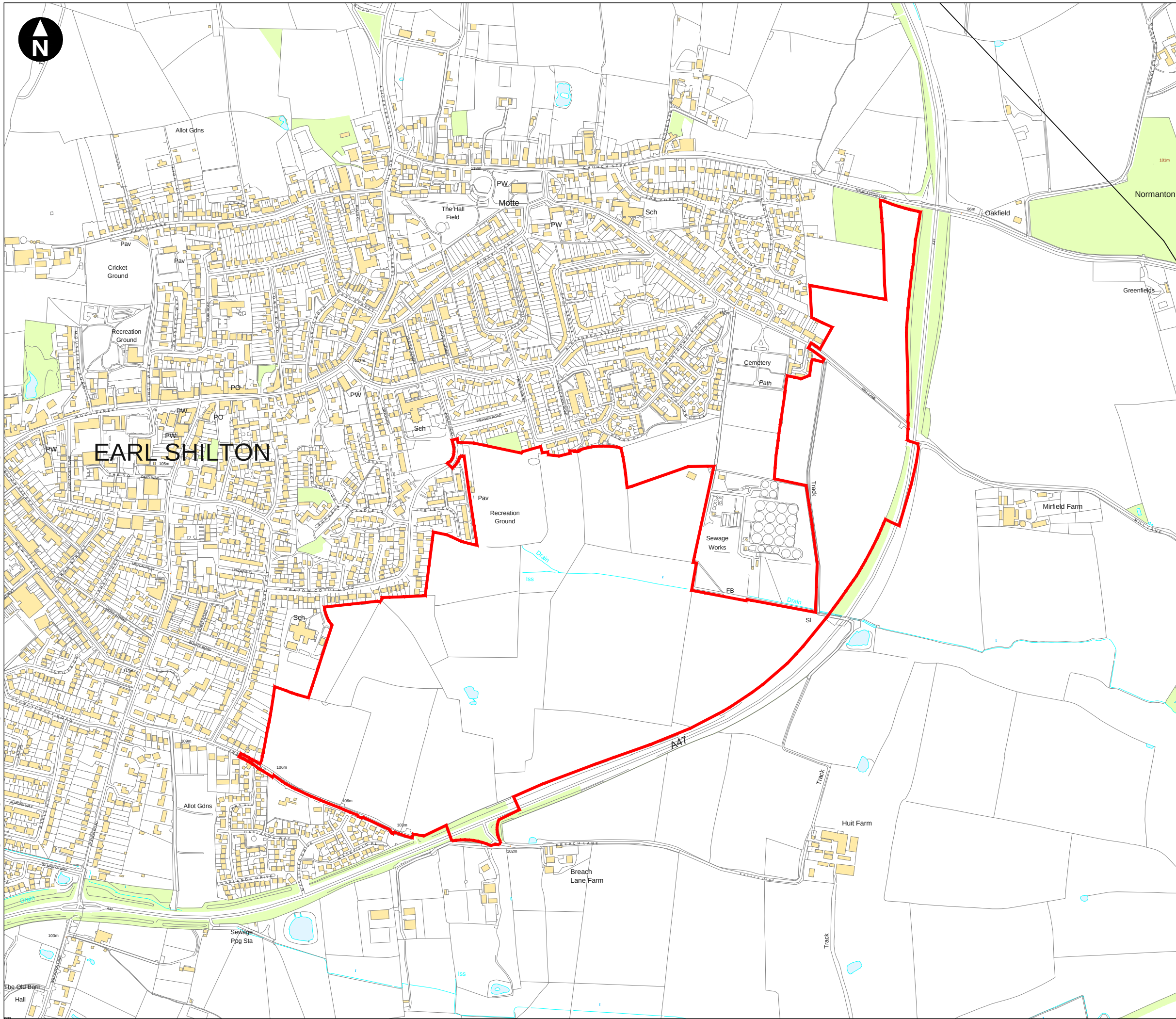
- residential;
- primary school; and
- workplace.

1.2 Structure of the Framework Travel Plan

1.2.1 The FTP Plan is structured as follows:

- Section 2 - Policy Context which considers the national and local transport policies relevant to the development and Travel Plans.
- Section 3 - Existing Conditions which provides a description of the baseline situation with regard to the strategic and local highway network, public transport, cycle and pedestrian networks, local facilities and travel patterns.
- Section 4 - Development Proposals which describes the scheme and the site planning approach.
- Section 5 - Travel Plan Development which sets out how the Travel Plan process will be managed.
- Section 6 - Travel Plan Aims, Objectives and Targets.
- Section 7 - Travel Plan Measures which sets out the proposed initiatives distinguished as 'physical' measures and 'influencing travel behaviour' measures, and provides an indicative implementation programme.
- Section 8 - Marketing and Promotion.
- Section 9 - Monitoring and Review, which identifies types of monitoring and timescales.

H:\Projects\42523 Earl Shilton\Deliver Stage\Design_Technical\Drawings\ACAD\42523-WOOD-XX-XX-FG-OT-0025_S2_P01.dwg Originator: VICKI.SMITH



Key

Site boundary

0 m 400 m

Scale 1:7500 @ A3

© Crown copyright and database rights 2021 Ordnance Survey
0100031673

Earl Shilton SUE
Travel Plan

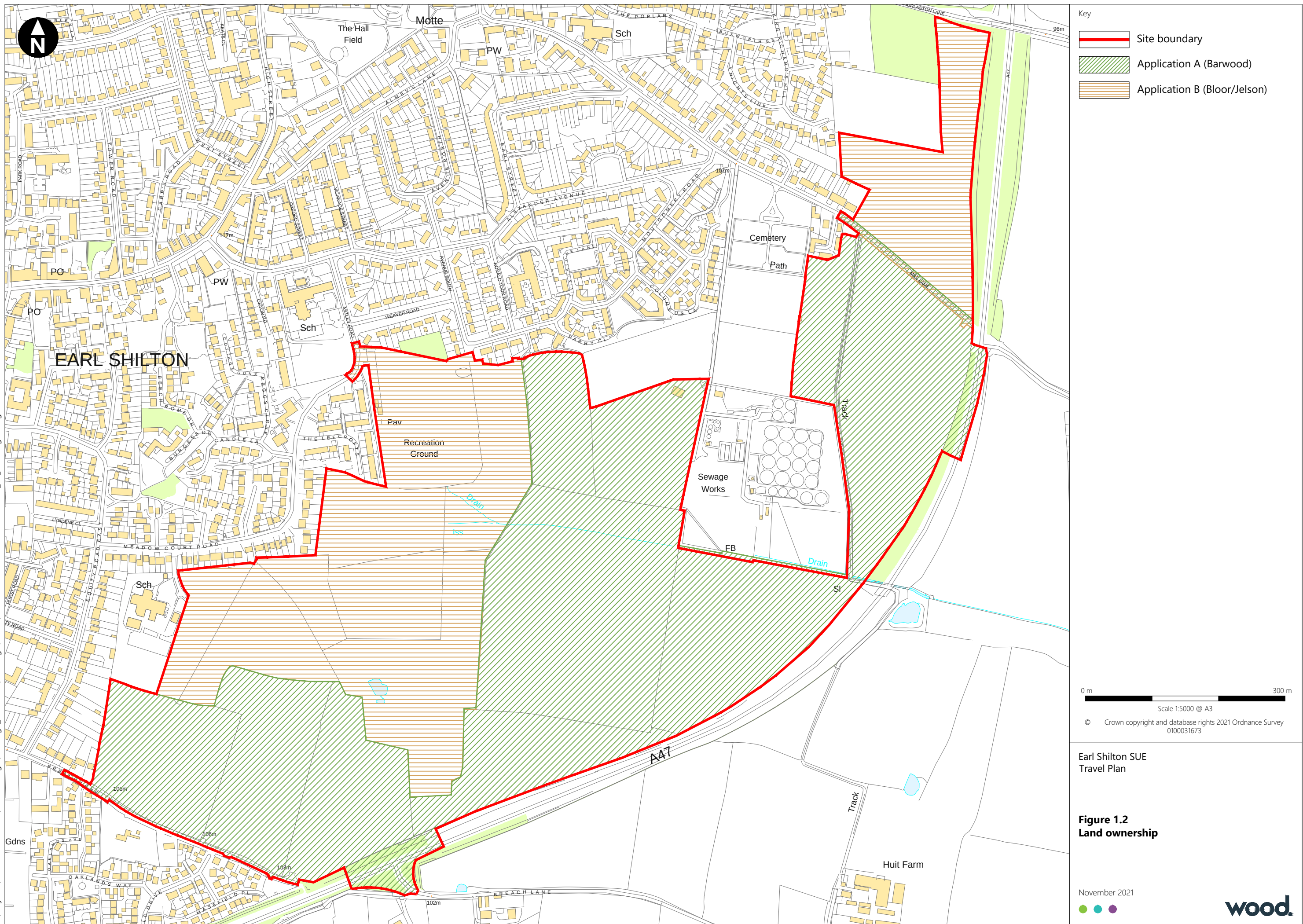
Figure 1.1
Site location

November 2021

● ● ●

wood.

H:\Projects\42523 Earl Shilton\Deliver Stage\Design_Technical\Drawings\ACAD\42523-WOOD-XX-XX-FG-OT-0026_S2_P01.dwg Originator: VICKI.SMITH



2. Policy Context

2.1 National Guidance

National Planning Policy Framework (July 2021)

- 2.1.1 The National Planning Policy Framework (NPPF, 2021) sets out the Government's planning policies for England and how these should be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. At the heart of the NPPF is a presumption in favour of sustainable development, an approach which should be followed by local planning authorities in their plan making and decision taking. Decision takers at every level are encouraged, where appropriate, to consider favourably applications for sustainable development and an emphasis is also made within the NPPF on local planning authorities working proactively with applicants at pre-application stage to secure this.
- 2.1.2 The NPPF identifies the need to favour sustainable transport modes to enhance travel choice, and to locate developments that generate significant movement where the need to travel will be minimised and the use of sustainable transport modes can be maximised.
- 2.1.3 The NPPF sets out that all developments that generate significant amounts of movement should be supported by a Transport Statement or a TA and a Travel Plan (paragraph 113), the latter being identified as a key tool to deliver sustainable transport objectives.
- 2.1.4 With specific regards to highway considerations in decision making, the NPPF (Paragraph 111) states:
- "Development should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe".*

Department for Transport (DfT) Circular 02/2013 The Strategic Road Network and the Delivery of Sustainable Development

- 2.1.5 The Circular sets out the policy for National Highways to engage with local highway authorities, communities and developers in relation to development proposals that will affect the strategic road network (SRN).
- 2.1.6 Paragraph 21 of the Circular states the following.
- "Where development proposals are consistent with an adopted Local Plan, the Highways Agency (now National Highways) does not anticipate the need for engagement in a full assessment process at the planning application stage. In such circumstances, considerations will normally be limited to the agreement of the details of the transport solution, including any necessary mitigation measures, and to ensuring that the transport impacts are included in the overall environmental assessment provided to the local planning authority, rather than the principle of the development itself."*
- 2.1.7 Reference is made to travel plans in paragraph 17, as follows.
- "The Highways Agency will work with local authorities and developers to identify opportunities to introduce travel plan and demand management measures through the Local Plan. These will be based on existing and proposed patterns of development in a manner that will support sustainable transport choice..."*

Travel Plan Guidance Documents

- 2.1.8 The Ministry of Housing, Communities & Local Government published advice on *Travel Plans, Transport Assessments and Statements* in 2014. This publication outlines TPs as long-term strategies to promote sustainable travel, without unfairly penalising drivers. It highlights various benefits from TPs (and the other associated documents) including to: highways safety and capacity, health, connectivity of communities and the environment in terms of carbon emissions and climate impact. This guidance outlines that TPs should be proportionate to the development scope (and only conducted where significant movements will be produced) and considered early in proposals as a collaboration between stakeholders for each local area. This guidance, also, outlines required information within a TP, including details on the development, local area transport characteristics, measures, required outcomes, monitoring and sanctions.
- 2.1.9 In April 2009, DfT published a revised guidance document '*Good Practice Guidelines: Delivering Travel Plans through the Planning Process*', which provided detailed best practice for the implementation of Travel Plans sought through development planning. This guidance is briefly referred to by the LCC *Writing a Successful Travel Plan A Guide to Developers (2013)*, though is now withdrawn with the newest guidance being the *Travel Plans, Transport Assessments and Statements 2014*.
- 2.1.10 In November 2008, a UK '*National Standard for Workplace Travel Plans (PAS 500)*' was published, by BSi. This document aims to provide guidance for a specific standard for TPs to further highlight their potential in influencing travel behaviour in workplaces, to make best use of available infrastructure and resources and reduce time losses and congestion for example.
- 2.1.11 DfT's (Department for Transport) Smarter Choices report published 2005 highlights the potential impacts of a range of 'smart' measures, including reduced congestion, pollution and health benefits. Workplace, school and personalised travel plans were all considered along with information provision, teleworking and car club and sharing initiatives. The follow up report in 2010 published by the DfT, *The Effects of Smarter Choice Programmes in the Sustainable Travel Town*, concluded overall implemented measures in the three town evaluated experienced increased active transport and bus use alongside a decrease in car use. For example, in the summary report, 2010, it is reported that car driver trips, by residents of the areas, reduced by 9% over the period 2004-2008 studied.

2.2 Local Policy

- 2.2.1 This section outlines the key local policy documents in the Leicestershire area with relation to transport.

Leicestershire Local Transport Plan 3 (2011-2026)

- 2.2.2 The Leicestershire Local Transport Plan 3 (LTP3) sets out the strategy for the period from 2011 to 2026 to help Leicestershire to continue to be a prosperous, safe and attractive County.
- 2.2.3 In LTP3 chapter 5 it has been recognized that some areas in Hinckley & Bosworth Borough have poor rail connectivity which are unlikely to play an important role in meeting the needs of either commuters or business travellers to/from Barwell and Earl Shilton. Therefore, good road connectivity to the strategic road network is vital for economic growth in these areas.
- 2.2.4 Goal 1 of the LTP places an emphasis on a transport system that enables all residents to have efficient, easy and affordable access to key services, particularly by public transport, bike and on foot.

- 2.2.5 The main objective of Goal 3 is to reduce carbon footprints and encourage more people to walk, cycle and use public transport in their daily life.
- 2.2.6 Road safety and reduction in number of casualties are the main objective of Goal 5. In LTP3 there are several provisions to make roads safer such as developing and implementing local safety schemes, the implementation of speed limit measures and improving road safety for vulnerable road users.
- 2.2.7 In summary, LTP3 promotes safe, reliable and sustainable transport within the County to support economic growth.

Leicestershire County Council Strategic Plan 2018-2022

- 2.2.8 This plan was adopted in 2018, and revised in 2020, and outlines LCC's five desired strategic outcomes to be achieved in its administrative area. These outcomes are: Strong Economy; Well Being and Opportunity; Keeping People Safe; Great Communities; and Affordable and Quality Homes. There are supporting outcomes and measures to monitor their progress. Transport plays a key role in all of the measures identified including indicators concerning: congestion, emissions, bus service satisfaction, electric vehicle uptake and provision levels. Other transport related indicators within the plan include: road casualty levels, sustainable transport use, physical activity levels and satisfaction with accessibility to country parks and with the right of way network.

HBBC Core Strategy 2009

- 2.2.9 The Core Strategy sets out the strategy and core policies to guide the future development of the borough up to 2026.
- 2.2.10 In the Core Strategy, Earl Shilton has been recognized as an important part of Hinckley & Bosworth sub-regional centre, closely connected to and supporting Hinckley's town centre whilst providing local services for their immediate populations.
- 2.2.11 Policy 2 (Development in Earl Shilton) sets out the approach to support the regeneration of Earl Shilton, identifying a mixed land use development for sustainability and encourage more young professionals and prosperous households to move into and stay in the area. It is expected that new development will integrate with and improve existing sustainable infrastructure.
- 2.2.12 Policy 5 (Transport Infrastructure in the Sub-regional Centre) sets out proposed transport interventions to support and promote sustainable development within the area particularly, the urban extensions at Barwell and Earl Shilton. Interventions comprise of links and improvements to existing urban areas for buses, walking, cycling and local traffic. This policy also supports the reopening of the Elmhurst passenger railway station to serve Earl Shilton and Barwell.
- 2.2.13 LCC is also seeking to work with external parties and access funding schemes to aid infrastructure requirements in Earl Shilton such as a new primary school and transport improvements.

Earl Shilton and Barwell Area Action Plan 2014 (Local Plan 2006 – 2026)

- 2.2.14 The purpose of the Earl Shilton and Barwell Area Action Plan (AAP) Development Plan Document (DPD) is to set out the strategy for future development across the two settlements.
- 2.2.15 The AAP allocates land for housing, employment, retail, recreation, open space and community facilities within two sustainable urban extensions north-west of Barwell and south-east of Earl Shilton. It also contains policies which relate to proposals that require site specific conditions such as design guidance, conservation and protection of open spaces and further policies which will be used in the day-to-day assessment of planning applications across the entire settlements.

- 2.2.16 The AAP includes policies 10 (Walking and Cycling in the Earl Shilton Urban Extension) and 11 (General Highways Provision for Earl Shilton Urban Extension) which outline highways and walking/cycling provision required for the Earl Shilton Urban Extension area; including required accesses, to the Site and routing to the wider area and improvements to the network. The Access Strategy states that there is opportunity for the Earl Shilton development to have a main access from the A47 bypass, and a vehicular access to the town centre can be achieved via Astley Road and Mill Lane provided traffic management measures are in place to make sure that this is not an attractive route for through traffic.
- 2.2.17 Transport & Infrastructure is one of the key development objectives which aim to reduce the need to travel by car and ensure transport choice via walking and cycling routes and public transport provision between developments and existing town centre and urban area.
- 2.2.18 The broader aims for the development of Barwell and Earl Shilton are reinforced with further requirements set out in other Core Strategy policies including Policy 5: Transport Infrastructure in the Sub regional Centre, which seeks transport interventions to, in part, support the urban extensions. It seeks new public transport linkages, pedestrian and cycle linkages and traffic calming measures.

Hinckley and Bosworth Draft Local Plan 2020-2039 (2021)

- 2.2.19 This document is a draft plan produced for 2021 consultation, it is not in its final version but provides indication of the direction of future policy for the Hinckley and Bosworth area. When adopted it aims to replace the currently adopted Hinckley and Bosworth Core Strategy (2009) and Earl Shilton and Barwell AAP (2014), referenced above, among other plans. Earl Shilton is listed as an Urban Area with a Sustainable Urban Extension planned, and the plan states that SUEs deliver housing and employment with schools, parks and road improvements.
- 2.2.20 Currently Transport is part of the social objectives, of the plan, focusing on sustainable transport providing accessibility to facilities from a choice of modes and where there is mitigation of impact on highways from new developments. Transport is contained within the environmental objectives of the plan as a part of mitigating climate change and new development impact through sustainable transport. There are draft policies within this document to achieve these objectives, concerning transport, including:
- PMD01 – High Quality Design: This draft policy highlights the need to maximise active and sustainable travel which are safe and accessible, reduce car dependency and utilise and provide for low carbon energy technologies in transport.
 - PMD02 – Active Design and Travel: which emphasises the need for developments to prioritise active travel in their design.
 - EP02 – New Employment Development: which includes the need to encourage sustainable transport movements.
 - CLT01 – New Community Facilities: this draft policy outlines the need to demonstrate new facilities reduce reliance on private car use in favour of sustainable transport utilisation and accessibility.
 - HT01 – Highways and Transportation: this draft policy outlines the need for developments to make best use of, and where relevant improve, public transport services; provide high quality active travel routes; integrate sustainable transport infrastructure and not produce a significant negative impact on highway safety. It also states that development with significant movements should be located to minimise travel and maximise sustainable transport use.

- 2.2.21 There are further Transport draft policies concerning Parking Standards (HT02), Electric Vehicle Charging Infrastructure (HT03) and A5 Improvement Corridor (HT04)

2.3 Local Transport Strategies

- 2.3.1 LCC has produced a number of transport strategy documents that are relevant to the Site location and development of this FTP. The following documents have been reviewed to inform this FTP.

Leicester and Leicestershire Working Together Strategic Transport Priorities 2020 – 2050 (2020)

- 2.3.2 This document outlines key challenges and aims for transport in Leicester and Leicestershire. It focuses on the desire to prioritise active transport and transport by sustainable modes while reducing the need to travel, where this is practical. This is to make travel more efficient and to have a reduced environmental impact. The document covers short, medium and long-term transport priorities for the areas.

Leicestershire County Council Cycling and Walking Strategy (2021)

- 2.3.3 This document sets out the walking and cycling strategy for the area, including expectations for provision and aims to improve cycling/walking infrastructure, enable movements by these modes and get the modal share increased. It includes a section concerning new developments which outlines the national and local policies to be complied with and be guided by, including provision of cycle parking, active travel, the provision of Travel Plans and the need for developer contributions to improve cycle/pedestrian routes on highways impacted by the development. Policy 1 and 2 of the strategy outline the need for development to be located where active travel trips are opportune and are built in line with guidance on cycling and walking.

Leicestershire County Council Passenger Transport Policy and Leicestershire County Council Passenger Transport Strategy (2019)

- 2.3.4 The passenger policy outlines the passenger transport objectives and policies for the Council, which will enable contributions to the area's strategic objectives. It contains seven policies, policy PTP4 is of particular relevance to new developments which aims to ensure that new developments have considered the viability and long-term access to public/passenger transport and that if needed this service has contributions associated with it. There are a further ten supporting principles outlined which particularly focus on local engagement (so services are tailored to the needs of the local area), support sustainable objectives and funding form.
- 2.3.5 The associated passenger transport strategy sets out the strategy for achieving the policy. This document covers the role of the Council in passenger services, subsidy levels, fare rates, responses to disruptions and supporting information and infrastructure provisions. This includes engaging with developers to achieve public transport solutions, with developer contributions were necessary.

Strategic Growth Plan Leicester & Leicestershire 2050: Our Vision for Growth (2018)

- 2.3.6 This document outlines a strategic growth plan from ten partners as an agreed strategy to 2050, which is to be delivered by relevant local plan, including Hinckley & Bosworth Borough Council. It identifies congestion and network gaps as key transport challenges in the Leicestershire area and aims to reduce the use of private car use. The plan covers infrastructure delivery and location of developments, for example.

Green Infrastructure Strategy (2020)

- 2.3.7 This strategy was prepared for Hinckley & Bosworth Borough Council to conserve and expand green infrastructure in the area. One of the key themes highlighted in this strategy is active travel. It highlights that an improved network of Public Rights of Way (PRoW) and other active transport provisions can contribute to reduced private car use and increased connectivity for active travel in the Hinckley & Bosworth area.

Leicestershire County Council: Writing a Successful Travel Plan A Guide to Developers (2013)

- 2.3.8 This document provides guidance for creating Travel Plans, it outlines what should be included within a travel plan in the Leicestershire area. This is with the aim of assisting the promotion of sustainable travel in Leicestershire to: manage traffic demand levels, reduce negative impacts of transport and have sustainable and accessible developments for all. This guidance emphasises the need to discourage Single Occupancy Vehicle (SOV) trips particularly in congested places or peak times.

3. Existing Conditions

- 3.1.1 This section sets out an audit of the baseline conditions, including a description of the Site, the transport network and access to local services and facilities.

3.2 Description of Site

Site context

- 3.2.1 The Site is bound to the north and west by the outskirts of Earl Shilton (comprising mostly residential development), and to the south and east by the A47 bypass ('Clicker's Way'). The A47 provides a bypass around the towns of Hinckley and Earl Shilton and runs from the A5 to the west to Leicester in the east.
- 3.2.2 Land uses beyond the A47 to the south and east are predominantly open arable agricultural land interspersed by isolated farmsteads and villages such as Huncote, Stoney Stanton and Croft. Croft Quarry (granite) is also a major feature in the landscape to the east of the site, beyond the M69 which runs south-west to north-east between the M6 and M1 motorways.
- 3.2.3 There is currently no direct vehicle access to the A47 from the SUE.

The Site

- 3.2.4 The Site currently comprises predominantly arable farmland with boundary hedgerows and intermittent hedgerow trees. Existing playing fields are located in the northern part of the site along with a children's play area. The Site is located immediately to the south-east of Earl Shilton, approximately five miles to the west of Leicester in the Borough of Hinckley & Bosworth. The WWTW operated by Severn Trent Water Ltd (STW) is adjacent to the north-eastern portion of the site.

3.3 Local Road Network

- 3.3.1 A description of the local road network (LRN) is provided in the following sections and illustrated in **Figure 3.1**. Roads with existing or proposed vehicular accesses are discussed first:

- A47 'Clickers Way' bypass;
- Astley Road;
- Breach Lane; and
- Mill Lane.

A47 – Earl Shilton Bypass (Clickers Way)

- 3.3.2 The Site is bounded to the east by the A47 'Clickers Way' bypass. The A47 links Nuneaton with Leicester, Peterborough and King's Lynn. It provides a bypass around the towns of Hinckley and Earl Shilton, routing from the A5 to the west to Leicester in the east. Clickers Way is the section near Earl Shilton; between A47 Leicester Road to the west and Leicester Road/A47 Leicester Road to the north. The A47 bypass is a high standard single carriageway two-way road with a shared cycle and

pedestrian route along the western side. There are various entries/exits along the route that serve local destinations and, in the vicinity of the Site, provide access to Earl Shilton.

- 3.3.3 Mill Lane and Breach Lane are 'No Through Roads' which provide access to a number of residential properties in Earl Shilton. On-street parking is prevalent on these neighbouring residential streets. Breach Lane provides a pedestrian and cycle route to join the A47 'Clickers Way' bypass, Mill Lane allows pedestrian access onto the A47. To the north, Thurlaston Lane also provides a pedestrian/cycle link to the A47.
- 3.3.4 The speed limit between the junction with A47 (E) /A47 (W)/ Leicester Road to just east of the junction with Masefield Drive is 40mph. Routing eastward from this point the national speed limit applies. This road has a fairly consistent road width, with a typical full road width of approximately 8 m -9.5 m. Two points of vehicular access are proposed onto Clickers Way.

Astley Road

- 3.3.5 Astley Road is a single carriageway two-way which links Equity Road (East) to Alexander Avenue, via Meadow Court Road. It has a speed limit of 30 mph, pedestrian footways on both sides and streetlights along the whole route. There are centre line road markings from the Alexander Avenue junction to the Earl Shilton Sports Pavilion access, after which, there are none, until Meadow Court Road at the junction with Equity Road (East). This road has a width typically between 5.8 m and 6.5 m approximately.
- 3.3.6 At the northern end of Astley Road is St Simon and St Jude Church of England Primary School and to the west where it becomes Meadow Court Road is Townlands Church of England Primary School.
- 3.3.7 Astley Road is a key route to the town centre. Key points along the route have been identified from south to north as:
- Astley Road (Meadow Court Road)/Equity Road (East) priority junction with Meadow Court Road giving way to Equity Road (East). Equity Road (East) provides a link to Station Road via Breach Lane.
 - Townlands Church of England Primary School - 'Keep Clear' road markings are present at the junction with the school access.
 - To the south of Weaver Avenue is a gated access to the Earl Shilton Town Council Sports Pavilion which is only open when the facility is being used.
 - St Simon and St Jude Church of England Primary School - speed calming and traffic management measures in the form of 'Slow' and 'School Keep Clear' road markings are present on the approach to the school and at the school gate.
 - Astley Road/Alexander Avenue priority junction with Astley Road giving way to Alexander Avenue. Speed calming measures in the form of 'Slow' are present on every arm of this junction because of the access to St Simon and St Jude Church of England Primary School.

Breach Lane

- 3.3.8 Breach Lane is a single carriageway two-way road from its junction with Station Road with a road width of 5.5 m, frontage access, footways on both sides, street lighting and a speed limit of 30 mph. It only has central road markings near the junction with Station Road.
- 3.3.9 Along the site boundary, Breach Lane is approximately 3 m in width, is not lit and does not have footways. It provides vehicular access to four properties. The road is also used as a link to the shared use footway/cycleway along the western side of the A47.

3.3.10 This road will provide a key pedestrian and cycle link between the Proposed Development and the town centre via Station Road. Key points along the route have been identified from west to east as:

- Breach Lane/Station Road priority junction with Breach Lane giving way to Station Road.
- Breach Lane/Equity Road (East) priority junction with Equity Road (east) giving way to Breach Lane.
- Pedestrian/cycle link to shared use provision on A47 to the east.

Mill Lane

3.3.11 Mill Lane is a single carriageway of varying widths of between 5.5 m and 6.7 m with frontage access, street lighting and 30 mph speed limit. At its western end is St Peter's Voluntary Academy. Along the northern side there is a continuous footway of 1.8 m width. On the southern side, there is a wide verge between the Site and Alexander Avenue and beyond this, as far as the primary school, there is a 2.6 m footway and additional verge width.

3.3.12 Mill Lane runs through the northern part of the Earl Shilton SUE as a narrow rural lane of approximately 2.8 m width with grass verges of up to around 3 m on either side and provides pedestrian and cycle access to the A47.

3.3.13 The road will provide a key pedestrian and cycle link between proposed development and the town centre via Alexander Avenue and Church Street. Key points along the route have been identified from west to east are:

- Mill Lane/Almey's Lane priority junction which provides a link to Church Street in the north. Church Street connects to Leicester Road which links to the A47 to the north.
- St Peter's Voluntary Academy – in the vicinity of the primary school, the overall highway width narrows down with a footway width of approximately 1 m adjoining the school and a nominal margin of 0.7 m on the opposite side. This section of road is, however, within a school 'safety zone' protected by a 20mph speed limit and 'zigzag' markings to restrict parking taking place. Outside of this zone, the speed limit is 30mph.
- Mill Lane/Earl Street priority junction which connects to Alexander Avenue.
- Mill Lane/Alexander Avenue priority junction – Alexander Avenue connects to the High Street in the west, providing access to the town centre.
- Pedestrian/cycle link to shared use provision on A47 to the east.

A47 (between A47(E)/Leicester Road/A47(S) Junction and Leicester Lane (B582)/A47/Desford Road (B582))

3.3.14 The A47 between A47/Leicester/A47(S) junction and Leicester Lane/A47/Desford Road junction is a single carriageway two-way road with a 50 mph speed limit and street lighting at the junctions. This section of the A47 has an on-road cycle lane of approximately 1.5 m width on both sides for the majority of the route, and a 580 m length of footway on the eastern side from the Leicester Road roundabout. There are a few lay-bys along this section of the road. The carriageway width for vehicles is approximately 6.5 m. The junction of A47 (east)/Leicester Road/A47(south) is a standard roundabout with good cycle and pedestrian facilities around the junction. The junction of Leicester Lane/A47/Desford Road is signal controlled junction with a pedestrian crossing facility.

Alexander Avenue

- 3.3.15 Alexander Avenue is a single carriageway two-way road which runs between High Street and Mill Lane. A 30 mph speed limit applies to this road. The road has a footway on both sides, street lighting and direct frontage access. The road has a varying road width, the majority is between approximately 5 m and 6.5 m but with narrower sections for example near the junction with Earl Street and the additional Alexander Avenue Crescent. Traffic management measures are present in the form of 'School Keep Clear' road markings at the access to the St Simon and St Jude Church of England Primary School. There are centre line road markings from the High Street junction to Vicarage Street and in a short section near Mill Lane junction, after which, there are none.

Avenue South

- 3.3.16 Avenue South routes between Montgomery Road, to the south, and Almey's Lane, to the north. It is a single carriageway road with footways on both side, street lighting and a 30 mph speed limit. The typical road width on this road is between approximately 5 m-6 m. It crosses Alexander Avenue, with Avenue South giving way at the priority junction. Avenue South has central road markings near the junction with Avenue North and Alexander Avenue only. There is pedestrian access into the Site via an ungated footpath at the end of the road. A footpath routes alongside the field boundaries within the Earl Shilton SUE site.

Church Street

- 3.3.17 Church Street is a single carriageway two-way road with a footway on both sides, street lighting and direct frontage access. The road width is typically between 5 m and 6 m, with the western section of the street being narrower. This road provides a link between the Site and facilities in the north of the town centre. Church Street only has central road markings near the junction with Leicester Road. It has a speed limit of 30 mph.

Elmesthorpe Lane

- 3.3.18 Elmesthorpe Lane is a single carriageway two-way road which is connected to Leicester Road by a mini roundabout. It provides access to the residential area located north-east of the A47(east)/Leicester Road Carrs Hill/A47(west) junction. This road is no-through road at the southern end but there is pedestrian link to the A47 bypass. At its northern end there is a pedestrian link to Hinkley Road. This road has a footway on the east side of the road, street lighting and direct frontage access. The road width typically varies between approximately 5.5 m and 6.5 m along this road. This road has 'Slow' road marking within the residential sections of the route and has a 30mph speed limit.

Equity Road East

- 3.3.19 Equity Road East is a single carriageway two-way road which runs parallel to Station Road and provides a link between Station Road and Breach Lane. The road has a footway on each side, street lighting, frontage access and a speed limit of 30 mph. Equity Road East has a variable road width of between approximately 5 m and 6.5 m. The majority of this road has no centre line road markings, apart from short sections near both ends of the road.

Leicester Road Carrs Hill

- 3.3.20 Leicester Road (Carrs Hill) is a single carriageway two-way road which connects to the A47 via a roundabout to the south and becomes Hinckley Road in the north. It has a footway on west side of the road. Routing north from the A47 the speed limit of this road is 40 mph until just before the

mini roundabout with Elmesthorpe Lane where the speed limit is 30mph. This road has typically has widths in excess of 6.5m with greater road widths particularly located at the mini roundabout junction with Elmesthorpe Lane and the pedestrian crossing point near the transition into Hinckley Road. Leicester Road (Carrs Hill) currently has a 7.5 tonnes weight limit imposed except for loading.

Montgomery Road

- 3.3.21 Montgomery Road is a single carriageway road which routes between Avenue South and Alexander Avenue. This road offers pedestrian access opportunities into the Site via a PRoW. This road has footways on both side of the carriageway, street lighting and a 30 mph speed limit. Montgomery Road has no central line markings. For the majority of the road the road width is between approximately 5 m and 6 m. There is a narrow section (approximately 3m) between Montgomery Terrace and Montgomery Walk, which form a pedestrian link between Montgomery Road and Livingstone Lane.

Old A47 (Hinckley Road, Wood Street, High Street and Leicester Road)

- 3.3.22 The old A47 is the main spine road that runs through Earl Shilton town centre and has different road names along sections including Hinckley Road, Wood Street, High Street and Leicester Road. This is a standard single carriageway two-way road. The section of road between Belle Vue Road and Church Street has a footway on each side, street lighting and direct frontage access. Hinckley Road has a 30mph speed limit, which reduces to 20mph on Wood Street east of the junction with Heath Lane up to the Ivydene Close junction, and then reverts back to 30 mph until east of the junction with Church Street where the speed limit increases to 50 mph.
- 3.3.23 There is a section of shared cycle and pedestrian footway alongside Hinckley Road. There are various pedestrian crossing points including zebra crossings, signalised crossings and island crossing points. From the A47 (NE)/A47(S)/Leicester Road junction routing towards Earl Shilton there is a 7.5 tonnes weight limit imposed except for loading. The road width along this route varies given the provision of on-road cycle and bus provisions, pedestrian crossing facilities and some areas of designated on street parking.
- 3.3.24 Several traffic calming and management measures are in place within the town centre sections. A number of minor roads are linked to this major spine road with different types of junctions, such as priority, mini roundabouts and signals. East of the junction with Station Road up to Keates Lane, there are sections of road without central road markings

Station Road (Wilkinson Lane)

- 3.3.25 Station Road is a single carriageway two-way road which provides a direct link between Earl Shilton Town centre to the north and the new A47 bypass, via Wilkinson Lane to the south. This road has a footway on each side, street lighting, direct frontage access and a 30 mph speed limit. The road width varies along its extent between approximately 5 m and 7 m. The northern junction with Wood Street/The Hollow is a three-arm signal junction with pedestrian crossings and advanced cycle stop lines on all arms. The southern junction with the A47 is also a three-arm signal controlled junction and has pedestrian crossings on all arms. The road only has central road markings on approach to these junctions. There are several minor roads that are linked to Station Road by simple priority junctions. This road currently has a 7.5 tonnes weight limit imposed except for loading. The majority of the road is 30 mph but approaching the junction with Wood Street the speed limit is 20 mph.

Station Road (B581)

- 3.3.26 Station Road (B581) is single carriage way two-way road which routes from A47 Clicker's Way, at the village of Elmesthorpe, to Stoney Stanton, Primethorpe, Broughton Astley and Dunton Bassett to the east where it joins the A426 Lutterworth Road which provides a connection to the M1 to the south at Junction 20, and Leicester to the north. The Station Road (B581) and A47 Clickers Way junction is signalised, with a lane per directional movement for turning onto the A47. From this junction south eastward the speed limit is 40 mph until just after a junction with Burbage Common Road where the national speed limit applies. The road width varies, typically between approximately 5 m and 7 m and there is footway provision on one or both sides.

3.4 The Strategic Road Network

- 3.4.1 The Strategic Road Network (SRN) comprises all the motorways and trunk roads in the vicinity of the site. It covers all of the routes of national strategic importance which are operated and maintained by National Highways (formerly Highways England).
- 3.4.2 National Highways operate and maintain the A5 to the south-west of the site, the M69 to the east of the site and the M1 to the north of the site.
- 3.4.3 The A47 provides a route from the Site to the A5, which connects to the M69 at Junction 1 to the south-east and the M42 at Junction 10 to the north-west. The A5 is a long-distance route from London and crosses into Wales (ceasing to be operated and maintained by National Highways), to the Port of Holyhead, passing through large parts of central and southern England. It routes locally between Tamworth and Rugby, and also is part of a connection from Earl Shilton to Nuneaton. The M69 routes between Coventry to the south and Leicester to the north. The M1 routes from London north to near Leeds connecting to the A1 (M) for further northward travel. The M1 provides connections to the north of Earl Shilton including towards the settlements of Nottingham, Derby, Sheffield and Leeds, it is also a key southbound connector from the Earl Shilton area towards London.

3.5 Public Transport Network

Bus services and Facilities

- 3.5.1 Earl Shilton is served by three local bus services and has good connectivity to the major local destinations such as Leicester, Barwell, Hinckley and Nuneaton. A summary of the bus services is shown in **Table 3.1** and **Figure 3.2**.

Table 3.1 Bus Service Provision to Earl Shilton

Service No.	Route	Day	Approximate Service Times- Earl Shilton	Max Frequency/ Service Level
Astley Road				
1 (Hinckley to Earl Shilton)	Hinckley – Earl Shilton	Monday - Friday	10:27-16:27	1 per 2 hours
		Saturday	10:27-16:27	1 per 2 hours
		Sunday	No Service	No Service
	Earl-Shilton – Hinckley	Monday - Friday	10:27-16:27	1 per 2 hours

Service No.	Route	Day	Approximate Service Times- Earl Shilton	Max Frequency/ Service Level
1 (Earl Shilton to Hinckley)		Saturday	10:27-16:27	1 per 2 hours
		Sunday	No Service	No Service
Almey’s Lane				
48L (Leicester to Coventry)	Leicester – Earl Shilton	Monday - Friday	05:17-21:12	approximately 3 per hour (08:00 to 18:00)
		Saturday	06:15- 21:12	approximately 3 per hour (08:00 to 18:00)
		Sunday	09:46 -17:51	approximately 1 per hour
48L (Coventry to Leicester)	Nuneaton –Earl Shilton	Monday - Friday	06:16-20:57	approximately 3 per hour (07:00 to 17:00)
		Saturday	06:21-20:57	approximately 3 per hour (07:00 to 17:00)
		Sunday	08:35-16:30	approximately 1 per hour
158 Leicester to Nuneaton)	Leicester – Earl Shilton	Monday - Friday	06:31-23:22	Morning: approximately 1 per 30 mins Day: 3 per hour until Evening: approximately 1 per hour
		Saturday	06:31-23:22	Morning: approximately 1 per 30 mins Day: 3 per hour until Evening: approximately 1 per hour
		Sunday	09:19-18:19	1 per hour
158 Nuneaton to Leicester)	Nuneaton Earl Shilton -	Monday - Friday	05:47-23:02	Morning: approximately 1 per 30 mins Day: 3 per hour until Evening: approximately 1 per 30 mins
		Saturday	06:31-23:02	Morning: approximately 1 per 30 mins Day: 3 per hour until Evening: approximately 1 per 30 mins
		Sunday	08:50-18:50	1 per hour

Sources: <https://www.arrivabus.co.uk/> and <https://www.traveline.info/>

- 3.5.2 As shown in **Table 3.1**, bus service 1 runs every 2 hours (previously it had a 30 minute frequency based on the TA which was drafted in 2014) and routes in close proximity to the Site boundaries with the Astley Road bus stop located approximately 350 m from the centre of the site, and near a proposed Site access.

- 3.5.3 The Astley Road bus stop is considered to be accessible to the development based on LCC Travel Plan guidance (*Leicestershire County Council: Writing a Successful Travel Plan A Guide to Developers (2013)*) as the bus stop is within 400 m and located in an urban area. Bus service 1 also serves bus stops located on North Leigh Way and Lyndene Close which are close to the western part of the Site. These bus stops located near the development site are bus flags no shelter or seats, with the exception of Astley Road which has a shelter.
- 3.5.4 Bus services 48L and 158 run through Earl Shilton town centre, with the nearest bus stops located on High Street, including Almey's Way, which is located approximately 600 m northwest of the Site centre.

Rail Services and Stations

- 3.5.5 Hinckley Railway Station is located southwest of the Site and is approximately 7.5 km (by road) from the Site. Hinckley Railway Station provides rail connections to major destinations such as Leicester and Birmingham. The station benefits from the following facilities:
- 70 car park spaces at the rate of £6.50 per day, weekly, monthly and annual option available; and
 - sheltered cycle storage.
- 3.5.6 The service frequency and destinations are set out in **Table 3.2**, between Hinckley, Leicester and Birmingham, including direct service and those requiring a change.

Table 3.2 Hinckley Railway Station

Route	Day	Approximate Service Times	Max. Frequency/Service Level
Hinckley to Leicester	Monday – Friday	05:55-22:58	Approximately 2 per hour
	Saturday	06:30-22:58	approximately 2 per hour
	Sunday	10:28-22:28	approximately 2 per hour
Birmingham New Street to Hinckley	Monday – Friday	06:38-22:47	Morning and evening peak 30 minutes then approximately 1 per hour
	Saturday	06:08-22:40	approximately 1 per hour
	Sunday	10:38-22:40	approximately 1 per hour

Source: <https://www.nationalrail.co.uk/>

- 3.5.7 Bus services 1, 48L and 158, which all route through Earl Shilton, also stop in Hinckley Town centre which is approximately 700 m away from Hinckley Railway Station.

3.6 Public Rights of Way, Cycle and Pedestrian Facilities

Public Right of Way

- 3.6.1 **Figure 3.3** shows all existing PROWs in the locality. Five PROWs are located through the Site or in the surrounding area. There are four identified PROW routes which cross the Site, one of which runs through the field between Meadow Court Road and Breach Lane (T90), the other (T89) links Montgomery Road to Bridleway U105 which follows the Site's southern boundary and the third (U17) links Footpath U19, south of Parry Close, near Montgomery Road, to Bridleway U16 southeast

of the WWTW. The fourth links Mill Lane, Huit Farm and Breach Lane and meets Bridleway 105 and Footpath U17 near the WWTW south-eastern corner (U16-Bridleways). Bridleway U105 is parallel with the A47 on the Site's south boundary. The proposed internal layout of the development will enhance these existing links to provide permeability by foot throughout the Site.

Pedestrian Network

- 3.6.2 **Figure 3.4** identifies all of the key existing walking routes, that are not along the road network, in the site vicinity, particularly between the Site and Earl Shilton town centre. There is a segregated shared cycle and pedestrian route along the A47 bypass. There are pedestrian links directly between A47 bypass and Mill Lane, Elvesthorpe Lane and Breach Lane connecting to this shared route, on each of these roads there is a short stretch of narrow carriageway with no pedestrian footways before pedestrian footways are provided again, as outlined in **Section 3.3**. The local roads have good footway provision, as outlined in **Section 3.3**, for example along Astley Road, Alexander Avenue, Wood Street and Station Road, with street lighting along all of these roads. Footways vary in width and quality.
- 3.6.3 This shows that the Site has significant pedestrian links. These routes are a mixture of footpaths running between the proposed residential and community elements of the Site and footways which are set back from the carriageways to provide a feeling of safety away from passing vehicles.

Cycle Network

- 3.6.4 **Figure 3.4** shows the entire existing cycle route within the area. A shared cycle and pedestrian route runs along the newly built A47 bypass. There is cycle/pedestrian access from Breach Lane onto this A47 route. Part of Mill Lane is open for all traffic including pedestrian and equestrian, with pedestrian access to the A47. There is, also, a shared cycle/pedestrian connection between Thurlaston Lane and the A47 shared cycle route. There is a short section of shared cycle and pedestrian route between Oaks Way and Wood Street. Along the old A47 there are sections of shared cycle pedestrian footway alongside the carriageway on Hinckley Road, which includes a link to Elvesthorpe Lane. There are, also, on-road cycle markings to facilitate cycle access on/off some of these cycle routes in Earl Shilton and advanced stop lines at the signalised junction between Station Road and Wood Street and at the junction between Wood Street and the supermarket entrance opposite King's Walk. Local streets are cyclist friendly and provide link to Earl Shilton town centre.

3.7 Access to Local Services and Facilities

- 3.7.1 The Site's accessibility is measured against the Institute of Highways and Transportation (IHT) 'Guidelines for providing for Journeys on Foot' (2000) in relation to acceptable walking distances to services and facilities. This guidance states that the average length of a walk journey is 1 km (0.6 miles). **Table 3.3** summarises these walking distances to local services and facilities.

Table 3.3 Desirable, Acceptable and Preferred Walking Distances to Local Services and Facilities

	Town Centre	Commuting/School	Other Trip Attractors
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred Maximum	800m	2000m	1200m

Source: IHT (2000), Guidelines for Providing Journeys on Foot. IHT: London

3.7.2

The Proposed Development includes provision of a primary school and retail within the Site. This means that there would be expected to be a level of internalisation, as opposed to access to facilities being determined solely by facilities already present in Earl Shilton and the surrounding area. The facilities within the Site will be highly accessible to residents of the proposed dwellings. Nonetheless, **Table 3.4** below outlines a selection of key services and facilities in Earl Shilton and their accessibility to the Site. Accessibility is shown in estimated distances from the Site centre and walking and cycling times have been estimated from these distances. Walking journey times are based on an average walking speed of 1.4 m/s; which equates to approximately 400 m in five minutes or 3mph, based on guidance from *LTN 1/04: Policy, Planning and Design for Walking and Cycling, 2004, paragraph 3.10.3*. Cycling times are based on a 16km/hr speed. Distances were estimated using Google Earth Pro and Google Maps journey planner. These times and distances provide a guide as journey distance and times depend on internal Site routes and pedestrian/cycle entry/exit locations.

Table 3.4 Earl Shilton Services and Facilities

Service/Facility Type	Service/Facility	Distance and Time from Approximate Centre of Site			
		Straight Line Distance (m)	Walking and Cycling Journey* (m)	Estimated Walking Travel Time (mins)	Estimated Cycling Travel Time (mins)
Schools - Primary	Townlands Church of England Primary School	500	833	10	3
	St Simon and St Jude Primary School	460	511	6	2
	St Peter's Voluntary Academy	770	949	11	4
	Newlands Community Primary School	1,760	2188	26	8
Schools - Secondary	Heath Lane Academy	1,970	2281	27	9
Schools - Early Years	Little Stars Pre-School	820	1155	14	4
	Handprints Day Nursery and Pre School	830	1155	14	4
Medical Surgery	Heath Lane Surgery	1,180	1477	18	6
High Street – Retail and Hospitality Area	Earl Shilton Post Office	780	994	12	4
	Co-op Food Earl Shilton	890	1155	14	4
	Earl Shilton Library	840	994	12	4

Service/Facility Type	Service/Facility	Distance and Time from Approximate Centre of Site			
		Straight Line Distance (m)	Walking and Cycling Journey* (m)	Estimated Walking Travel Time (mins)	Estimated Cycling Travel Time (mins)
	The Opticians	830	994	12	4
	Optivision Opticians Ltd.	840	994	12	4
	Earl Shilton Dental Practice	1,070	1316	16	5
	Saffron Pharmacy	950	1155	14	4
Employment	Oaks Industrial Estate (including Royal Mail Delivery Office)	860	1155	14	4
Sport/Leisure	Weavers Springs Sports Park	230	230	3	1
	Wood Street Park	1,040	1316	16	5
Religious	St Peter & St Paul Church	1,070	1477	18	6
	Earl Shilton Church	860	1155	14	4
	The Independent Chapel	600	672	8	3
	Satin Simon and St Jude	820	994	12	4
	Earl Shilton Baptist Church	770	994	12	4
Public Transport	Astley Road Bus Stop	350m	457	5	2
	Bus Stop	390m	672	8	3

*The walking and cycling journey distance is estimated from the shortest distance combination of straight line distance to an access point from the approximate Site centre and the Google Maps journey distance by walking/cycling outside of the Site.

3.7.3 **Figure 3.5** depicts a summary of the key services and facilities outlined in **Table 3.4**. It shows distance boundaries from the approximate Site centre to show accessibility of these facilities, though it should be noted that these boundaries are straight line boundaries and not true walking distances, thus act only as a guide to walking accessibility.

3.7.4 From the information in **Table 3.3** and **Figure 3.5** the approximate centre of the Site is seen to be in a location which provides accessibility to the Town Centre area. There is good accessibility to a selection of the existing primary and early years schools, the secondary school is seen to be less accessible by these metrics but only slightly above the preferred maximum. A variety of local services and facilities are within accessible walking distances. Walking distances will vary depending on the location on the Site but in general the Site is located where active and sustainable modes

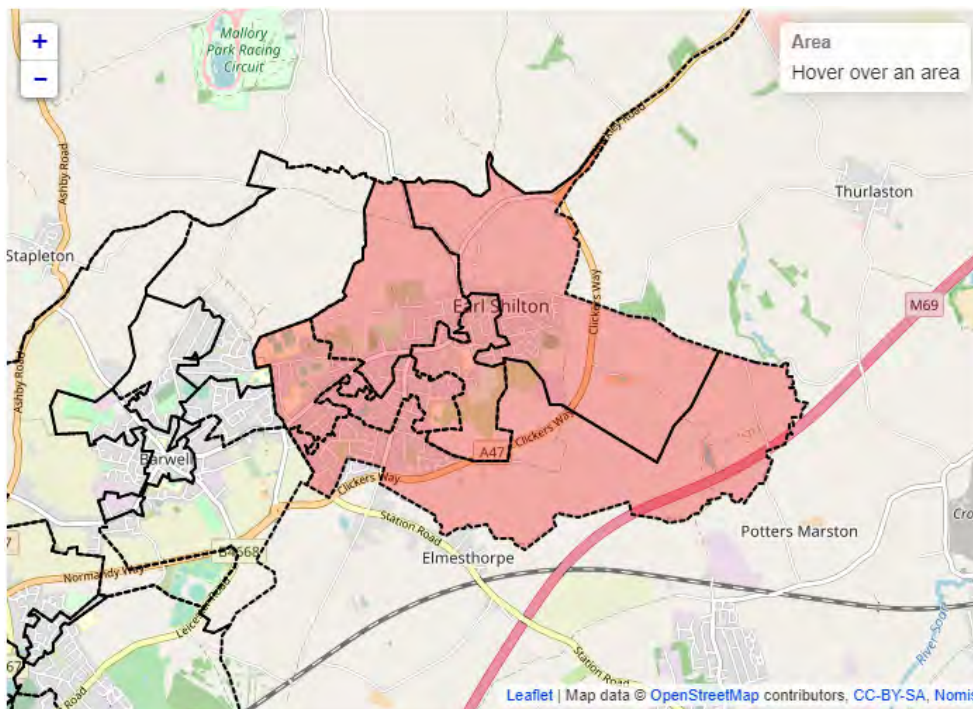
can be used to reach these local facilities, in addition to those which will be provided internally to the Site.

- 3.7.5 The nearest settlements to Earl Shilton are Elmeſthorpe and Barwell. Elmeſthorpe, to the south of the Site, has few facilities but these include a village hall and church. Barwell, to the west of the Site, has a range of education, retail, hospitality, medical and leisure facilities that are of a similar scope to those in Earl Shilton.

3.8 Journey to Work Travel Patterns

- 3.8.1 For baseline information on work travel patterns, reference has been made to the Nomis, Office of National Statistics (ONS) 2011 National Census Data for 'method of travel to work' for the resident population aged 16-74 to investigate work travel patterns.
- 3.8.2 This information was extracted for the following Super Output Lower Layer Areas in Hinckley and Bosworth: 006A, 006B, 006C, 006D, 006E, 006F and are depicted in **Figure 3.6**. They were selected to cover the Site area and surrounding Earl Shilton area to provide a representative population. A summary of the multimodal data obtained is provided within **Table 3.5**.

Figure 3.6 Study Area Method of Travel to Work



Source: Nomis official labour market statistics – Office for National Statistics (ONS)

Table 3.5 Baseline Modal Share (2011 Census)

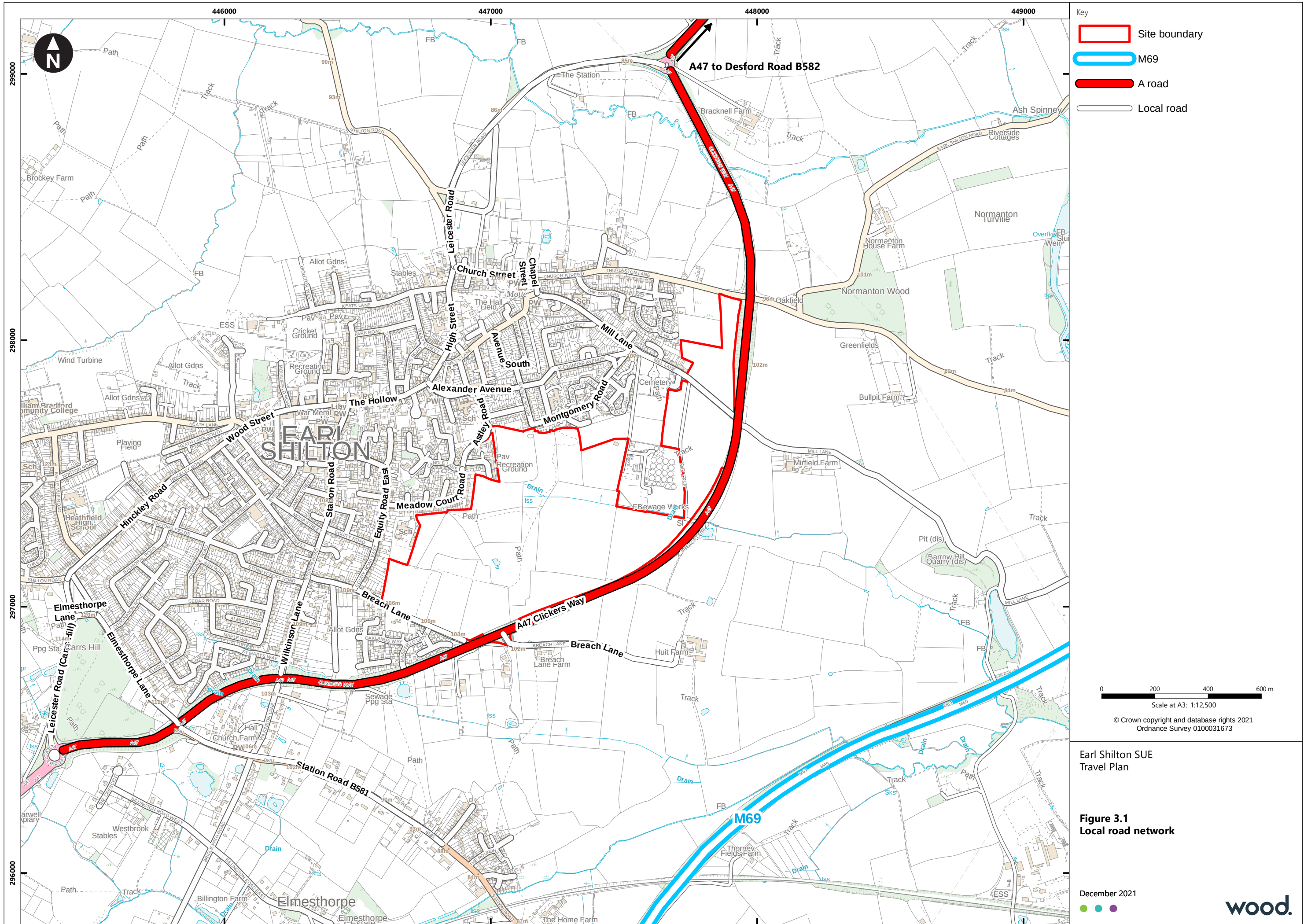
Mode	Total for Output Area	Total (%) for Output Area	Total (%) for Output Area excluding Working from/at home
Driving a car or van	3,695	75.59	78.20
On foot	331	6.77	7.01

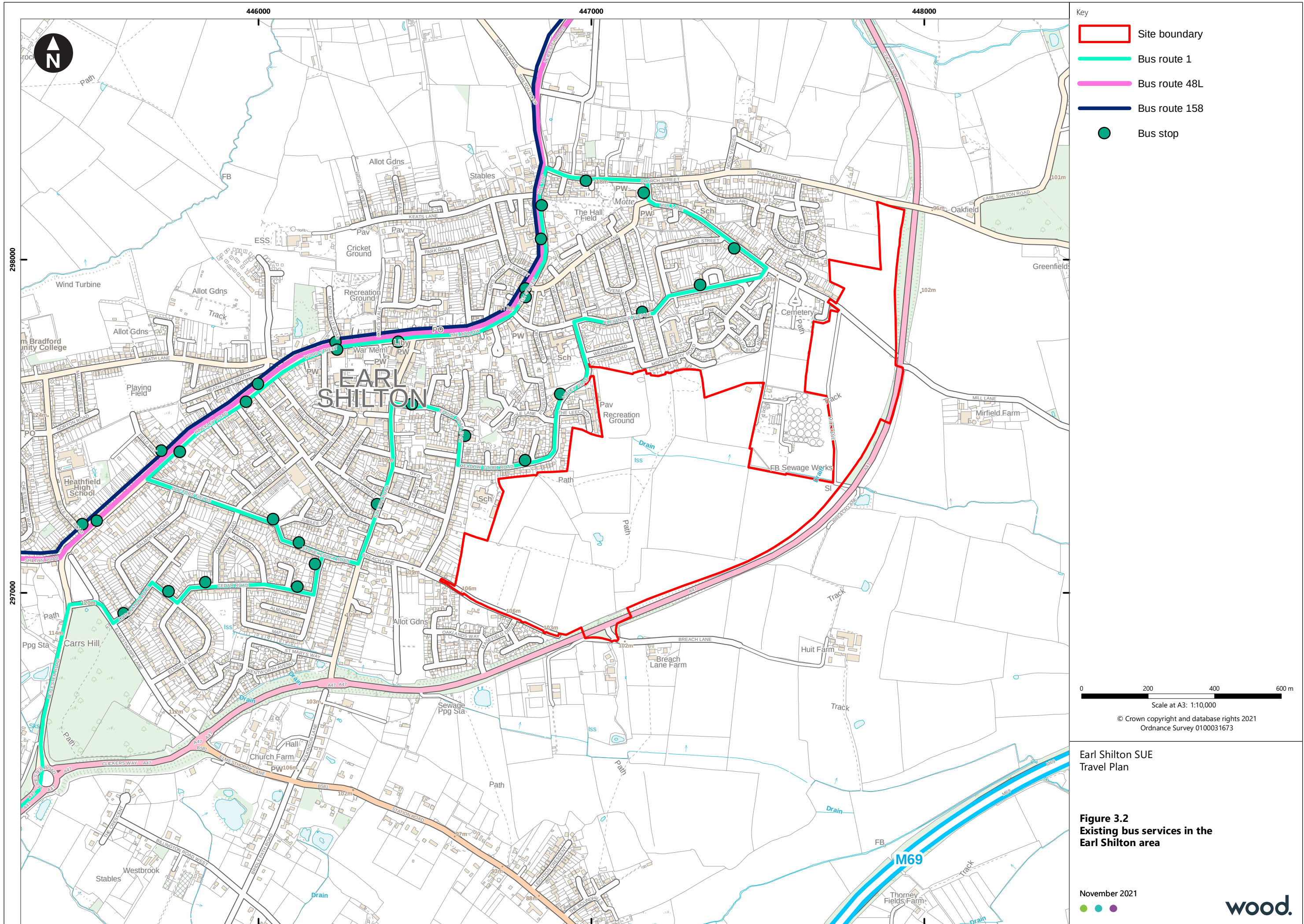
Mode	Total for Output Area	Total (%) for Output Area	Total (%) for Output Area excluding Working from/at home
Passenger in a car or van	294	6.01	6.22
Bus, minibus or coach	207	4.23	4.38
Bicycle	90	1.84	1.90
Motorcycle, scooter or moped	52	1.06	1.10
Train	20	0.41	0.42
Other	17	0.35	0.36
Taxi	16	0.33	0.34
Underground, metro, light rail, tram	3	0.06	0.06
Working mainly at or from home	163	3.33	-
Total	4,888	100.00	100.00

Source: 2011 Census - 'Method of travel to work mode share for the Hinckley and Bosworth Ward areas 006A-F (subject to rounding)

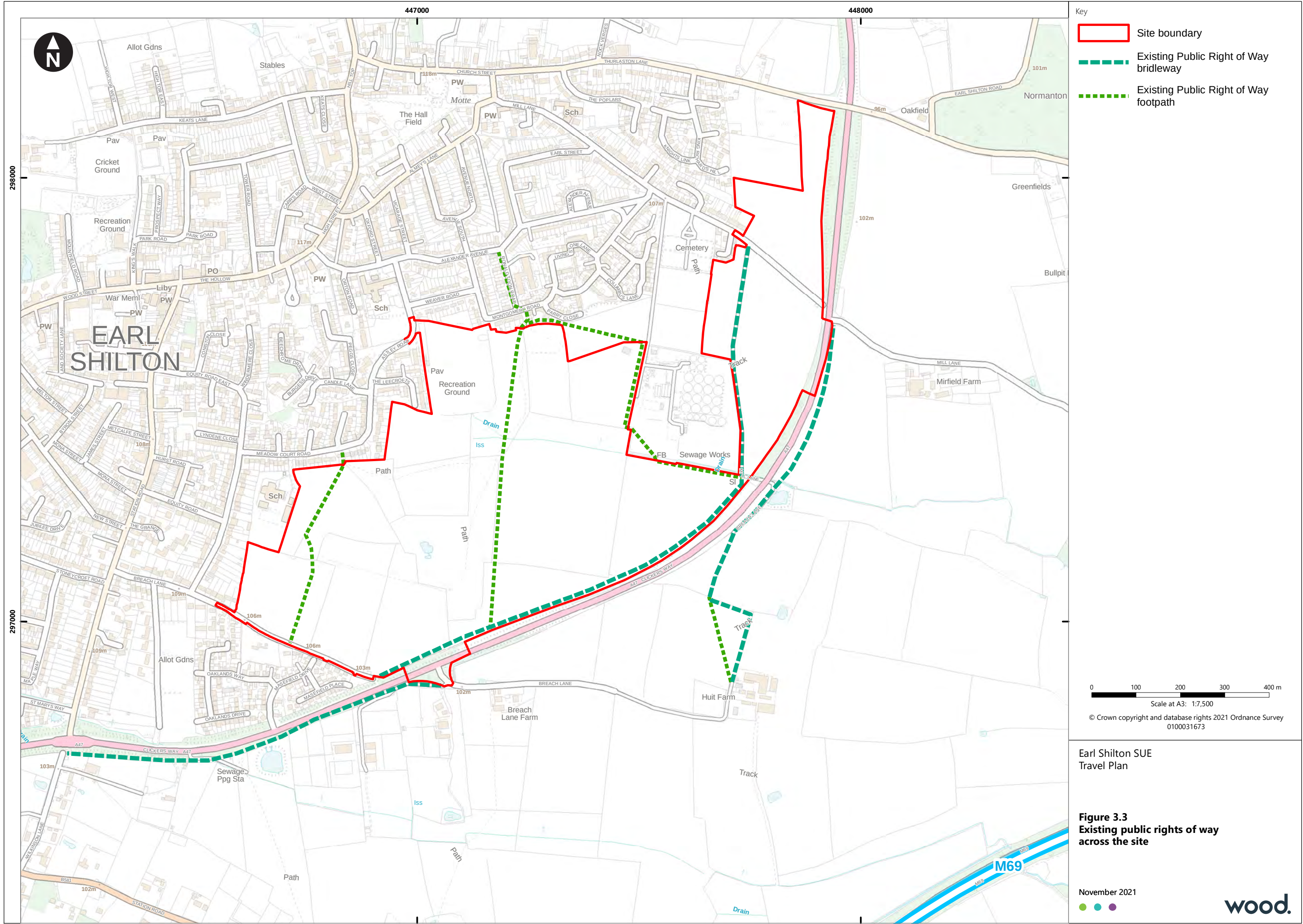
- 3.8.3 The results, of mode share for work trips, indicate a relatively good level of pedestrian trips, 7%, while driving a car/van accounts for 78% of the mode share. 6% of these journeys show as passengers in a car/van these trips could contribute to a lower Single Occupancy Vehicle (SOV) rate, than 78%, if some of these passengers are car sharing with drivers on work journeys, if this is assumed the SOV account for 72% of all work trips, where working from home is excluded.

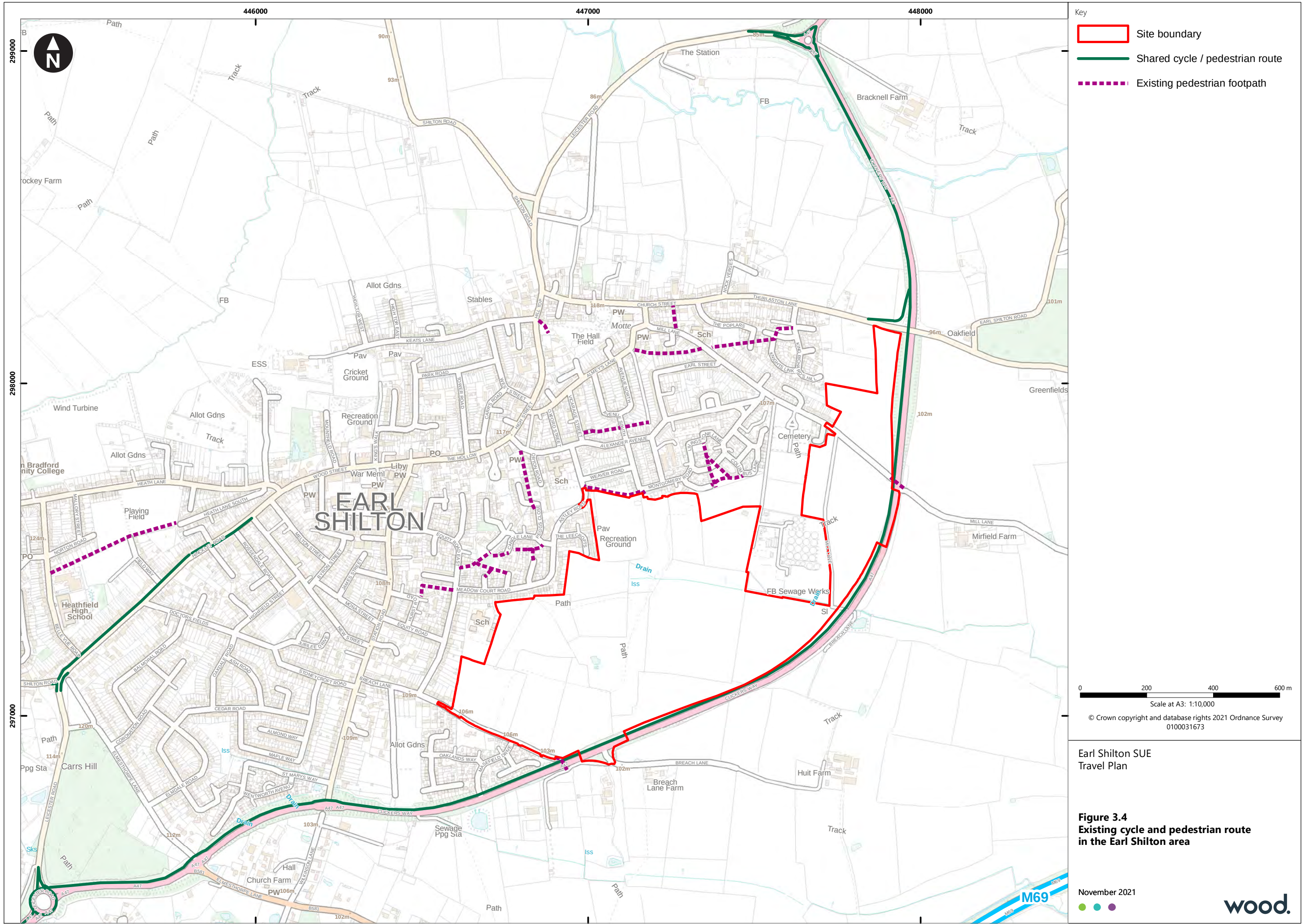
H:\Projects\42523 Earl Shilton\Deliver Stage\Design_Technical\Drawings\GIS\42523-WOOD-XX-FG-OT-0006_S2_P01.mxd Originator: vicki.smith

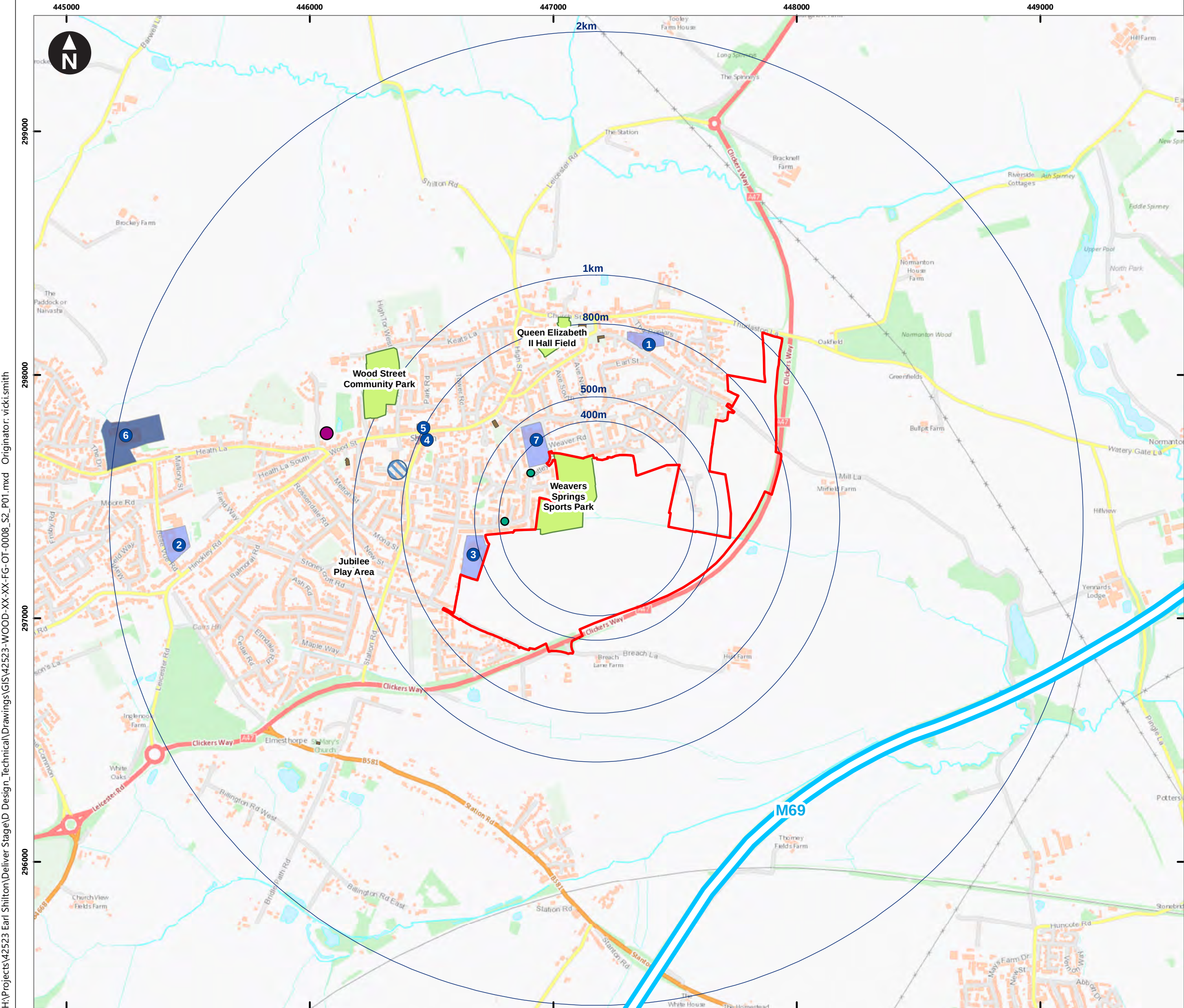




H:\Projects\42523 Earl Shilton\Deliver Stage\Design_Technical\Drawings\GIS\42523-WOOD-XX-FG-OT-0014_S2_P01.mxd Originator: vicki.smith





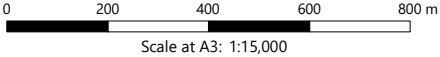


Key

- Site boundary
- Walking distance from the centre of the site
- Secondary school
- Primary school
- Pre-school / nursery

1 St Peter's Voluntary Academy
2 Newlands Community Primary School
3 Townlands C of E Primary School
4 Little Stars Pre-school
5 Handprints Day Nursery and Pre-school
6 Heath Lane Academy
7 St Simon and St Jude's Primary School

- Site boundary
- Bus stop
- Medical centre
- Church
- Sports and recreation
- Industrial Estate



Contains OS data © Crown Copyright and database right 2020

Earl Shilton SUE
Travel Plan

Figure 3.5
Local facilities and services accessibility

November 2021



wood.

4. Development Proposals

4.1 Overview of Development Proposals

Development Description

- 4.1.1 The Proposed Development comprises residential, education and employment development together with areas of formal and informal open space and landscaping and associated supporting infrastructure and works. The proposed land use parameters are shown in **Figure 4.1**.
- 4.1.2 It should be noted that the development seeking permission via two separate applications are OPAs with all matters, except means of access, reserved for future determination. The components of the Proposed Development described herein are subject to detailed design and approval through the reserved matters process.
- 4.1.3 In summary the key elements of the Proposed Development are provided in **Table 4.1**.

Table 4.1 Proposed Development components

Component	Description
Residential dwellings	Up to 1,500 dwellings across a net developable area of approximately 35 ha.
Employment land	Up to approximately 5.3 ha of flexible employment land to accommodate offices or manufacturing, distribution or other business uses.
Primary school	Two storey primary school (class F.1) on a 2ha plot for up to 420 pupils.
Community hub	A community hub of approximately 0.5ha including retail (of no more than up to 2,000 m ²) to meet everyday convenience needs. Although subject to market demand and community need at the time of development, the potential uses could include use classes E, F.1 and F.2., hot food takeaway and or public house (sui generis).
Public open space	Up to 19.3 ha of public open space including areas of new planting, landscaping, green corridors and sports pitches. This would also include children's play areas and semi natural greenspace for informal recreation. About an additional area of approximately 3.3 ha would comprise Sustainable Drainage Systems (SuDS) features as part of a multifunction green space network.
Accesses	Five vehicular access points will be created in total. Two accesses direct from the A47 Clickers Way and three connections to Earl Shilton at Mill Lane, Astley Road and Breach Lane. Once the development is completed all the accesses, except for Breach Lane, will be connected internally within the Site to create a permeable and flexible movement network. , The final masterplan layout will be designed to incorporate a wide range of additional pedestrian and cycle connections to Earl Shilton and the wider rights of way network.
Utilities and services	New services such as gas, electricity, water, telecommunications, and drainage.

4.2 Access and Movement

Vehicular Access

- 4.2.1 This section sets out the details of the design of the five proposed access junctions.

A47 North Access Junction

- 4.2.2 The A47 north access is proposed to be a standard 45 m inner circle diameter (ICD) roundabout with three arms. A dropped pedestrian crossing with a central refuge island will be provided on the access road to link the existing shared footway/cycleway on the west side of the A47.

A47 South Access Junction

- 4.2.3 The A47 south access is proposed to be a standard 40 m ICD roundabout with four arms. This proposed junction will replace the existing priority junction with Breach Lane. A dropped pedestrian crossing with a central refuge island will be provided on the access road to link the existing shared footway/cycleway on the west side of the A47. This will also serve the bridleway. A dropped pedestrian crossing with a central refuge island will also be provided on the A47 (east) arm to replace the existing drop kerb. The new crossing with central refuge island will enhance the existing crossing facility.

Astley Road Access

- 4.2.4 The access junction is proposed to be a three-arm priority junction, with one lane approaches on each arm and a dropped kerb and informal pedestrian crossing on the site access which will link both sides of the existing pedestrian footway on the east side of Astley Road. A raised table at the junction will also be provided as a traffic calming measure.

Mill Lane Access

- 4.2.5 The Mill Lane access will include widening on Mill Lane, footway connection and a traffic management measure to deter through traffic. The proposed scheme comprises a section of build outs and carriageway narrowing.

Breach Lane Access

- 4.2.6 The site access from Breach Lane will comprise widening on Breach Lane and a footway connection. A three-arm priority junction is proposed to serve a discrete parcel of up to 50 dwellings with no vehicular connection to the rest of the Site.

Internal Highways Arrangements

- 4.2.7 **Figure 4.2** illustrates the access and movement strategy for the Site. Vehicle access through the Site has been carefully designed to create a balance between convenient access to and from the town centre and to and from the A47, whilst discouraging use of the internal Site and existing roads for 'rat-running'. One of the key aspects of the internal road network is the spine road within the Site which will 6.75 m in width and designed to accommodate bus services. A shared use footway/cycleway will run along the western/northern side of the spine road from the northern access roundabout with the A47 to the southern roundabout access, and will also run alongside the section within the employment area up to Mill Lane. The detailed design of the road will be developed in consultation with LCC.
- 4.2.8 The overall movement network has been designed to promote a pedestrian-friendly environment, to encourage pedestrian, cycle and public transport access to and through the site to be an attractive alternative option to car access
- 4.2.9 **Figure 4.2** indicates a proposed network of footpaths and green corridors within the Site that connect to the surrounding residential areas of Earl Shilton and provide safe and convenient access

to local facilities and the town centre. In addition, all new roads will be designed to accommodate safe, attractive and convenient footways - and in some cases - cycleways.

- 4.2.10 The PRoW network will be retained and enhanced as part of the proposed development. Although some diversions to rights of way may be required to deliver the scheme, the network will be retained and enhanced by new footpath and cycle links proposed within the Site. This will create improved recreational opportunities for local residents as well as providing connections to the existing communities and town centre.

Parking Standards

- 4.2.11 LCC provide a *Leicestershire Highway Design Guide, 2018*, within which Part 3 contains standards and design guidance for parking which includes for off-street parking, with Earl Shilton being defined as an Urban Town. **Table 4.2** summarises this maximum parking standards guidance alongside guidance from *Highway Requirements for Development (2017)* which is a previous LCC guidance document, where necessary. **Table 4.2** also summarises the required cycle parking guidance, which according to the guidance is a minimum level of provision.
- 4.2.12 It should be noted, for reference, that, since the publication of the *Leicestershire Highway Design Guide, 2018*, the use classes for land use have been updated, September 2020, and the land use B1 Business has now been replaced with 'E (g)' split into three sections: i) Offices to carry out any operational or administrative functions; ii) Research and development of products or processes and iii) Industrial processes, meanwhile the B8 class use remains as 'Storage or Distribution'². There are class uses for primary school, which would be F1(a) provision of education; retail under class use E of F2(a), for example, based on its characteristics and meanwhile dwellings remain as class use C.

Table 4.2 LCC Parking Standards

Land Use	Guidance	Threshold for Applying Vehicle Standard*	Vehicle Parking Standard	Cycle Parking Standard
B1 Offices	Leicestershire Highway Design Guide: Part 3	2,500 m ² (gross floorspace)	Urban town centre or edge of centre: One space for every 60m ² Rest of urban town: One space for every 35m ² Rural town centre or edge of centre: One space for every 40m ² Rest of rural town: One space for every 30m ² Out of any town: One space for every 30m ²	B1: One secure and covered spaces per 400m ² GFA for staff/operational use Customer parking based on individual site.
B1 Non-Office and B2 General Industry	Leicestershire Highway Design Guide: Part 3	2,500m ² (gross floorspace)	Urban town centre or edge of centre: One space for every 130m ² Rest of urban town: One space for every 80m ² Rural town centre or edge of centre: One space for every 90m ² Rest of rural town: One space for every 65m ² Out of any town: One space for every 55m ²	B1: One secure and covered spaces per 400m ² GFA for staff/operational use Customer parking based on individual site. B2: One secure and covered

² https://www.planningportal.co.uk/info/200130/common_projects/9/change_of_use

Land Use	Guidance	Threshold for Applying Vehicle Standard*	Vehicle Parking Standard	Cycle Parking Standard
				space per 400m ² GFA
B1 Offices, Research and Development and Light Industry	Leicestershire Highway Requirements Part 4	-	Offices: One space for 25m ² (minimum of two space) Research and Development: One per 50m ² with a lorry space per 200m ² Industry: one per 50m ² and one lorry space per 200m ²	-
B8	Leicestershire Highway Design Guide: Part 3	2,500m ² (gross floorspace)	Urban town centre or edge of centre: One space for every 300m ² Rest of urban town: One space for every 180m ² Rural town centre/edge of centre: One space for every 200m ² Rest of rural town: One space for every 150m ² Out of any town: One space for every 120m ²	B2: One secure and covered space per 400m ² GFA
Primary School	Leicestershire Highway Requirements Part 4	-	One space per member of teaching staff and three additional spaces. IF there is a community wing for daytime use an additional five spaces are required.	Assessed on site-by-site basis
Retail	Leicestershire Highway Design Guide: Part 3	1,000m ² (gross floorspace)	Food Retail: One space per 14m ² Non-Food Retail: One space per 20m ²	One secured and covered space per 500m ² up to 4,000m ² GFA for staff/operations. One space per 1,000m ² GFA for customer use (following design specifications) in a prominent and convenient location.

*Below this threshold previous parking guidance will apply from 'Highway Requirements for Development' and is provided in the table where appropriate

Sources: *Leicestershire Highway Design Guide: Part 3*

<https://resources.leicestershire.gov.uk/sites/resource/files/field/pdf/faq/2019/2/6/Part-3-design-guidance.pdf> and *Leicestershire Highway Requirements Part 4*

https://resources.leicestershire.gov.uk/sites/resource/files/field/pdf/2017/2/9/Highway_requirements_for_developments_part4.pdf

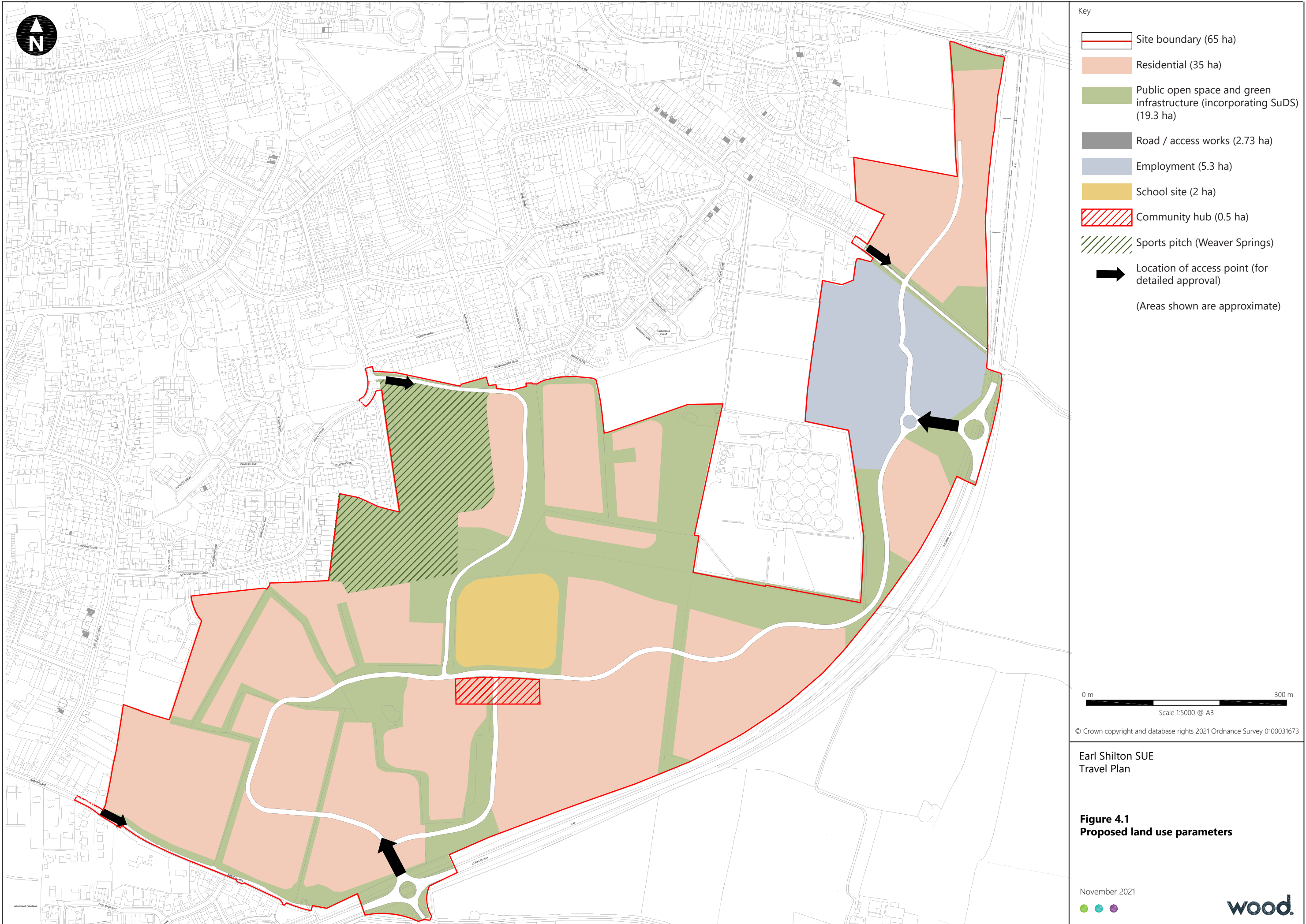
- 4.2.13 For dwellings vehicle parking provision this LCC Guidance expects calculation of the provision of off-street parking to be based on research by Department of Communities and Local Government to be used, with an estimate of parking demand given before application submission and with information on how parking demand is to be met. The guidance states that this method takes into account factors including car ownership, housing size/type and allocation of parking. Cycle parking is outlined for residential developments with one space per five dwellings where dwellings have common facilities.
- 4.2.14 Cycle parking should be secure, typically with weather protection, convenient to access, have good natural observation and lighting and not obstruct pedestrian/cycle routes; to abide by LCC

guidance. For cycle parking, if cycle parking is not able to be supplied on site, a financial contribution is expected to provide public facilities.

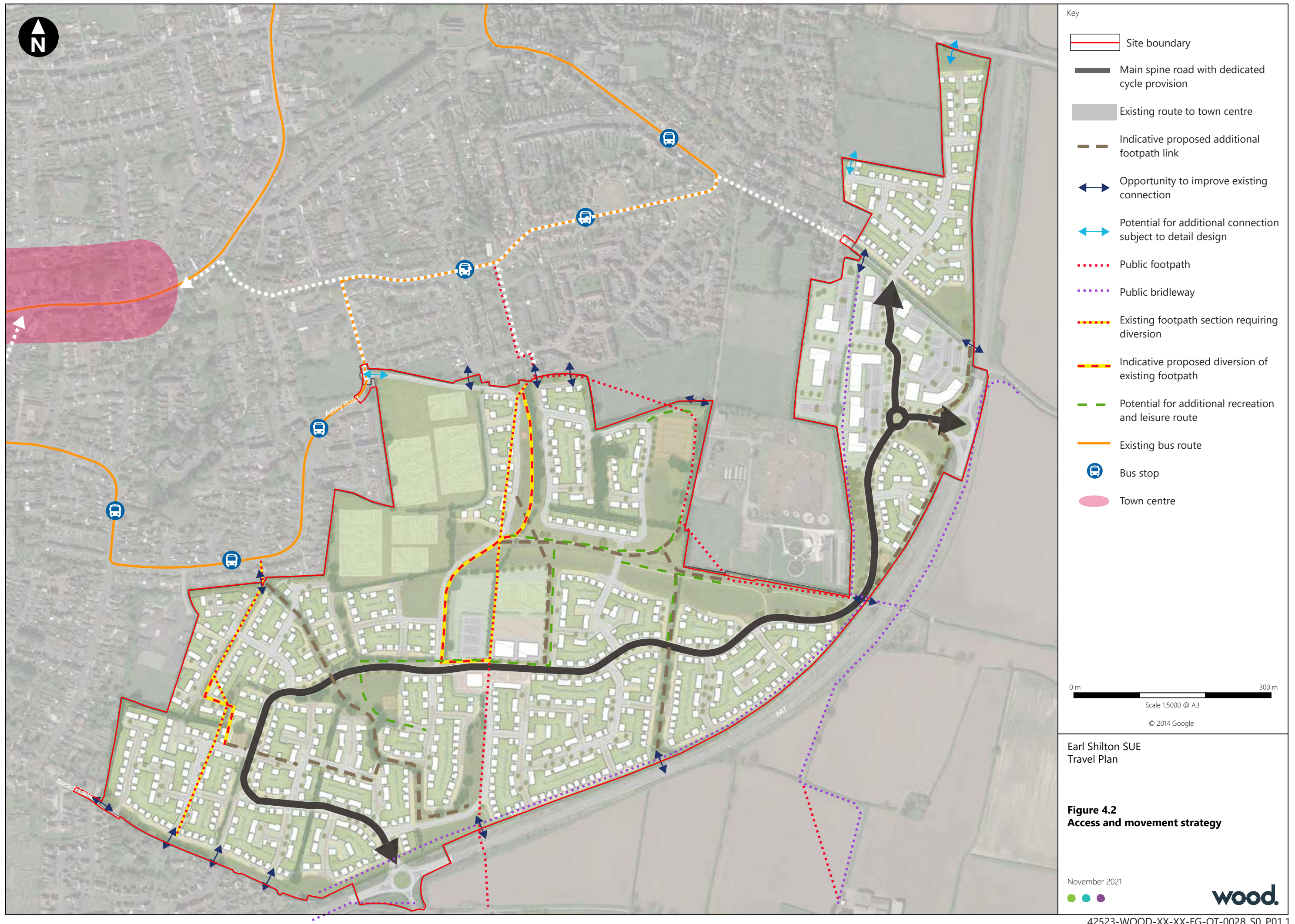
4.2.15

In addition to this provision of parking spaces, there should also be provisions for servicing vehicles and parking for people with disabilities, with requirements outlined in the Leicestershire Highway Design Guide. This includes one disabled parking bay as a minimum for schools; for car parks of up to 200 spaces three bays or 6% of parking (whichever is greater) for retail and a disabled parking bay per disabled employee, two additional bays or 5% of parking for businesses; and for car parks over 200 spaces 4 bays and 4% of parking for retail and six bays and 2% of parking for businesses. B1, B2, B8 and retail also have services standards set out in this guidance for lorry spaces dependant on the size and type of development proposed. The parking provision will be identified in consultation with LCC Highways.

\\WAR-FS1-global.amec.com\shared\Projects\42523 Earl Shilton\Deliver Stage\Design_Technical\Drawings\Illustrator\42523-WOOD-XX-XX-FG-OT-0027_S2_P01.ai



\\WAR-FS1-global.amec.com\shared\Projects\42523 Earl Shilton\Deliver Stage\Design_Technical\Drawings\Illustration\42523-WOOD-XX-XX-FG-OT-0024_S0_P01.1.ai



5. Travel Plan Development

5.1 Introduction

- 5.1.1 It is fundamental that a Travel Plan is recognised as a process, rather than a one-off supporting document. This section sets out a structure for the development of that process.

5.2 Travel Plan Timescales

- 5.2.1 This is an overarching FTP for the Scheme site as a whole and will form the basis for the full, more detailed Travel Plan that will be required to be submitted for approval and agreement with LCC. It is proposed that the timescales are as follows:
- production of FTP as part of OPA;
 - approval of FTP as part of granting of OPA;
 - production of full Travel Plan(s) as part of reserved matters application; and
 - approval of full Travel Plan(s) as part of full planning permission.
- 5.2.2 There are four key stages for the implementation of the Travel Plan which are set out in the following sections.

Stage One - Design and Reserved Matters (Pre-construction)

- 5.2.3 The FTP and TA have influenced the development scheme layout identified in the illustrative masterplan and Design and Access Statement (DAS) which accompanies the OPA. These principles of design, such as the on-site pedestrian, cycle, bus and information communication technology (ICT) infrastructure will be developed further and taken through the detailed design and pre-construction stage as part of the reserved matters applications. During this period the FTP will be developed into a full Travel Plan for the whole site, within which individual Travel Plans for three key land use elements will be developed, namely, residential, primary school and workplace.

Stage Two - Construction and Pre-occupation

- 5.2.4 The physical measures designed into the scheme will be constructed and become integral to the development. This stage will also require the appointment of a Travel Plan Co-ordinator (TPC) to commence the implementation of measures prior to occupation.

Stage Three - Occupation and Continued Construction

- 5.2.5 During the early stages of occupancy, the majority of the Travel Plan measures will be implemented by the TPC who will regularly promote, monitor and review the Travel Plan, in discussion with the appropriate officer(s) within LCC.

Stage Four - Post Construction/Development Completion

- 5.2.6 The development is anticipated to be constructed over a ten year programme, from 2026 to 2036. It is anticipated that the Travel Plan will be self-managing by development completion as a number of groups will have been set up that would carry on without the site TPC in place.

5.3 Travel Plan Co-ordination

Steering Group

- 5.3.1 At this OPA stage, the applicant has commissioned Wood to develop and produce the FTP in support of the application. Following the granting of approval of the OPA, the applicant will be required to lead the delivery and implementation of the full Travel Plan, and have overall responsibility for the relevant obligations. It is anticipated that the applicant management team will set up a Travel Plan Steering Group to identify the overall resourcing and programming of the Travel Plan in parallel with planning, design construction and occupation process.
- 5.3.2 The Steering Group will appoint a member of staff or consultant to produce the full Travel Plan and commence implementation prior to occupation, and a member of the sales team to act as TPC during the construction and occupation process.

Travel Plan Coordinator

- 5.3.3 The appointment of an effective TPC working with everyone on site is integral to the success of a Travel Plan. The role of the TPC will be to establish the full, overarching Travel Plan to ensure that it becomes integral to the occupants of the development from first occupation. This will require TPC involvement during the detailed design, pre-construction and construction stages.
- 5.3.4 The following are likely responsibilities of the site TPC, an example job description for the TPC is shown in **Appendix A**:
- overseeing the development and implementation of the overarching site Travel Plan during the construction phasing and occupation;
 - designing and implementing effective marketing and awareness raising campaigns;
 - coordinating the consultation process;
 - assisting individual TPCs within each workplace;
 - acting as a point of contact for residents, workplace TPCs, requiring information;
 - liaising with different groups relating to the Travel Plan, e.g. LCC, transport operators, cycle shops, etc.; and
 - coordinating the monitoring and review programme including target setting.
- 5.3.5 LCC provide access for the TPC, once registered with LCC with the required documents alongside Travel Plan submission, to use the i-TRACE system monitoring tool to aid with survey undertaking and reporting.
- 5.3.6 It is proposed that the TPC role will be undertaken by an appropriate member of staff, to be identified by the site developer. Ideally this would be a member of the sales team, based on site, or a staff member who can use a site based office. This should be in place for the duration of the construction period, or until such time that the role becomes obsolete. It is proposed for the TPC to be in post three months before the first occupation. If required, training will be provided from a suitable source.
- 5.3.7 The TPC will direct the site-wide approach to travel planning as detailed in this Travel Plan and will report to the applicant management team. The TPC will be responsible for setting up a Steering Group to include key stakeholders, as well as appropriate representatives of the applicant management team.

- 5.3.8 In addition to having this overarching role, the TPC will also be responsible for directing and promoting the Residential, School and Workplace Travel Plans which will help to ensure coordination between travel planning efforts being made across the site. The TPC will liaise and co-ordinate with the TPC for these individual Travel Plans to enable an integrated approach to travel planning.
- 5.3.9 The TPC will be funded for five years post full build out of the residential development, which is the same period identified within the Barwell SUE FTP.

Travel Plan Working Group

- 5.3.10 In addition to the TPC working with individual organisations, local transport groups, LCC and other key stakeholders it is considered necessary with a development of this scale to establish a working group.
- 5.3.11 The group would meet on a regular basis and it would consist of the following members:
- TPC;
 - LCC;
 - HBBC;
 - Transport Operators;
 - Employer TPCs;
 - School TPC; and
 - resident representatives.
- 5.3.12 If required, or deemed relevant, other individuals and groups would be invited as appropriate.
- 5.3.13 Until the Travel Plan is established and understood by those involved it would be assumed that the working group would meet on a quarterly basis, or more often if required. Once the Travel Plan is in a maintenance phase, this could be reduced as appropriate.
- 5.3.14 The overarching TPC would be responsible for organising the group and would act as Chairman.

5.4 Land Use Travel Plans

- 5.4.1 Occupants of the site will be expected to support the principles of the overarching Travel Plan, and to contribute to achieving the targets set for the development.

Residential Travel Plan

- 5.4.2 It is likely that residential plots will be brought forward by multiple developers, and in order to enable a co-ordinated and cohesive approach, a single residential Travel Plan will be developed within the 'umbrella' of the site Travel Plan. This will be established by the site TPC who will establish a residents' group to co-ordinate and promote the Travel Plan at the grassroots level and ensure a legacy approach at the end of the TPC funding period.

Workplace Travel Plans

- 5.4.3 The TPC will produce a skeleton workplace Travel Plan for use by employers over a set threshold that will be expected to prepare a stand-alone Travel Plan. Organisations that fall below the thresholds set out will not be required to prepare their own Travel Plan but will be expected to

follow the principles of the overarching Travel Plan. In the *Leicestershire County Council Highways Design Guide Part 2 (2018)* these thresholds, for requiring a Travel Plan, relate to the relevant land use classes as follows:

- B1 Business (offices, research and development, or light industry) >2,500m²;
- B2 General Industry >4,000m²; and
- B8 Storage and Distribution >5,000m² GFA.

5.4.4 The TPC would be responsible for arranging a meeting with the occupier to set out the occupier's obligation to prepare a workplace Travel Plan if appropriate, which would need to be prepared prior to site occupation, approved by LCC, and include the nomination of a Workplace TPC. It would remain the responsibility of the individual occupier to complete, implement and maintain their individual workplace Travel Plans.

School Travel Plan

5.4.5 A Travel Plan for the primary school will be required and it is anticipated that the site TPC with the development of this and liaise with the person nominated as the School TPC.

6. Travel Plan Aim, Objectives and Targets

6.1 Travel Plan Aim

- 6.1.1 The overall aim of the Travel Plan is to develop a culture of sustainable travel choice by occupants and visitors to the site. The emphasis is on reducing single occupancy vehicles (SOV) as this is one of the main sources of congestion and one of the least sustainable forms of transport.
- 6.1.2 The objectives and targets associated with this TP are designed to influence the travel behaviour of those who reside on site and travel elsewhere for employment purposes, or those who reside elsewhere and travel to the Earl Shilton SUE for employment or education (primary school) purposes.

6.2 Travel Plan Objectives

- 6.2.1 The FTP is focused upon achieving three key objectives, which are identified as follows:
- to provide sustainable travel choice to future occupants of the Site to minimise the need to travel by SOV;
 - to reduce travel by SOV and increase travel by sustainable forms of transport; and
 - to reduce the need to travel from the Site.

6.3 Targets

- 6.3.1 The term 'target' is used in the sense of a statement that contains a measurement of the Travel Plan objectives and is a measure of outcomes achieved by the Travel Plan. Targets should be SMART - Specific, Measurable, Achievable, Realistic and Timed and should help achieve, and be related to each of the numbered objectives set out in **Section 6.2**.
- 6.3.2 The targets which have been identified will help achieve the three objectives of the Travel Plan for the site. The targets relating to the first objective are based on designing an environment which provides a choice of viable sustainable transport options. The multi modal targets relating to the second objective are based on empirical evidence obtained for the local area from the National 2011 census.

Objective 1 Target

- 6.3.3 Objective 1 of this FTP is essentially ensuring the development and infrastructure facilitates sustainable transport choice.
- 6.3.4 The Proposed Development will provide a mix of land uses within the site that will inevitably result in development generated trips which would have an origin and destination internal to the site, such as to the primary school, the employment and the local retail. Assumptions have been made within the TA on traffic reductions as a result of contained or internalised trips:
- At least 50% of the school trips will originate from the Site;
 - 11% of the employment trips will originate from within the site; and

- while it has not been assumed that any of the of local retail trips will originate from within the site it is anticipated that a proportion of these trips will be internalised to the site.

- 6.3.5 As set out in **Chapter 4** of the FTP, the design of the development would promote and encourage sustainable travel choice within the site.
- 6.3.6 Improvements to bus services through enhanced frequencies, and cycle/footway links to Earl Shilton will encourage sustainable travel choice for a number of local journeys external to the site.
- 6.3.7 The targets identified to meet the objective are set out in **Table 6.1**. The timeline is related to the detailed design of the development and funding for providing external pedestrian and cycle links and enhanced bus services. These are all considered to comply with the SMART approach to setting targets.

Table 6.1 Objective 1 Targets and Timescales

Objective	Target	Timescale		
		Detailed Design	Construction Phase	Post completion
To improve the sustainable travel choice available to future and existing occupants of the site.	To link the site to key destinations by enhanced bus service frequency.	Wood and the applicant will work with LCC and local bus operators to identify the future routing of services through the site and design requirements.	Diversion of services through site on completion of spine road.	Commercial viability of service through site.
	To provide bus stops of an appropriate standard within 400m of the majority of dwellings.	Bus stop design and locations to be agreed with LCC at reserved matters, to include appropriate level of bus service information	Construction of bus stops at appropriate locations.	Available for use.
	To provide a network of pedestrian and cycle links within the site and connections to external network	Detailed design and routes to be agreed with LCC	Link to Mill Lane created Links to Breach Lane, Meadow Court Rd Links to Astley Road and Avenue South Internal links completed	Additional improvements may be required dependant on results of travel surveys following occupation and initial travel survey.

Objective 2 Target

- 6.3.8 Multi modal targets are usually based on the results of a travel survey of occupants, which is not feasible given that the end users are unknown. For the purpose of the FTP, reference has been made to the (nomis, ONS) 2011 National Census Data for 'method of travel to work' for the resident population aged 16-74 in parts of the Hinckley and Bosworth area, as outlined in **Section 3.8**; **Figure 3.** and **Table 3.5**. The results showed SOV trips accounted for 72% of all travel to work trips, in the area studied.
- 6.3.9 Targets have been set based on the data detailed within **Table 3.5**, for modal share excluding working from home to set out the worst case scenario of SOV modal share. Whilst this data is reflective of the travel to work statistics for the area and the most up to date census data available, it is applied with some caution, being 10 years old and has been utilised solely to form preliminary targets for the FTP. These targets will be subject to discussion with LCC once initial baseline surveys have been undertaken.

- 6.3.10 The initial modal split target for the Scheme is identified as a 10% reduction on SOV to resulting in a 62% SOV modal share. **Table 6.2** provides an indication of the implication of this assuming the 2011 modal splits. This will need to be reviewed following completion of the baseline surveys.

Table 6.2 Objective 2 Targets and Timescales

Objective	Target	Year of Opening*	Year 2	Year 4	Year 6	Year 8	Year 10
to reduce travel by SOV and increase travel by sustainable forms of transport	To reduce SOV by 10%	72%	70%	68%	66%	64%	62%

*Assumes 2011 Census data - to be reviewed

- 6.3.11 As the proportion of SOV reduces an increase will be achieved in sustainable travel modes. It is anticipated that these modes with increasing mode shares will include pedestrian, cycle, car sharing and public transport (particularly bus) trips. The TPC will use this data to assess the relative success of the TP and consider the results against the measures implemented. Details of the proposed Travel Plan measures are out in **Section 7**.

Objective 3 Targets

- 6.3.12 Reducing the need to travel can result from the provision of high quality IT infrastructure capability, predominantly superfast broadband, and designing houses which facilitate working from home. The 2011 Census statistics indicate that 3% of the chosen study area worked from home. It is reasonable to assume an increase in working from home since 2011 due to improvements in IT and also employers actively encouraging it, especially given the change in working habits as a result of the Covid-19 pandemic. An increase in home working of around 10%, on 2011 Census levels, is therefore considered achievable for the residential development. As there is less control over employees working conditions within the development, this is not included within the targets but will actively be encouraged for as part of the workplace travel plans

7. Travel Plan Measures

7.1 Introduction

- 7.1.1 In developing the FTP, reference has been made to the LCC Travel Plan guide DfT guidance and policy. From discussions with the appropriate officer within LCC, there are specific Travel Plan measures that expected of new development, which have been included where these have been identified.
- 7.1.2 Measures are tasks required to achieve the Travel Plan targets. For the purposes of this FTP, the measures have been split into:
- ‘physical’ measures, which provide the infrastructure to enable sustainable transport choice; and
 - ‘influencing travel behaviour’ measures, which facilitate, promote and encourage sustainable transport choice.
- 7.1.3 An implementation plan for the measures has been provided at the end of this chapter.

7.2 Physical Measures

- 7.2.1 Physical Travel Plan measures constitute the transport infrastructure that will facilitate travel choice and are an integral part of the design of the development. There is a commitment on behalf of the applicants that all on-site transport infrastructure will be designed to the latest guidance, ensuring suitable provision for pedestrians, cycling, and public transport access. The following sections set out the measures by user type and relate to the information provided in **Chapter 4** on the development proposals and access and movement.

Pedestrian and Cycle Infrastructure

- 7.2.2 Provision for pedestrians and cyclists will be integral to the design of the Earl Shilton SUE. Walking and cycling are anticipated to be the main modes of travel for journeys within the new development and to the existing facilities within Earl Shilton.
- 7.2.3 The following measures will be included:
- an extensive network of shared use walking and cycling routes within the site which also connect to the existing external network, including Astley Road, Masfield Road, Mill Lane, Breach Lane and Avenue South;
 - appropriate signage will be provided indicating local destinations from the site along the routes radiating from the development boundary;
 - Home Zone design principles will be applied to the residential priority streets where the living environment will be predominant over provision for traffic; and
 - the primary school is located centrally to promote sustainable access.
- 7.2.4 Cycle parking will be in accordance with LCC standards and provided at key local points, providing the following:
- cycle parking for each dwelling, for plots without garages a metal cycle stand bolted to the rear elevation will be provided where cycle parking is required ; and

- secure, covered cycle parking within the school and the employment areas.

Bus Services and Infrastructure

Bus Services Infrastructure

- 7.2.5 The Proposed Development will be served off four accesses to the existing highway network that will link to the internal roads and spine road through the SUE which will provide a public transport loop option. There will therefore be opportunity to route existing bus services through the Site once the spine road has been constructed, enabling the majority of residential properties to be within 400 m of an existing or a new bus stop.
- 7.2.6 The spine road will be designed to accommodate buses with provision for bus stops being made at suitable intervals, to be agreed with LCC, but anticipated to be no greater than 600 m apart.
- 7.2.7 It is intended to provide high quality DDA compliant bus stops throughout the site. The stops would generally include the following:
- installation of high quality bus shelters (with at minimum lighting, seats and passenger information panels);
 - raised access kerbs would be installed, providing level access for passengers boarding or alighting the buses;
 - have an associated maintenance and cleaning programme so the stops do not fall below the required standard;
 - be safe, well-lit and level pedestrian routes to the bus stops, including suitable points to cross the highway; and
 - have appropriate traffic management to prevent illegal parking at the bus stops i.e. Clearway Orders.
- 7.2.8 Consideration will be given to the following in agreement with LCC:
- investigation into the need and provision of Real Time Information (RTI) displays at shelters/stops serving the development site and potentially other key local sites if required;
 - investigation into the need and provision of reviewing with the operator the need for buses with RTI facilities to operate to the site if required;
 - investigation into the need and provision of multi modal bus and rail real-time information via a media broadcast type RTI display within development site if required; and
 - investigation into the need and provision of RTI codes at bus stops to enable access to information on bus arrivals via smart phones, etc.

Bus Services

- 7.2.9 In the short to medium term, it is proposed that a contribution will be made to LCC to cover the cost of enhancing bus service 1 to improve its frequency. In the longer term, on completion of the spine road, it is proposed that a bus service will route through the Site. The appropriate bus service provision and contribution level will need to be discussed and agreed with LCC Highways as part of the S106 process. This will take account of service connections with the Barwell SUE and the contribution identified for that scheme.

Car Share Infrastructure

- 7.2.10 It is accepted that the private car will remain the only viable form of transport for certain journeys. However, car sharing will be encouraged and dedicated car share spaces will be provided within the workplace and education areas to encourage those for whom this is a feasible option. These spaces will be positioned in favourable locations and be available for car sharers only. The management of these spaces will be the responsibility of each on-site organisation.

Information Communication Technology (ICT)

- 7.2.11 Measures to encourage and facilitate working from home will be incorporated within the design of homes, such as the provision of broadband internet connections, home networking facilities and flexible layouts to accommodate a home/office culture.

Car Club

- 7.2.12 A 'car club' provides its members with flexible access to the 'hire' of a car club vehicle. Car club vehicles are parked in reserved parking spaces, close to homes and/or workplaces and can be used, and paid for, on an hourly, daily or weekly basis.
- 7.2.13 LLC published *Moving Forward: The future of passenger transport in Leicestershire Community-Led Solutions – Ideas and Guidance (2019)* which provides information on Car Clubs and links to CoMoUK who provide a range of guidance on Car Clubs including the information document *Car clubs in property developments (2015)*. This document highlights the importance of being integrated into a travel plan to a car club's success prospects, particularly in relation to complimentary walking/cycling and public transport provisions. Within this guidance it identifies that for a car club to work well in a new development, it should reflect the following circumstances.
- The minimum size of development which is considered likely to support a stand-alone viable car club is 250 units.
 - Mixed-use developments tend to be able to support car clubs because they provide a complement of day time business use and out of hours residents use.
 - Membership of a car club tends to be maximised if it is available from when occupants first move in.
- 7.2.14 However, based on discussions with car club operators, a number will only offer car club schemes for developments in areas where they currently operate as schemes outside of existing operating areas are not commercially viable due to there being very limited economies of scale. There are Car Clubs operating in Leicestershire; for example, the Leicester Car Sharing Club³ however, Earl Shilton only just falls within the boundary for this club's local rate cost. The opportunity to locate one or more car clubs within the site will be investigated by the TPC with residents and those car club operators who would be willing to locate in the development, subject to commercial viability of such a scheme.

Electric Vehicle Charging Points

- 7.2.15 To facilitate the utilisation of renewable sources for transport energy, it is anticipated that recharging infrastructure will be included as standard in increasing numbers of residential, workplace and retail developments. This is of importance given the current target, outlined in the *Department for Transport Decarbonising Transport Plan 2021*, to ban the sale of new petrol and

³ <https://leicesterclub.org.uk/>

diesel cars/vans in 2030 and phase out new non-zero emission road vehicles by 2040. LCC⁴ encourage developers to consider provisions and infrastructure for electric vehicle use as part of new developments.

- 7.2.16 There are not currently specific LCC standards for this provision given a stated desire of wanting a national approach and standards. The Hinckley and Boswell Draft Local Plan 2020-2039 (2021) indicates a desire looking to the future of the local area for electric vehicle charging provision. Currently the draft plan outlines that for residential developments with one active charge point for each dwelling with parking or else one active charge point per ten unallocated off-street parking with the rest having passive infrastructure to allow future charge points. Additionally, non-residential developments would be proposed to provide one charge point for every ten spaces, and one charging unit per ten disabled spaces, with a further ten percent of the remaining space with provision to allow future charging point installation.
- 7.2.17 If possible, a proportion of EV charging points will be provided within the Site.

7.3 Influencing Travel Behaviour Measures

Information Packs

- 7.3.1 The provision of information to occupants on key services and destinations and the travel choice available - bus services, walking and cycling routes, the car share scheme - prior to occupation can help influence the choice of travel mode.
- 7.3.2 LCC Travel Plan guidance expects a welcome information pack, where there are more than 10 dwellings in a development. The pack contains information on sustainable transport options including: local transport bus services and stops information, cycle routes, taxi information, walking maps and journey planning assistance, as well as information on bus passes for the local bus service and information regarding other relevant local services and facilities and their access by sustainable transport modes.
- 7.3.3 Developers will be required to provide a comparable information pack that could be produced bespoke for the development.
- 7.3.4 This pack will be supported by a full range of information on the development website, or sub website which will be maintained in the medium term from the start of marketing of the residential and employment areas.

Personalised Travel Planning

- 7.3.5 This is an approach to delivering targeted information directly to occupants, to help them make sustainable travel choices. It seeks to overcome habitual use of the car, enabling more journeys to be made on foot, bike, bus, train or in shared cars. It can also seek to discourage unnecessary travel, through the provision of local or site-specific information.
- 7.3.6 Guidance on Personal Travel Planning (PTP) programmes and case study examples are based on targeting existing residential communities to influence travel choice and reduce SOV.
- 7.3.7 The TPC will use similar tools and techniques, such as one-to-one conversations, the provision of information and the offer of incentives, but would be undertaken prior to occupation (prospective residential buyers) and on occupation. This would encourage sustainable travel from the

⁴ <https://www.leicestershire.gov.uk/roads-and-travel/cars-and-parking/electric-vehicles-ev>

commencement of occupation of the development as a whole, thereby encouraging the whole ethos of sustainable travel to and from the site.

- 7.3.8 There is, also, the LCC *Choose How You Move* campaign online journey planning tool⁵ which is available to users of the Site for further travel planning guidance.

Pedestrian and Cycle Strategy

- 7.3.9 In addition to the measures listed above, a range of other cycle and walking specific measures will be designed and implemented within the Site, including:
- cycle and local walking maps to be provided in a household welcome pack and available to the workplace employers for dissemination to employees, and to the school;
 - arrangement of a discount scheme with local cycle shops site occupants;
 - cycle demonstrations on site by bicycle providers and a Bicycle User Group (BUG) would also be established on site by the TPC if deemed appropriate by users; and
 - regular promotion of walking and cycling via short term schemes, such as a Cycling Challenge or Pedometer Challenge would be undertaken via the TPC.

Public Transport Strategy

- 7.3.10 LCC has identified, in *Writing a Successful Travel Plan (2013)*, that travel vouchers should be made available to new occupants. This can be an effective means of encouraging sustainable travel at the outset of occupation. However, it may not be appropriate to limit this to bus travel alone and there are numerous examples where this voucher system also funds the purchase of cycle or walking equipment.
- 7.3.11 It is proposed that bus passes will be negotiated with local operators at an appropriate point.
- 7.3.12 There are numerous ways that public transport will be promoted, including:
- working with LCC and the local bus operator, the TPC will identify what specific advice and publicity is required to promote the existing services and how to get to key destinations by bus and rail; and
 - dissemination of local rail and bus timetable information, made available within the household welcome pack, and in the neighbourhood centre, retail and at the school.

Car Share Strategy

- 7.3.13 LCC developed a car sharing service⁶ in partnership with Leicester City Council [Leicestershare.com](https://www.leicestershare.com), is a free car - sharing scheme that is available to people in and around Leicestershire. This service is, also promoted on LCC's Choose how you move online journey planning tool.
- 7.3.14 The car share scheme will be promoted by the TPC through the site Travel Plan, the information pack, personalised travel planning, and liaison with the workplace TPCs and through regular promotional events. The TPC will work with TPCs set by the employers to promote car share.

⁵ <https://www.choosehowyoumove.co.uk/>

⁶ <https://liftshare.com/uk/community/leicestershare>

7.4 Implementation Programme

7.4.1 **Table 7.1** demonstrates the proposed implementation of the Travel Plan.

Table 7.1 Implementation Programme

Objective	Target	Year of Opening*	Year 2	Year 4
Design and construction	On-site pedestrian provision	As detailed above.	Integral to development design	Developer
	On-site cycle provision	As detailed above.	Integral to development design	Developer
	Bus stop infrastructure	As detailed above	Design subject to discussion with LCC and bus operators and key decision makers.	Developer/LCC
	Information Communication Technology	Designed into dwellings and community areas to encourage home working, real time information and overall smarter working.	Integral to development design	Developer
	Electric Vehicle Charging Points	At suitable locations, as detailed above.	Integral to development design.	Developer
	Provision of full travel plan	For submission and approval by LCC	Developer cost	Developer
Pre/Early Occupancy	Appointment of TPC	TPC to implement measures in approved travel plan	Developer cost	Pre/Early Occupancy
Pre/Early Occupancy	Sustainable Travel Information	Site specific maps and information, as detailed above.	Approximately £15,000 to produce and print leaflets	Developer/TPC
	Liaise with local cycle shops.	Gain local information and arrange for residents/ employee discount scheme.	As part of TPC role.	TPC
	Personalised Travel Planning	As detailed above	As part of TPC role.	TPC
	Launch of BUG	A local group to support cyclist issues. Would be responsible to organise cycle demonstrations and on site activities.	As part of TPC role..	TPC/BUG
	Dr Bike	Provide onsite maintenance session once per annum	Assume approximately £250 p.a. up to a maximum of £2,000.	TPC/BUG

Objective	Target	Year of Opening*	Year 2	Year 4
	Car Share Scheme	Car Share scheme for residents and employees based on site to encourage more sustainable car usage.	As part of TPC role.	TPC/Employers based on site.
Medium to long term	Promotion of Sustainable Travel Days	As detailed above.	As part of TPC role.	TPC
	Launch of bus services	High quality bus provision to cover the site and key destinations	Time period and level of service to be agreed with LCC.	TPC/Developer/LCC/Bus Operator
	Car Club	Promotion/Launch of onsite car club	Subject to car club operator being interested in locating on site, and interest from occupants of the site. If implemented, assume developer subsidy for the first year, thereafter to be commercially viable.	TPC.

8. Marketing and Promotion

8.1 Introduction

- 8.1.1 The TPC would be expected to increase awareness of sustainable travel amongst residents and the benefits that could be afforded by alternatives such as car sharing, public transport or cycling. This chapter provides an indication of how the travel plan will be communicated to site occupants.

8.2 Travel Information Pack

- 8.2.1 As identified in the previous chapter, one of the travel plan measures will be the production of a Travel Information Pack. A bespoke pack for the site will be produced which will comprise a combination of site specific information showing bus stop locations, cycle and walking routes, as well as LCC produced bus service information and cycle maps.
- 8.2.2 This will be included on the development website, or a sub website which will be maintained in the medium term from start of marketing.

Personalised Travel Planning

- 8.2.3 As identified in the previous chapter, a PTP service will be delivered by the TPC and would include the following:
- one-to-one discussion of travel needs and choices with prospective and new residents;
 - provision of travel information packs to prospective and new residents;
 - availability and promotion of incentives to encourage the use of sustainable modes; and
 - promotion of initiatives through holding events to encourage their use.
- 8.2.4 It is not proposed that the TPC provides this service to individual employers but will be able to provide advice and assistance to the workplace TPCs.

8.3 Marketing and Promotion

- 8.3.1 The following are proposed as potential marketing and promotion events to be held by the TPC:
- national events such as Car Share Day, Bike to Work Month and Walk to Work Day;
 - continuous promotion of the Travel Plan through the provision of information boards at key locations such as the neighbourhood centre, the school and the supermarket and through the development website;
 - promotion of car share through promotional events including information on savings which could be made and instruction on how to use the car share software; and
 - public transport promotions through the local bus operators.

9. Monitoring and Review

9.1 Introduction

- 9.1.1 Monitoring is a means of measuring the impact and success of the Travel Plan and whether the objectives and targets are being met.
- 9.1.2 LCC monitoring and review guidance, in *Writing a Successful Travel Plan*, outline general monitoring length to be from first occupation to at least five years post full occupation, with an annual report. After this time period reports should be produced bi- or tri-annually. The monitoring should be carried out at the same time of the year as the first survey.
- 9.1.3 This chapter sets out the type of monitoring to be undertaken and proposed timescales.

9.2 Type of Monitoring

Annual Monitoring

Travel Questionnaire Surveys

- 9.2.1 Annual questionnaire surveys of residents will be undertaken by the site TPC and will be a requirement of the workplace Travel Plans, to be undertaken by the workplace TPCs, and the School Travel Plan, to be undertaken by the School TPC. The site TPC will provide a survey form and will provide advice to the TPCs on how to conduct the survey and process and analyse the results.
- 9.2.2 The results of the surveys will be used to monitor the effectiveness of the site Travel Plan and the workplace and School Travel Plans and identify areas for improvement and measures to address this, for example increased promotion of the car share scheme, or improvements to the personalised travel planning approach.
- 9.2.3 It is proposed that the first of the annual travel questionnaire surveys will need to be undertaken at a date agreed LCC after first occupation.

Vehicular Traffic Counts

- 9.2.4 It is proposed that Automatic Traffic Counts (ATCs) will be undertaken on the access roads to the development in order to monitor traffic generation from the development. The ATCs will be installed on an annual basis for week long surveys.

9.3 Regular Monitoring

- 9.3.1 In addition to the formal monitoring, the TPC will monitor the various travel plan measures, such as:
- levels of bus patronage on the development subsidised bus services and numbers of passengers boarding and alighting at bus stops within the site - information to be provided by the bus operator;
 - the take up of the car sharing scheme and the demand for car parking spaces;
 - the demand for cycle parking stands in communal areas;

- the use of site specific schemes; and
- levels of participation in TPC led promotional events.

9.4 Timescales of Monitoring

Formal Monitoring

- 9.4.1 It is proposed that the first of the annual travel questionnaire surveys will need to be undertaken at a date agreed with LCC after first occupation and the ATCs will be undertaken at the same time.

Informal Monitoring

- 9.4.2 Most of the informal monitoring will be undertaken by the TPC on a regular basis, which will help inform of the effectiveness of and the need for more or alternative promotional events.
- 9.4.3 The informal monitoring surveys will be undertaken annually.

9.5 Monitoring Report

- 9.5.1 The results of the monitoring will be written up in an annual monitoring and review report to be submitted to LCC at a date agreed with LCC after completion of the surveys. This will evaluate progress against actions and targets and identify issues and remedial actions, such as:
- review of the bus service - vehicle type, routes and/or frequencies; and
 - identification of targeted promotional activities.

Appendix A

Travel Plan Co-ordinator Job Description

Travel Plan Coordinator Role

Overview

The Travel Plan Coordinator (TPC) will play an important role which will vary at the different stages of the development construction and occupation.

This role is normally undertaken by a person appointed and funded by the developer as a key element in the delivery of the travel plan but it can be undertaken by someone in conjunction with other responsibilities, or a consultant.

It is important that the person with the TPC functions is located on site to effectively 'champion' the sustainable transport measures of the development. As such, the person undertaking TPC functions should have a well defined role, with dedicated staff time commensurate with the tasks required by the Travel Plan. This may be a full-time role during periods of the development, or a role that can be accommodated alongside other duties on or off the site. In some cases it will be a part time role fulfilled on behalf of the developer by an external consultant. In all cases, it is helpful if the coordinator has a clear link to a senior management representative and is ensured of their support.

The TPC will fulfil a 'personal travel planning' function through providing travel information to prospective and new occupants in order to help them make sustainable travel choices at the outset.

Responsibilities

The following will be the responsibilities of the site TPC:

- overseeing the development and implementation of the Travel Plan in the residential area;
- assisting the development and implementation of the Travel Plan in the other land uses;
- designing and implementing effective marketing and awareness raising campaigns;
- coordinating the consultation process;
- acting as a point of contact for residents, visitors, and employees, requiring information;
- providing personal travel planning to occupants;
- liaising with different groups relating to the Travel Plan, e.g. Local Authority, transport operators, cycle shops etc.;
- coordinating the monitoring and review programme; and
- ensuring efficient and effective use of TPC time and resources.

Person specification

Key knowledge:

- Awareness of the advantages and disadvantages of the various sustainable transport modes.
- Understanding of transport planning and policy issues, including travel plan development.

Relevant experience:

- Experience of developing, implementing or managing travel plans.
- Communication and negotiation skills.
- Possible operational experience in the management of relevant site services.
- Campaign/promotional background.

Key competencies:

- Communication skills (written and oral) – ability to convey information effectively and create a positive impact on the target audience.
- Planning and co-ordination - ability to establish clear targets, define plans and co-ordinate resources in order to meet them.
- Delivering positive change - ability to generate innovative ideas and seize opportunities presented by wider change processes, with aptitude and creativity to inspire and persuade.
- Delivering results - Works hard, takes ownership and consistently meets or exceeds targets.
- Other skills - IT skills including database management, enthusiastic, well-motivated, creative and can lead by example.

wood.

