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# Bosworth Lane, Newbold Verdon

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**Client: Bloor Homes**

**Project: Bosworth Lane, Newbold Verdon**

**Date: May 2025**



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# 1. Introduction

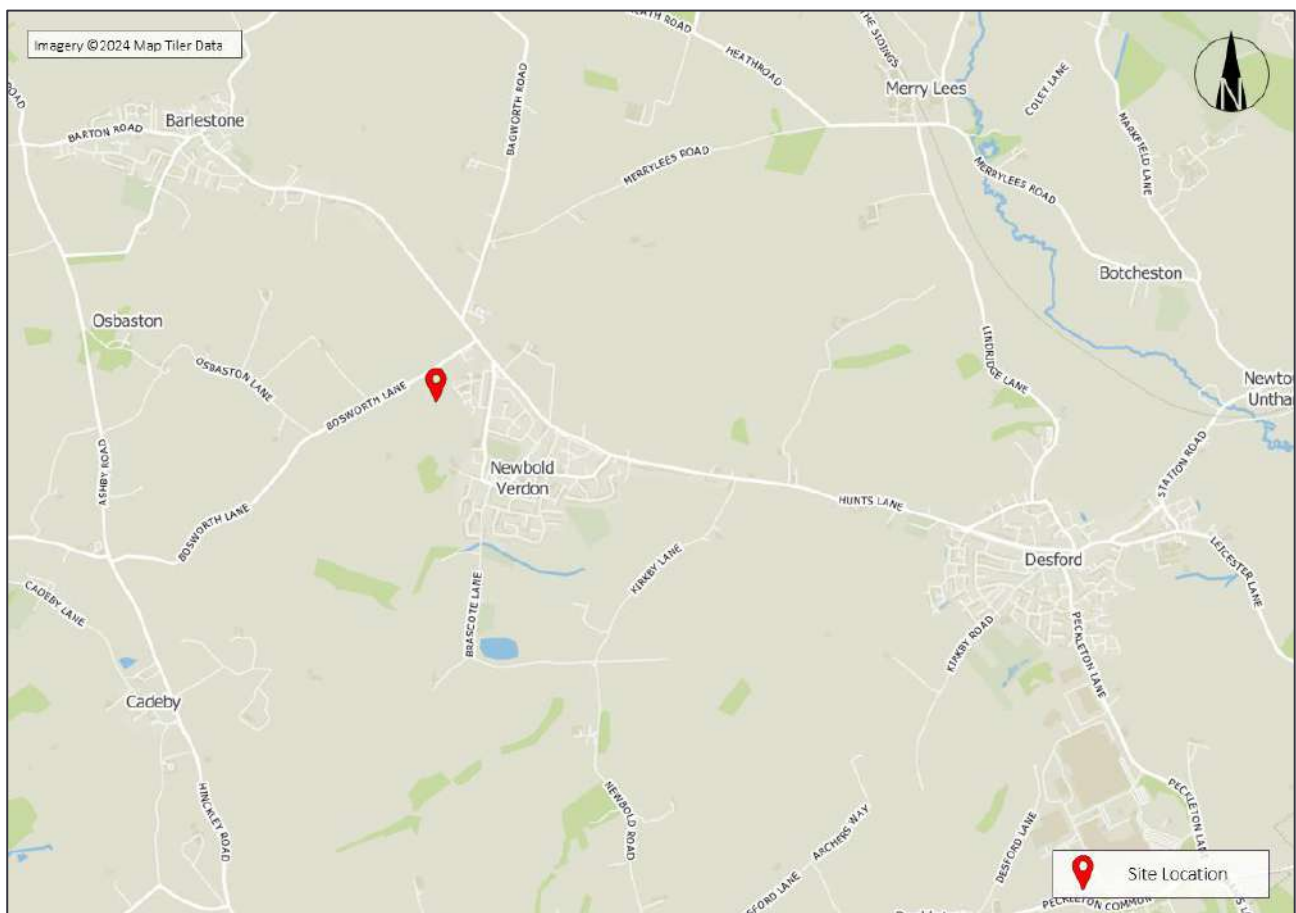
## 1.1 Overview

This Framework Travel Plan (FTP) has been prepared by the Transportation Consultancy Ltd ('ttc') to support an Outline Planning Application for a proposed residential dwellings on land to the south of the B585 (Bosworth Lane) in Newbold Verdon, Leicestershire. The description of the development is as follows:

*'Erection of up to 200 dwellings, a community health and well-being hub (Use Class E(e)) or community shop (Use Class E(a)) of up to 108 sqm gross external area and provision of up to 0.5 hectares of school playing fields and sport pitches, together with landscaping, open space, infrastructure and other associated works'*

The strategic location of the site can be seen in **Figure 1.1** below.

**Figure 1.1 Site Location in Strategic Context**



## 1.2 Aim and Scope of Report

The FTP aims to provide all residents with a greater awareness of alternative sustainable modes of transport that are available and reduce the impact of private car trips to and from the site. Details of proposed targets are also provided in order to reduce the level of single car occupancy trips amongst residents and the use of alternative, more sustainable, modes of transport.



The purpose of this report is to set out the details of the initiatives, deliverables, targets, and responsibilities of the FTP. The document will be a recorded agreement between Leicestershire County Council (LCC) and the applicant, who provides a commitment to the FTP.

The scope and content of this FTP includes the following:

- **Chapter 2** – The Travel Plan Process;
- **Chapter 3** – Policy Background;
- **Chapter 4** – Existing Transport Opportunities;
- **Chapter 5** – Travel Plan Management and Co-ordination;
- **Chapter 6** – Objectives, Targets, Monitoring and Review;
- **Chapter 7** – Travel Plan Initiatives; and,
- **Chapter 8** – Action Plan.

### 1.3 Contact Details

Until a Travel Plan Coordinator (TPC) is appointed, correspondence associated with the FTP will be dealt with by the applicant and all correspondence should be directed through the applicant until notified otherwise.

## 2. Travel Plan Process

A FTP is a dynamic management tool which brings together transport and residential issues in a co-ordinated strategy. The emphasis is on increasing the choice of sustainable methods of travel and reducing single car occupancy usage.

A FTP involves the development of a set of measures which can bring a number of benefits to residents based at the site and minimise local traffic impacts of the new development. The FTP aims to:

- Encourage the use of more sustainable modes of transport, such as walking, cycling, and using public transport;
- Reduce unnecessary travel; and
- Encourage the use of sustainable travel by improving facilities, providing information, and raising awareness.

Travel planning is an ongoing process which will grow and develop with time. It is acknowledged that to be successful, the FTP process should involve:

- A designated TPC to be responsible for the development, implementation, and day-to-day operation of the FTP;
- Communicating the various methods of transport and services available to residents; and,
- Ongoing review and amendment of the FTP to ensure it is a 'living' document and 'fit for purpose'.

A successful FTP can bring about the following benefits to residential sites such as:

- An effective, proactive approach to influencing the travel behaviour of new occupants;
- The demonstration of corporate, social and environmental responsibility of the developer;
- Attracting less cars with improved safety benefits; and
- Having healthier and active residents.

A FTP can take a variety of forms to suit different organisations. This FTP is intended to:

- Influence the travel behaviour of new occupants and their visitors by providing a greater awareness of the travel options available;
- Generate fewer single occupancy car trips than would otherwise be the case by encouraging modal shift;
- Reducing unnecessary travel; and,
- Reducing car mileage and emissions.

## 3. Policy Context

### 3.1 National Policy

#### National Planning Policy Framework (December, 2024)

The **National Planning Policy Framework** (NPPF) sets out the basis for requiring and securing Travel Plans and indicates that they should be submitted alongside planning applications which are likely to generate significant amounts of movements. NPPF states the following:

**Paragraph 118:** *'All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.'*

In accordance with the above policy this FTP proposes a package of measures that seek to:

- Reduce reliance on the car through the reduction in the length and number of motorised journeys, in particular those carried out in single occupancy vehicles;
- Promote the use of alternative means of travel which are more sustainable and environmentally friendly; and
- Reduce emissions.

In addition to assisting in achieving Central Government aims and objectives, a Travel Plan can have several benefits to individuals and the local community as well as the site, such as:

- An improvement in the environmental image of the site;
- Reduced traffic generation resulting in improved air quality, noise levels, local traffic conditions and a cleaner, more attractive environment;
- Reduced stress caused by driving, allied with improved health from adopting alternative travel habits;
- Enhancement of the role of walking and cycling in the local area and therefore an improved environment for all pedestrians and cyclists, and associated health benefits;
- Improved viability and therefore provision of local public transport services, which are available to those travelling to and from the site as well as the rest of the community; and
- A reviewable operation, so that any adverse transport impact can be quickly dealt with, and emerging opportunities maximised.

#### Travel Plans, Transport Assessments and Statements

In addition to the information contained within the NPPF, the Department for Transport (DfT) publication *'Travel Plans, Transport Assessments and Statements'*, which is one of several guidance documents contained within the 'Planning Practice Guidance' documents suite, provides further guidance on the development and implementation of Travel Plans.

The guidance strongly supports pre-application determination on the scope and content of the Travel Plan, stating:

*Consideration should be given at the pre-application stage to:*

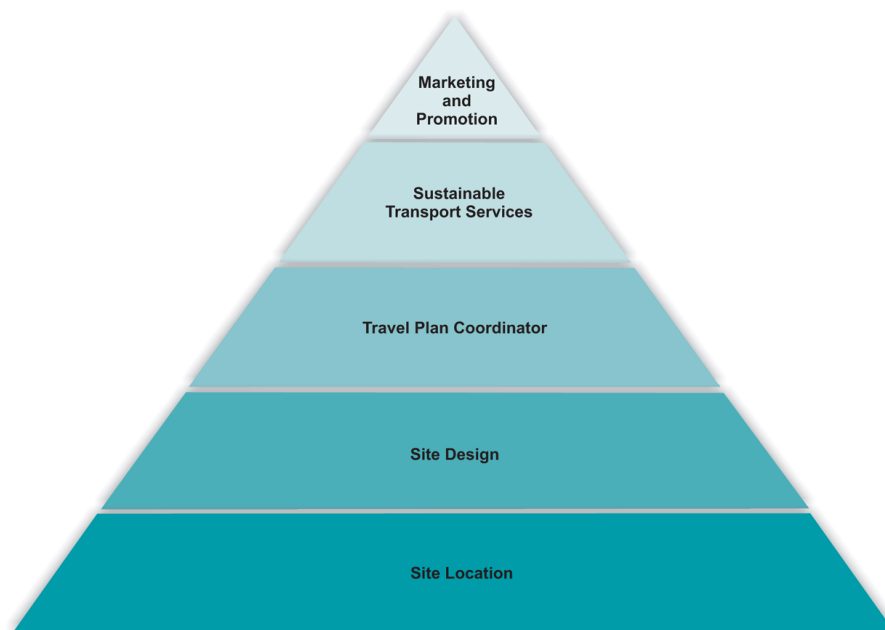


- *the form and scope of the Travel Plan;*
- *the outcomes sought by the Travel Plan;*
- *the processes, timetables and costs potentially involved in delivering the required outcomes (including any relevant conditions and obligations);*
- *the scope of the information needed; and*
- *the proposals for the on-going management, implementation and review processes.*

Whilst the former guidance contained within DfT Document ‘Good Practice Guidelines: Delivering Travel Plans through the Planning Process’ has been superseded by the ‘Planning Practice Guidance’ documents, it is considered that the ‘pyramid of measures and actions’ referenced within the aforementioned is still a useful guide when developing a TP.

There are five levels to the pyramid, with each level building on the lower levels. A version of the TP pyramid has been included to aid the development of the TP. This is illustrated in **Figure 3.1**.

**Figure 3.1 Travel Plan Pyramid**



At the first level of this pyramid is the fundamental issue of site location. A TP cannot be used to justify development in an inappropriate location therefore the site must display sufficient proximity to local facilities and services. The next level comprises the physical characteristics that need to be incorporated into the design of the site from an early stage in order to reduce the need to travel and support walking, cycling and public transport use i.e. the ‘hard’ measures.

The next item required is the resource to facilitate and develop the measures in the plan, commonly a TPC or similar nominated person is appointed to fulfil this role. The end user will take on the co-ordination role and assume responsibility for developing the full TP for the site.

The next level is the physical measures and services that need to be obtained for the site, such as public transport measures. The top tier of the pyramid is occupied by the ‘soft’ measures which are required to promote the TP and raise its awareness to ensure that there is adequate take-up by users of the various services and facilities offered by the Plan.

## 3.2 Regional Policy

### Leicestershire County Council's Travel Plan Guidance

The relevant document for the design and layout of residential roads is the Leicestershire Highway Design Guide, within which Travel Plans are referred to as being important documents in promoting sustainable travel and should be referred to when considering various aspects of development proposals, for example parking provision.

Personal Travel Plans are also being launched by the county and city through the 'Choose How you Move' campaign to help reduce traffic congestion and boost sustainable travel in and out of Leicester, supported by the Sustainable Transport Access Fund. The aim is to encourage residents to learn more about sustainable travel, help tackle congestion and encourage the use of more sustainable modes of transport.

More information on the 'Choose How You Move' campaign is available at [www.choosehowyoumove.co.uk](http://www.choosehowyoumove.co.uk).

## 3.3 Local Policy

### Hinckley & Bosworth Borough Council's Policy

Hinckley & Bosworth Borough Council's Core Strategy for the Local Plan sets out the overarching strategy and policies to guide the future development of the borough up to 2026. It builds on policy at a national and regional level.

Spatial Objective 13: Transportation and Need to Travel states:

*'To reduce the high reliance on car travel in the borough and to increase the opportunities for other forms of transport by focusing the majority of development in the Hinckley urban area where there is a range of transport options available and through securing improvement to public transport infrastructure and facilities that promote walking and cycling and through the use of travel plans.'*

## 4. Existing Transport Opportunities

### 4.1 Overview

This section of the FTP outlines the existing conditions, existing access arrangements, sustainable transport links and local highway network.

### 4.2 Site Location

The proposed development site is situated on a parcel of agricultural land to the south of the B585 (Bosworth Lane) at the northwestern extremity of Newbold Verdon's built up area.

Figure 4.1 displays the site in a local context.

**Figure 4.1** Site Location in Local Context



The potential development is bounded by the B585 Bosworth Lane to the northwest, a newly developed housing estate to the northeast, primary school grounds to the southeast and agricultural land to the southwest.

The newly developed housing estate to the northeast of the proposed development site is known as 'Ferrers Green' and will be referred to as such throughout this FTP.

## 4.3 Local Highway Network

The key highway links in the vicinity of the proposed development site are managed and maintained by LCC, in their role as the Local Highway Authority. The key highway links are described below:

### B585 (Bosworth Lane)

Bosworth Lane is a two-way single lane carriageway which routes on a northeast-southwest alignment between its junction with Barlestone Road (B582) and the A447. The highway forms the northwestern boundary of the development site.

Bosworth Lane is subject to the national speed limit along the site frontage with a carriageway width of c.5.6m. Directly fronting the potential development site, the highway does not afford pedestrian footways along either side of the carriageway until its junction with Hall Lane where provision exists along the southeastern side of the road.

The speed limit changes to 40mph approximately 250m southwest of the Bosworth Lane/Barlestone Road junction. It is understood that the speed limit was changed to 40mph along this stretch of the Bosworth Lane when the site access to the adjacent Hall Lane development was built out.

Strategically, the B585 operates as a part of the local highway network connecting Newbold Verdon with neighbouring settlements such as Market Bosworth and Barlestone.

### B582 (Barlestone Road)

Barlestone Road is a two-way single lane carriageway which routes on a northwest to southeast alignment between its junction with the Bosworth Lane in Newbold Verdon to the northwest and the Winchester Avenue / A426 / Enderby Road roundabout in Blaby to the southeast. The highway forms a signal controlled junction with Bosworth Lane to the northeast of the development site. Within the vicinity of the site, the B582 is subject to a 40mph speed limit and affords pedestrian footways along both sides of the carriageway which connect to the aforementioned provision along the Bosworth Lane. Strategically, the B582 operates as a part of the local highway network connecting Newbold Verdon with the neighbouring settlement of Desford, as well as the southern suburbs of Leicester.

## 4.4 Sustainable Travel

### Introduction

Walking and cycling form sustainable modes of transport which not only provide benefits to residents but help to reduce the amount of congestion and pollution within the area.

Guidance on the preferred maximum walking distances to amenities is given in the Chartered Institution of Highways and Transportation (CIHT) document, *Providing for Journeys on Foot* (2000). The Guidelines indicate that a walking distance of 400m is acceptable for trips to bus stops and local shops, with 800m being the preferred maximum. The corresponding walking distances for trips to work and school are given as 500m and 1,000m, respectively. A preferred general maximum walking distance of 2,000m is identified.

The *Manual for Streets* (MfS) and the National Design Guide reinforces this advice, stating that "*walkable neighbourhoods*" should have a range of facilities within 800m (a 10-minute walk). However, this is not regarded as the upper limit for walking journeys and MfS notes that walking offers the greatest potential to replace short car trips, particularly those under 2km.

The National Travel Survey states that the average walking distance in 2023 was 0.75miles, or 1.2km. Overall, it is therefore reasonable to assume that residents would walk between 800m and 2.0km to local facilities in the area but also being mindful that the average person walking distance is 1.2km.

Cycling also provides the opportunity as a substitute for a short car journey, with the CIHT document, *Planning for Cycling*, stating:

*‘The majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a).’*

The National Travel Survey states that the average cycling distance in 2023 was 3 miles, or 4.8km.

### Local Facilities and Amenities

The proposed development site is well situated to benefit from access to local services and facilities which can be accessed by sustainable modes of transport. The proposed development site’s accessibility has been judged 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.

**Table 4.1** summarises the desirable, acceptable, and preferred maximum walking distance to local community facilities and services.

**Table 4.1 Recommended Accessibility Thresholds**

Threshold Classification	Town Centre	Community / School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred Maximum	800m	2,000m	1,200m

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

The key local services and facilities within the vicinity of the site are outlined within **Table 4.2**, alongside their respective distances from the centre of the site. Distances have been taken from the centre of the site via the main pedestrian access which will be provided on to Moat Close. It is also noted that PRoW S19 will provide an alternative route to Main Street therefore walking distances and times via the PRoW have also been set out (route alignment is illustrated within **Figure 4.3**). These distances are compared with the recommended accessibility thresholds detailed within **Table 4.1**. It should also be recognised that at part of the development proposals a new pedestrian connection will be provided from the southeast part of the site to the back of Newbold Verdon Primary School, this will reduce walking distances from the site to the school, and this has been agreed with the Local Education Facility.

**Table 4.2 Summary of Local Service and Amenities**

Service/Amenity	Distance		Walking Time		Threshold Classification	
	Moat Close	PRoW S19	Moat Close	PRoW S19	Moat Close	PRoW S19
Newbold Verdon Medical Practice	660m	1.22km	8-minutes	14-minutes	Acceptable	Over Threshold

Service/Amenity	Distance		Walking Time		Threshold Classification	
	Moat Close	PRoW S19	Moat Close	PRoW S19	Moat Close	PRoW S19
Lotus House Takeaway	650m	1.1km	8-minutes	13-minutes	Acceptable	Preferred Maximum
Newbold Verdon Primary School	660m*	820m	8-minutes	10-minutes	Acceptable	Acceptable
Play Park	680m	830m	8-minutes	10-minutes	Acceptable	Preferred Maximum
Newbold Verdon Baptist Church	920m	850m	11-minutes	10-minutes	Preferred Maximum	Preferred Maximum
Liberteas Coffee Shop	940m	860m	11-minutes	10-minutes	Preferred Maximum	Preferred Maximum
Newbold Verdon Village Store	950m	880m	11-minutes	11-minutes	Preferred Maximum	Preferred Maximum
The Church of St James	970m	510m	12-minutes	6-minutes	Preferred Maximum	Acceptable
Jubilee Inn	1.02km	940m	12-minutes	11-minutes	Preferred Maximum	Preferred Maximum
Newbold Verdon Post Office	1.06km	990m	13-minutes	12-minutes	Preferred Maximum	Preferred Maximum
Heathbrook Pharmacy	1.15km	1.08km	14-minutes	13-minutes	Preferred Maximum	Preferred Maximum
De Verdon Nursery & Preschool	1.17km	1.09km	14-minutes	13-minutes	Preferred Maximum	Preferred Maximum
Central Co-op Food Newbold Verdon	1.15km	1.10km	14-minutes	13-minutes	Preferred Maximum	Preferred Maximum
Newbold Verdon Sports & Social Club	1.17km	1.09km	14-minutes	13-minutes	Preferred Maximum	Preferred Maximum
Our Library @ Newbold Verdon	1.19km	1.12km	14-minutes	13-minutes	Preferred Maximum	Preferred Maximum
Newbold Verdon Cricket Club	1.51km	1.32km	18-minutes	18-minutes	Over Threshold	Over Threshold

\*Distance reduces to c.330m if connection to rear grounds of Newbold Verdon Primary School is used.

It can be seen from **Table 4.2** that there are a number of local facilities within 800m of the site which aligns with the 'walkable neighbourhoods' description set out in MfS and the National Design Guide. This includes a medical practice, primary school and play park. The proposed development site also benefits from access to local services and amenities within the 'Preferred Maximum' walking distance specified in the IHT guidance including food stores, a nursery, a library, public houses, café's and a post office. This will ensure future residents are not dependent on using a private vehicle for everyday needs.

It is noted that parts of the existing PRoW run through a field and is not a made track. Nevertheless, the proposed access on to Moat Close will provide a fully paved and lit route which provides access to many local facilities. In most cases, walking distances to these facilities via Moat Close are similar or shorter compared to the PRoW. The only notable exception being The Church of St James which is 460m longer if accessed via Moat Close.



Imagery © 2024 Map Tiler TravelTime Data © 2024

Map showing the 25-minute walking catchment area for the proposed bus stop location in Newbury. The catchment area is highlighted in yellow. The map includes a legend with the following categories and symbols:

- Site Location (Red pin icon)
- 25-minute Walking Catchment (Yellow shaded area)
- ProW Network (Green dashed line)
- Greenspace (Green tree icon)
- Exercise Establishment/Area (Soccer ball icon)
- Restaurant/Cafe (Chef hat icon)
- Pub/Bar (Beer glass icon)
- Shop (Shopping cart icon)
- Primary School (School building icon)
- Nursery (Nursery icon)
- Medical Institution (Red cross icon)
- Post Office (Envelope icon)
- Community (Group of people icon)
- Bus Stop (Blue bus stop icon)

Key roads shown include Barton Road, Southam Lane, Bowditch Lane, Basingstoke Road, Merrills Road, and Tisbury Lane. Surrounding areas include Osbiston and Cadeby.

It is also notable that planning applications for other residential site in the area have been approved which have similar or longer walking distances to local facilities compared to the proposed development site. For example, Land off Brascote Lane (ref. 23/01037/OUT) is located over 1.0km from the primary school (compared to 660m for the proposal site), and has very similar walking distances to the local shops within the village. Furthermore, the Ferrer's Green development is located immediately north of the site and would therefore be subject to similar walking distances to the proposal. Both sites have received planning permission and are deemed accessible.

In the following section, consideration has been given to the existing active travel connections which make the proposed development site accessible to the services and facilities identified. This also considered the quality of the routes.

The proposed development site is well situated to benefit from local walking infrastructure which connects the site to local services and facilities outlined earlier in **Section 4.4**. A review of the pedestrian infrastructure to key facilities such as the village centre and local school are provided within this section.

**Figure 4.3** below outlines the recognised pedestrian desire lines to Newbold Verdon Village Centre from relevant proposed access points across the proposed development site.

**Figure 4.3 Newbold Verdon Village Centre Desire Lines**



As stated previously in this report, pedestrians will be able to access Moat Close along the north-eastern side of the development, utilising a link that will be provided to the north of no. 15 Moat Close (illustrated in **Figure 4.3**), further details regarding this connection are provided later in this report. This provides a continuous footway network within the neighbouring housing estate along Moat Close and Old Farm Lane, which have a continuous width of 2.0m. At the point Old Farm Lane meets Dragons Lane, footways in excess of 2.0m in width are provided on both sides of the road. South of Old Farm Road, side road crossings on Dragons Lane are provided at the Cadle Street and Preston Drive access. All these routes mentioned are lit.

Immediately north of Newbold Verdon Primary School, the footways on Dragon Lane connect to a footpath that routes through the play park and provides a connection to the corner of the Main Street/Mill Lane junction. This provides a shortcut towards the local centre. From here, footways are provided along both sides of Main Street, and links to the local centre which provides a range of facilities including local shops (e.g. Co-op, Nisa), takeaways, a bakery, the Post Office, a pharmacy and a library.

PRoW S19 provides an alternative route towards the local centre. As illustrated in **Figure 4.3**, the PRoW 19 runs along the south-western side of the site and provides a link through the adjacent fields where it connects to a footpath adjacent to The Church of St James. As illustrated in **Figure 4.3** above, the existing PRoW path is directed by flagpole signs and pedestrian movements between fields are assisted via a kissing gate. Adjacent to The Church of St James, the PRoW 19 provides a paved path and is separated from the adjacent field by a wooden fence.

As the PRoW meets Main Street there are no footways provided for a short length (c.30m), however this section is lightly trafficked as it only serves the immediate dwellings within the vicinity of the church. Footways are provided further west on Main Road and continue towards the junction of Dragon Lane along the northern side of Main Street and link to the local centre.

Access to Newbold Verdon Primary School is available via Moat Close using part of the route described earlier in this report in relation to the local centre. However, rather than heading through the park opposite the school, pedestrians would continue south along Dragon Way utilising the footway. This provides the shortest route from the centre of the development to the school. This route also avoids the need to cross any major roads and is generally overlooked by residential dwellings.

PRoW S19 provides an alternative route to the school, which also utilises part of the route described earlier in this report related to the local centre. However, at the Main Street/Dragon Lane junction, pedestrians would have to head north on Dragon Lane utilising the existing footway. The footway in this location is below the standard 2.0 width for a distance of approximately 35m, however, it does widen to approximately 2.0m in width as it heads north towards the school. A school safety zone limiting vehicles speeds to 20mph is provided along Dragons Lane in the vicinity of the site.

As stated previously in this section, a pedestrian connection from the southeastern portion of the site will also afford direct access to the rear grounds of Newbold Verdon Primary School. This desire line would significantly reduce the distance and time taken to access Newbold Verdon Primary School (c.330m and 4-minutes retrospectively) as well as affording a dedicated and safe traffic free route.

**Figure 4.4** below outlines the recognised pedestrian desire lines to Newbold Verdon Primary School from relevant proposed access points across the proposed development site.



Figure 4.4 Local School Desire Lines



## Cycling

The proposed development site is situated to benefit from proximity to local cycle paths, routes and trails which provide a mixture of traffic free and cycle friendly access around Newbold Verdon and to neighbouring settlements. Locally, the LCC produced 'Hinckley & Bosworth Area Cycling Map' identifies a network of 'quieter' cycle routes in proximity to the proposed development site. The 'quieter' cycling routes are described as:

*'...often quieter and in some cases may provide an opportunity to experience cycling along roads with less motor traffic'.*

Access to the network of 'quieter' cycle routes is afforded directly from the B585 Bosworth Lane, onto which the primary access of the proposed development site will be provided. As with the wider network, the B585 Bosworth Lane does not contain any formal bike lanes or off-road sections and therefore falls short of LTN 1/20's recommendation in relation to mixed traffic scenarios (as set out in Figure 4.1 of LTN 1/20) however according to the LCC cycle map, this is a designated 'quieter route' that will provide a suitable environment for more experienced cyclists. As a result, the network of 'quieter' routes provides the proposed development site with continuous supported access to neighbouring settlements such as Market Bosworth, Desford and Ibstock within a 30-minute cycle time.

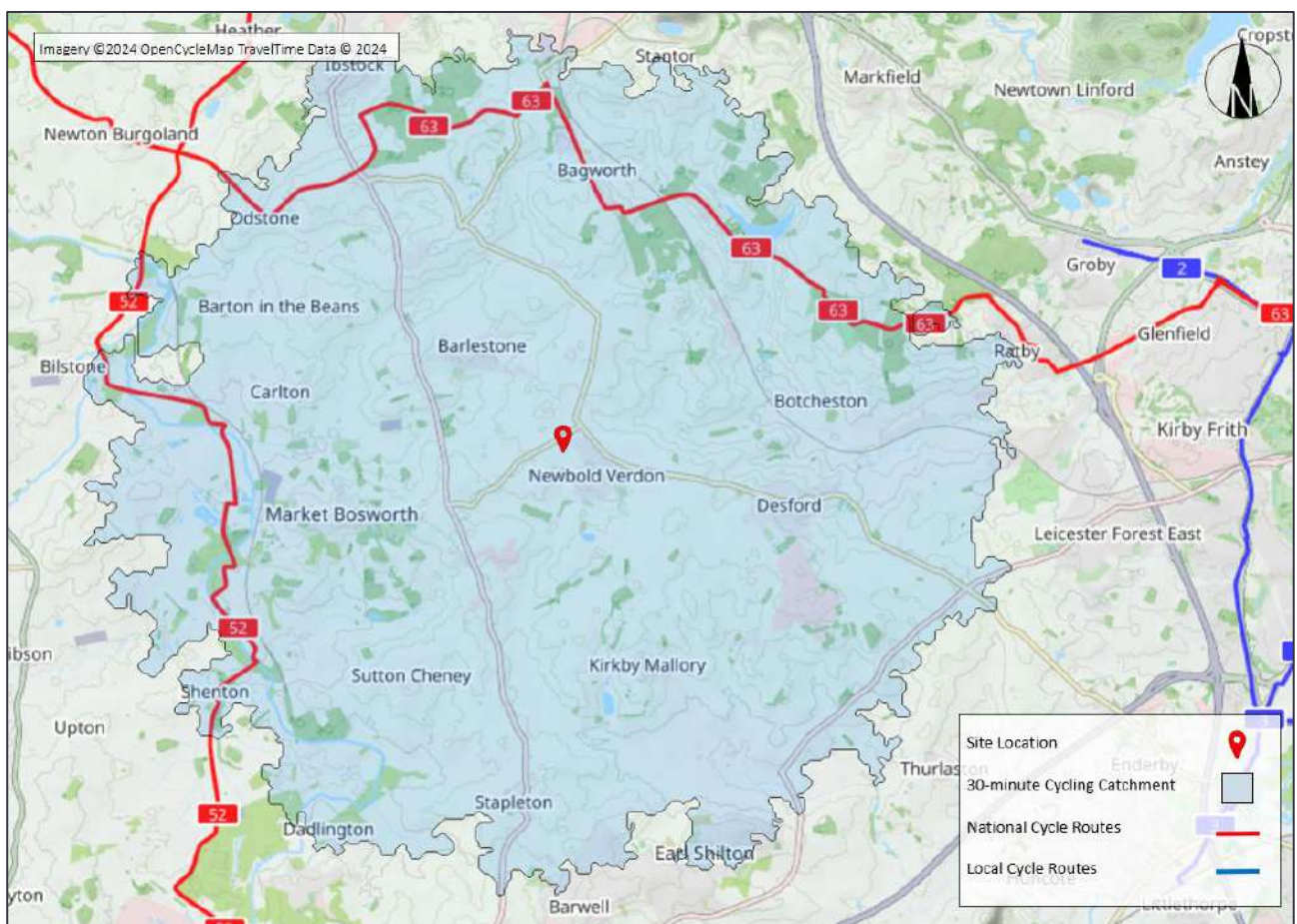
It is noted that the proposed development will provide a link through to the Ferrers Green development to the northeast which will provide a suitable cycle access to the residential estate and through to Moat Close. These areas are lightly trafficked, and vehicle speeds are low making them suitable for mixed traffic in accordance with Figure 4.1 of LTN 1/20.

A copy of the full LCC 'Hinckley & Bosworth Area Cycling Map' is provided in **Appendix A**.

Strategically, the proposed development is situated to benefit from proximity to the National Cycle Route 63 (NCR63), which is located 4.6km north of the site. Consisting of a 13-minute cycle journey along the local 'quieter' routes from the site. The NCR63 provides a mixture of segregated, off-road and on-road routes between Leicester in the east and Burton-upon-Trent in the west. The NCR63 also forms local connections with the wider National Cycle Network, namely the NCR52 which routes to Coalville and, via the NCR6, Loughborough in the north and Hinckley in the south. As a result, the proposed development site is well situated to benefit from strategic cycle connections to local larger settlements.

**Figure 4.5** Illustrates the cycle friendly and dedicated routes within a 30-minute cycling catchment from the proposed development site.

**Figure 4.5 Local Cycle Routes within 30-minute Cycling Isochrone**



## Public Transport

### Bus Services

The closest bus stops to the potential development are located c.550m from the centre of the site on Dragon Lane, equating approximately to a 6-minute walk via Moat Close and Old Farm Lane. The southbound bus stop is characterised by a bus shelter, a flagpole, a bin, timetable information and a raised block kerbing, whilst the northbound bus stop takes the form of a flagpole, a bin, timetable information and a raised block kerbing.



Additional bus stops are also located approximately 680m from the site on Main Street, near its junction with Brascote Lane, and approximately 610m from the centre of the site on the B585 Barlestone Road.

**Figure 4.6** below illustrates the locations of the aforementioned bus stops in proximity of the proposed development site and their corresponding pedestrian desire line routes.

**Figure 4.6 Local Bus Stops Locations and Desire Line Routes**



The bus stops provide a singular regular service, the 153, which routes between Leicester in the east to Market Bosworth in the west via Desford. The service affords a peak frequency of 1-hour between Monday-Saturday, with no services on Sundays.

For the bus travel towards the regional centre of Leicester, the earliest midweek 153 service departs from the stop along Dragon Lane at 07:48 arriving in Leicester City Centre at 08:40, which would allow residents to access employment opportunities by 09:00. For the return journey, the site benefits from service departing Leicester city centre at 17:15 and arriving to the Dragon Lane bus stops at 18:00. The latest returning service from Leicester arrives back at the Dragon Lane bus stops at 20:55.

The presence of the 153 service provides future residents with public transport access to key local and regional centres where a greater density of services and facilities. The availability of Leicester city centre within the key AM and PM travel times is of particular benefit to future residents as it allows for the greater availability of employment opportunities as well as further onwards transport connections.



### **Rail services**

The nearest railway station to the site is Hinckley station, approximately 11.1km to the south of the site. The station provides 63no. car park spaces and 16no. cycle park spaces. The station can be reached by vehicle within 21-minutes and bicycle within 42-minutes, with the cycle route entirely consisting of a mixture of on-road and off-road routes designated in the LCC 'Hinckley & Bosworth Area Cycling Map' from Dragon Lane. A copy of the full LCC 'Hinckley & Bosworth Area Cycling Map' is provided in **Appendix A**.

Hinckley station is located on the Birmingham to Peterborough line and is operated by East Midlands Railways. The station affords services to destinations between Birmingham and Peterborough such as Nuneaton and Leicester. The services operate approximately 1no. train per hour in each direction, with up to 2no. during the key AM and PM time intervals.

As a result of the above, it is considered that future residents would utilise the strategic bus and rail networks outlined above at key time intervals to access services and facilities in neighbouring settlements. Chiefly, the regional centre of Leicester is accessible via public transport from the potential development site between the key time interval of 07:30-08:30.

## **4.5 Summary**

Following a review of the existing situation, it can be concluded that the proposed development site is:

- Well connected to the surrounding highway network.
- Situated within proximity to a wide variety of local services and amenities. The available services and amenities will cater for day-to-day requirements without the need to use a private vehicle.
- Situated to benefit from existing pedestrian infrastructure which afford access to local services and amenities in Newbold Verdon.
- Situated to benefit from local 'quieter routes' for cyclists which connect to important local and regional centres.
- In proximity to bus service which provide access to larger regional centres such as Leicester and Market Bosworth where a broader range of services and facilities reside.

## 5. Travel Plan Management & Coordination

### 5.1 Overview

This section sets out guidance for the management and co-ordination of the FTP for the proposed development for a period of at least five years.

### 5.2 The Travel Plan Coordinator

A TPC will be appointed and be responsible for the administration and the day-to-day operation of the FTP. TPC's responsibilities will therefore include:

- Managing the implementation of measures set out in the Travel Plan;
- Promotion and marketing of the Travel Plan and its measures, including producing marketing material for incoming site users;
- Setting up appropriate management arrangements such as a Travel Plan steering group;
- Acting as a point of contact for site occupiers and other stakeholders in respect of the Travel Plan and related issues;
- Liaising with the county council in implementing the Travel Plan;
- Collecting data and other information relevant to the implementation and future monitoring of the Travel Plan; and
- Submitting monitoring reports to LCC.

The name and contact details for the appointed TPC will be provided to the Local Planning Authority (LPA) and LCC at least one month before the site becomes operational.

A secondary contact's details will be communicated to LCC, upon appointment of the main TPC.

## 6. Objectives, Targets, Monitoring & Review

### 6.1 Overview

Fundamental to a FTP is the process of establishing targets; to encourage a shift from single occupancy car trips to trips by sustainable modes of travel; plus monitoring the performance of the travel plan. A FTP should be viewed as a living document with a continuous cycle of action-monitoring-review.

To help give this FTP a direction, objectives and targets have been established. Objectives set out the overall aims of the FTP at a broad level, whilst targets set measurable goals, which help to assess whether the objectives have been achieved.

### 6.2 Objectives

The main objectives of this FTP are to:

- Reduce unnecessary car use amongst residents, and increase the use of sustainable modes of travel;
- Raise awareness of the travel options available and the environmental, health and social benefits of using them;
- Influence how journeys are made by making sustainable travel easier and attractive;
- Include residents in the monitoring of their travel behaviour, and enable them to feedback to LCC, via the relevant TPC, on the options available to them;
- Contribute to the improved health and wellbeing of residents by promoting the use of active modes of travel; and
- Reduce the environmental impact of traffic associated with the development.

### 6.3 Targets

The overarching FTP target is to reduce the amount of single occupancy vehicle trips generated by the site by a minimum of 10%.

In the absence of any existing travel behaviour surveys being available for the future site occupiers, census data for the immediate area in which the proposed development is located has been utilised to determine a potential future modal split. Establishing a modal shift baseline also provides the appointed TPC with a means to determine some future targets for mode share.

It should be noted that a resident's travel survey will be undertaken annually for a five-year period.

This assessment will use the Census 2011 data for 'Method of Travel to Work' for the workplace population of the Middle Super Output Area (MSOA) Hinckley and Bosworth005. This provides a percentage breakdown of the different modes of transport currently used to travel to places of work within this MSOA where the site is situated.

The results are detailed in **Table 6.1** along with the modal shift targets for the development site. It should be noted that the 'Working from Home', 'Other' and 'Not in Employment' data has not been included within the process of setting mode share targets.

**Table 6.1 Modal Share Targets**

Category	2011 Mode Share	Proposed Mode Share	Net Change
Underground, metro, light rail, or tram	0%	0%	-
Train	0%	0%	-
Bus, minibus, or coach	3%	6%	+3%
Taxi	0%	0%	-
Motorcycle, scooter or moped	1%	1%	-
Driving a car or van	83%	74.7%	-8.3%
Passenger in a car or van	5%	7%	+2%
Bicycle	2%	3.3%	+1.3%
On foot	6%	9%	+3%

It is considered that this FTP should, over its life, seeks to deliver a gross reduction in single occupancy vehicle (SOV) journeys of 10% in absolute terms. In this case, a 10% reduction in single occupancy trips would be 8.3%.

The mode split data used to inform **Table 6.1** can be found in **Appendix B**.

Monitoring of progress towards these targets would be undertaken annually by the TPC over the 5-year life of the FTP, with all records presented to LCC for formal monitoring. This regular monitoring will provide an indicator of the success of the FTP measures in influencing travel behaviour and will help to determine whether resources are being effectively deployed.

## 6.4 Monitoring Programme

The TPC will undertake a baseline travel survey once the site is fully occupied. The results will be presented to LCC in the form of a monitoring report.

The survey will be repeated on an annual basis for five years following full occupation. The following information regarding travel behaviour will be collected:

- Details on the mode of travel used;
- Journey times and distances;
- Reasons why current modes are used;
- If car is selected, then details on parking location will be requested; and,
- Willingness to use alternative modes.

Full multi-modal surveys will also be undertaken on site in the 1<sup>st</sup>, 3<sup>rd</sup>, and 5<sup>th</sup> anniversaries after full occupation, with monitoring reports provided following each of the survey events.

The results of this survey will be used to assess the accuracy of the modal shift targets set out within **Table 6.1**, which will be revised as appropriate. The FTP will be updated to reflect the results of the survey, which will also be submitted to LCC within three months of the survey being completed, for comparison against agreed FTP measures and targets.

It must be noted that once the initial targets are achieved, the levels of single occupancy car journeys to and from the development must be maintained and improved if possible. Any targets for improvements must be agreed on between the TPC and the relevant department at LCC.

## 7. Travel Plan Initiatives

### 7.1 Overview

This section details the initiatives that are being considered for implementation in order to encourage residents to travel sustainably to achieve the objectives and targets of the FTP.

The initiatives outlined are designed to be practical in terms of implementation and cost. As a 'live' document the initiatives presented within the FTP are subject to review and further development throughout the life of the FTP and dependent on the results of the on-going monitoring regime.

### 7.2 Travel Plan Coordinator

A TPC will be appointed prior to occupation of the site and the details will be provided to LCC, the role of the TPC is as set out within **Chapter 5**.

### 7.3 Travel Information Pack

Each resident will receive an electronic Travel Information Pack (TIP) upon occupation which will contain the following:

- Details of the FTP and its purpose;
- Contact details and responsibilities of the TPC;
- The role of residents on being pro-active, environmentally aware, and conscious of their travel options and behaviour;
- Details of walking information to the site from the surrounding area, particularly links to public transport arrangements;
- Details of on-site cycle parking and cycle routes within the wider area, and signposting to sources of further information and guidance for cycling;
- Details of available car share schemes;
- Bus services and routes;
- Calendar of key annual events (Bike Week, Walk to Work Week etc);
- Promotion of smart phone apps for up to date / real-time public transport, walking and cycling information/maps etc; and,
- Journey planning information.

It is envisaged that the Travel Packs will be provided by LCC with funding secured from the developer through an appropriate mechanism, such as a Section 106 agreement.



## 7.4 Walking and Cycling

Primary access for pedestrians and cyclists will be provided via Moat Close to the east of the proposed development site. It is proposed to form a link connecting towards the existing active travel infrastructure along Moat Close and in the neighbouring estate, facilitating easier access to key services and facilities within the centre of Newbold Verdon.

Further pedestrian/cycle connections will be provided to the Ferrers Green development to the north east of the site via a highway extension. The connection would be suitable for 'mixed traffic' as per Figure 4.1 of LTN 1/20, meaning this link could also provide suitable cycle access. In addition, the development proposals include for pedestrian connections into the PRoW S19 that runs along the southwest boundary of the development.

This will ensure the site is permeable and encourage sustainable travel to and from the development. The permeable nature of the site will also benefit existing residents in the area. At present, the site does not provide public access, however the development proposals will accommodate pedestrian/cycle movements across the site which would provide easier access to recreation areas and shops in the local area.

To raise awareness, walking and cycle maps will be promoted and supplied to residents via the TIP.

Dependent on feedback from residents, the TPC will consider establishing one or all of the following: a walking group, a bicycle user group, and/or a dedicated travel plan group. Such groups would support the delivery of the FTP beyond the initial monitoring period.

The TPC will also:

- Identify and promote specific travel initiatives such as 'bike user group' and 'bike week' (including free bicycle maintenance for residents), which will be actively advertised.
- The TPC will review and investigate methods by which to encourage participation, including prize draws and free refreshments. All events will be identified, and a marketing and communications strategy will be devised.
- Investigate the possibility of a pool bike scheme and an electric pool bike scheme.
- Promote the benefits of cycle training (Bikeability) to encourage less confident or first-time riders to take up cycling.
- Investigate and identify opportunities to obtain discounts on walking and cycling equipment from local providers, which will be made available to residents.
- Promote the availability of cycle parking on site.

## 7.5 Car Sharing

Car sharing will be actively promoted by the TPC and via the Leicestershire Lift Share website.

Details will be included in the TIP. Car sharing provides the following benefits:

- Reduced fuel costs and parking fees;
- Better air quality and lower carbon emissions due to reduced traffic fumes;
- Less congestion and shorter journeys due to fewer cars being on the road;
- An increased chance of finding a parking space, because fewer cars mean less competition for spaces; and,

- Journeys being more pleasant due to having company.

The TPC will commit to exploring the possibility of setting up a car club or sharing scheme for residents.

## 7.6 Public Transport

Residents will be made aware of their options for travelling to the proposed development by public transport through the marketing methods/material contained within the TIP. The TPC will commit to:

- Providing live timetable information on site; and
- Looking into negotiating financial incentives and taster tickets to residents.

Given the FTP will be a 'live document' further information and updates can be supplied to future residents on a regular basis.

## 7.7 Smart Phone Apps

Residents will be made aware of numerous smart phone apps such as National Rail Enquiries, National Cycle Network, Walkit and MapMyRide. These apps can help plan/map out journeys via foot, cycle, and public transport within the local area.

## 7.8 Communication and Marketing

The TPC will investigate the establishment of a site-based website to communicate the content of the TIP to future residents. The TPC will also consider the provision of social media-based options to support the website. The TPC will furthermore explore the possibility of promoting community travel events and forums.

## 8. Action Plan

An Action Plan as set out in **Table 8.1** has been developed for the development to show when the initiatives will be implemented and who will be responsible for their implementation. The Action Plan is an overview only and therefore specific reference should also be made to the relevant content within the FTP.

**Table 8.1 Residential Travel Plan Action Plan**

Action	How	When	Who
<b>Travel Awareness Initiatives</b>			
Travel Plan Coordinator	A Travel Plan Coordinator will be appointed to take responsibility of the implementation of the FTP.	Prior to first occupation	Developer
Communication	The communication strategy will be implemented.	Upon first occupation	TPC
Travel Information Pack	All residents will receive a Travel Information Pack containing all relevant sustainable transport information as outlined in the FTP.	Upon first occupation	TPC/LCC
<b>Walking &amp; Cycling</b>			
Walking and Cycling Information	The TPC will ensure all available walking and cycling information is included in the Travel Information Pack and disseminated in accordance with the communications strategy.	Upon first occupation	TPC/LCC
Infrastructure	Appropriate footway/cycleway infrastructure to be provided within the site.	Prior to first occupation	Developer
Events Calendar	National cycling, walking, public transport, and car sharing events will be included within a communication and marketing strategy where practical.	Upon first occupation	TPC
Discounts	The TPC will enter into discussions with local shops to discuss the potential to obtain discounts on walking and cycling equipment for residents.	Upon appointment of TPC	TPC
<b>Public Transport</b>			
Public Transport Information	The TPC will ensure all available public transport information is included in the Travel Information Pack and disseminated in accordance with the communications strategy.	Upon first occupation	TPC
Discounts	The TPC will ensure any available information on discounts and season passes is included in the	Upon appointment of TPC	TPC

Action	How	When	Who
	Travel Information Pack and disseminated in accordance with the communications strategy.		
<b>Car Sharing</b>			
Car Share	The TPC will include information of available car share schemes within the Travel Information Pack and distribute accordingly.	Upon first occupation	TPC
<b>Monitoring and Communications</b>			
Travel Survey	Undertake a travel survey of residents. Report back to LCC.	Surveys to be undertaken once site is fully occupied	TPC
Stakeholder Engagement	Meet with key stakeholders on a regular basis, including service providers and LCC.	Bi-annually	TPC