

Sparsis Leisure Limited

**Forest Hill Golf Club &
Conference Centre, Botcheston**

Framework Travel Plan

July 2022



bancroftconsulting.co.uk

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CONTENTS

	Page Number
1.0 INTRODUCTION	1
2.0 EXISTING CONDITIONS	3
3.0 SITE ASSESSMENT	5
4.0 TRAVEL PLAN MANAGEMENT	8
5.0 TRAVEL PLAN OBJECTIVES	11
6.0 MODAL SHARE TARGETS	13
7.0 TRAVEL PLAN MEASURES AND INITIATIVES	18
8.0 MONITORING AND REVIEW	27
9.0 ACTION PLAN	29

TABLES

Table 1	Travel Plan objectives
Table 2	Modal share targets
Table 3	Summary of Travel Plan measures for staff
Table 4	Summary of Travel Plan measures for visitors
Table 5	Action Plan

FIGURES

Figure 1	Detailed Site Location
Figure 2	National cycle routes (taken from www.sustrans.org.uk)

APPENDICES

Appendix A	Latest site masterplan
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1.0 INTRODUCTION

- 1.1 This Framework Travel Plan has been prepared by Bancroft Consulting who have been appointed by Sparsis Leisure Limited to support an outline planning application for a hotel with up to 98 bedrooms at the Forest Hill Golf Club & Conference Centre located near Botcheston, Leicestershire. **Figure 1** shows the location of the application site in relation to the current facilities at Forest Hill Golf Club.
- 1.2 The aim of this Framework Travel Plan is to promote sustainable travel incentives across Forest Hill Golf Club, for both the existing golf operations and the proposed hotel. This should help Forest Hill Golf Club to operate in an environmentally and sustainable manner and reduce staff/visitor dependency on single occupancy car travel. However, the measures must be realistic and take into the account the nature of the site, its rural setting and accessibility to alternative modes of transport.
- 1.3 This Framework Travel Plan forms part of the transport strategy across Forest Hill Golf Club and provides a plan for managing travel demand. It will set out the existing opportunities for non-car travel and establish the current modal split for the existing golf club and what the potential modal split could be to the proposed hotel. It will then consider actions that could be undertaken by the Management Team to influence staff and visitor travel patterns and reduce single occupancy car travel.
- 1.4 In accordance with LCC's pre-application comments, this Framework Travel Plan will follow current best practice advice within Planning Practice Guidance, which provides the online document 'Travel Plans, Transport Assessments and Statements' (DfT, March 2014). It states that Travel Plans are:

"long-term management strategies 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). They should not, however, be used as an excuse for unfairly penalising

drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets.”

- 1.5 This Framework Travel Plan has also been prepared in accordance with LCC’s “*Writing a Successful Travel Plan*” (LCC, July 2013). It advises how Travel Plans have significant value in reducing pollution, traffic and congestion from developments and make a significant difference to the uptake of non-car modes.
- 1.6 A Transport Assessment has also been completed in support of the proposed development. Where appropriate, this Framework Travel Plan adopts the findings of the Transport Assessment, particularly in respect of the proposed infrastructure improvements and modal split targets.

2.0 EXISTING CONDITIONS

Site Details

- 2.1 **Figure 1** shows the location of Forest Hill Golf Club (referred to as 'the site' throughout this report) to the east of Markfield Lane near Botcheston, Leicestershire. It comprises a 40-hectare site with an 18-hole golf course along with a 26-bay driving range. The golf centre also operates an academy which offers a variety of lessons for people of all ages and abilities. These lessons are hosted by professional golf coaches.
- 2.2 Forest Hill Golf Club offers a variety of membership packages to visitors which run between 1 April and 31 March. Membership options include:
- 7-day membership.
 - 5-day membership (Monday to Friday only).
 - Intermediate membership.
 - Student membership.
 - 7 Day and 5 Day senior membership.
- 2.3 The site includes several ancillary facilities including a golf shop. The shop contains a variety of fold retail products and brands as well as a selection of golf equipment and accessories. It is open from 0730 to 2100 hours Monday to Friday, 0700 to 2100 on Saturdays and 0700 to 2000 hours on Sundays.
- 2.4 The site is an established venue for wedding functions, private parties and business conferences. The venue has three main function rooms along with a bar and restaurant which can cater for groups of between 20 and 150 guests. Party packages can also be tailored to individual needs and are organised by the Event Manager who is employed at the site.
- 2.5 The site also hosts wedding ceremonies and receptions which again are organised and planned by the onsite Event Manager. Wedding receptions are held within the function suite which can accommodate up to 180 seated guests.

- 2.6 The clubhouse includes a restaurant and bar which served food 7-days a week. The restaurant is targeted to group events such as business conferences and offers breakfast meetings and lunch clubs for guests of up to approximately 110 people. Forest Hill Gold Club has formed partnerships with nationwide hotel chains that offer members and guests discounted accommodation. This includes a discount at The Fieldhead Hotel and Marriot Hotel based in Leicester. These offers are typically taken up by guests playing in competitions or visitors to a wedding event.
- 2.7 The site currently provides over 180 parking spaces, which are separated between the main car park and areas of hardstanding for overspill.

Local Highway Network

- 2.8 Forest Hill Golf Club is served by a single point of access from Markfield Lane at the western boundary of the site. Markfield Lane provides connections to key strategic routes, namely the A50 and M1 at Junction 22 approximately 6 kilometres to the north and the M69 at Junction 21 approximately 9 kilometres to the south.

3.0 SITE ASSESSEMENT

Pedestrian Accessibility

- 3.1 By nature, golf courses are typically located away from major settlements and urban areas, which limits opportunities for walking. In addition, many visitors travelling for golfing activities would be transporting equipment such as golf clubs which makes walking trips impractical.
- 3.2 Forest Hill Golf Club is set in a rural location approximately 1.2 kilometres north of Botcheston. The Institution of Highways and Transportation [IHT] publication 'Guidelines for Providing for Journeys on Foot' (2000) describe 'acceptable' walking distances for pedestrians without impaired mobility. It suggests that for commuting trips, up to 500 metres is the desirable distance, up to 1000 metres is an acceptable distance, and 2000 metres is the preferred maximum.
- 3.3 Visitors would be able to walk to the site from Merrylees via a public footpath referenced as 'Coley Lane', which extends to the west from Markfield Lane towards the northern end of the site frontage. Merrylees contains an industrial estate located along The Sidlings and Leaside and the route via Coley Lane would be an attractive option for staff working at these premises.
- 3.4 **Figure 2** shows how the Ivanhoe Trail extends through Forest Hill Golf Club to the east and connects directly to Ratby approximately 3 kilometres from the site. This route comprises a public bridleway, which forms part of Route 63 of the National Cycle Network. It also forms a connection with Markfield Lane approximately 315 metres north of the existing site access.

Cyclist Accessibility

- 3.5 It is generally recognised that 5 kilometres represents a reasonable distance for typical commuting cycle journeys. **Figure 2** contains an extract from the Sustrans website (www.sustrans.org.uk), which confirms that Route 63 of the National Cycle Network extends through the site forming part of the Ivanhoe Trail. Route

63 serves Ratby, Glenfield and Leicester to the east and Thornton to the west and comprises a mixture of on-road and off-road sections. This route would be a viable option for staff and guests living in settlements on route within 5 kilometres.

- 3.6 Staff and guests living within Markfield to the north and Botcheston and Desford to the south would be able to cycle using the local roads. The majority of the roads are rural in nature with sections subject to national speed limit restrictions, however, these routes may be preferable for more experienced or confident cyclists, as they are generally wide enough to allow vehicles to pass at a safe distance.

Bus Travel

- 3.7 Markfield Lane is not a bus route and the closest bus stop is located approximately 1.2 kilometres to the southwest of the site on Merrylees Road in Merrylees. The stop is served by Route Number 26, which operates between Leicester and Coalville with stops in between at Groby, Ratby, Thornton, Bagworth and Ellistown. Route Number 26 operates at a two-way frequency of two services per hour.
- 3.8 It is therefore acknowledged that bus travel is not a viable option for staff or guests. However, Forest Hill Golf Club has historically encouraged coach travel, particularly when golf competitions and tournaments are being held, which is a reasonable alternative that suits the nature of the site. Coach parking is provided at Forest Hill Golf Club towards the southern end of the car park.

Proposed Development

- 3.9 **Appendix A** contains the latest site masterplan, which shows the proposed development comprising the erection of a 98-bedroom hotel on land within the curtilage of Forest Hill Golf Club. The scale of development has been reduced from 152 bedrooms since the submission of the previous application (a reduction of 54 bedrooms). In addition, the proposed development would host various events such as weddings and include spa facilities. Golf memberships would be offered with or without the use of these additional facilities.

- 3.10 The proposed hotel would comprise an 'E' shaped building with the main entrance situated on the western elevation. The hotel would be served by a new access from Markfield Lane towards the northern end of the site frontage, which would serve a 122-space car park located to the south of the hotel and a dedicated coach parking area to the south of the hotel. In addition, the internal layout provides a split lay by which would provide a drop-off/pick-up area for hotel guests.
- 3.11 Forest Hill Golf Club currently hosts golf competitions and various wedding/corporate events and has formed partnerships with local hotels that offer members and guests discounted accommodation. These offers are typically taken up by golf competitors, guests visiting the site for social golf weekends or guests who visit the site for an event such as a wedding. The purpose of the proposed development is to provide on-site accommodation to avoid visitors having to leave the site in the evening and return the following day. It would improve on the current facilities and make the site a more desirable attraction.
- 3.12 Furthermore, the applicant is also proposing to establish an electric minibus service to both Bocheston and Markfield, including the provision of bus stop facilities within the site. These services would be available to staff and visitors.
- 3.13 To encourage greater rates of cycling, the proposed development would provide 30 cycle parking spaces to the north of the hotel in the form of Sheffield stands. These spaces would be secured and sheltered.

4.0 TRAVEL PLAN MANAGEMENT

Introduction

- 4.1 The management and implementation of the Framework Travel Plan will be an integral part of the development process. This report will be an overarching document which will be followed by a Detailed Travel Plan to cover both the existing golf club and proposed hotel. The management of the Framework Travel Plan represents an important element in pursuing the overall aims of the NPPF and wider national and local government policy. This Framework Travel Plan provides specific targets to both the existing golf club and proposed hotel, which aim to reduce single-occupancy car travel and create a positive impact for staff and guests visiting the site.
- 4.2 A Travel Plan Coordinator will be appointed by the Management Team at Forest Hill Golf Club to take responsibility for all aspects of travel planning at the site. The Travel Plan Coordinator(s) will ensure that staff are fully aware of the ambitions of the Travel Plan and the measures/incentives that are being promoted to help reduce single-occupancy car travel.
- 4.3 The Travel Plan Coordinator will also manage the production of the Detailed Travel Plan. At this stage, it is considered that baseline surveys would be undertaken 3 months after the hotel opens and comprise both travel questionnaires and SAM multi-modal surveys. These surveys would then be undertaken annually and used as a basis for setting revised targets if necessary.

Travel Plan Coordinator

- 4.4 The Travel Plan Coordinator will be appointed by the Management Team prior to the hotel opening. To expand on the above, the Travel Plan Coordinator's main responsibilities will be to undertake the following tasks:
- Act as the principal point of contact for and between staff, visitors, management and partners (including any transport consultants retained by the organisation) for all Travel Plan matters.

- Ensure that staff and visitors are aware of the Travel Plan and its targets, which includes managing the ongoing update of the website.
- Undertake or coordinate the data gathering exercises and monitoring reviews - including the management of surveys, analysis of the data and submission of regular reports and recommended further actions to management and authorities as agreed in the plan.
- Develop and lead initiatives to promote sustainable travel awareness amongst staff and visitors to the site.
- Develop and coordinate the provision of the electric minibus service providing access to both staff and visitors.
- Give advice and information on transport-related subjects to staff and visitors.
- Liaise with third parties (i.e. cycle repair companies, the Council, taxi companies) on Travel Plan issues.

4.5 At this stage, the point of contact for any queries or further information relating to the Travel Plan will be Bancroft Consulting (see details below). Once the hotel opens, a Travel Plan Coordinator will be appointed by the Management Team who will take ownership of the Travel Plan and be responsible for implementing the measures and commissioning surveys to monitor the success of the targets.

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4.6 The post of Travel Plan Coordinator will last for a minimum of five years following the anniversary of baseline surveys being undertaken. The Management Team will inform LCC when a Travel Plan Coordinator is appointed and then provide their contact details.

Travel Plan Process

- 4.7 In accordance with LCC's Travel Plan Guidance, baseline surveys should be carried out within 3 months of initial occupation (or once the hotel opens), which will feed into the preparation of the Detailed Travel Plan. The surveys would need to be undertaken during a neutral month and therefore will be confirmed at a later date once the development is in operation.

5.0 TRAVEL PLAN OBJECTIVES

- 5.1 As outlined within LCC's adopted Travel Plan Guidance document, the Travel Plan should be:

"...a reasoned 'action plan' designed to help organisations implement measures to reduce the need for people and goods to travel to and from a site and to facilitate and encourage the remainder to travel more sustainably. It should help to reduce local traffic and parking congestion, pollution, and 'carbon footprint' and help to promote healthy lifestyles, economic growth and environmental improvement."

- 5.2 Furthermore, the document also states that:

"A travel plan should, in particular, propose measures to facilitate and encourage the use of sustainable travel alternatives (such as walking, cycling or public transport use), whilst discouraging Single Occupancy Vehicle (SOV) travel and parking..."

- 5.3 The over-riding objective of this Framework Travel Plan is:

"to actively engage with and encourage staff and guests to use sustainable modes of travel to access the golf club and hotel through effective promotion of sustainable modes that are available and reduce the number of single-occupancy car trips."

- 5.4 The sub-objectives of this Framework Travel Plan are summarised below in **Table 1**.

Table 1 – Travel Plan Objectives

Objective Number	Objective
OBJ 1	To limit the appeal for staff and guests to travel as a single occupant in a private car by proposing measures that encourage the use of alternative modes.
OBJ 2	To raise staff awareness of the advantages and benefits of travelling sustainably and the incentives they could receive.
OBJ 3	To implement a package of measures and management structures that will help staff and guests to take up alternative means of travel to the private car.

6.0 MODAL SHARE TARGETS

Introduction

- 6.1 In order to achieve measurable outputs from the Travel Plan process, it is important to establish targets from the outset, against which progress can be measured. These targets will be based upon the existing modal split data, outlined within the Transport Assessment. The targets set out in this Framework Travel Plan are provisional and will be confirmed as part of the Detailed Travel Plan once the hotel is in operation and following baseline surveys. However, it is important that the Framework Travel Plan actively seeks to ensure that travel behaviour towards more sustainable modes is established early on, with initiatives in place from the day of opening.
- 6.2 In accordance with Paragraph 11.6 of LCC's Travel Plan guidance, modal share targets within the Framework Travel Plan need to be SMART; that is Specific, Measurable, Achievable, Realistic and Time-bound.

Existing Modal Split

- 6.3 The key findings of the Transport Assessment in respect of modal split and sustainable travel were as outlined below. These are based on similar multi-modal sites surveyed on the TRICS database. The Transport Assessment undertook separate searches for the existing golf club and proposed hotel. The following modal split was considered applicable to both the existing golf club and the proposed hotel:

Existing Golf Club

- | | | |
|---------------|---|-----|
| • Private car | - | 92% |
| • Taxi | - | 0% |
| • Cyclists | - | 3% |
| • Pedestrians | - | 5% |

Proposed Hotel

• Private car	-	86%
• Taxi	-	3%
• Cyclists	-	1%
• Pedestrians	-	3%
• Coaches	-	1%

6.4 Based on the above modal splits, the existing golf club and proposed hotel could generate the following peak hour and daily person trips by each mode (calculations included in Transport Assessment):

Existing Golf Club

Taxis

• morning peak hour	-	0 two-way movements
• evening peak hour	-	0 two-way movements
• daily	-	2 two-way movements

Cyclists

• morning peak hour	-	2 two-way movements
• evening peak hour	-	0 two-way movements
• daily	-	10 two-way movements

Pedestrians

• morning peak hour	-	2 two-way movements
• evening peak hour	-	2 two-way movements
• daily	-	21 two-way movements

Proposed Hotel

Taxis

- morning peak hour - 3 two-way movements
- evening peak hour - 2 two-way movements
- daily - 22 two-way movements

Cyclists

- morning peak hour - 0 two-way movements
- evening peak hour - 2 two-way movements
- daily - 9 two-way movements

Pedestrians

- morning peak hour - 0 two-way movements
- evening peak hour - 3 two-way movements
- daily - 21 two-way movements

Coaches

- morning peak hour - 0 two-way movements
- evening peak hour - 0 two-way movements
- daily - 4 two-way movements

Primary Modal Share Targets (Outcome Targets)

- 6.5 The results of the targets shown in **Table 2** are based on the existing modal split results from the TRICS database. The targets are based over a 5-year period and will be monitored annually so that progress is recorded on a regular basis. The guidance document does not specify specific quantitative targets but emphasises the requirement for targets to be SMART and therefore they must be realistic for the nature of uses at the site and its location. The current modal split identifies that both elements of the development would have a high modal share towards car travel, which is expected. However, it is considered that a 10% reduction in car journeys at both the golf club and hotel should be reasonable and a realistic target at this stage.

Table 2 – Modal Share Targets

Mode of Travel	Existing Golf Club		Proposed Hotel	
	Existing Mode Share	Proposed Mode Share	Existing Mode Share	Proposed Mode Share
Private Car	92%	82%	86%	76%
Taxi	0%	0%	3%	1%
Cyclists	3%	5%	1%	5%
Pedestrians	5%	6%	3%	7%
Coaches	0%	1%	1%	1%
Electric Minibus	0%	5%	0%	5%

- 6.6 The current modal split data obtained from TRICS does not separate single and multi-occupancy car journeys. However, it is likely that a proportion of the car journeys, particularly to the hotel, would be multi-occupancy. Therefore, as car sharing is a key measure that is being promoted within this Framework Travel Plan, baseline surveys undertaken 3 months after the opening of the hotel will separate single and multi-occupancy car journeys and monitor their modal share individually. It is also recommended that alternative modal splits are obtained for staff and visitors to each element of the site, as these user groups will have different travel behaviours and be subjected to different measures.

Secondary “Action” Targets

- 6.7 The following secondary targets will also be adopted as part of the ongoing monitoring of the Travel Plan. These targets will be established following initial surveys being undertaken as part of the Detailed Travel Plan, in order to establish baseline figures. The following secondary targets to be monitored are as follows:
- Electric minibus usage
 - Cycle parking occupancy.

- Questionnaire information from guests on the usefulness of the Travel Plan Coordinator's communication and their awareness of sustainable travel opportunities.
- Car share registered members.

7.0 TRAVEL PLAN MEASURES AND INITIATIVES

- 7.1 The purpose of this Framework Travel Plan is to encourage alternative modes of travel to reduce the number of single-occupancy car journeys to the site. This will be implemented through a range of measures and incentives that will raise awareness of sustainable travel opportunities and give staff/visitors encouragement to use alternative modes. The proposed development involves implementing physical infrastructure to provide this, such as an internal bus stop for electric minibus services, cycle parking facilities, dedicated off-road footpaths and showers/changing facilities, however, a key focus will be on reducing the need for car travel through softer measures that do not require any additional improvements to the existing/proposed off-site infrastructure.
- 7.2 **Table 3** below gives a brief summary of all key measures that will be introduced as part of this Framework Travel Plan, which are explained in further detail after the table. The measures have been separated between the golf club and hotel where they only apply to one, or they could assist at both then they have been allocated as a joint measure. In addition, as staff and visitors would adopt different travel behaviours, the measures have been separated between each user group. The measures have been selected where they could have a positive effect in meeting the objectives of this Travel Plan and are relevant to the uses at the site. Measures can be changed or adapted through the lifetime of this Travel Plan and should be monitored on a regular basis by the Travel Plan Coordinator to ensure that they have a positive effect on the modal shift away from single-occupancy car journeys.

Table 3 – Summary of Travel Plan Measures for Staff

Joint Measures for Existing Golf Club and Proposed Hotel	
Measure	Brief description
Staff recruitment	The owner will aim to recruit staff from the surrounding areas, which reduces the mileage of commutes but also encourages greater take-up of sustainable modes.
Car Sharing	The owner will raise staff awareness of local car-sharing schemes and promote greater use of the service.

	Incentives could be offered to staff that includes a free round of golf, or a free session on the driving range for staff that do car share.
Employee Sustainable Travel Packs	- Staff will be provided with a Travel Pack that outlines the sustainable travel opportunities available to them and the incentives they will receive by travelling using these modes. - The Travel Pack will also outline the benefits of using sustainable travel on an individual's health.
Appoint a Travel Plan Coordinator	The Management Team will appoint a Travel Plan Coordinator who will be responsible for managing the Travel Plan and informing other members of staff of the options available and assisting with any queries.
Measures for Existing Golf Club	
Staff Competitions	The Travel Plan Coordinator could arrange a weekly/monthly competition, where staff win prizes such as discounted golf equipment for taking up alternative modes of travel.
Measures for Proposed Hotel	
Electric Minibus Service	Staff will be encouraged where practical to make use of the proposed electric minibus service.
Late night staff commute	The owner of the hotel will put arrangements in place for emergency travel home for staff who have used sustainable modes to work if they are required to stay late or work the night shift.
Staff Accommodation	Staff who are working consecutive days, or potentially an evening shift followed by a morning shift, could be offered a room within the hotel if available.

Table 4 – Summary of Travel Plan Measures for Visitors

Joint Measures for Existing Golf Club and Proposed Hotel	
Measure	Brief description
Website	The website will advertise the options and routes for travelling to the site on foot, by bicycle and using taxis. It will also advertise other measures such as car-sharing schemes and the minibus shuttle service.
Walking Infrastructure	The proposed site layout would provide a network of footpaths within the site that connect the hotel to the golf club.
Measures for Existing Golf Club	

Incentives to Members	Members of the golf club could be offered discounted membership fees, or free sessions using the facilities if they regularly travel using sustainable modes.
Coach Travel	The owner will encourage golf teams to travel via coach for competitions to minimise the surge in activity during these events. Teams that travel by coach could be offered discounted prices at the hotel or discounted tickets for future golf sessions.
Electric Minibus Service	The owner should provide and operate an electric minibus service between the site and local destinations and local train stations during competitions, in particular or during other events.
Measures for Proposed Hotel	
Cycle Infrastructure	The proposed development involves installing 30 cycle parking spaces for staff and visitors, to encourage greater rates of cycling.
Car Sharing	Visitors travelling in groups and potentially sharing rooms within the hotel will be encouraged to travel in a maximum of one vehicle.

Measures for Staff

Staff Recruitment

- 7.3 Recruiting staff from the local areas will continue to be a key aim of the golf club and hotel management. By doing so, staff commuting distances would be reduced, which would also encourage greater use of sustainable modes and in particular cycling and car-sharing.

Car Sharing

- 7.4 Car sharing is an ideal way to reduce the number of vehicles travelling to the site without preventing those that have no alternative to travelling by car from doing so. The Travel Plan Coordinator will liaise with the organisation 'Liftshare' which operates a scheme in the Leicestershire area. The website contains details of various car journeys that are planned by its users across the county, allowing other users to identify opportunities to car share. All employees who drive will be encouraged to register for free on the database. Each employee that signs up to the database will be given login details with which they can use to access commuting journeys of other users, to see if there is potential for car sharing.

Employees will have the benefit of being able to access the car share database to identify any opportunities to car share with other members of staff.

Employee Sustainable Travel Packs

- 7.5 Employee Sustainable Travel Packs will be given to new members of staff to ensure that they understand that the Travel Plan is in place and what opportunities are available to them. This pack will comprise up-to-date sustainable transport information and several incentives to influence travel habits, including the following:
- Information on cycle routes and safety.
 - Details of the car-sharing scheme and the incentives in place to encourage greater take up of the services.
 - A voucher for £50 to cover the purchase of cycling equipment at a local store, or for a cycle repair service.
 - An initial feedback survey to gather early information about perceived transport choices (see 'Targets and Monitoring' section below for further details).
 - A copy of this Travel Plan and contact details for relevant organisations, such as LCC's Public Transport Department and local taxi companies.
- 7.6 The Employee Sustainable Travel Pack will also outline the benefits of travelling sustainably, in terms of the positive outcomes to an individual's health along with the financial savings it brings. It will also demonstrate the wider impacts that travelling sustainably has on the workplace. The newsletter will also present the negatives of using the car in terms of its expense and also its effects on the environment.
- 7.7 The Employee Sustainable Travel Pack will contain promotional material including website addresses that may be useful to employees. They will also contain links to websites or apps that provide route planning tools to help employees organise their journey to work via a different mode of travel, whether that is for walking, cycling or public transport. Useful websites would include the following:

- <https://liftshare.com/uk/community/leicestershire-liftshare> – free to use online car share database.
- www.choosehowyoumove.co.uk - provides information on sustainable travel in Leicester and Leicestershire. The website includes upcoming sustainable events, a journey planner, cycle routes, and bus routes, amongst other useful information.
- www.sustrans.org.uk – the UK’s leading sustainable transport charity, with a particular focus on cycling.
- www.cyclestreets.net – includes a useful cycle route journey planner.

7.8 The Employee Sustainable Travel Pack will also provide details of useful sustainable travel-related smartphone apps that staff could download (with digital QR barcodes provided if possible).

7.9 Incentives to encourage staff to car share would be implemented throughout the site. These could include the allocation of priority car parking spaces or a free/discounted session on the golf course or driving range. The Management Team could also guarantee staff a free taxi home if one member has to work late for any reason or is let down by the driver.

Appoint a Travel Plan Coordinator

7.10 The Management Team will appoint a Travel Plan Coordinator who will be responsible for overseeing the Travel Plan process and implementing the measures being proposed. The Travel Plan Coordinator will be the main point of contact for any staff that have queries on any aspect of the Travel Plan or those who need general advice in relation to any incentive. The Travel Plan Coordinator should also log any feedback from staff and propose alternative measures that are being sought to ensure that the Travel Plan is kept up to date and is effective in meeting its targets.

Staff Competitions

- 7.11 The Travel Plan Coordinator will organise staff competitions which encourages the uptake of alternative modes of travel to single occupancy car journeys. For example, each staff who participates would log their mode of travel to work each day over a set period of time, such as a month. Any member who avoids travelling as a single occupant in a private car during that period would be eligible for winning prizes such as discounted golf equipment. This incentive would aim to change staff travel behaviour and use other measures such as the car sharing database or cycle schemes.

Late Night Staff Commute

- 7.12 The hotel would operate 7 days a week and will require a small number of staff to work night shifts. Arrangements would be put in place for emergency travel home for staff who arrived using sustainable modes. This would also coincide with staff who car shared to work during an occasion when their travel partner finishes at a different time. The Travel Plan Coordinator will arrange for the costs of the taxi journey to be covered, offer a subsidised taxi fair or organise an alternative arrangement for transporting the member of staff home.

Staff Accommodation

- 7.13 Similar to the above, if staff are unable to get a return lift home or are working consecutive days and potentially finishing a shift in an evening and starting another shift the next morning, then the Travel Plan Coordinator could consider providing staff with a hotel room for the night. This would remove any requirement for staff to travel home at the end of the night and therefore a commute the next day. This option would only be offered if space is available in the hotel, however, if not then emergency travel could be sorted as explained above.

Measures for Visitors

Website

7.14 The golf club and hotel websites will be updated to advertise current opportunities/options for travelling to the site by sustainable modes. This will allow staff and guests to plan their journey and make informed choices on travel modes. The key messages to be advertised will include:

- Availability of the electric minibus service and information on using this provision.
- The locations of local cycle routes and information on cycle parking at the site.
- Information on local taxi services including contact and website details.

Walking Infrastructure

7.15 The proposed site masterplan (included in **Appendix A**) shows how the internal layout will provide a network of footpaths from the car parks to the hotel entrance that also extend to the existing golf club. This infrastructure will allow staff and visitors to walk safely between the two sites and minimise internal car trips.

7.16 All visitors that are staying at the hotel for golfing weekends/competitions will be allocated a parking space within the western car park so that walking distance is reduced between the two sites.

Incentives to Members

7.17 Members of the golf club will be offered incentives such as discounted membership prices or free/discounted offers on a round of if they take up sustainable modes of travel. The information should be logged on a database for any future travel surveys and for the development of this Travel Plan.

Coach Travel

- 7.18 The latest site masterplan in **Appendix A** shows the location of a dedicated coach park to the north of the hotel. Golf teams travelling for competitions and tournaments will be encouraged to travel by bus to minimise parking demand and impact at the site. To encourage these incentives discounted hotel prices could be offered to teams staying for a weekend or free/discounted treatments at the spa and access to the swimming pool during their stay.

Electric Minibus Service

- 7.19 The Travel Plan Coordinator will confirm opportunities for implementing the dedicated minibus shuttle service for guests travelling to the site, which would also be focused on competition days to make the scheme more viable. The shuttle bus would travel to nearby local destinations including train/bus stations on a pre-booked basis and transport guests to the site. It could also drop guests back off at the public transport interchanges. Given the lack of public transport connections to the site, the electric minibus would act as a suitable alternative. It would be flexible and used on-demand when required.

Cycle Infrastructure

- 7.20 The latest site masterplan in **Appendix A** shows how a total of 30 cycle parking spaces would be provided to the north of the new hotel. These spaces would be sheltered and secure and encourage staff and visitors to travel by bike if they live within the local area. The hotel would be provided with showers and changing facilities for staff to make cycling a more attractive option.
- 7.21 Staff will be encouraged to sign up to the 'Cycle to Work' scheme. The Government's 'Cycle to Work' initiative allows employees of companies to purchase bikes and cycle equipment tax-free through their employer, which provides a significant reduction in the overall cost to the employee for these purchases. The Travel Plan Coordinator will liaise with an organisation such as 'Cyclescheme' (www.cyclescheme.co.uk), to get the scheme in place and

operating at the site. Negotiations could also be made directly with a local cycle shop to provide the discounted cycles and equipment.

- 7.22 A Bicycle User Group will also be set up at the site, meeting on a regular basis to discuss cycling related issues and identify ways to improve conditions for people cycling to the site. One member of staff at the site will become a designated 'cycle champion' and will coordinate these meetings. The remit of this group could include tasks such as organising events at the site to promote cycling and discussing how best to improve facilities for cyclists. A Bike Buddy Scheme could be set up within the group which allows employees to cycle to work in groups, which would make employees feel safer when travelling to work. The Travel Plan Coordinator could also explore the possibility of an on-site repair scheme.
- 7.23 An incentive scheme will also be set up at the site to reward employees who regularly travel to and from work by cycling. Incentives that will be offered could include entry into monthly prize draws, retail or food vouchers, or discounts within the spa and swimming pool. These incentives would also be extended to employees who travel by other sustainable modes on a regular basis, namely car sharing.

Car Sharing

- 7.24 The proposed development would provide a total of 122 parking spaces. Visitors travelling to the site in groups, for golfing weekends, would be encouraged to bring a maximum of one vehicle per bedroom rented at the hotel. Hotel staff would inform visitors of this during the booking process and also advertise alternative modes on the website. If visitors comply with this measure then they could be offered discounted hotel prices on their next stay or discounted prices within the spa/swimming facilities.

8.0 MONITORING AND REVIEW

Introduction

- 8.1 Travel Plans need to be flexible and adapted throughout the process to stay relevant and remain effective. As such, to ensure the effectiveness of the Framework Travel Plan, it is essential that it is monitored. This will involve measuring the performance of the plan against the targets set out and identifying areas for improvement.
- 8.2 It is recommended that monitoring takes place annually for a period of 5 years after baseline surveys and following each survey a Monitoring Report will be prepared in line with Section 4 of LCC's Travel Plan guidance.

Primary Target Monitoring

- 8.3 The main objective of this Framework Travel Plan is to:

“to actively engage with and encourage staff and guests to use sustainable modes of travel to access the golf club and hotel through effective promotion of sustainable modes that are available and reduce the number of single-occupancy car trips.”

- 8.4 To monitor the success of the Travel Plan, baseline surveys will be undertaken 3 months after the hotel opens. To monitor travel behaviours for staff it is recommended that travel questionnaires are undertaken, which ask staff a series of questions about their travel habits and incentives that could encourage travel by more sustainable modes. For visitors, it is recommended that questionnaires are conducted which would be completed by reception staff on guest arrival. These survey methodologies would record the travel behaviours of both staff and visitors and provide an overall modal split across the site. The results of the baseline surveys will feed into the preparation of the Detailed Travel Plan where the modal splits will be assessed and the targets updated if necessary. At this stage, alternative measures could be proposed to increase the share of a particular mode to help meet the overall targets. As mentioned above, once

baseline surveys and the Detailed Travel Plan have been completed, annual Monitoring Reports will be prepared for a period of 5 years.

8.5 Monitoring will occur over a wide range of time periods to examine different patterns of journeys that can be generated, including the morning and evening weekday peak hours and also various times across the weekend to reflect the nature of the site and the leisure uses. Monitoring will include Travel Questionnaires and SAM multi-modal surveys and there are a number of options for managing the monitoring process. For example:

- The Travel Plan Coordinator could be responsible for monitoring the Travel Plan themselves.
- The Travel Plan Coordinator could instruct a specialist transport consultant to monitor the Travel Plan.
- LCC can be commissioned to assist the Travel Plan Coordinator with monitoring the Travel Plan.

8.6 Further negotiations between the future Travel Plan manager and LCC would be held to establish the most suitable arrangement for monitoring the Travel Plan.

Secondary Target Monitoring

8.7 Measures identified as part of the Travel Plan should also be subject to ongoing monitoring on-site, i.e. reviewing the:

- Usage of Electric Minibus service
- Cycle parking occupancy.
- Uptake of the car-share scheme.
- Number of golf competitors using the minibus shuttle service.

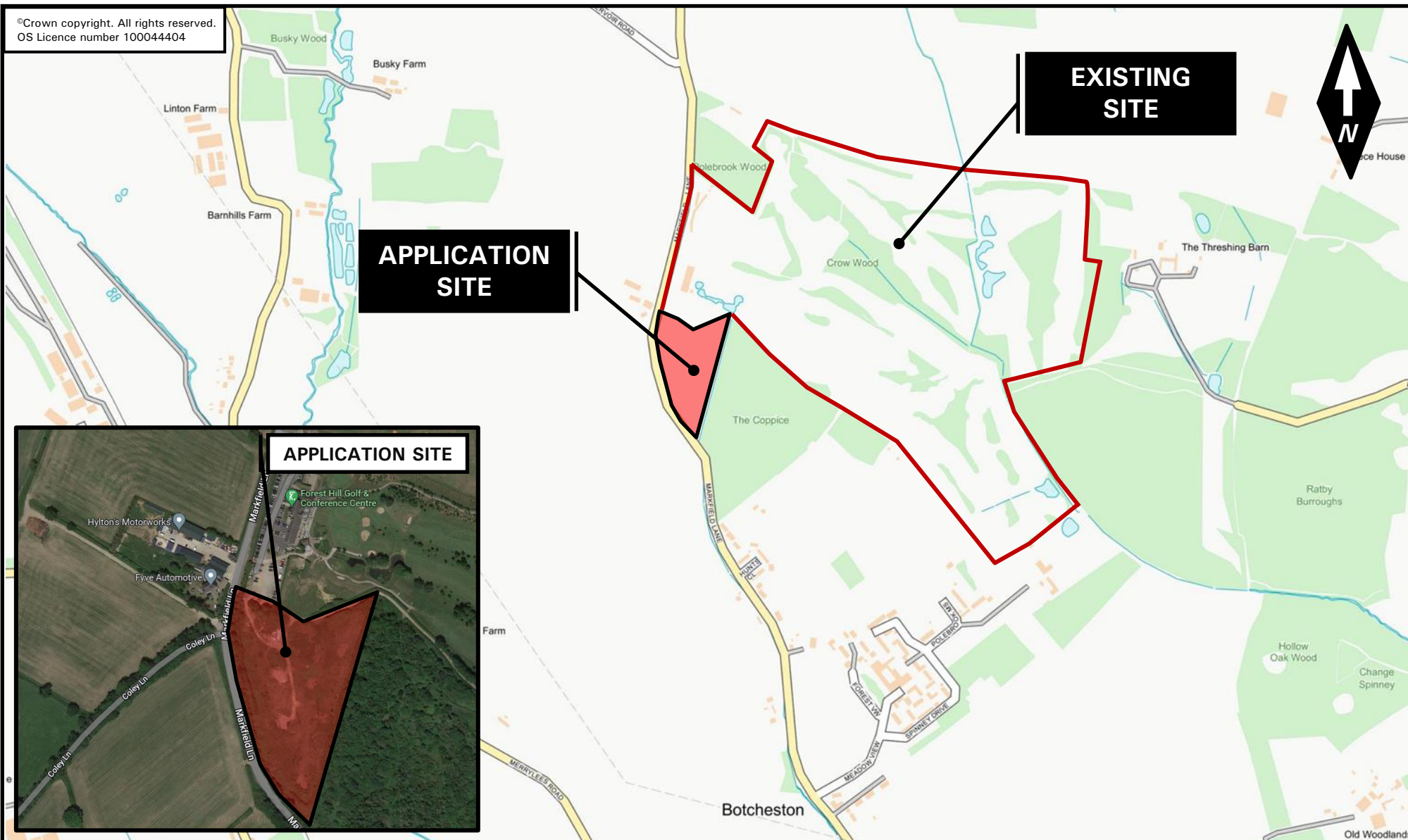
9.0 ACTION PLAN

9.1 This section of the report details the programme and timescales for implementing the various stages of the Travel Plan process. The Travel Plan Coordinator will be responsible for implementing the Travel Plan measures and conducting surveys (unless they choose to appoint a third-party consultant or LCC instead). The Action Plan sets out the tasks that the Travel Plan Coordinator should complete and draws together how the various elements of the Travel Plan process will be brought together. **Table 5** below sets out the Action Plan for the Travel Plan.

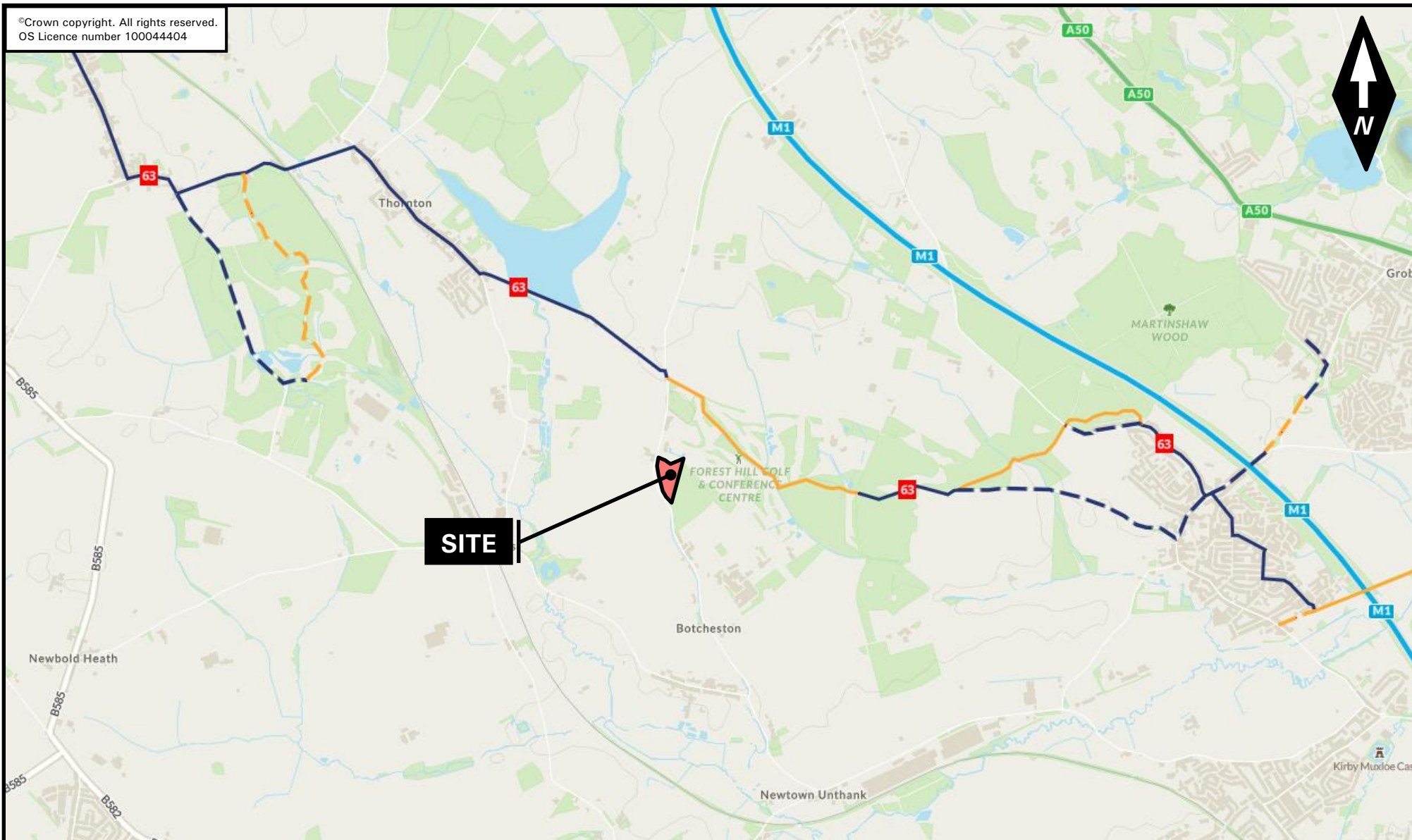
Table 5 – Action Plan

Action	Target Date	Responsibility
Appoint a Travel Plan Coordinator and submit details to LCC.	Two months prior to the hotel opening.	Management Team at Forest Hill Golf Club.
Coordinate and issue Employee Sustainable Travel Packs highlighting access to the site via sustainable modes.	Prior to the hotel opening.	Travel Plan Coordinator.
Start to implement other measures such as updating the website, liaising with car sharing companies etc.	Prior to the hotel opening.	Travel Plan Coordinator/Management Team.
Undertake baseline surveys, including staff/visitor travel questionnaires and/or SAM multi-modal survey for visitors.	After 3 months of the hotel opening	Travel Plan Coordinator.
Collate baseline survey results and prepare	After 6 months of the hotel opening.	Travel Plan Coordinator.

Detailed Travel Plan with revised targets and measures (if required)		
Audit usage of communal Travel Plan measures e.g. car share database.	After 9 months of the hotel opening.	Travel Plan Coordinator.
Review strategy to advise staff and visitors of the Travel Plan and of any revised measures.	After 9 months of initial occupation.	Travel Plan Coordinator.
Review all monitoring actions and Travel Plan details with LCC Travel Plan Officer.	After 12 months of initial occupation.	Travel Plan Coordinator
Complete Monitoring Report following further surveys being completed (travel questionnaires and SAM multi-modal surveys).	Annually following baseline surveys	Travel Plan Coordinator.

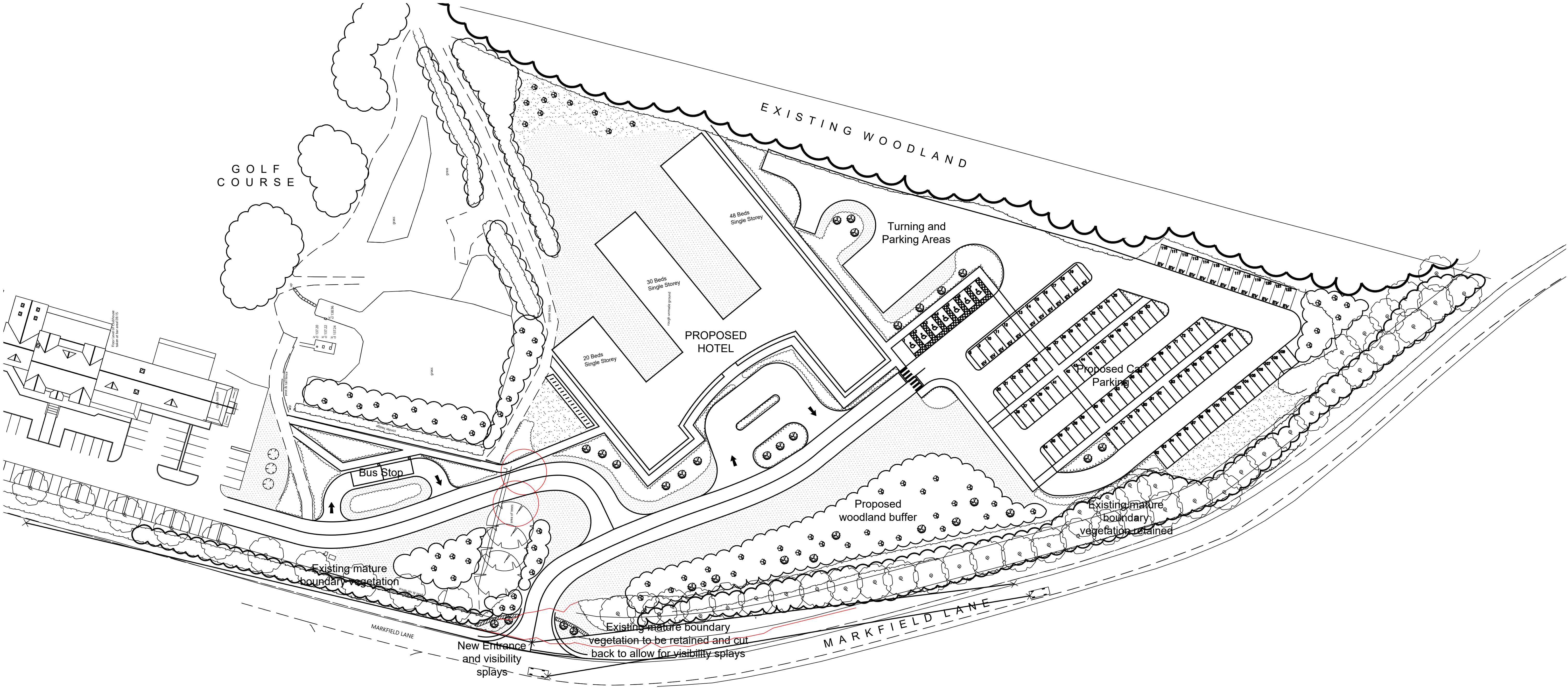


SCALE: Do Not Scale	CLIENT: SPARSIS LEISURE LIMITED	JOB TITLE: FOREST HILL GOLF CLUB, BOTCHESTON		
DATE: 09.06.22	TITLE: DETAILED SITE LOCATION			
DRAWN: MB			JOB NUMBER: F19109	FIGURE: 2



SCALE: Do Not Scale	CLIENT: SPARSIS LEISURE LIMITED	JOB TITLE: FOREST HILL GOLF CLUB, BOTCHESTON		
DATE: 09.06.22				
DRAWN: MB	TITLE: NATIONAL CYCLE ROUTES (taken from www.sustrans.org.uk)		JOB NUMBER: F19109	FIGURE: 6

APPENDIX A – LATEST SITE MASTERPLAN



KEY:

HARD LANDSCAPE SCHEDULE

-
- PROPOSED BUILDINGS:
Proposed buildings. See MAC architects & design consultants drawings for details.
-
- PROPOSED PARKING SPACES:
Proposed parking spaces to be delineated using herringbone block paving 'light grey colour' to increase the aesthetic of the internal parking areas.
-
- PROPOSED PEDESTRIAN SHARED SURFACES:
Proposed pedestrian shared surfaces and priority footpath to be herringbone block paving 'natural colour'.
-
- PROPOSED ROADWAYS AND FOOTPATHS:
Proposed roadways and footpaths to the sites internal areas to be tarmac.
-
- PROPOSED BUILDING ENTRANCE:
Pedestrian areas to building entrance to be high quality paving flags to reflect the quality of the proposed building.

SOFT LANDSCAPE SCHEDULE

-
- PROPOSED NATIVE, EXTRA HEAVY STANDARD TREE PLANTING:
Native Extra Heavy Standard (EHS) trees to improve bio-diversity, structure and interest through fruit, blossom and autumn colour. Planted to strengthen the boundaries, screen views in and out of the site and add structure to the street scene, local woodland, copses and individual trees. Examples species to use: Betula pendula, Quercus rober, Sorbus aucuparia, Prunus Avium
-
- PROPOSED NATIVE STANDARD (SELECTED) TREES:
Native Standard (Selected) Trees to improve to improve the existing and local aesthetic quality of the site including near by woodland, copses and individual trees. The new tree planting is proposed to both the internal areas and boundaries of the site. Examples species to use: Alnus glutinosa, Crataegus monogyna, Prunus avium, Sorbus aria
-
- PROPOSED MIXED NATIVE WHIP PLANTING TO CREATE WOODLAND AREAS:
New mixed native whip planting to strengthen existing vegetation, woodland, copses and individual trees which will in turn soften boundaries and reduce views in and out of the site, improve bio-diversity and integrate the proposals into the fabric of the wider landscape. Planting to include evergreens.
-
- PROPOSED NATIVE SHRUB PLANTING:
Proposed native block shrub planting to site boundaries to support the existing vegetation and soften larger planting into the internal areas of the site. Example species include Viburnum davidii, Cornus alba, Choisya ternata.

-
- PROPOSED SINGLE SPECIES NATIVE HEDGE:
Proposed single species native hedge to increase the aesthetic of the entrance, improve bio-diversity and add instant structure.
-
- PROPOSED ORNAMENTAL SHRUB PLANTING:
Ornamental shrub planting to provide all year interest, colour and structure while improving bio-diversity. To include natives, perennials, evergreens and ornamental grasses. Mainly located in the center of the site to soften borders and edges and improve the street scene. Examples species include: 'Ilex verticillata' 'twinkl purple', Nepeta six hills giant, Prunus Otton Lyken, Calamagrostis 'Karl Foerster'
-
- HERITAGE HEDGEROW & WOODLAND EDGE SEED MIX:
Low maintenance grass and wildflower seed mix. Seed mix ideal for country parks, nature reserves, public open spaces, hedgerows and woodland edge areas to soften edges and assist in integrating the proposals into the wider landscape.
-
- LOW MAINTENANCE TURF:
Hard wearing, slow growing, drought tolerant, low maintenance turf to internal site areas.
-
- EXISTING TREES AND VEGETATION TO BE RETAINED:
Existing trees and vegetation to be retained to support the proposals, soften views in and out of the site and retain the ecological value of the site.
-
- EXISTING VEGETATION TO BE THINNED:
Sections of existing vegetation to be thinned/cut back where shown to allow for new proposals.

PLANTING & DRAWING NOTES:

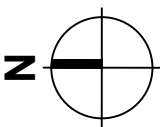
See MAC architects & design consultants drawings for further details.

All construction work adjacent to trees to be in accordance with BS 5837:2012 Trees in relation to design, demolition and construction recommendations.

Future detailed design and detailed specification to the soft landscape and planting design to be in accordance with the National Forest design guide.

Fencing should be erected prior to the commencement of works on site.

SCALE



FOR PLANNING

PROJECT

PROPOSED HOTEL, MARKFIELD LANE, LEICESTER

TITLE

OUTLINE SOFT LANDSCAPE PROPOSALS

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06 / 06 / 2022

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