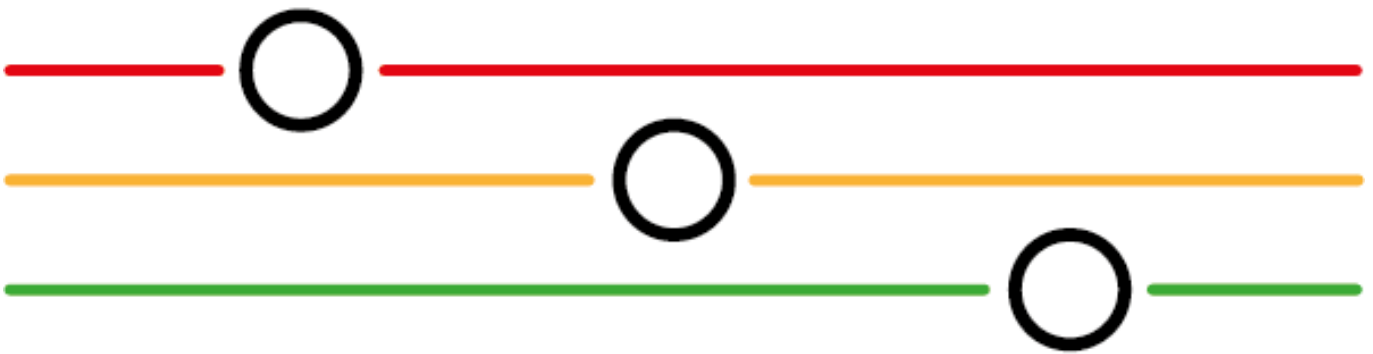




Welcome Break

Proposed Motorway Service Area Development,
M69 Junction 1, Hinckley

Travel Plan

3711622



AUGUST 2023

Report Details

Report Number:	3711622-TP-RevA
Report Title:	Travel Plan, Proposed Motorway Service Area Development, M69 Junction 1, Hinckley
Client:	Welcome Break
Date:	21 August 2023
Status:	

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1 Introduction

1.1 General

Dynamic Transport Planning Ltd is instructed by Welcome Break to report on the anticipated highways and transportation considerations related with the proposals for a Motorway Service Area (MSA) off M69 Junction 1, Stretton Point, Hinckley.

The proposed development will incorporate roadside facilities, comprising a 10-pump Petrol Filling Station (PFS) with integrated HGV filling pumps, associated retail unit and drive-thru coffee shop, and a separate HGV Sales Unit.

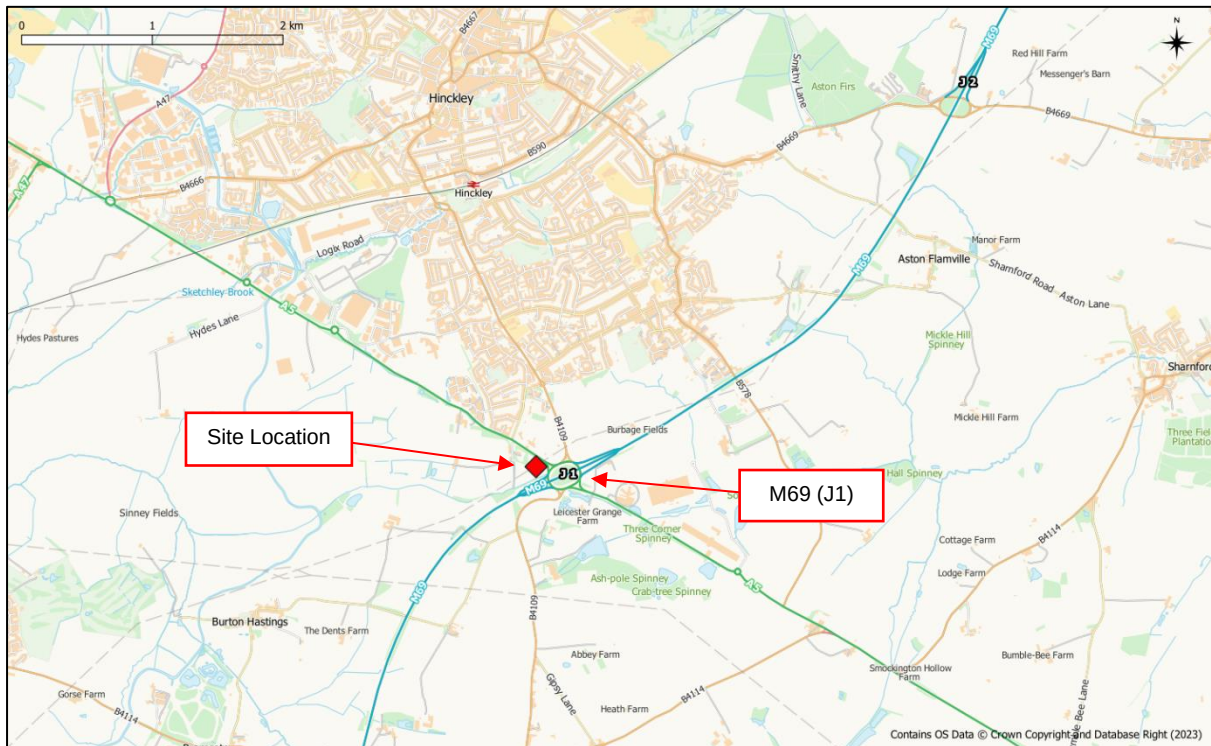
This Transport Plan (TP) had been produced to advise Leicestershire County Council (LCC) as the Local Highways Authority and Hinckley and Bosworth Borough Council (HBBC) as the Local Planning Authority on the transport planning considerations with the proposed development.

1.2 Site Location

The proposed site comprises undeveloped land situated to the west of the M69 J1 'Stretton Baskerville' Interchange. The site is located approximately 3km south of Hinckley Town Centre and 7km east of Nuneaton Town Centre. The M69 motorway runs along the southern boundary of the site, with the A5 routing in an east/west orientation to the north.

The location of the site is illustrated at **Figure 1.1**:

Figure 1.1 – Site Location Plan



2 Travel Plan Background

2.1 General

A Travel Plan (TP) is an important process for delivering sustainable access to a development. It provides a long-term strategy that seeks to deliver sustainable transport objectives through positive actions.

TPs can also support the need to promote more healthy lifestyles through increased walking and cycling opportunities. As a result, TPs form a key stage in the forward planning process and forms a live document that needs to be regularly reviewed in order to ensure its effectiveness.

2.2 Benefits of a Travel Plan

TPs can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:

- Reducing congestion and peak time traffic conflicts;
- Reducing energy use and harmful transport related emissions;
- Tackling social exclusion and improving accessibility; and
- Facilitating improved public transport through economies of scale and transport efficiency.

2.3 Planning Policy

This TP has been developed in accordance with the Department for Transport (DfT) policy document; “*Good Practice Guidelines: Delivering Travel Plans through the Planning Process*”, this document is an update to previous guidance published in response to changes in travel planning and understanding and awareness of transport contributing to global warming and affecting aspects such as health.

The guidance document promotes the use of sustainable methods of transport, some examples of the recommended measures including:

- Giving people better information about their existing travel options;
- Marketing sustainable travel options more effectively, so they are better used; and
- Providing incentives for changing behaviour such as smartcards.

2.3.1 National Planning Policy Framework (2021)

In 2021, the Ministry of Housing, Communities and Local Government published the revised National Planning Policy Framework (NPPF) which is the latest revision of the NPPF. The NPPF sets out the government's planning policies for England and how the policies should be applied to various developments, providing a framework for localised plans to be provided.

Paragraph 104 of the latest NPPF discusses the key link between new developments and the transport network, stating that transport issues should be considered from the earliest stages of the planning process so that:

- The potential impacts of any development can be assessed;
- Opportunities for changing transport technologies and usage are realised - with particular relation to scale;
- Opportunities to promote walking, cycling and public transport use are identified and pursued;
- Environmental impacts of traffic and transport infrastructure can be identified and assessed – allowing time to mitigate, manage and improve; and
- Patterns of movement – streets, parking and other transport consideration are integral to the design of schemes and contribute to making high quality places.

Paragraph 110 of the revised NPPF states that in assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- *“Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
- *Safe and suitable access to the site can be achieved for all users;*
- *The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code 45; and*
- *Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”*

Paragraph 111 of the NPPF states *“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe”*.

Paragraph 112 of the NPPF states that applications for development should:

- *“Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- *Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- *Create places that are safe, secure, and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter and respond to local character and design standards;*
- *Allow for the efficient delivery of good, and access by service and emergency vehicles; and*
- *Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.”*

Furthermore, Paragraph 113 states that all developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment.

2.4 Local Policy

2.4.1 Leicestershire’s Third Local Transport Plan (2011 – 2026)

The LTP3 was published in 2011 and subsequently reviewed/updated in 2014. The long-term vision of the LTP sets out the following vision for transport up to 2026:

“Leicestershire to be recognised as a place that has, with the help of its residents and businesses, a first-class transport system that enables economic and social travel in ways that improve people’s health, safety and prosperity, as well as their environment and their quality of life.”

The LTP3 aims to work through the planning system to seek to encourage the delivery of sustainable development that helps grow the economy of Leicestershire but that also ensures that the transport system continues to operate as efficiently and reliably as possible. The approach to this includes:

- Maximising the use of the existing transport system by encouraging new development to be located in areas that are already able to be well served by walking, cycling and public transport; and
- Encouraging high quality, safe facilities in new developments for pedestrians, cyclists and public transport users.

2.4.2 Hinckley & Bosworth Borough Council: Local Plan (2006 – 2026)

The Local Plan aims to achieve the following:

- To have the right facilities, housing, and infrastructure in the right places;
- To support the local communities by addressing the needs and opportunities of an area; and
- To help to support the growth of the local economy and tourism.

Policy DM17 (Highways and Transportation) states that development proposals will be supported where they:

- Seek to make the best use of existing public transport services and, where appropriate, provide opportunities for improving and sustaining the viability of those services;
- Seek to ensure that there is convenient and safe access for walking and cycling to services and facilities; and
- That the development is located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.

2.4.3 Emerging Hinckley & Bosworth Borough Council Local Plan (2020-2039)

HBBC are currently putting forward a new local plan as the successor to the currently adopted LP for the Hinckley and Bosworth District. The new LP will set out land allocations and updated planning policies to guide planning decision-making for the 2020 to 2041 period.

3 Site Overview

3.1 Proposed Development

The development proposals for the site involve the construction of roadside facilities as a formal MSA for travellers along the A5 (T) and surrounding network. The proposals include the construction of a ten-filling-bay PFS with HGV filling bays and an approximate 1,720m² Gross Floor Area (GFA) associated retail unit with drive-thru lane provision, located to the south-east of the site.

The proposals also involve construction of an 73m² GFA HGV sales area to the north-western aspect of the site, together with the construction of a 170m² GFA drive-thru coffee shop to the south.

The facility will provide additional roadside facilities for travellers along the A5(T), M69 and surrounding highway network. The proposed layout of the site can be found at **Figure 3.1**.

Figure 3.1: Proposed Site Boundary (Source: ADS Design)



3.2 Proposed Site Access and Servicing Arrangements

3.2.1 Pedestrian and Cycle Access

The site has been configured to maximise access and movement through the site. The proposed access junction will incorporate controlled pedestrian/cycle crossing facilities across the site access and A5 Watling Street (supported by pedestrian refuge).

The shared footway/cycleway along the A5 Watling Street (within the vicinity of the proposed site access works), will also be subject to widening and will route directly into the development site. Internal footway provision will then provide access to each of the proposed land-uses.

3.2.2 Vehicular Access

It is proposed that access to the site will be taken from a newly constructed signalised T-junction with the A5 Watling Street. The proposed access junction scheme will involve minor widening works to the A5 Watling Street and will also include associated marking and signage amendments. It is proposed that the extent of the existing A5 Watling Street 40mph speed-limit will extend across the proposed site access junction.

The proposals also include a package of improvements along the A5 Watling Street, including additional footway provision, footway widening and additional pedestrian crossing facilities at the A5 Watling Street/Wolvey Road junction.

Upon entry to the site, the central access road will provide a link to the dedicated HGV parking area within the western portion of the site. Access to the roadside facilities will be enabled by provision of a dedicated route, leading from a central internal priority junction off the central access road to the PFS, HGV parking area and drive-thru facility.

3.3 Parking Provision

The development proposals will be supported by the total provision of 269 car parking bays, inclusive of 17 mobility-standard bays and 38 EV bays across the wider site. Order waiting ways will be located within the vicinity of both drive-thru lane egress points.

To the western extent of the site, additional large vehicle-only parking bays will be provided inclusive of 29 demarcated HGV parking bays, six coach bays and eight caravan parking bays will also be provided. An additional 10 motorcycle parking bays will also be provided.

3.4 Local Highway Network

Two informal maintenance access points are provided into the site; one from the A5 Watling Street and one to the west from Wolvey Road.

The A5 Watling Street runs along the site's north/north-eastern aspect, with Wolvey Road (south) to the west. The M69 Junction 1 (Stretton Baskerville Interchange) is situated to the east/south-east with the northbound off-slip forming the site's southern boundary. The small residential development of 'Stretton Croft' is situated directly to the north, which does not form part of the site's red-line boundary.

The majority of land within the vicinity of the development site is rural in nature, with some individual residential units and commercial uses along the A5 Watling Street. The predominantly residential areas of Sketchley and Burbage are located to the north-west. Hinckley Town Centre is situated a further 3km north-west of the site.

3.4.1 Wolvey Road (North and South)

Wolvey Road (south) is a relatively narrow highway, which runs for approximately 100m south from its junction with the A5 Watling Street. Access further south is restricted by gating which spans across the highway extents. It is currently absent of footways, street-lighting and road-markings along its length although (faded) give-way/centreline markings are present at the A5 Watling Street junction.

Wolvey Road (south) provides access to a small number of residential dwellings and 'Stretton Croft'. An informal vehicular access point into the development site is situated further to the south.

Wolvey Road (north) routes through the residential areas of Burbage and connecting residential highway network. Access to the B4109 Rugby Road is also provided to the north-east via Three Pots Road. Access to commercial premises is provided within the vicinity of the A5 Watling Street junction.

3.4.2 A5 Watling Street

Within the vicinity of the proposed site access, the A5 Watling Street is a single carriageway, subject to the National Speed Limit (60mph). The speed limit changes to 40mph directly to the west.

Shared footways/cycleways are provided to both aspects of the carriageway within the vicinity of the site, supported by uncontrolled crossing facilities and street-lighting. Vehicular access points are provided to a small number of properties located directly to the north of the site, including an ESSO PFS, business premises and individual housing units.

The A5 Watling Street meets the Stretton Baskerville Interchange (M61 J1) approximately 200m to the south-east. To the north-west, the route continues towards the M42 (J10), along the northern fringes of Nuneaton and Tamworth.

3.4.3 M69 J1 (Stretton Baskerville Interchange)

The M69 is a 25km motorway which connects the M1 (J21) at Leicester to the M6 (J2) near Coventry and the M40 (J15) via the A46.

Access to/from the M69 northbound and southbound is facilitated at J1 where both on- and off-slips are provided to both directions. The M69 mainline carriageway operates above the three/four-lane roundabout interchange which also comprises approaches from the A5 (north), B4109 Rugby Road, A5 (south) and B4109 Hinkley Road. Access to the M69 (northbound on-slip and southbound off-slip only) is also provided at J2 ('Hinkley Interchange'), situated to the east of the outskirts of Hinckley.

All approaches to the Stretton Baskerville Interchange are signalised, with the exception of the B4109 Hinkley Road. Footways and crossing facilities are provided which link the A5 Watling Street to the A5 (south).

The northern arm of the roundabout (B4109 Rugby Road) passes through the residential areas of Burbage and Sketchley up towards Hinckley, terminating close to Hinckley Rail Station.

Locally, the A5 (south) passes through the rural areas of Smockington and High Cross, towards Magna Park and Lutterworth via the A4303. Access to Hinckley Hotel and Leisure Complex is provided approximately 300m south of the interchange.

The B4109 Hinkley Road passes through predominately rural areas towards Wolvey Village, where then routes south-west towards Ryton and Coventry.

4 Access by Non-Car Modes

4.1 General

A key element of planning policy is to ensure new development is located in areas where it can be easily accessed by walking, cycling and public transport modes. This approach supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

Notwithstanding the primary function of the proposed site as a MSA, the location of the site offers the potential for some users and staff to access the site by sustainable modes of transport other than the private car. The opportunities for accessing the site by sustainable modes are discussed in more detail below.

4.1.1 Pedestrian Access

A dedicated footway will be incorporated to the proposed site access design to provide access from both directions of the A5 Watling Street, supported by controlled pedestrian crossing facilities. The scheme proposals also include footway widening within the vicinity of the site access junction.

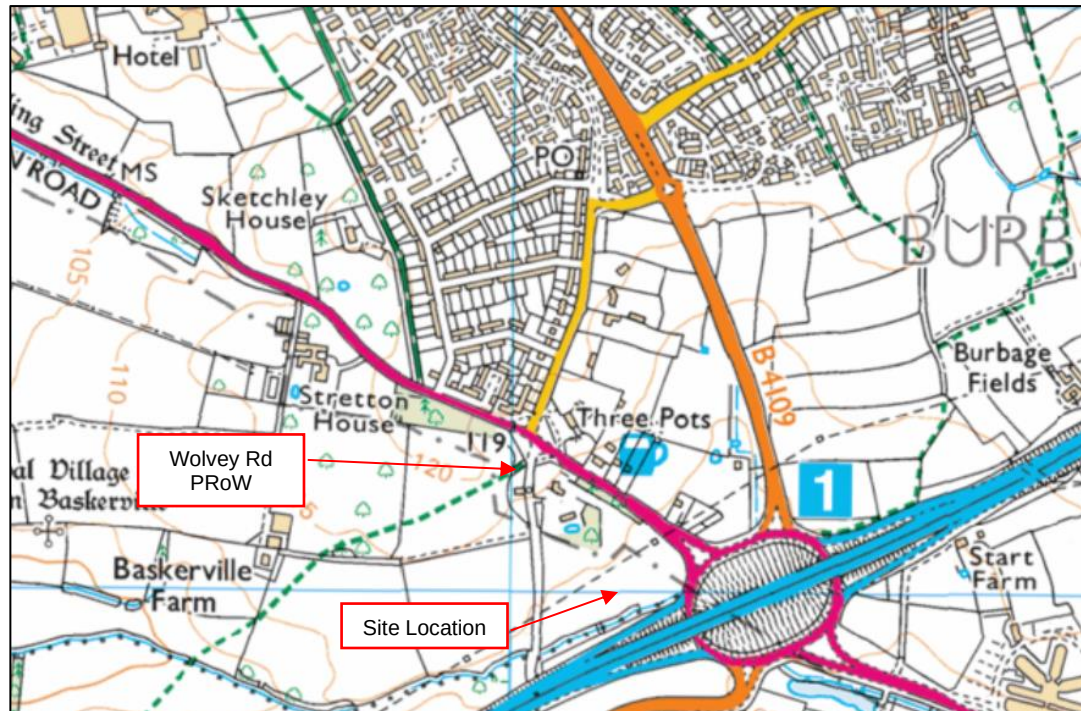
Pedestrian crossing facilities will also be improved at the A5 Watling Street/Wolvey Road (north and south) junction, with the provision of a more direct pedestrian desire-line and uncontrolled crossing facilities. Footway provision is limited within the vicinity of the Stretton Baskerville Interchange, although a surfaced footway and a combination of controlled and uncontrolled pedestrian crossing facilities connect the A5 Watling Street and A5 (south).

To the north, footways are provided to the southern aspect of the A5 Watling Street only, (past the Wolvey Road junction). Footways are then reinstated to both aspects of the highway some further 200m north.

The majority of the surrounding highway network is supported by a reasonable level of pedestrian infrastructure, with crossing provision and surrounding street-lighting. A good level of pedestrian infrastructure is in place within the residential areas of Burbage and Sketchley, which enhances pedestrian accessibility between the site and Hinckley Town Centre, local bus services and rail.

Locally, a Public Footpath links Wolvey Road (south) to Burton Hastings in the south-west. The access to this Public Right of Way (PRoW) is situated approximately 30m south of the A5 Watling Street give-way line. A shorter section of Public Footpath also runs parallel with the M69 northbound on-slip, which diverges north towards Burbage Fields. A Public Bridleway also links the northern aspect of the A5 Watling Street to Sketchley Lane, Hinckley Town Centre. The surrounding PRoWs are shown in **Figure 4.1**.

Figure 4.1 – Local PRow Map (Source: Bing Maps 2023)

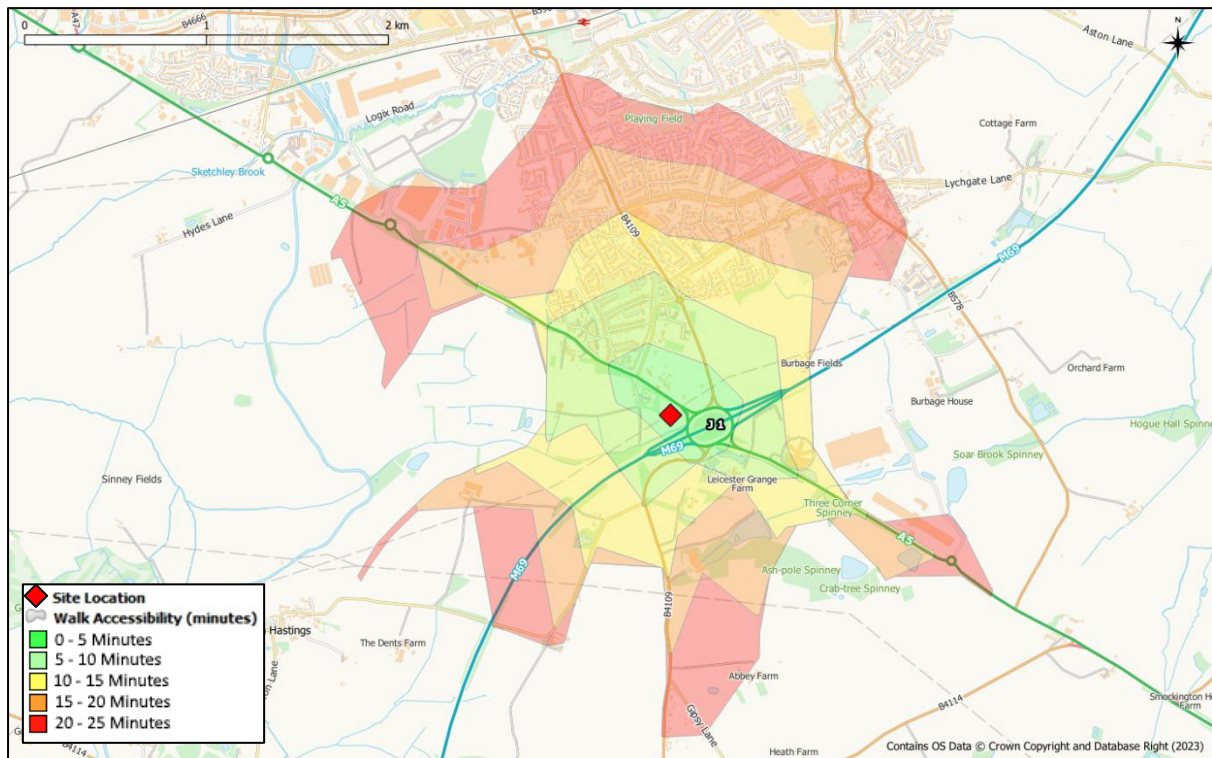


The improvements proposed as part of the scheme at the Wolvey Road / A5 Watling Street junction will improve access to the Wolvey Road PRow by provision of a new footway link between the footpath and the A5 Watling Street.

Relevant guidance provided in Manual for Streets (MfS) states that walking offers the greatest potential to replace short car trips, particularly those under 2km.

A walk accessibility plan is provided at **Figure 4.2**, highlighting the accessible walking area within approximately 2km of the site, equivalent to around a 25-minute walk.

Figure 4.2 - Walk Accessibility Plan

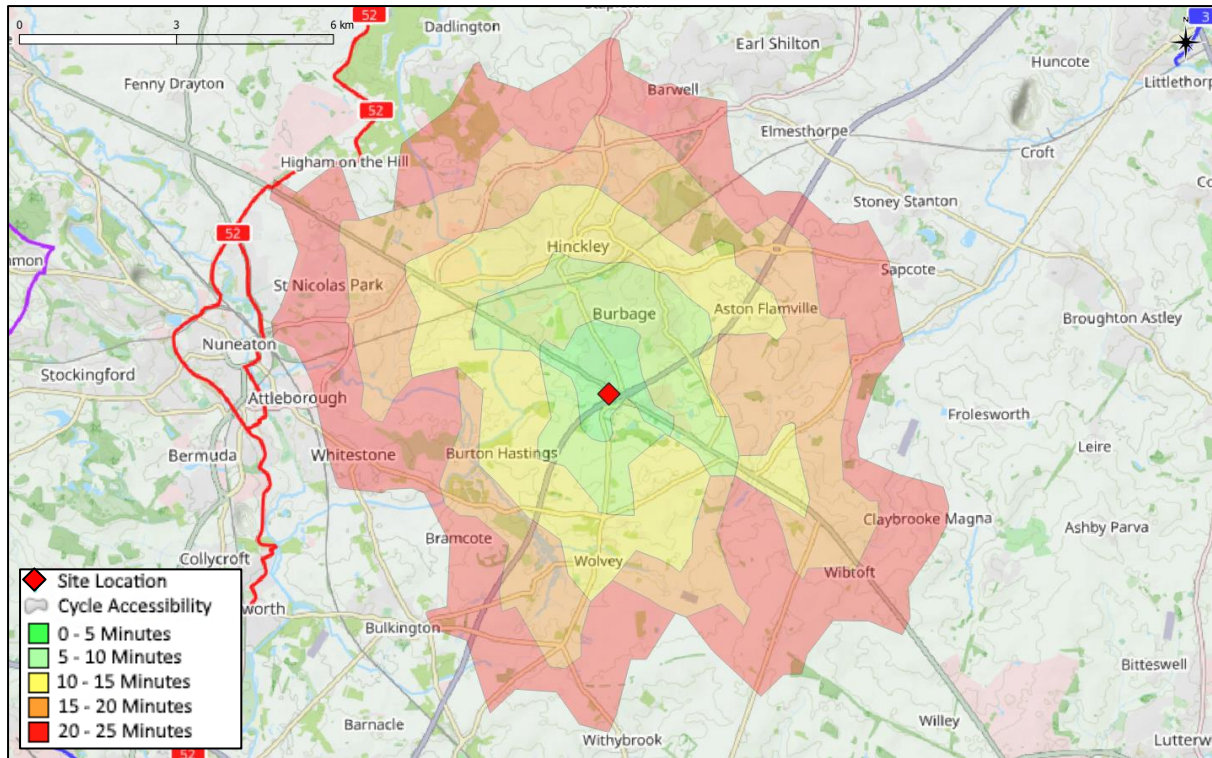


The walk accessibility plan illustrates that a large portion of the adjacent residential areas of Burbage and Sketchley can be accessed within a reasonable walking journey. A number of bus stops are also located within 500m of the site.

4.1.2 Cycle Access

It is widely recognised that cycling has the potential to substitute shorter car journeys for work and leisure purposes. The areas reachable within around a 25-minute cycle journey, are identified at **Figure 4.3**:

Figure 4.3 – Cycle Accessibility



Source: OpenStreetMap (2023)

The plan indicates that the significant majority of Hinckley including its town centre is accessible within a 15-minute cycle journey of the site, with Hinckley Railway Station also accessible within a 10-minute cycle journey. Other residential areas, including St Nicolas Park and Whitestone within eastern Nuneaton, can also be accessed within a 25-minute cycle journey of the site.

Access to the National Cycle Network (NCN) can be gained approximately 6km to the west of the site at NCN Route 52, which routes through the adjacent town of Nuneaton through to Coalville, Coventry and Royal Leamington-Spa.

The local cycle network (as shown below in **Figure 4.4**), demonstrates that various recommended cycle routes are situated in close proximity to the site, including off-road facilities along the A5 Watling Street:

Figure 4.4 – Hinckley Local Cycle Network (Source: Hinckley and Bosworth Council)



A shared footway/cycleway also routes along the site's frontage to the southern aspect of the A5 Watling Street, connecting the nearby facilities indicated on the plan. Off-road facilities are provided across the Stretton Baskerville Interchange which connect to the facilities along the A5 (south). On-road advisory cycle lanes also run along the B4109 Rugby Road, linking the interchange to the off-road facilities to the north, as shown above.

The Public Bridleway to the west of the proposed site access junction, linking A5 Watling Street to Sketchley Lane, can also be used by cyclists.

The local area benefits from a good level of cycling infrastructure linking the site to the town centre and local residential settlements. It is anticipated that the cycle crossing facilities, improvement of existing cycle-way infrastructure and on-site cycle parking provision would further encourage cycling trips for both visitors and staff.

4.1.3 Public Transport Access

The nearest bus stop to the site is located approximately 500m to the north of the site at Worley Road, equivalent to around a six-minute walking journey. Service X6 operates from this bus stop and provides access through the local areas of Hinckley including the town centre, as well to the areas of Coventry and Leicester at hourly to two-hourly intervals (Monday to Saturday).

The service also provides a direct route to Hinckley Railway Station and additional bus services provided at 'The Crescent' Bus Station within the town centre.

4.1.4 Rail Access

Hinckley Railway Station is the nearest station to the site, located around 2.5km to the north-west within the town centre. The station sits on the CrossCountry Birmingham to Peterborough Line, receiving frequent CrossCountry rail services that run between Birmingham New Street and Leicester.

The station is also located within a short walking distance to the bus services provided at The Crescent bus station, allowing further access to other local destinations including those near the site. The station also provides cycle parking for up to 16 bicycles.

4.2 Accessibility Summary

Overall, notwithstanding the primary function of the proposed development as a MSA, it can be summarised that the site offers potential for some journeys, particularly those by staff, to be undertaken by modes other than car.

5 Travel Plan Targets

5.1 General

This Travel Plan will promote a combination of measures aimed at encouraging staff to travel by sustainable modes of transport whilst discouraging travel by car, particularly single occupancy car journeys.

5.2 Objectives

The objectives for this TP are outlined below and form the basis for setting reasonable timescales to implement measures to provide a successful TP:

- To provide incentives and/or disincentives for users of a development to reduce the need to travel by non-sustainable modes of such as alone by car to and from the site;
- To contain a package of measures to encourage alternative and more sustainable means of transport (such as bus, train, bicycle, walking, powered two wheelers and car sharing and car clubs) to a development; and
- To consider all the journeys that may be made to and from a site by anyone who may have a need to visit or stay there.

5.3 Timescales

TPs are evolving documents that need to remain adaptable to changing working practices and local conditions. Unless specified, the TP for a site is usually operational for a minimum of five years, which allows targets to be implemented over three timescales to adjust the targets for a site, although a TP requires commitment from occupiers and partners and is not simply means of securing planning permission.

Therefore, the TPs targets are given over three timescales:

- Short-term (within one year of the implementation of the TP);
- Medium-term (within three years of the implementation of the TP); and
- Long-term (within five years of the implementation of the TP).

These timescales allow two types of targets to be developed as part of the TP process. These are Aims, which consider modal share and Actions which are non-quantifiable and represent milestones.

5.4 Aims

Travel surveys will be carried out to establish the travel patterns of staff employed at the site within six months of the site becoming operational. Visitors will not be surveyed due to the ad-hoc nature of their visit to the development site. In order to achieve the prime objectives of the TP, the analysed travel survey questionnaire results will be used to set updated and realistic short term annual targets for modal share based on the surveyed travel patterns.

The survey will also provide information as to the reasons why some modes of transport are preferred over others. This gives an indication of what measures will be required and realistic targets that can be set.

The setting of targets is essential to ensure that the objectives of the travel plan are met. The key targets will need to be realistic and achievable, therefore, they will be subject to agreement with LCC following a detailed review of the initial staff travel surveys.

Initial targets for the first year will be set utilising travel to work data from the 2011 UK national Census for the local area. The MSOA Hinckley and Bosworth 014 has been used to generate targets for staff based on-site until surveys are carried out.

Travel Plan guidance asks for Travel Plans to provide SMART targets which are achievable and realistic. The targets have been set below in relation to the current census whilst also taking into account the national average of journey to work choices.

The mode share split for persons travelling to work, excluding those who are currently not in employment and work from home, are as follows:

Table 5.1 – Travel Targets

Mode of Travel	Current Census JTW (%)	Target Change (5 Years) (%)
Light rail or tram	0.0	-
Train	0.0	-
Bus, minibus or coach	0.3	+1
Taxi	0.0	-
Motorcycle/scooter/moped	0.0	-
Driving a car or van	79.0	-5
Passenger in a car or van	7.7	+1
Bicycle	3.2	+2
On foot	9.8	-
Other method of travel to work	0.0	-

Source – 2011 Census Data

The targets will be in place for the duration of the TP (five years) and are only provided as a guideline until the site is occupied and surveys are carried out.

Following the initial surveys and dependent upon the results, if these targets are exceeded then the baseline targets will be revised accordingly to further encourage a reduction in single occupancy car travel and an increase for sustainable modes of transport.

A monitoring framework involving the completion of travel surveys at regular intervals will be agreed. These are envisaged to occur annually over a five-year period following full occupation of the development.

5.5 Actions

The initial milestone target will be to ensure that all staff receive a TP information pack before commencing employment at the development site to ensure they are aware of the travel options available to them, as well as allowing staff to make an informed decision on their mode of travel to work.

6 Implementation of the Travel Plan

6.1 Travel Plan Co-ordinator

The implementation and supervision of a successful TP will involve commitment to the plan by senior management and administered by a Travel Plan Co-ordinator (TPC).

Overall responsibility for the TP will lie with a suitable person or people with a located full-time on-site or by a management company for the buildings, who will be committed to providing a key role in delivering a successful TP over its five-year duration. The selected TPC will be expected to maintain an ongoing interest in the site and will be appointed at a minimum of three months prior to the initial occupation of the development.

The contact detail of the appointed TPC(s) will be issued to LCC once the position has been confirmed.

The TPC will be responsible for setting up and launching the Travel Plan in accordance with the following schedule, which will be agreed amongst the businesses on site:

- Ensure that relevant information is provided to users for the Travel Plan, and that information is kept up-to-date and is visible on notice boards;
- Set travel plan targets in consultation with LCC;
- Undertake annual surveys of staff travel patterns;
- Update LCC annually;
- Promote and encourage the use of travel modes other than the car, including publicity events and ensure that information is kept up-to-date;
- Maintain a database of relevant contacts associated with the TP; and
- Approach local businesses and clubs to negotiate discounts/arrange joint ventures.

Once results are reviewed by the steering group, a comprehensive review of the TP will commence, where revisions will be proposed to continue sustainable travel at the development site.

6.2 Funding

Initial funding will be allocated for the launch and implementation of the TP, whilst an annual budget will be set for the day-to-day operation of the plan, including monitoring and reviewing.

The TP will be funded by the developer. The funding stream will allow the TP to operate for a minimum of five years.

7 Travel Plan Measures

7.1 General

A successful and cost-effective travel plan is one that implements measures that are relevant and realistic to the development, which means that consultation with tenants is crucial to achieving support for the development of the TP and the measures contained within the document.

The measures that will be promoted by the TPC are outlined below and will be implemented with assistance from LCC.

7.2 Travel Awareness

Good accurate information on the range of services and travel initiatives available at the site will be a critical element of a successful TP. The TPC will make new employees aware of the existence of the TP and issue a welcome pack on appointment of their position at the development site. The full Welcome Pack will also be provided to LCC for review prior to its distribution. Any parking management policies will be explained to members of staff during the recruitment process.

The welcome pack should include the following:

- Information about the health benefits of walking and cycling to work;
- A map showing local cycle routes;
- Bus timetables of existing local services from nearby bus stops, including routes;
- Information about car-sharing; and
- Local taxi firms and telephone numbers in case of an emergency.

Travel information boards should be placed in common areas, with copies of the same information being available in a welcome pack. Any changes to the TP or any of the relevant information included within the welcome pack will be updated and publicised on the travel information boards.

National events, such as Change for Life, Walk to Work Week, Bike Week and European Mobility Week will be promoted to encourage travel by sustainable modes.

7.3 Walking and Cycling

The National Institute for Health and Care Excellence (NICE) outline the importance of increasing the amount someone walks or cycles for the betterment of both physical and mental health, as well as the sustainability of the environment.

NICE guidance proposes that in order to facilitate an increase in walking and cycling, a more supportive transport environment must be created.

7.3.1 Walking

The TPC will encourage walking as a mode of travel to work by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material; and
- Encourage staff to use Google Maps to plan their journeys to the development site.

Employees at the development will be encouraged to join health programmes that are widely available and aimed at encouraging individuals to get active and improve their levels of fitness, as well as being involved in events, such as 'Walk to Work' week, 'Walk4Life' and 'The 10,000 steps challenge'. More information can be found on the NHS website (www.nhs.uk).

7.3.2 Cycling

The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Promote the availability of cycling information, including route maps, free cycling training, maintenance as well as useful tips and guidance on the Sustrans website and LCC website;
- Ensure that adequate cycle parking provision is being offered and arrange for additional installations to be carried out if demand is sufficient; and
- Ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site through liaison with the cycling officer at the Council.

7.4 Public Transport Information

The use of public transport is encouraged as a mode of travel to work with the following initiatives:

- Provide up-to-date public transport information, including available route maps and timetables, with welcome packs and on travel information boards;
- Provide details of local taxi companies in case of an emergency; and
- Provide details of the websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including Traveline (<https://www.traveline.info>).
- Advertise any promotions/discounts offered by public transport operators;
- Investigate staff discounts and special offers for bus/rail day and season tickets;

- Implement a policy of using public transport for travel in the course of work wherever feasible;
- Liaise with bus companies on any future improvements and/or extensions to local services; and
- Limited time discount tickets could be provided in the previously discussed welcome packs.

7.5 Accessibility

Parking provision will be split between the PFS, drive-thru and HGV sales units, with internal pedestrian links connecting the main units to the wider parking areas of the site.

To allow safe and easy access to all users of the site, level access (i.e., no steps up and into any of the buildings on site) will be ensured across the development. All parking bays for mobility impaired users will be situated close to the main entrance of all of the uses on site.

7.6 Personalised Journey Planners

Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

The personalised journey planners, as would be provided by the appointed TPC, could include:

- Maps showing the location of the correct bus stops to use at either end of the journey along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current cost for travel; and
- Timetable information for public transport services used on their journey.

7.7 Site Access and Servicing Arrangements

Vehicular access to the development site will be taken from a newly constructed signalised T-junction with the A5 Watling Street. The signalised access junction will cater for all vehicles associated with the site including staff cars, visitors and service vehicles.

7.8 Car Sharing

Car sharing is an effective way of reducing single occupancy car trips if a number of employees travel to the same location each day. The promotion of car sharing could be simply encouraged further on an informal basis or managed by the appointed TPC who could match interested employees.

Leicestershire City Council's also provide a free online car sharing service at www.leicester.gov.uk/transport-and-streets/parking-in-leicester/car-sharing-and-car-clubs. Potential users are required to register then searches are made to identify potential matches for car sharers. This scheme could also be promoted by the TPC.

Alongside promoting such schemes, it would be appropriate to raise awareness of car ownership costs and highlight the social and economic benefits of car sharing through advertising around the site.

8 Travel Plan Monitoring

A successful TP must have in place an effective monitoring and review process to ensure that the TP is compliant and assess the effectiveness of the measures and provide the opportunity for review.

8.1 Monitoring

The TPC will monitor travel patterns associated with the site on an annual basis for the first five years upon opening of the development site, or as agreed.

The monitoring of the plan is important for the following reasons:

- It will demonstrate to LCC the effectiveness of the measures implemented and the progress being made towards the aims and objectives of the travel plan;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the TP by reporting successes; and
- It helps to identify any deficiencies within the TP, including any measures that are not effective.

Questionnaires will be distributed to all staff to monitor travel to and from the site and gain an understanding of travel habits and can be used to monitor the number of staff and customers walking, cycling, travelling by car, car share and public transport to the site. The results will be used to provide a comparison with the mode share targets identified and update accordingly, if required.

The TPC will agree the monitoring programme at the site to ensure that the monitoring procedures are appropriate. The TPC will maintain a monitoring table of progress to key TP targets based on the results of the travel surveys.

8.2 Reviewing

The TPC will undertake a review of the TP following the results of each monitoring stage. The completed surveys will also be made available to LCC to further review during the three months after the survey deadline. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary.

The TPC will compare the mode share statistics obtained from the annual monitoring to the targets set for the development. The TPC may choose to revise these targets, with agreement with the local authority, in order to maintain a realistic goal for the aims and objectives of the TP.

8.3 Mitigations

Should the Travel Plan measures fail to have an impact on the single car occupancy over the life of the Travel Plan, the TPC will engage in discussions with LCC with regard to potential mitigation measures.

9 Action Plan

The measures summarised in the TP will be implemented in order to target specific objectives of within particular timescales. The action plan below provides a list of actions and timescales for the TP, from its initial setup through to the monitoring and reviewing of the document for its duration:

Action	Target	Timescale	Cost
Initial Setup of Travel Plan			
Setup Travel Plan Database	Open a working file for the TP	As soon as possible - before opening of building	N/A
Exchange Details throughout the development site	Provide phone number and email address details to the Travel Plan Officer(s)	As soon as possible - before opening of building	N/A
Objectives			
To reduce the number of single car occupancy vehicles travelling to the development site	Provide priority car parking spaces for disabled users and EV users.	Before opening	Cost TBC – to be installed before opening
	Implement Travel Plan	As soon as possible and for agreed duration	N/A
	Promote car sharing to the site	Upon opening of building and in perpetuity	N/A
Promote travelling to site by walking, cycling and public transport	Provide secure cycle parking	Before opening	Cost TBC
	Review adequacy of cycle provision	Ongoing with formal annual review	N/A unless further cycle stands required
	Provide information on public transport within the vicinity of the development site	Before occupation and updated annually	Possible cost for printing leaflets
	Provide information on the health benefits of walking and cycling	Before occupation and updated annually	Possible cost for printing leaflets

Monitoring and Reviewing			
Issue and analyse travel surveys to all occupants on the site	-	Within 6 months of the site being fully occupied and annually	Cost for surveys
Submit progress report. Update/modify TP where appropriate	-	Report to be issued within 3 months of survey analysis being completed and annually	N/A
Issue progress update to all staff	-	Within 3 months of survey analysis being completed	N/A

It should be noted that whilst the majority of the actions listed above are the responsibility of the TPC, in conjunction with support from the management on-site, some actions will require being carried out during the construction period and costs are subject to confirmation at the time of launch.

Appendix 1

Proposed Site Layout

