

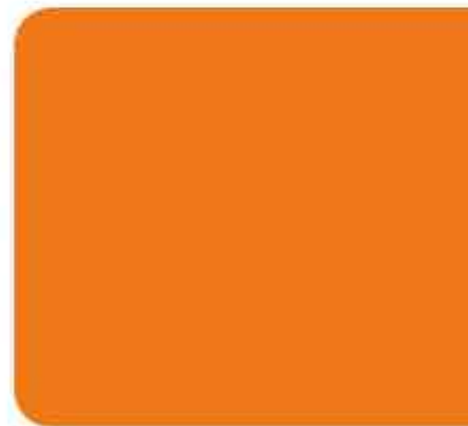


Bellway Homes Limited

Land South of Desford, Leicestershire

Framework Travel Plan

July 2026



Bellway Homes Limited

Land South of Desford, Leicestershire

Framework Travel Plan

OFFICE ADDRESS:
Griffin House,
18-19 Ludgate Hill,
Birmingham,
B3 1DW

PROJECT NO:
327523

DATE:
July 2026

REPORT No:	FILE NAME	PREPARED:	DATE OF ISSUE:	STATUS:	CHECKED:	AUTHORISED:
003	260723_327523_FTHW P.docx		23 July 2026	Final	GS	JFN

CHANGE LOG

VERSION	DATE:	CHECKED BY:	REASON FOR CHANGE:
001	25 June 2026	GS	Update to report
002	14 July 2026	JFN	Updated Development Quantum

CONTENTS

1.	Introduction	4
1.1	Overview	4
1.2	Scope of Assessment	5
1.3	The Purpose of Framework Travel Plans	5
1.4	Structure of Report	6
2.	Travel Plan Objectives	8
2.1	Overview	8
2.2	Aims	8
2.3	Objectives	8
3.	Policy Review	10
3.1	Overview	10
3.2	National Policy	10
3.3	Local Policy	12
3.4	Summary	15
4.	Existing Conditions	16
4.1	Overview	16
4.2	Site Location	16
4.3	Local Highway Network	16
4.4	Sustainable Accessibility	18
4.5	Local Amenities	24
4.6	Summary	28
5.	Development Proposals	29
5.2	Proposed Development	29
5.3	Vehicle Access Arrangements	29
5.4	NMU Strategy	29
5.5	Public Transport	30
6.	Targets	31
6.1	Overview	31
6.2	Initial Targets	31
6.3	Aspirational Target	33
7.	Measures and Incentives	34
7.1	Overview	34
7.2	Travel Plan Coordinator	34

© Copyright mode transport planning. All rights reserved

This report has been prepared for the exclusive use of the commissioning party and unless otherwise agreed in writing with mode transport planning, no other party may copy, reproduce, distribute, make use of, or rely on the contents of the report. No liability is accepted by mode transport planning for any use of this report, other than for the purposes for which it was originally prepared and provided.

Opinions and information provided in this report are on the basis of mode transport planning using due skill, care and diligence in the preparation of the same and no explicit warranty is provided as to their accuracy. It should be noted and is expressly stated that no independent verification of any of the documents or information supplied to mode transport planning has been made.

7.3	Sales and Marketing	35
7.4	Travel Welcome Pack	35
7.5	Walking and Cycling Measures	37
7.6	Public Transport Measures	37
7.7	Car Share	38
7.8	Personal Sustainable Travel Planning	38
7.9	Mobility Credits	39
7.10	Summary	39
8.	Monitoring	40
8.1	Summary	40
8.2	Monitoring	40
8.3	Reporting	41
9.	Action Plan	42
9.1	Introduction	42
9.2	Measures	42

APPENDICES

APPENDIX A Illustrative Masterplan

1. Introduction

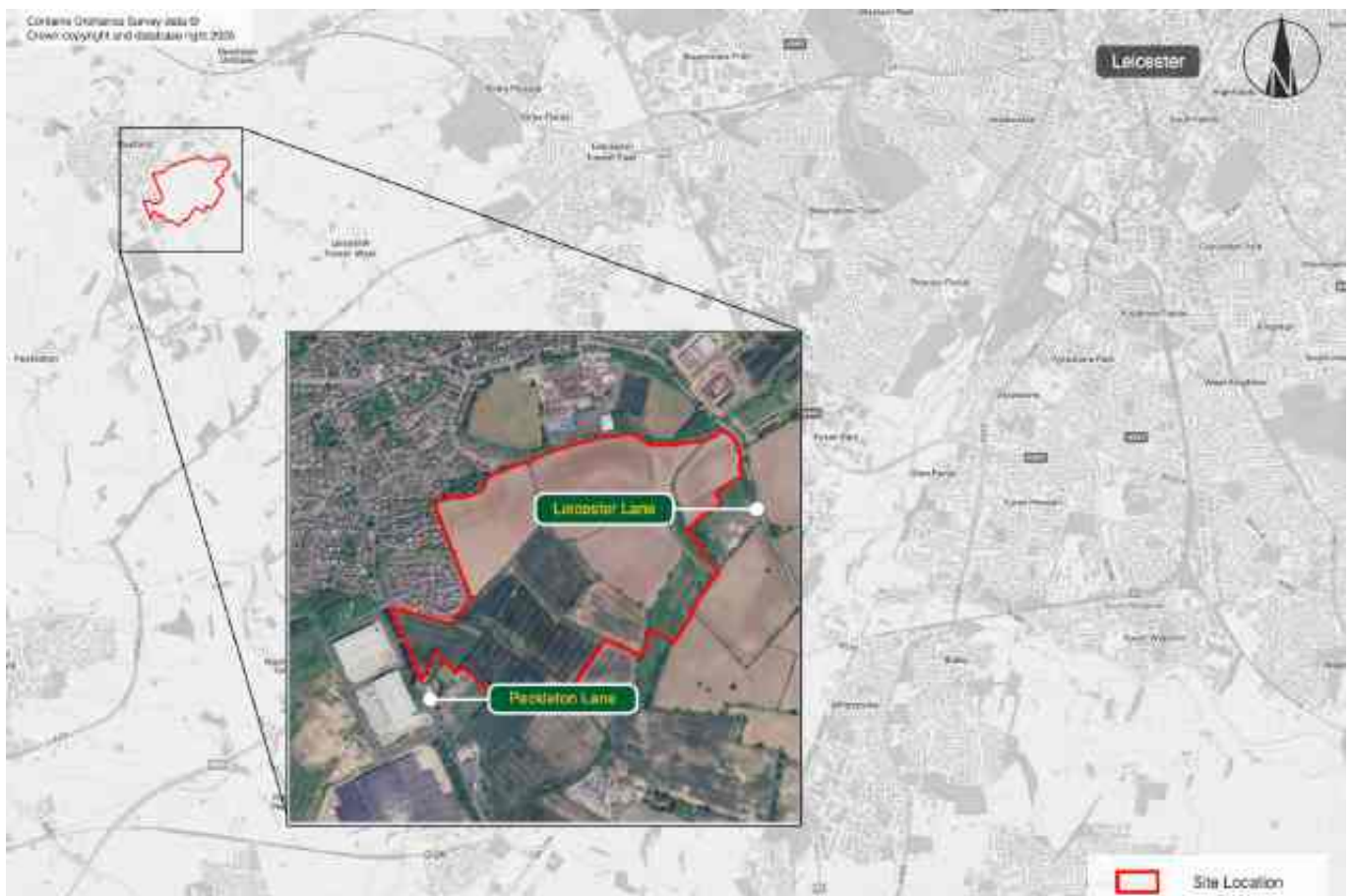
1.1 Overview

1.1.1 This Framework Travel Plan (FTP) has been prepared by mode transport planning (mode) on behalf of Bellway Strategic Land, part of Bellway Homes Limited, in relation to the submission of an outline application for a proposed residential development in Desford, Leicestershire. The proposed scheme comprises an outline application for approximately 550 dwellings and a community use building with (potential) Healthcare (up to 1,000sqm) and Use Class E (up to 500sqm), with the full description of development as follows:

"Outline planning application for residential development, including provision of a primary healthcare facility and district centre [E Use Class]; sports facilities; public open space; access from Peckleton Lane and Leicester Lane with a connecting road; sustainable drainage; and associated infrastructure. All matters reserved except for access."

1.1.2 An overview of the site location is shown in **Figure 1.1**. A copy of the development masterplan is attached in **Appendix A**, for reference.

Figure 1.1 Site Location



- 1.1.3 The site is situated within Hinckley and Bosworth; Hinckley and Bosworth District Council (HBDC) is the Local Planning Authority (LPA) and Leicestershire County Council (LCC) is the Local Highway Authority (LHA).

1.2 Scope of Assessment

- 1.2.1 On account of the scale of residential development proposed at the site, this FTP has been prepared in accordance with the requirements of LCC's 'Leicestershire Highway Design Guide (LHDG): Planning application requirements', which sets out that a Travel Plan (TP) will be necessary to support a development proposal of over 80 dwellings.
- 1.2.2 In terms of the additional land uses proposed on site, LCC's guidance also notes that a TP will be required for healthcare facilities, with a GFA of over 500sqm.
- 1.2.3 With regard to the district centre, this is proposed as a flexible Class E use (up to 500sqm), therefore in accordance with LCC's guidance, the requirement for a TP for this element of the proposed development will ultimately depend on what is promoted on site. It is envisaged that this will take the form of a local shop (convenience store), in which case a TP would not be provided given the GFA is under 800sqm. Should the final use of this element of the site trigger the requirement for a TP in line with LCC's Planning application requirements for individual Class E uses, a separate TP will be development pursuant to this FTP.
- 1.2.4 This FTP sets out incentives to assist in reducing the number of vehicular-based trips, and to increase the number of pedestrian, cycle and public transport trips associated with the development.
- 1.2.5 An accompanying Transport Assessment (TA) has been prepared and should be read in conjunction with this FTP. The TA considers the transport issues at the site and identifies the likely impacts of the proposed development with all modes of travel considered. It sets out the methodology for assessing the baseline conditions and proposed development schedule and provides a summary of the various associated transport implications including any mitigation requirements arising.

1.3 The Purpose of Framework Travel Plans

Definition of a Travel Plan

- 1.3.1 Planning Practice Guidance (PPG) 'Travel Plans, Transport Assessments and Statements' produced by the Department for Transport (DfT) (2024) acts as the national policy for travel planning and states that a TP is:

"A long-term management strategy for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)"

Framework Travel Plans

- 1.3.2 An FTP is an outline framework of the measures, targets, monitoring and management strategy that is required to promote sustainable travel choices and reduce reliance on the private Internal Combustion Engine Vehicle (ICEV) at developments with a range of land uses, multiple occupiers and/or phases.
- 1.3.3 FTPs support planning applications as they provide a context for individual TPs to be developed by landowners or occupiers at the different land uses at a later stage i.e. when the site is occupied.
- 1.3.4 The travel planning process includes continuous monitoring, review, and refinement over time, as travel survey data is collected, to determine trends in travel patterns. This FTP report therefore represents the beginning of a 'living' document process which, will be continually updated and will evolve as use class specific.
- 1.3.5 The travel planning process will aim to deliver the following:
- Partnership approach to influence the travel behaviour of residents and employees travelling to and from the site;
 - Safe and viable alternatives to single ICEV car travel to the site;
 - Fewer vehicle trips and a reduction in overall vehicle mileage;
 - Inform residents and employees of the social, environmental and economic costs of their travel choices; and,
 - Improved accessibility for all.

1.4 Structure of Report

- 1.4.1 The FTP has been written as a standalone document and represents the first stage in the travel planning process. Further steps and revisions, in the form of individual TPs (for each relevant land use which meets the thresholds specified by LCC – as outlined above) will follow at the reserved matters stage of the planning application / OR once the development has begun its build out, and travel patterns are understood from initial data collected through the travel plan monitoring process.
- 1.4.2 This report contains a set of recommendations for the necessary aims, objectives, targets and measures to reduce the number of ICEV trips generated by the development, and increase the number of pedestrians, cyclists and public transport users. It also includes proposed methods for implementing and monitoring travel patterns and updating the FTP report over a five-year period.
- 1.4.3 This report is therefore structured as follows:
- **Chapter 2** - Details the aims, objectives and benefits of the FTP;

- **Chapter 3** - Sets out the relevant national and local transport policy context;
- **Chapter 4** - Describes the existing situation in terms of the site location and accessibility by all modes;
- **Chapter 5** - Details the proposed development, including site access and sustainable travel measures;
- **Chapter 6** - Details the FTP strategy and sets interim targets for the FTP;
- **Chapter 7** - Describes the measures that could be implemented in order to achieve the targets;
- **Chapter 8** - Details the plan for monitoring and reviewing the ongoing progress of the FTP; and,
- **Chapter 9** - Provides an Action Plan on how the FTP will be implemented and coordinated.

2. Travel Plan Objectives

2.1 Overview

2.1.1 This chapter sets out the aims, objectives and strategy of the FTP to seek to promote and support the use of sustainable modes of transport at the application site; including walking, cycling, public transport use and car sharing.

2.2 Aims

2.2.1 The objectives, and their related outcomes, define the overarching aims of the FTP, such that they will dictate the direction of the FTP and will be used to determine the targets set. As outlined in **Chapter 1**, the travel planning process will aim to deliver the following:

- Partnership approach to influence the travel behaviour of residents and employees travelling to and from the site;
- Safe and viable alternatives to single ICEV car travel to the site;
- Fewer vehicle trips and a reduction in overall vehicle mileage;
- Inform residents and employees of the social, environmental and economic costs of their travel choices; and,
- Improved accessibility for all.

2.2.2 Therefore, the setting of objectives requires careful consideration for the short, medium and long-term success of the FTP. It is essential that the objectives relate directly to the proposed development and locality, and that the most important local outcomes are understood and selected.

2.3 Objectives

2.3.1 This FTP will focus on maximising sustainable access to the development and facilitating smarter journey choices. A summary of the Travel Planning Objectives (TPO's) is provided below:

- **TPO-01:** Reduce to a minimum the number of single occupancy ICEV traffic movements to and from the site;
- **TPO-02:** Reduce the need for travel to and from the site;
- **TPO-03:** Address the access needs of residents and employees by supporting walking, cycling and the use of public transport;
- **TPO-04:** Encourage good urban design principles that open the site to walking, cycling and the use of public transport;

- **TPO-05:** Enable residents and employees to have an informed choice about their travel options;
- **TPO-06:** Provide adequately for those with mobility difficulties; and,
- **TPO-07:** Encourage more active travel to improve the health and well-being of residents and employees.

2.3.2 The above objectives have the key aim to reduce single occupancy ICEV travel to and from the proposed development site and will have the following related positive benefits:

- Reducing pressure on the surrounding highway network, particularly at peak times;
- Cutting carbon emissions and their contribution to climate change;
- Reducing road danger and protecting vulnerable road users;
- Reducing the cost of works on the highway or other transport infrastructure;
- Encouraging more active travel with associated health benefits;
- Improving local air quality; and,
- Reducing noise pollution.

Summary

2.3.3 The overarching objective of this FTP is to minimise overall single occupancy ICEV movements at the site. This will be achieved by utilising the existing infrastructure and services within the vicinity of the site and by selecting specific measures that the development will be provided within the development.

2.3.4 The FTP will be focused on all trip and journey types to and from the development, including journeys to work, education, retail, health and leisure trips.

2.3.5 This FTP represents good practice and provides an educational tool to help change perceptions about the convenience and benefits (economic, environmental and health) of not using the ICEV where viable and attractive alternatives exist.

3. Policy Review

3.1 Overview

3.1.1 This chapter provides a review of the highways and transportation elements of both national and local planning policy relative to Travel Planning and the proposals as follows:

- National Policy:
 - National Planning Policy Framework (2024);
 - National Planning Policy Guidance (2014);
- Local Policy:
 - Hinckley & Bosworth Borough Council Local Plan (2006 to 2026);
 - Draft Hinckley & Bosworth Borough Council Regulation 19 Local Plan (2024 to 2045);
 - Leicestershire Local Transport Plan (LTP4) (2025 to 2040); and,
 - Leicestershire County Council Cycling and Walking Strategy (2024 to 2036).

3.2 National Policy

National Planning Policy Framework (December 2024)

- 3.2.1 The National Planning Policy Framework (NPPF) sets out the Government's key objectives for achieving sustainable development. The document was most recently revised in December 2024 and replaces the previous versions in response to the proposed reforms to the NPPF and other changes to the Planning system consultation. These have been combined into a single document to make the planning system more accessible, whilst still protecting the environment and promoting sustainable growth.
- 3.2.2 The NPPF sets out the government's planning policies for England, and how these are expected to be applied, stating that all developments generating significant amounts of movement should be supported by a TA or Transport Statement (TS), alongside a TP. Within the NPPF, it is suggested that economic, social and environmental objectives should be at the heart of the planning process.
- 3.2.3 Under the 'Promoting sustainable transport' chapter of the NPPF, it is stated that transport issues should be considered from the earliest stages of plan-making and development proposals (Para. 109). By doing this the potential impacts of development on transport networks can be addressed and the appropriate transport infrastructure can be implemented. By considering transport at the earliest stages, it allows the opportunity to promote walking, cycling and public transport, and to mitigate any problems.

3.2.4 Significant developments should be focused on being sustainable, this can be done through limiting the need to travel and offering a genuine choice of transport modes.

3.2.5 The NPPF states (Para. 111) that planning policies should:

- *“Support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities;*
- *Be prepared with the active involvement of local highways authorities, other transport infrastructure providers and operators and neighbouring councils, so that strategies and investments for supporting sustainable transport and development patterns are aligned;*
- *Provide for attractive and well-designed walking and cycling networks with supporting facilities such as secure cycle parking (drawing on Local Cycling and Walking Infrastructure Plans).”*

3.2.6 The proposed development has been assessed in accordance with the NPPF guidelines and this FTP and the accompanying TA demonstrate that the above objectives are satisfied by the development proposals.

Planning Policy Guidance (PPG)

3.2.7 PPG provides detailed advice to support the NPPF. PPG contains further information for planners, developers and the public on the types of assessment required to support planning applications and the approach to considering applications on their various merits.

3.2.8 PPG was published in 2012 and most recently revised in 2024. The updated guidance aims to facilitate the development of a robust and well thought out site, enabling an assessment of the transport impacts of both existing and proposed developments. The guidance can inform sustainable approaches to transport. A strong assessment will establish evidence that may be useful in:

- Improving the sustainability of transport provision;
- Enhancing the levels of accessibility;
- Creating a choice amongst different modes of transport;
- Improving health and well-being;
- Supporting economic vitality;
- Improving public understanding of the transport implications of development;
- Enabling other highway and transport authority’s/service providers to support and deliver the transport infrastructure that conforms to the Local Plan; and,
- Supporting local businesses and the regional economy.

3.2.9 The guidance suggests that *“Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met”*.

3.2.10 This FTP demonstrates that the development accords with the guidelines set out above and that multi modal alternatives to single occupancy ICEV use will be promoted to residents and employees on site.

3.3 Local Policy

Hinckley & Bosworth Borough Council Local Plan (2006 to 2026)

3.3.1 The Local Plan 2006 to 2026 is made up of a series of four Development Plan Documents (DPDs) and several supporting Supplementary Planning Documents (SPDs). Relevant documents to the proposed development are set out in further detail below.

Core Strategy DPD

3.3.2 Adopted in December 2009, the document outlines the broad locations proposed for housing development and other strategic needs such as employment, retail and transport development.

3.3.3 Several spatial objectives are identified, including the following for Transportation and the Need to Travel:

“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 improvements to public transport infrastructure and facilities that promote walking and cycling and through the use of travel plans.”

Site Allocations and Development Policies DPD

3.3.4 Adopted in July 2016, the document identifies sites for uses such as housing, employment, retail, open space and community facilities that will deliver the aims, vision and objectives of the Core Strategy. It also contains 25 development management policies which will be used to assess planning applications over the plan period.

3.3.5 Paragraph 14.69 states that:

“In the case of proposals for development that generate significant traffic movement...such schemes should provide a Travel Plan to exploit opportunities for the use of sustainable transport modes...Leicestershire County Council (as the local highways authority) provides advice through the 6Cs Design Guide on the development thresholds for the submission of the submission of transport assessments, transport statements, travel plans and their scope”.

3.3.6 However, the 6Cs Design Guide has since been withdrawn and has been replaced with Leicestershire Highways Design Guide, which provides guidance on the thresholds for TPs for individual land uses.

3.3.7 As outlined in **Chapter 1**, this FTP represents the first stage in the travel planning process. Further steps and revisions, in the form of individual TPs (for each relevant land use which meets the thresholds specified by LCC) will follow at the reserved matters stage of the planning application / or once the development has begun its build out, and travel patterns are understood from initial data collected through the travel plan monitoring process.

Draft Hinckley and Bosworth Regulation 19 Local Plan (2024 to 2045)

3.3.8 Hinckley and Bosworth is currently working on a new Local Plan which will set out land allocations and planning policies for the period 2024 to 2045. The latest Regulation 19 Local Plan Consultation Document was published in Autumn 2025 for consultation between August and September 2026.

3.3.9 Land South of Desford (Strategic Site DES001) is identified as a strategic site for 550 homes within Policy PS12.

3.3.10 Para 6.261 of the Consultation Document states that:

3.3.11 “The allocation of Land South of Desford (site reference DES001) for a residential and community facilities led development of a minimum of 550 homes is a key component of the spatial strategy for the Hinckley and Bosworth Local Plan 2024 to 2045. The policy should be read together with the other policies of the Local Plan and the wider Development Plan, and the requirements of the policy apply cumulatively.”

3.3.12 The pertinent draft policies have been reviewed during the preparation of the FTP are as follows:

Policy HPD03 – Enabling Active Design and Sustainable Travel Choice

“Where a Travel Plan is required, it must reflect the Place Vision and Transport Vision for the site and must not rely on generic modal shift targets that are inconsistent with the transport provision proposed or evidenced. Travel Plans should also demonstrate how sustainable travel choices, including rail-based travel where available, will be promoted and supported through measures such as ticketing initiatives, travel information, and improved first/last mile connections.”

Leicestershire Local Transport Plan 4 (LTP4) (2025 to 2040)

3.3.13 Produced by LCC and adopted in November 2024, the document sets out the vision for transport across Leicestershire:

“Delivering a safe, connected and integrated transport network which supports the ambitions and health of our growing communities, safeguards the environment, and delivers economic prosperity.”

3.3.14 The core policies relevant to the FTP are as follows:

- Core Policy 3: Enabling Travel Choice

Enabling travel choice in our communities that reflects their unique needs, ensures their safety, actively promotes health & wellbeing, and protects the environment.

- Core Policy 4: Delivering Solutions

Work collaboratively to identify and develop innovative transport related solutions which promote health & wellbeing of our communities, provide betterment to the environment, and provides good value for money while enabling travel choice and improving our transport network users' experiences.

- Core Policy 5: Embracing Innovation

Embrace innovation and collaboration, which enables us to decarbonise transport and adapt to climate change to ensure a resilient transport network, while benefiting the environment and delivering travel choice to promote health and wellbeing within our communities.

- Core Policy 6: Evaluating Progress

Utilise data, monitoring and evaluation of our transport solutions to enable evidence-based programmes, provide a flexible approach to policy development, technology, and innovation to address changes and challenges which impact our communities.

Leicestershire County Council Cycling and Walking Strategy (2022)

3.3.15 The Cycling and Walking strategy sets out LCC's long-term vision *"for Leicestershire to become a county where walking and cycling are safe, accessible and obvious choices for short journeys and a natural part of longer journeys, helping to deliver healthier, greener communities"*.

3.3.16 The document sets out the requirement for TPs for new developments, stating:

'Travel Plans are key to encouraging and enabling occupants of new developments to walk or cycle, by ensuring they have access to information regarding the walking and cycling options available to them... Travel Plans are expected to be active for up to five years after a development becomes occupied, and are monitored annually by the authority'.

3.3.17 The Cycling and Walking Strategy also refers to the Strategic Transport Priorities which are outlined in the Leicester and Leicestershire Strategic Growth Plan (2018). The Strategic Priorities which are relevant to this FTP are as follows:

- Support the transition to a low carbon and circular economy
- Improve public health, by tackling sedentary behaviour and poor air quality

3.3.18 The Cycling and Walking Strategy highlights a key aim of the Leicestershire Air Quality and Health Joint Action Plan (2020-2024), including a focus of collaboration for active and sustainable travel, stating:

'This work should act as a catalyst for behaviour change and modal shift to green travel. Each authority, with support from the County's Safe and Sustainable Travel team, will be expected to promote active travel to their residents and workforce.'

3.3.19 The Cycling and Walking Strategy acknowledges that:

'Providing infrastructure alone will not create behaviour change and mode shift towards cycling and walking – a range of measures are needed to enable people to choose to cycle or walk for more of their journeys'.

3.3.20 It aims to 'create a culture shift' to direct all residents, regardless of background, towards sustainable travel options. To help achieve this, LCC have developed the 'Choose How You Move' campaign.

3.3.21 The 'Choose How You Move' campaign aims to make sustainable transport accessible to the wider population of Leicestershire. Key areas of this campaign are set out below:

- The rollout of Personal Travel Plans. These encourage individuals to think about their current travel habits and consider if and how they can make these trips more sustainable. Personal Travel Plans work best when it is used alongside infrastructure changes, enabling people to understand how they might use the infrastructure in their personal journeys.
- The delivery of free cycling and bike maintenance courses. For example, 'Bikeability' teaches school-aged children how to cycle and 'The Big Bike Revival' runs workshops which teach adults to ride and maintain their bikes
- The use of the 'BetterPoints App'. This is a reward scheme where participants can collect points by travelling sustainably, such as by cycling, using public transport or car sharing. These points can be exchanged for shopping vouchers. The app is free to use and download.

3.4 Summary

3.4.1 In summary, the planning policies and guidance prescribed above demonstrate a clear narrative, both locally and nationally, to ensure development is located such that future users of the site will be provided with genuine modal choice of travel. This is achieved by situating development in locations that help reduce the need to travel, reduce average journey lengths and benefit from local infrastructure, to enable use of modes of transport other than the single occupancy private ICEV.

3.4.2 The planning policy described above also seeks to ensure that development is located to ensure those accessing the site are provided with genuine modal choice, by situating development in locations that reduce the need to travel, reduce average journey lengths and benefit from local infrastructure to enable use of mode of transport other than the single occupancy ICEV.

3.4.3 The FTP for the proposed development has been prepared in line with the current best practice guidance and methodology, including the relevant local and national planning policy reviewed in this chapter.

4. Existing Conditions

4.1 Overview

- 4.1.1 This chapter describes the existing site and the existing local transport network for all modes of transport to assess the current accessibility of the site.

4.2 Site Location

- 4.2.1 The site is located immediately south-east of Desford, approximately 10km west of Leicester city centre, and comprises land to the east of Peckleton Lane and west of the B582 Leicester Lane. An overview of the site location is illustrated in **Figure 1.1**.
- 4.2.2 The site extends over 41.9 ha, comprising several agricultural land parcels which incorporate borders characteristically made of woodland and hedging. To the north, the site is bound by Bosworth Academy and existing residential areas. To the east, the site is bound by Leicester Lane and several agricultural parcels, which are also bound the site to the south. To the west the site is bound by Peckleton Lane, existing residential areas and the Sport In Desford Leisure Centre.

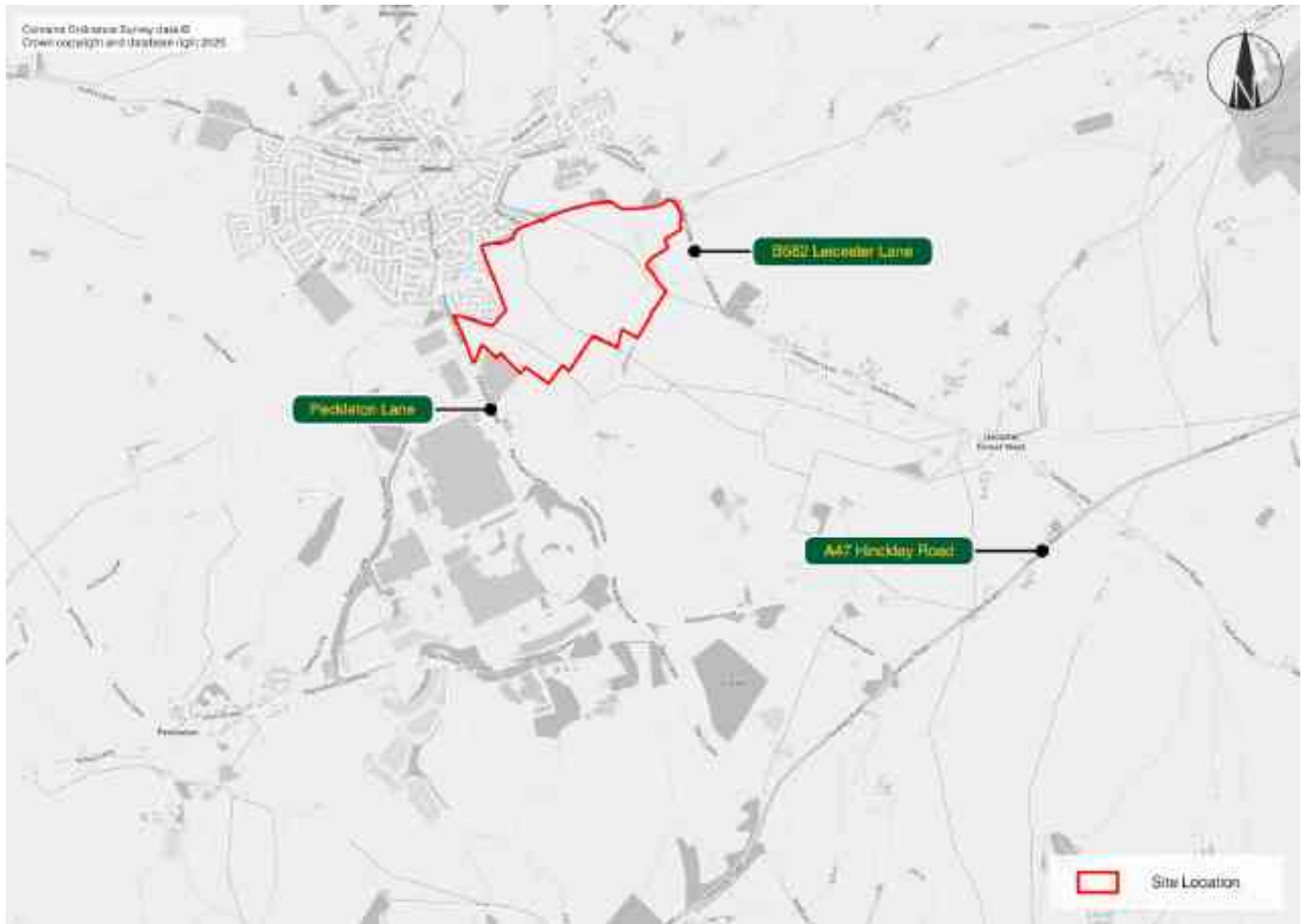
4.3 Local Highway Network

- 4.3.1 An overview of the local highway network in the vicinity of the site is provided in **Figure 4.1**.

Peckleton Lane

- 4.3.2 Peckleton Lane is a single carriageway road that routes in a north-south alignment along the western boundary of the site. Along the site frontage on Peckleton Lane, the road is subject to a 30mph posted speed limit. A c.1.0m footway is provided along the western side of the carriageway, with street lighting and a c.2.0m verge.
- 4.3.3 North of the site frontage with Peckleton Lane, from the junction with Wellum Way, the road benefits from a c.2.0m footway along both sides of the carriageway, which continue towards the centre of Desford. Along the site frontage, Peckleton Lane is subject to 7.5-tonne weight restrictions (except for loading).
- 4.3.4 Approximately 350m south of the site frontage, Peckleton Lane is subject to the national speed limit, with no formal footway in place. The road continues south to the A47 Hinckley Road, a local distributor road which provides connections northeast towards Leicester and southwest towards Earl Shilton, Barwell and Hinckley.

Figure 4.1 Local Highway Network



B582 Leicester Lane

- 4.3.5 The B582 Leicester Lane is a single carriageway road that routes in a north-south alignment along the eastern boundary of the site. In the vicinity of the site frontage onto Leicester Lane, the road is subject to a 40mph posted speed limit, with no street lighting or footway provision.
- 4.3.6 Approximately 350m north of the site frontage the posted speed limit reduces to 30mph on the approach to the mini roundabout on Barns Way. Immediately west of the roundabout the road is lit and benefits from c.2.0m footway provision on both sides of the carriageway, with a 20mph school safety zone outside Bosworth Academy. The road continues west towards the centre of Desford.
- 4.3.7 To the south the road connects with the A47 Hinckley Road, providing onward connections north-east towards Leicester, south-west towards Hinckley, and south-east towards Enderby.

A47 Hinckley Road

- 4.3.8 The A47 Hinckley Road is a local distributor road that routes in a northeast-southwest alignment, between Leicester City Centre in the north-east and the A5 trunk road via Hinckley in the southwest. From the A5, access is provided to regional and national routes via the Strategic Road Network (SRN).

4.4 Sustainable Accessibility

Walking

- 4.4.1 The NPPF sets out the Government's planning policies for England and how these are expected to be applied. Chapter 9 of the NPPF, 'Promoting Sustainable Transport', sets out the important role that transport issues and policies have in facilitating sustainable development.
- 4.4.2 Paragraph 109 states that 'transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:
- making transport considerations an important part of early engagement with local communities;
 - ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;
 - understanding and addressing the potential impacts of development on transport networks;
 - realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;
 - identifying and pursuing opportunities to promote walking, cycling and public transport use; and,
 - identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.
- 4.4.3 Further to this, the 'Planning for Walking' (2015) document produced by the Chartered Institution of Highways and Transportation (CIHT) document suggests that c.80% of journeys shorter than 1 mile (1.6km) are made wholly on foot.
- 4.4.4 It goes on to say that traditional layouts are typically characterised as having a range of facilities within 10 minutes' walking distance (around 800 metres). However, the propensity to walk is not only influenced by distance/time but also the quality of the experience; people may be willing to walk further where their surroundings are more attractive, safe and stimulating.

- 4.4.5 A desktop review of existing walking and cycling routes in the vicinity of the site has been undertaken, which has been informed further by observations drawn from the site visit in August 2023. It is envisaged that the primary desire lines from the development parcels will lead north towards the existing residential areas and the local services and amenities in the centre of Desford.
- 4.4.6 The site is situated immediately south of a large residential area, which benefits from a comprehensive network of footways, the majority of which are lit and of good quality. Footway provision is currently provided along the western site frontage, on the opposite side of Peckleton Lane as shown in **Figure 4.2**.

Figure 4.2 Footway Provision along Peckleton Lane



- 4.4.7 Footway provision along Peckleton Lane provides a direct route north towards the centre of Desford, and south towards employment opportunities at the nearby Griffin Park Industrial Estate.

Pedestrian connections are supported by uncontrolled crossing facilities along desire lines at junctions; typically incorporating dropped kerbs and tactile paving. Accessibility is further supported by the provision of a dropped kerb crossing along Forest Rise on the approach to the roundabout with B582 which provides access towards Desford Town Centre.

- 4.4.8 However, it should be noted along the eastern site frontage on the B582 Leicester Lane, there are no footways on either side of the carriageway. The first footways along the B582 Leicester Lane on the approach into Desford are located immediately west of the mini roundabout with Barns Way, c.500m north of the proposed site access.
- 4.4.9 The site is dissected and bordered by a number of Public Rights of Ways (PRoWs), as shown in **Figure 4.3**.

Figure 4.3 Public Rights of Way



4.4.10 Public footpaths R97/1, R98/7, and R99/1 route directly through the site. To the north of the site, public footpaths 98/7 and 97/1 provide a connection to R98/8, together forming the most direct route north into the centre of Desford from the centre of the site.

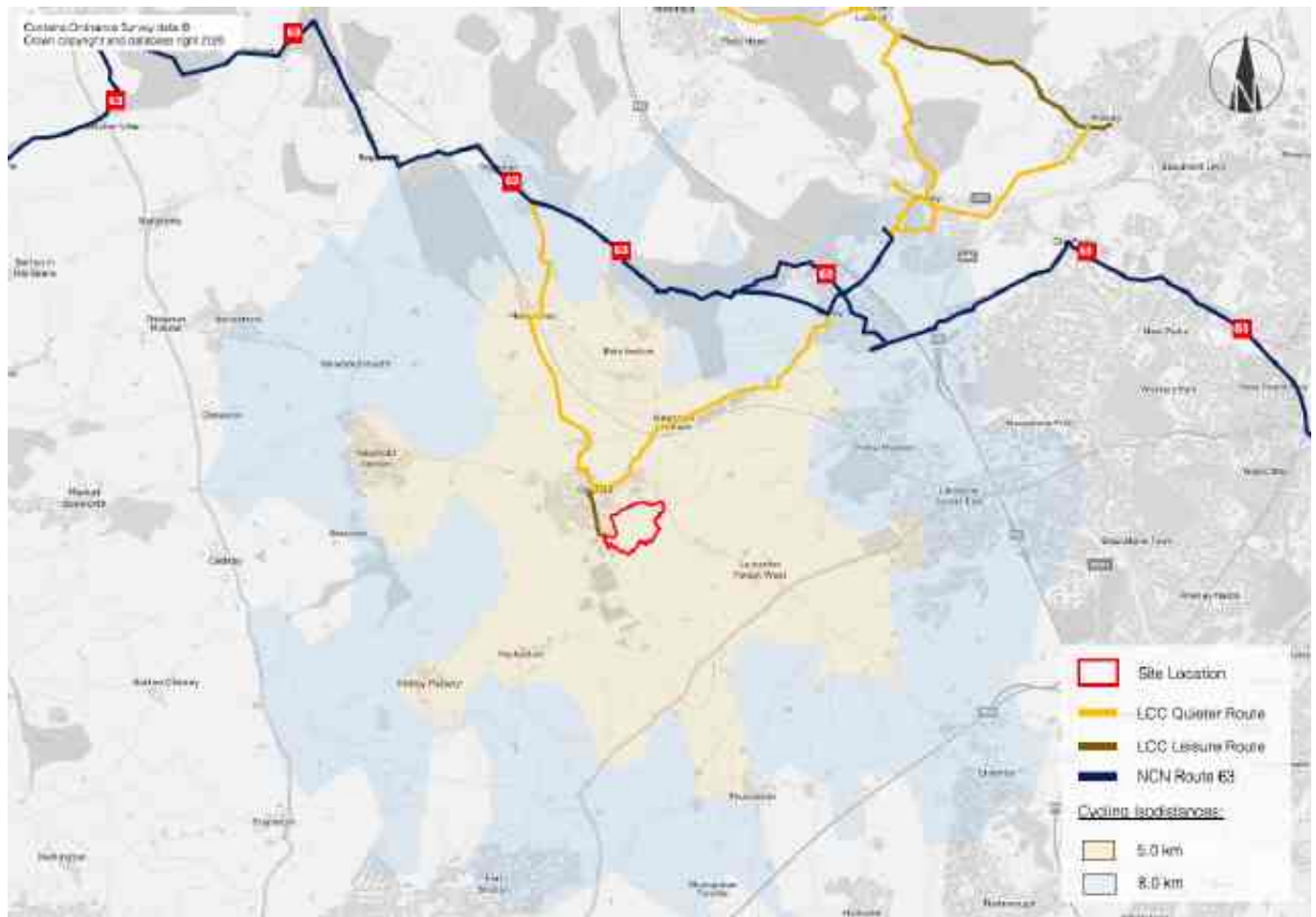
4.4.11 The access from the site to public footpath R98/8 is shown below in **Figure 4.4**.

Figure 4.4 Access to Footpath R98/7

Cycling

- 4.4.12 The Department for Transport (DfT) – Local Transport Note (LTN) 1/20 ‘Cycle Infrastructure Design’ cites that two out of every three personal trips are less than five miles (c.8km) in length (Transport Statistics Great Britain, DfT, 2016) - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking. Cycling is therefore an important mode of travel that has the potential to perform a more significant role across various journey purposes.
- 4.4.13 A review of LCC’s cycle portal has been undertaken, which identifies the section of Peckleton Lane to the west of the site as a ‘leisure route’, providing connections between the site and Desford. Approximately 30m north of the site, from the ‘leisure route’ along Peckleton Lane, a signed off-road route provides connections south towards several ‘quieter routes’, towards Peckleton and Kirkby Mallory.
- 4.4.14 North of the site, a ‘quieter route’ provides connections north along Lindridge Lane, towards Thornton and Bagworth, and connects with Route 63 of the National Cycle Network (NCN) which provides routes east towards Leicester and west towards Ibstock. An additional ‘quieter route’ provides connections northeast along Desford Lane towards the Poundstretcher Head Office and several residential areas to the west of Leicester City Centre.
- 4.4.15 A summary of the local cycling routes is displayed in **Figure 4.5**.

Figure 4.5 Cycle Routes



Bus Services

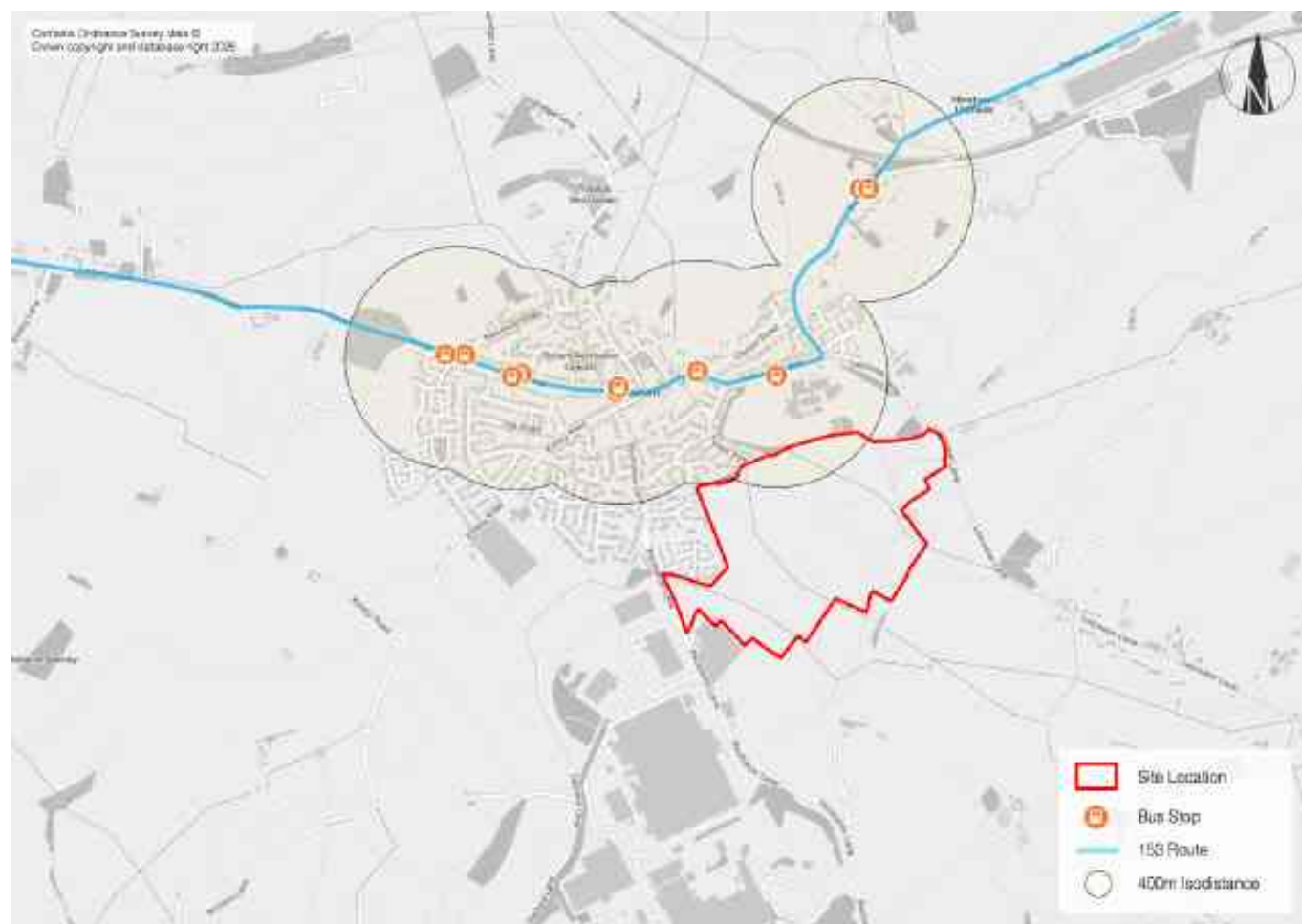
4.4.16 The CIHT *Buses in Urban Developments* (2018) summarises the recommended maximum walking distances for core bus corridors, high-frequency bus routes and less frequent routes, with the respective recommended maximum walking distances being 500m, 400m and 300m.

4.4.17 The closest bus stops to the site are located on the 582 Leicester Lane, opposite Bosworth College. The eastbound stop is situated immediately west of the junction with Station Road and the westbound stop is located 130m east of the roundabout with Forest Rise. These bus stops are within an approximate 9-minute walk (c.650m) from the centre of the proposed site via Forest Rise.

4.4.18 The eastbound bus stop comprises a bus stop clearway, a bus shelter and real time information board. The westbound stop comprises a bus shelter and a simple flagpole design with timetable information.

4.4.19 The location of the bus stops in the vicinity of the site is illustrated in **Figure 4.6**.

Figure 4.6 Bus Stops Location



4.4.20 The bus stops outlined above are served by the no.153 service, which provides a connection between Market Bosworth and Leicester City Centre, via Newbold Verdon, Desford and Kirby Muxloe. The service operates in both directions, Monday to Saturday at a frequency of 1 service per hour.

4.4.21 An overview of typical bus frequency provision during the peak times for each service is provided in **Table 4.1**.

Table 4.1 Bus Service Provision

Bus Service	Route	Typical Weekday Frequency	Typical Saturday Frequency	Typical Sunday Frequency
153	Market Bosworth - Leicester	1 per hour	1 per hour	No service

4.4.22 Given that the nearest bus stops are outside of the typical 400m distance outlined and in order to improve access to bus services, it is considered appropriate to provide bus access into the site. This is discussed further in **Chapter 5**.

4.4.23 Hinckley and Bosworth Community Transport also provide an accessible transport service throughout the district for people who because of age, disability or rural isolation, cannot use conventional public transport or have problems doing so.

4.4.24 The community transport scheme provides both a 'Dial a Ride' service, with volunteer drivers providing a door-to-door transport service; and a 'Community Minibus' service, providing complementary bus services, picking up people from their homes and taking them to local towns and centres for shopping and business.

Rail Services

4.4.25 The closest railway station to the site Narborough Station, which is situated c.8.5km southeast of the site, however this is not located within an easily accessible distance on foot or by bicycle and would require a c.1 hour & 20-minute journey, using multiple bus services.

4.4.26 Leicester Station is situated c.11.5km east of the site and can be accessed as part of a multi-modal journey; comprising a 32-minute (in transit) journey on the no. 153 bus service and a 17-minute walk. The station can also be accessed via a c.14.5km (41-minute) cycle; however, on account of the journey length this may only be suitable for confident experienced cyclists.

4.4.27 The station is served by frequent services to Nottingham, London St Pancras and Sheffield, while CrossCountry trains run between Leicester and Cambridge, Birmingham, and Stansted Airport; journey times and peak hour frequency is displayed in **Table 4.2** for reference.

Table 4.2 Rail Service Provision – Leicester Station

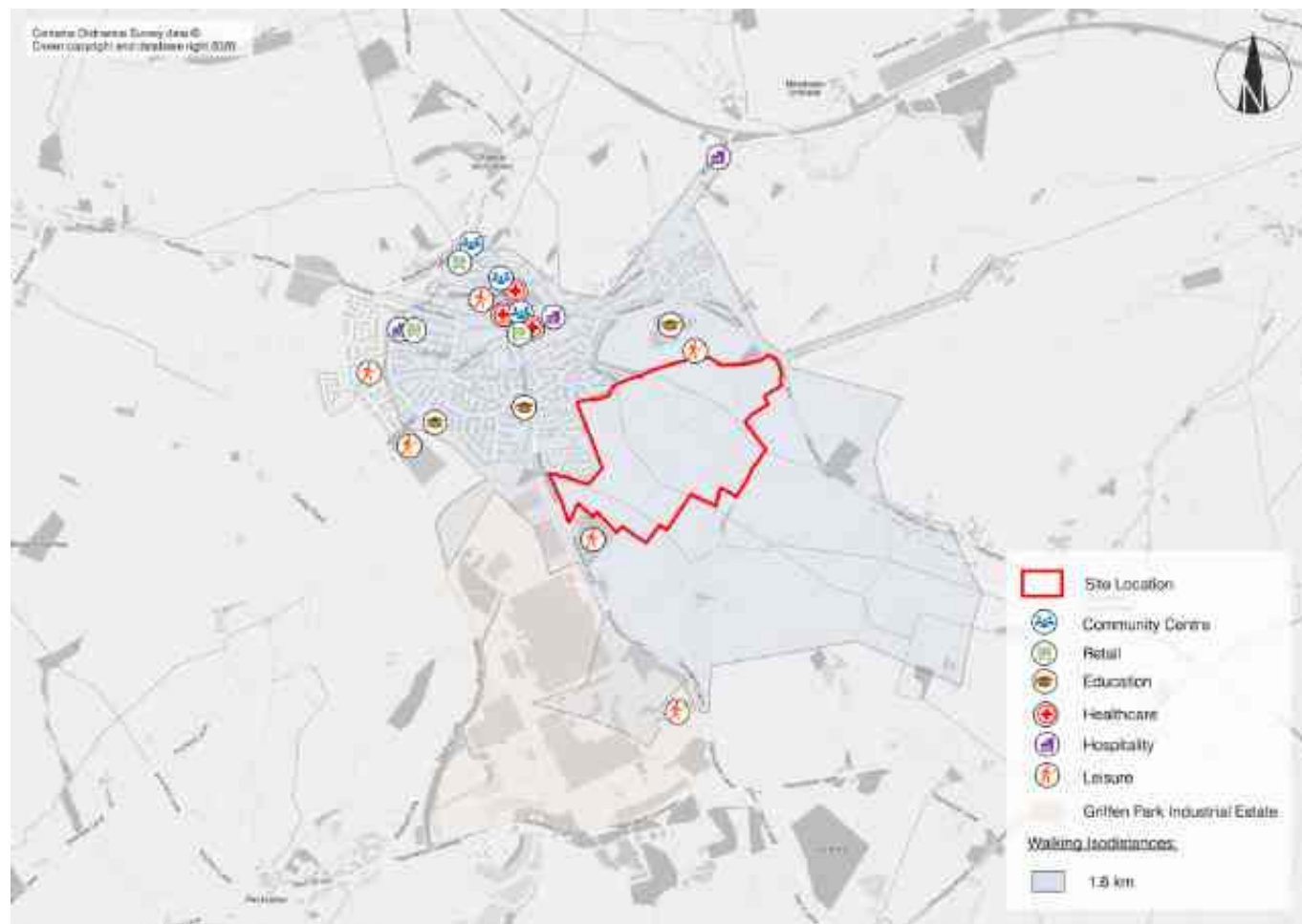
Destination (Direct)	Journey Time (approx.)	Typical Peak Hour Frequency
Nottingham	30 minutes	3 per hour
Birmingham New Street	53 minutes	2 per hour
Sheffield	1 hour	2 per hour
London St Pancras	1 hour 10 minutes	4 per hour
London Stansted Airport	2 hour 30 minutes	1 per hour
Cambridge	2 hours	1 per hour

4.5 Local Amenities

4.5.1 It is imperative to consider the potential opportunities to access local amenities. In transport planning terms, the most sustainable sites are those generating the lowest number of single occupancy private vehicle trips, which can be achieved by facilitating a greater proportion of walking, cycling and public transport journeys.

- 4.5.2 The majority of trips that will be made by walking or cycling are for short shopping trips, access to leisure / retail facilities, trips to work, school trips and trips to public transport services as part of linked trips to other destinations. The levels of facilities and services accessible locally are of particular interest to help reduce the need for car use.
- 4.5.3 Appropriate walking distances are dependent upon the location of the specific development; more remote locations will see people being prepared to walk further to their end destination. Similarly, appropriate walking distances are also dependent upon the standard of existing pedestrian infrastructure provision, with further walking distances achievable in locations with extensive and higher-quality pedestrian footways, crossings and pedestrianised areas.
- 4.5.4 As with pedestrian accessibility, the level of a site's cycle accessibility depends upon a combination of the distance from the local amenities and the standard of existing cycle infrastructure. It should, however, be noted that cycle infrastructure can include facilities shared with vehicles and pedestrians, as well as dedicated cycle infrastructure.
- 4.5.5 The 'Planning for Walking' (2015) document, produced by the CIHT) document suggests that c.80% of journeys shorter than 1 mile (1.6km) are made wholly on foot.
- 4.5.6 Furthermore, the DfT Local Transport Note 1/20 'Cycle Infrastructure Design' States that two out of every three personal trips are less than five miles in length (Transport Statistics Great Britain, DfT, 2016) an achievable distance to cycle for most people.
- 4.5.7 The above guidance has been taken into consideration when assessing the proposed walking journey distances/time to key nearby amenities from the residential parcel. mode has utilised Google Maps' route directions and journey time tool to inform the distances to key amenities.
- 4.5.8 An assessment of the accessibility of the site in relation to local services and facilities has been undertaken and is provided in **Figure 4.7**.

Figure 4.7 Local Facilities



4.5.9 **Table 4.3** provides a summary of the approximate distances and walking / cycling times to local amenities and facilities. The measurements have been taken from the centre of the site. Journey times have been estimated on the following two assumptions:

- Walking time: 80 metres per minute¹
- Cycling time: 268 metres per minute²

¹ Walking time assumption based off section 6.3 within 'Planning for Walking' published by the Chartered Institution of Highways and Transportation (2015)

² Cycling time assumptions based off paragraph 13.6.3 within 'Cycle Infrastructure Design Local Transport Note 1/20' published by the Department for Transport (2020)

Table 4.3 Accessibility to Local Amenities & Facilities

Amenity / Facility	Distance from centre of site (m)	Estimated Walking Journey Time (mins)	Estimated Cycling Journey Time (mins)
Education			
Topsham House Children's Nursery	994	12	4
Bosworth Academy	1090	14	4
Desford Community Primary School	1552	19	6
Health			
Desford Pharmacy	993	12	4
Desford Dental Care	1033	13	4
Desford Medical Centre	1207	15	5
Employment			
Griffen Park Industrial Estate	945	12	4
Retail			
Central Co-op Food, High Street	993	4	12
Desford Shop & Post Office	1475	6	18
Community			
Desford Library Community Hub	916	11	3
Desford Church Hall	1065	13	4
Desford Free Church	1190	15	4
Leisure			
Sport in Desford	878	11	3
Stewards Play Park	1150	14	4
Dome Sports Centre	1209	15	5
Bluebell Green Play Park	1840	23	7
Caterpillar Juniors Football Club	2083	26	8
Hospitality			
The Bluebell Inn and Lodge	799	10	3
Desford Fish Bar / Little India	1462	18	5
The Lancaster Arms	1714	21	6

4.5.10 As demonstrated by **Figure 4.7** and **Table 4.3**, the development site is located within an accessible (maximum) distance of a range of amenities / facilities, including Desford Community Primary School, Bosworth Academy, Desford Medical Centre, and The Co-Operative food store.

4.6 Summary

- 4.6.1 The site is in an accessible location with walking, cycling and public transport access to and from local amenities and the wider sustainable transport network; with a number of local schools, recreational facilities, and retail opportunities in Desford. A number of local designated cycle routes are also identified in proximity to the site, providing connections to surrounding residential areas and towards Leicester city centre.

5. Development Proposals

- 5.1.1 This section of the report provides details and a description of the proposed development site, including access arrangements.

5.2 Proposed Development

- 5.2.1 The proposed scheme comprises an outline application for approximately 550 dwellings and a community use building with (potential) Healthcare (up to 1,000sqm) and Use Class E (up to 500sqm), with the full description of development as follows:

"Outline planning application for residential development, including provision of a primary healthcare facility and district centre [E Use Class]; sports facilities; public open space; access from Peckleton Lane and Leicester Lane with a connecting road; sustainable drainage; and associated infrastructure. All matters reserved except for access."

- 5.2.2 An illustrative concept masterplan has been prepared, which demonstrates how the site can be delivered, and is attached in **Appendix A**, for reference.

5.3 Vehicle Access Arrangements

- 5.3.1 Vehicular access will be provided via two ghost-island priority junctions on Peckleton Lane and the B582 Leicester Lane. The principle of access has been agreed with LCC as part of the previously outlined scoping and pre-application discussions and is discussed in greater detail in the accompanying TA.

5.4 NMU Strategy

- 5.4.1 As outlined in **Chapter 4**, the primary desire line from the site for Non-Motorised Users (NMUs) is envisaged to be to the north through the site, towards the local services and amenities in the centre of Desford.
- 5.4.2 To cater for the primary desire line to and from the site, consideration has been made of a potential opportunity to upgrade the current PRoW which routes to the north of the site, towards Forest Rise. As outlined in **Figure 4.3**, pedestrian access at this location is currently provided via public footpath R98/8, with connections along this route provided over the watercourse at the northern site frontage via a narrow wooden planked bridge, as shown in **Figure 4.4**.
- 5.4.3 The principle of improving this route has been discussed with LCC, and it has been agreed that this will comprise a new 3m wide (shared foot/cycle) connection over the watercourse (requiring the installation of an upgraded bridge connection), and a paved connection to the north, providing connections to Forest Rise. At the point where a connection is provided to Forest Rise, cyclists will be required to rejoin the carriageway, and a pedestrian connection will be provided to the existing footway provision, providing connections towards the centre of Desford.

5.4.4 To support pedestrian accessibility into the site from the west, a 2.0m footway is proposed at the site access onto Peckleton Lane, with a dropped kerb tactile paving crossing, and a central refuge facility, providing a connection to the existing footway provision on the western side of the Peckleton Lane. The proposed arrangements are discussed in further detail in the accompanying TA.

5.5 Public Transport

- 5.5.1 Based on the level of development, improved public transport services would provide an excellent opportunity to kickstart sustainable travel habits throughout the site and in the wider area. The site will provide additional demand for bus travel amongst prospective residents and visitors, in addition to staff employed as part of the proposed facilities within the local centre.
- 5.5.2 As outlined in **Figure 4.6**, the existing bus stops are located outside of the typically recommended walking distance of 400m from the site, as outlined in The CIHT *Buses in Urban Developments* (2018). To improve access to bus services, it is considered appropriate to provide bus access into the site.
- 5.5.3 As part of the sustainable access strategy for the site, the proposed site access junctions have therefore been designed with a carriageway width of 6.75m, in accordance with the standards for a Local Distributor Road, to facilitate bus access into the site.
- 5.5.4 Considering the concept masterplan for the site, and the proposed access strategy, two potential bus routing options for the site have been considered at this stage:
- Option 1 – Access / egress via the western site access, and a route along the internal spine road, and around a looped secondary route, before egressing out of the western access.
 - Option 2 – Access via the western access, route along the internal spine road and egress via the eastern access.
- 5.5.5 Further discussions will be held with LCC and local bus operators through the planning application's determination period to ascertain the commerciality of the existing local bus services, and to understand whether contributions will be sought to divert existing services into the site.
- 5.5.6 The placement of bus stops within the site will also be discussed with LCC and local operators and confirmed through the subsequent RM application to ensure suitable access catchment coverage for individual dwellings within the site, and provide suitable accessibility for the local centre.
- 5.5.7 The diversion of the bus service into the site will be targeted at prospective residents and visitors to dwellings at the site; as well as staff and users of the onsite facilities promoted as part of the local centre.

6. Targets

6.1 Overview

6.1.1 This chapter considers existing Journey to Work (JtW) data to provide an indicative modal split for target setting. This section also discusses the need to obtain an initial baseline survey based on primary evidence to understand travel patterns and states an aspirational target for consideration within the ongoing monitoring/management of the FTP.

6.2 Initial Targets

Residents

6.2.1 The initial and interim targets for residents have been based on 2011 census data relating to the method of travel to work. An average mode share has been taken for residents of the Hickley and Bosworth 005 (E02005381) Middle Super Output Area (MSOA). Indicative mode share figures are set out in **Table 6.1** below.

Table 6.1 Residents - Method of Travel to Work (2011 Census)

Method of Travel to Work	Indicative Mode Share (%)
Driving in a van or car	83%
On foot	6%
Passenger in a car or van	5%
Bus, minibus or coach	4%
Bicycle	2%
Motorcycle, scooter or moped	1%

Figures shown are subject to rounding.

6.2.1 The modal split detailed in **Table 6.1** represents a basis to initially forecast and represent the likely travel behaviour of residents of the development. The detailed modal share shows that most trips undertaken in the surrounding residential areas for journeys to work are made by driving a car (83%).

6.2.2 Specified targets for residents' travel and mode share will be set out following the initial travel survey questionnaires at the site, to be undertaken within 6 months of occupation of the first dwelling. This will be discussed and agreed with LCC through the course of the determination period for the application. The results of the questionnaires will enable a baseline to be established, and from this, measurable, specific targets can be set.

6.2.3 The interim target will be a 10% modal split reduction in single occupancy ICEV journeys generated by the development of the site, within five years of the adoption of this FTP.

Employees

6.2.4 The initial and interim targets for prospective employees have been based on 2011 census data relating to the method of travel to work. An average mode share has been taken for employees working in the Hickley and Bosworth 005 (E02005381) MSOA. Indicative mode share figures are set out in **Table 6.2** below.

Table 6.2 Employees Method of Travel to Work (2011 Census)

Method of Travel to Work	Indicative Mode Share (%)
Driving in a van or car	79%
On foot	7%
Passenger in a car or van	8%
Bus, minibus or coach	3%
Bicycle	2%
Motorcycle, scooter or moped	1%

Figures shown are subject to rounding.

6.2.5 The modal split detailed in **Table 6.2** represents a basis to initially forecast and represent the likely travel behaviour of employees of the development. The detailed modal share shows that most trips undertaken for journeys to work in the MSOA are made by driving a car (79%).

6.2.6 Specified targets for employees' travel and mode share will be set out following the initial travel survey questionnaires at the site, to be undertaken within 6 months of occupation of the respective workplace premises on site (it is anticipated this will relate to the healthcare premises only, however as discussed in **Chapter 1**, a separate TP may also be prepared in relation to the Class E use, should the end land use require this).

6.2.7 This will be discussed and agreed with LCC through the course of the determination period for the application. The results of the questionnaires will enable a baseline to be established, and from this, measurable, specific targets can be set.

6.2.8 The interim target will be a 10% modal split reduction in single occupancy ICEV journeys generated by the development of the site, within five years of the adoption of this FTP.

Summary

6.2.9 It is important that the Travel Plan Coordinator (TPC), council and developer are clear from the outset as to the objectives being sought through the FTP. These requirements will drive the form and content of the FTP, including the targets chosen.

6.2.10 As this FTP evolves, the initial targets will be reviewed through a programme of monitoring to ensure that they remain **SMART**:

- Specific;

- **Measurable;**
- **Achievable;**
- **Realistic; and**
- **Timed.**

6.2.11 Site **S**pecific targets will be established via liaison with LCC following the baseline TP surveys.

6.2.12 Once existing travel patterns are established (following initial TP surveys), suitable **M**easurable targets for users at the development will be agreed with LCC. These targets will take into consideration existing mode shares for journeys to work in Leicestershire (as per **Table 6.1**) to ensure that they are **A**chievable and **R**ealistic.

6.2.13 The targets will also be **T**imed by appropriate milestones to be agreed with LCC when the targets are developed in line with the five-year monitoring framework set out in **Chapter 8**.

6.3 Aspirational Target

6.3.1 At this stage, an aspirational target has been set to ensure that there is a commitment at the site to achieve a reduction in the number of people driving as single occupancy ICEV journeys to and from the site. This will be reviewed once the results of the first travel surveys are known.

6.3.2 The aspiration is for the development to achieve an overarching 10% modal shift away from single occupancy private ICEV use towards more sustainable modes of transport over the entire monitoring period.

6.3.3 This target will be sought to be achieved by residential and employment aspects of the site; and will be addressed within each individual TP by a review of the results of travel surveys and the setting of TP measures.

6.3.4 The aspirational target will be reviewed by each aspect of the site once the results of the baseline travel surveys are known. This will help to ensure that specific targets are realistic and take account of individual circumstances such as the site's location, opportunities for travel by sustainable modes and the typical travel behaviour of residents / employees.

7. Measures and Incentives

7.1 Overview

- 7.1.1 The following measures will be implemented by the developer prior to, and during occupation, to promote and support the use of sustainable travel modes, including walking, cycling, public transport, ULEV use and car sharing. The FTP will promote the use of alternative travel modes to minimise ICEV dependency to achieve the targets detailed in **Chapter 6**.
- 7.1.2 These measures focus on providing residents and employees with the appropriate information to allow them to take ownership and make informed decisions about their travel choices. However, this promotion will need to be undertaken in a sensitive manner, so that it is not viewed as a mandatory requirement but rather an information process, which allows them to make informed decisions on their selected transport mode, whilst highlighting the benefits of alternatives to the private ICEV. This is vitally important to avoid any potential for residents and employees to view this process as being overbearing and intrusive.
- 7.1.3 The measures relate to the potential for reducing the need to travel, and where travel is necessary, promoting and increasing travel by walking, cycling, public transport, ULEV use and car sharing, amongst all residents and employees. The methods for implementing, monitoring, and reviewing the success of these measures are detailed within **Chapter 8**.
- 7.1.4 To provide accurate and clear timescales for the implementation of the FTP, its associated measures, incentives and targets are linked to the construction and occupation of new development.

7.2 Travel Plan Coordinator

- 7.2.1 For effective management of the TP, a TPC fully trained in the aims and objectives of the TP will be appointed (for each specific land use / aspect of the site). The TPC will be appointed three months prior to initial occupation of each land use and will be responsible for the management of the TP until five years after the initial monitoring exercise.
- 7.2.2 Once TPCs have been appointed, the contact details (address / telephone number / email address) of each TPC will be provided to LCC.
- 7.2.3 It is considered that the general day-to-day requirements of the role of the TPC will include overseeing the progress and monitoring of the TP; whilst being fully trained in the aims and objectives of the TP.
- 7.2.4 The overarching duties of the TPC will include:
- Overseeing the development and implementation of the TP;

- Raising awareness of the TP by designing and implementing effective marketing campaigns;
- To promote the TP;
- Organising and coordinating the distribution of any necessary surveys and other data collection exercises required to develop the TP;
- Coordination of the monitoring programme for the TP including setting targets and review dates;
- To act as the point of liaison with other occupiers and external organisations, i.e. LCC, transport operators etc.;
- To act as a point of contact for all residents / employees requiring information on travel-related matters;
- Budget control for the development of the TP to ensure its efficient and effective use; and
- Promotion of the TP through effective communication at all levels; and,
- Ensuring that travel information provided to residents / employees is always up to date.

7.2.5 As an FTP, the developer takes responsibility for ensuring that each end-user adopts the aims, objectives and targets set out in the framework and that full TP documents including the contact details for the TPC for each element of the development will be sent to LCC's officers prior to occupation of the individual land uses.

7.3 Sales and Marketing

7.3.1 The TPC will work closely with the Sales and Marketing teams so as to ensure that they are aware of the role of the TP. In this way, property purchasers will be provided with information about the benefits of the TP and the site's accessibility by sustainable modes of transport prior to taking up residence at the development. This measure will encourage the use of sustainable transport from initial occupation. The Sales and Marketing team will be trained to be able to encourage sustainable travel and will have information to hand to advise potential purchasers.

7.4 Travel Welcome Pack

7.4.1 A Travel Welcome Pack (TWP) will be provided to all residents upon completion of the purchase of a property, and communicated to staff as part of induction material. The TWP include details of key local facilities within walking and cycling distance of the development, public transport connections and car sharing information. The contents of the TWP will be agreed with LCC TP Officers prior to distribution, however it is anticipated that these will include the following information:

- An overview of the FTP and the benefits that having an FTP brings to individuals, the community and to the environment;

- Contact details of the TPC, should they have any transport or travel problems, or ideas they wish to discuss,
- Promotional information on the benefits of walking, cycling, public transport use and car sharing and the social, environmental and economic costs of each mode. The possible benefits that residents and staff could see include, improvements to their health, reducing their monthly outgoings on transport, reduction in carbon footprint, reducing congestion and pollution in the local area;
- Introduction to the LCCs 'Choose How You Move Scheme' and how residents and employees can interact with aspects of this scheme;
- Details of opportunities for sustainable travel to and from the site, with walking and cycling maps illustrating local routes and site-specific public transport information, including location of bus stops and railway stations;
- Details on up-to-date timetable and route information as well as journey times, costs and transport interchange information;
- Information on the location and contact details of local bicycle stops, cycling organisation, and cycle training centres;
- Local facilities and amenities map;
- Details of any incentives that may be offered to encourage sustainable travel;
- Journey planning software:
 - www.traveline.info;
 - www.google.co.uk/maps/; and,
 - www.nationalrail.co.uk.
- Travel Planning Apps:
 - OS Maps: Explore hiking trails & Walking Routes; and,
 - Cyclers: UK Cycle Route Planner, Maps & Tracker.

7.4.2 This will allow all residents and staff to have knowledge of the sustainable options to travel to/from the development and the facilities at the site to aid sustainable travel and the measures available.

7.4.3 It will be the role and responsibility of the appointed TPC to ensure a TWP is distributed to all residents on site as and when they move into their new property, as well as to appropriately liaise with the occupiers of the other land users to ensure staff also receive copies.

7.5 Walking and Cycling Measures

- 7.5.1 Walking and cycling routes and the benefits of healthy travel will be promoted to residents and employees through the TWP and will include routes to key destinations and transport facilities, with approximate walking / cycling distances and journeys. The information will be updated regularly by the TPC.
- 7.5.2 The range of benefits that can be seen by choosing these more sustainable modes of transport will be detailed. The possible benefits residents and staff could see include improvements to their health, reducing their monthly outgoings on transport, reducing their carbon footprint, reducing congestion and pollution levels in the local area.
- 7.5.3 The cycle route maps will include information on the location and contact details of local bicycle shops and cycling organisations. The TPC will explore the potential for offering residents and staff discounted equipment at local bicycle retailers and the possibility of free/discounted bike maintenance check-ups / courses offered to residents and staff, where possible.
- 7.5.4 The contact details of local running and walking groups (if available) will also be provided to residents and staff. These groups promote the benefits of walking for health and wellbeing and as an alternative to car travel.

7.6 Public Transport Measures

- 7.6.1 Use of public transport will be promoted to the residents and employees of the scheme through the FTP. Up-to-date public transport timetables, bus maps and ticket information will be disseminated through the TWP and through future travel survey questionnaires and update leaflets.
- 7.6.2 The information will be updated regularly by the TPC, such that any changes to the bus services will be promoted through future travel survey questionnaires and update leaflets.
- 7.6.3 The links to the public transport information will also be provided. These include:
- www.traveline.info;
 - www.google.co.uk/maps; and,
 - www.nationalrail.co.uk.
- 7.6.4 The websites and the resources that are provided will be promoted to future residents within travel survey questionnaires and update leaflets.
- 7.6.5 To encourage effective use of the bus services operating in proximity to the site, the feasibility of providing a one-month subsidised ticket could be explored.

7.7 Car Share

7.7.1 Car Share incentives aim to reduce single occupancy ICEV journeys by connecting individuals who travel to the same place and who are therefore able to share a journey. For some trips, using a private car is the only option and car sharing is an effective measure which allows use of the private car, but reduces the number of trips created by the development.

7.7.2 Car share schemes have the potential to reduce the number of single occupancy ICEV trips from / to the site, thus reducing congestion and pressure on the local road network. Car sharing will be promoted by the TPC and through future travel survey questionnaires and update leaflets.

7.7.3 The regional and national car share website will also be promoted to the residents and employees:

- www.liftshare.com

7.7.4 This site matches users with potential partners as a driver or passenger. Once matched, users can choose to car share as little or often as they like. The benefits of the schemes will be promoted to the future residents and employees. The following benefit information will also be promoted:

- Find drivers and passengers online instantly for free – no membership charge;
- Reduce the costs of fuel and parking;
- Choose parameters to define the kind of person that the user wants to share with;
- Cut congestion and pollution;
- Reduce the stress of driving; and,
- Access a variety of other travel information.

7.8 Personal Sustainable Travel Planning

7.8.1 All residents will be offered the opportunity to discuss their travel needs with the TPC through Personal Travel Planning sessions. This will help residents to consider all the options available in terms of modes of choice and to understand the role of the TP.

7.8.2 It is considered that personalised travel planning offers residents a unique opportunity to have a real voice and opportunity to contribute to strategies and measures implemented into the travel planning process.

7.9 Mobility Credits

7.9.1 A scheme could be introduced whereby each unit is entitled to a certain number of sustainable travel 'credits', supporting households with their individual travel patterns / needs (e.g., monetary amount per dwelling to be 'cashed-in' over a 5-year period). For example, each household may be entitled to discounts / subsidies towards sustainable travel modes and travel options, including the following:

- New cycle equipment;
- Public transport tickets / passes; and,
- Cycle training.

7.9.2 By offering credits through the TPC, residents will be given an individual choice for a subsidy / discount towards a sustainable travel mode which would benefit them personally, giving them a sense of ownership, which is likely to increase uptake. Uptake is likely to be much greater than offering the same individual measures which may not suit a resident's travel requirements / patterns at that time.

7.9.3 This approach also provides flexibility to offer different measures to different residents of the site and individual households, expanding the reach and supporting the viability of the ongoing overall travel planning process. The amount for these incentives will be discussed and agreed in negotiation with LCC through the determination period.

7.10 Summary

7.10.1 A summary of the TP measures is contained in **Table 7.1** below.

Table 7.1 Travel Plan Measures

Travel Plan Measure	Target Group
Travel Welcome Pack	Residents and Staff
Bicycle User Group (BUG)	Residents and Staff
Cycle Training Courses / Events	Residents and Staff
Subsidised One Month Bus Pass	Residents
Personalised Travel Planning	Residents
Mobility Credits	Residents

8. Monitoring

8.1 Summary

8.1.1 This chapter provides an overview of the monitoring framework that is required for the FTP at the development.

8.2 Monitoring

8.2.1 The majority of measures to reduce ICEV use, and promote walking, cycling, public transport, ULEV use and car sharing will be implemented during the construction process or within one month of initial occupation of each land use on site. This will allow people to assess the potential to travel by alternative modes of travel and allow a sustainable travel culture to emerge from the offset.

Travel Surveys

8.2.2 As aforementioned, the baseline situation for travel behaviours amongst residents and staff will be established and understood at the site to refine the measurable FTP targets and establish an on-going monitoring process with LCC. This first set of travel surveys (a baseline) within 6 months of the first occupation of each land use.

8.2.3 Following the baseline survey, the TPC will be expected to undertake annual monitoring for a further five years. Surveys will be relevant to each specific land use; the content of which will be used to:

- Monitor the targets;
- Show the number and percentage of people travelling by each mode;
- Highlight the number of single occupancy ICEV users which will act as a major factor in target setting;
- Allow annual comparisons to be made when undertaking TP reviews;
- Enable site-specific modal share targets to be determined;
- Determine the barriers and motivations relating to the uptake of sustainable modes of transport;
- Review the progress of any measures and incentives proposed in the TP; and
- Help to identify any further measures that need to be investigated and proposed in order to meet targets.

8.3 Reporting

- 8.3.1 The TPCs for each land use / aspect will be expected to submit an annual monitoring report to LCC within one month of completion of the programmed TP surveys. It is envisaged that any required changes to the TP will be agreed with LCC within one month of submission of this report.
- 8.3.2 In the event that targets are not achieved within agreed milestones, a commitment to reviewing the measures in consultation with the LCC and the Local Planning Authority (LPA) is proposed so that TPs can be refined in order to achieve as much success as is reasonably practicable.

9. Action Plan

9.1 Introduction

9.1.1 To provide an accurate strategy for the implementation of the FTP, various (short, medium and long-term) timed measures will be introduced before and after the different land uses / aspects of the site are occupied.

9.1.2 As previously mentioned, it is anticipated that the initial occupiers of the individual land uses / units will prepare their own TP documents with reference to the detail contained within this FTP.

9.2 Measures

9.2.1 **Table 9.1** sets out an initial indicative Action Plan to be implemented by the TPC, once appointed at all land uses. The Action Plan details the required actions by co-ordinators for implementing the FTP to ensure progress; and the proposed timescales for each action.

Table 9.1 Indicative Action Plan

Task	Delivery Timescales	Responsibility
Appoint TPC & Implement TP	Prior to initial occupation	Developer
Provide TPC details to LCC	Upon appointment of TPC	TPC / Developer
Commencement of the Travel Plan Initiatives as set out in Section 7	Upon first occupation or earlier if required	Developers
Prepare TWP	Prior to initial occupation	TPC / Developer
Agree content of travel questionnaires	Prior to monitoring exercise	TPC / LCC
Disseminate travel questionnaires	Within 6 months of initial occupation and annually thereafter for a period of 5 years	TPC
Analyse travel surveys to prepare & submit a TPMR	Within 1-month of receiving representative survey sample response	TPC / LCC
Revise and amend the TP if required	Annually following questionnaires up to 5 years	TPC

9.2.2 As with all elements of the travel planning process, the action plan is not considered to be prescriptive, and accordingly, flexibility should be exercised to ensure that the FTP benefits all user groups and remains relevant throughout its implementation and lifespan. It is envisaged that the action plan will continually be reviewed as part of the ongoing monitoring process.

APPENDICES

APPENDIX A

Illustrative Masterplan



Do not scale from this drawing.
This drawing is for discussion or planning purposes only. The accuracy of this drawing may be reliant upon survey information provided by third parties. Whilst all reasonable efforts are used to ensure drawings are accurate, **edge** Placemaking Group Ltd accept no responsibility or liability for any reliance placed on, or use of, this plan by anyone for purposes other than those stated above or for errors arising from third party information.

This drawing and the works depicted are the copyright of **edge** Placemaking Group Ltd and may not be reproduced or amended except by written permission.

PRE-APPLICATION

— Site boundary (49.197ha)

Rev.	Date	Description
Land south-east of DESFORD		
Illustrative masterplan		
Job ref: 785	Drawing number: SK03	Revision:
Scale: 1:2500 @ A2		Date: June 2026



part of
edge Placemaking Group Ltd



The Old Saracen's Head
7 Buttermarket
Thame
Oxfordshire
OX9 3EW



01865 522395



enquiries@edgeUD.co.uk



www.edgeUD.co.uk



keep up with mode:



Birmingham

☎ 0121 794 8390

London

☎ 020 7293 0217

Manchester

☎ 0161 464 9495

Reading

☎ 0118 211 8180

✉ info@modetransport.co.uk 📍 modetransport.co.uk 🐦 [@mode_transport](https://twitter.com/mode_transport)