

## **WALKER ENGINEERING**

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## **Bloor Homes (Midlands) Limited**

**Normandy Fields**

**Hinckley**

**Travel Plan**

**(Phase 7)**

January 2026  
(Updated from January 2022)

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## Section 1 Introduction

### 1.1 Background

This Report has been prepared to discharge Planning Condition 7 of *Outline Planning Consent* Ref 15/00188/OUT with respect to the 850 dwelling *Normandy Fields* development in Hinckley, as extended to 1,003 by subsequent *Full Planning Consent* (FPC) Ref 23/0057/FUL. The Planning Authority for the submission is *Hinckley & Bosworth Borough Council* (HBBC), whilst responsibilities for Highways & Transportation fall to *Leicestershire County Council* (LCC).

This version of the *Normandy Fields Travel Plan* (or NFTP as it is to be known) has been developed by *Bloor Homes (Midlands) Limited* (Bloor – the Developer) in support of Phase 7 of development at the Normandy Fields site (**Appendix A**). It will also form the core documentation however for continued development across subsequent phases in accordance with the requirements of the Planning Consents and is based on the approved and most recent submission for Phase 4+. As of the end of 2025 just under 350 of the approved 1,000 or so total units have been occupied. The Masterplan for Phase 7 is provided at **Appendix B** and encompasses 126 dwellings.

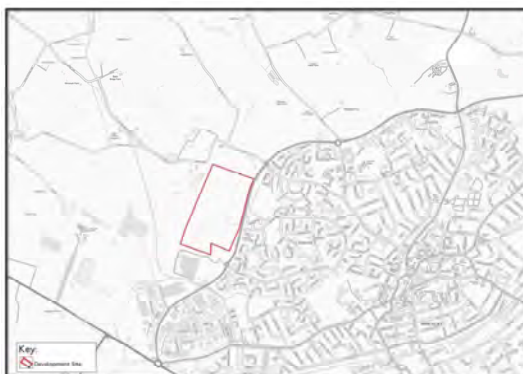
For the purposes of identification, the two authorities noted above are referred to as *The Councils* within this Report.

The NFTP is based on sustainable transport principles which are aimed at reducing dependency on private car use. For travellers, *The Plan* promotes walking, cycling and public transport as the main initiatives in order to reduce traffic congestion resulting from the site. Additionally, this version of the NFTP intentionally provides the opportunity for residents to *Work-from-Home* to avoid the need to travel altogether, through the provision of *High Speed Broadband* connections to each dwelling. Home working proved very popular during the Covid-19 lockdowns and has thus been included herein as a legitimate and valid alternative to car travel.

### 1.2 Existing Transport Infrastructure & Required Improvements

The site is part of a proposed mixed-use development covering around 50ha of land to the west of the A47 at Hinckley in Leicestershire. It is located approximately 2km west of Hinckley Town Centre as shown below, with Phase 7 shown on **Figure 1**:-

**Plan 1 - Site Location Schematic**



**Figure 1 - Site Location Plan**



*Full Planning Consent* has been granted for a 153 unit extension to the site as noted above. The extant *Outline Planning Consent* covers the remaining 850, together with local convenience Retail Development of up to 500 sqm (Use Class A1) which has now opened as a Co-op; a Primary School (Use Class D1 – for 210 pupils); Community Facilities (Use Class D2); Sports Pitches, Parkland, Children's Play Areas & Allotments and Public Open Space & Landscaping.

Vehicular access to the development will be past Phase 8, as per **Appendix B**. The internal road system to the site as a whole has already been designed to allow public transport circulation whilst a network of attractive routes for pedestrians and cyclist is also available to promote these as the modes of choice for local trip-making.

A package of measures was required as part of the Planning Consent and updated Section 106 Agreement for the development to promote the safe and efficient operation of the proposed site access and provide improved linkages between the site and adjacent areas of Hinckley for pedestrians and cyclists. As a result, the *Base Position* with regards to access now comprises:-

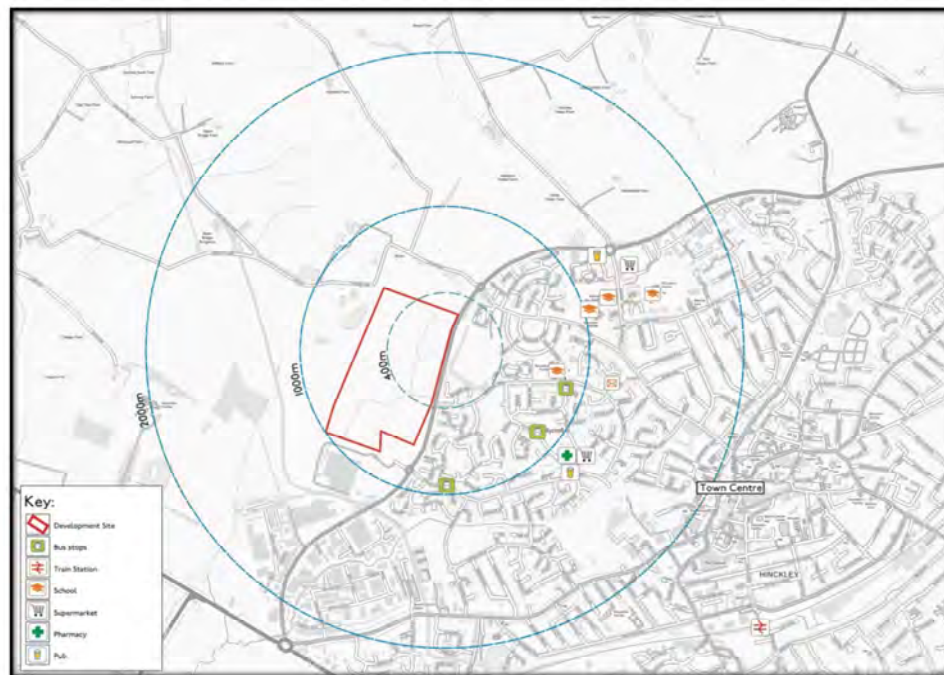
- A reduced Speed Limit on Normandy Way between the Wykin Road Roundabout to the north of the site and the Roston Drive Roundabout to the south, from 50 mph to 40 mph;
- A Toucan Crossings on Normandy Way immediately to the south of the site access and on the access road within it, for use by pedestrians and cyclists. A further informal crossing is available on Normandy Way towards the northern end of the site frontage for use by pedestrians and cyclists, with connecting footway/cycleway provision within the site also being provided;
- The re-allocation of highway space on Normandy Way with the carriageway being reduced to 7.3 metres between the Wykin Road and Roston Drive Roundabouts to allow widening of the cycleway on the eastern side (far-side) to 3.0 metres, thereby connecting with the network of walking and cycling routes serving Hinckley (see below).

### 1.3 Sustainable Access

Walking is considered the most important mode of travel at a local level with potential to replace short car trips particularly under 2 kilometres, whilst cycling also has the potential to substitute for short car trips, particularly those under 5km. The existing walking catchments are shown below and on **Figure 2** along with relevant local destinations, with the key catchment extending to Hinckley Town Centre to the south-east of the site. It also includes substantial residential areas of the town to the immediate east of the A47 and major employment areas along the A47 corridor to the north and south of the site. Pedestrian access from Phase 7 to the A47 is proposed.

Wykin Community Park on the eastern side of Normandy Way is easily accessible on foot, whilst facilities provided within the site itself include a Primary School and a recently opened Co-op Local Store. Both are within easy walking distance of all parts of the site.

### ***Plan 2 – Walking Catchments***



In addition to footways provided alongside the various existing roads, a network of *Public Rights of Way* (PRoW's) is available for pedestrian movement, as indicated in **Appendix C**. PRoW's passing through the extant development have been retained and enhanced, whilst access to others that adjoin provides a useful leisure resource for residents and further options for pedestrian movement and connectivity.

The 5km cycling catchment includes the full extent of the Hinckley Urban Area as well as parts of Nuneaton (including the Town Centre) and Barwell. In this context LCC has provided a plan showing the network of routes for cyclists that are currently available in the Hinckley area and this is included at **Appendix D**.

A continuous surfaced cycleway is available to the east of the A47 and extends over the full length of the A47 *Hinckley Northern Bypass*. The cycleway has been widened to 3.0 metres between the Wykin Road & Roston Drive Roundabouts as part of the extant development as noted above. It provides convenient access to employment areas along the A47 corridor to the north and south of the site as can be seen from the County Council's plan, with access to it being available by means of a new Toucan Crossing. Cycling to the Town Centre via the *Outlands Drive Cycle Route* is a realistic option, since at a distance of just 2km it would take only 8 minutes at a normal cycling speed of 15kph to reach. Employment opportunities, shopping, leisure and community facilities are thus conveniently accessible to cyclists based at the site, as is the Railway Station.

Hinckley is served by a well-developed network of bus services emanating from the Town Centre, as detailed in **Appendix E**. Frequent services are available from the main Bus Station to Leicester, Nuneaton and Coventry via various routes, whilst a range of Local Centres including Earl Shilton, Barwell and Burbage are also served.

The layout of the extant development has been designed to allow access by buses (historically referred to as Route 10 but currently operated as Route 11 by Stagecoach), with all dwellings including Phase 7 being located within 400 metres of a future bus stop. Route 11 was extended into the site in 2025, with the first bus stop being located close to the Site Access Roundabout and Co-op Local Store. It is currently served via a U-turn at the first on-site roundabout, with all buses then leaving to continue to their ultimate destinations via the same route. As the scale of development increases however the initial bus service will be organically extended in line with **Appendix H**, with buses circulating around the major residential areas as parts are built-out. The provision of these new or extended bus services is fully covered by Schedule 7 of the extant Section 106 Agreement for the main site and Condition 13 of the FPC Phase 4+ extension.

Passenger Rail Services are available from Hinckley Railway Station (approximately 3.5km from the site) from whence trains run on the Birmingham New Street to Leicester line each day, with most services calling at Nuneaton and Coleshill towards Birmingham and at Narborough en-route to Leicester. Journey time by train is approximately 39 minutes to Birmingham and 19 minutes to Leicester.

Some 70 car parking spaces are provided at the Station, making multi modal journeys possible. It is conveniently accessible by cycle too as noted above and is served by buses on Routes 3, 7 & 8. Rail may thus be considered as an option for journeys to and from the main urban centres of Nuneaton, Coleshill, Birmingham and Leicester.

Based on the above analysis and the available local infrastructure, it is considered that there are significant opportunities for trips generated by the development to be made by cycle. These include the potential for longer distance multi-modal journeys and in particular use of the Local Rail Network via Hinckley Railway Station.

### 1.3 Nature of the Development

Through the granting of a *Full Planning Application* for Phase 4+, Bloor Homes plans to extend the development permitted by the original *Outline Planning Consent* Ref 15/00188/OUT at Normandy Fields from 850 to 1,003 dwellings. To date, just under 350 of the approved total of 1,003 dwellings have been occupied.

### 1.4 The Travel Plan Proposals

The main reason for introducing a *Travel Plan* arises from the planning priorities for the site and the parking and travel demands emanating from it. The NFTP therefore identifies a range of alternative transport means to the site and also other ways of reducing car usage in overall terms. Proposals include:-

- Measures to provide more travel choice;
- An implementation strategy for the proposals;
- Targets for travel by various modes;
- Proposals for monitoring the Plan.

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## Section 2      Planning Context

### 2.1      Current Position

The majority of the site benefits from an *Outline Planning Consent* Ref 15/00188/OUT covering 850 dwellings, with the remaining 153 being enacted by *Full Planning Consent* (FPC) Ref 23/0057/FUL. This version of the NFTP has been developed specifically to discharge Condition 7 of the Outline Consent with respect to Phase 7.

For reference, Condition 7 states that:-

*In accordance with the Phasing Plan, prior to the occupation of each phase a Residential Travel Plan, in accordance with the Framework Travel Plan, shall be submitted to and agreed in writing by the LPA. The measures approved shall thereafter be provided.*

In addition, the Section 106 Agreement for the site provides for a number of sustainable transport measures including the provision of new bus stops and a permanent route extension; payments to cover free bus travel and public transport subsidies. These will be enacted partly by the Developer and partly LCC and have been include as part of the NFTP proposals.

## **Section 3      Travel Plan Limits**

### **3.1      Limits of Application**

This version of *The Normandy Fields Travel Plan* is intended to cover only the 126 residential units that form part of the Phase 7 development defined by the current Phasing Plan at **Appendix A** and the site Masterplan at **Appendix B**. It does not relate specifically to any other adjacent residential areas that may be brought forward by the housebuilder, nor the non-residential components of the overall development. It will however form the core documentation for these areas and provide guidance for the continued development of the site in accordance with the requirements of the two Planning Consents.

### **3.2      Lifespan**

*The Normandy Fields Travel Plan* will run from first occupation of the development for a period of 5 years following its completion. This period will however be extended for a further year should the targets stated at **Section 4.3** below not be met by the end of that period and additional remedial actions in accordance with **Section 5.2.9** be required. It will in any event run for at least one year after the occupation of the last dwelling on the combined site or phase, as appropriate.

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## Section 4 Overall Development Transport Policy

### 4.1 Point of Contact

The *Normandy Fields Travel Plan* and the transport policies contained within it have been developed by *Lawrence Walker Limited* (LWL) in conjunction with Bloor. They are intended for implementation as part of the development proposals for the site.

All responsibilities for the NFTP, its policies and ultimate implementation rest with LWL, who's nominated **Travel Plan Co-ordinator** for the site is:-

Mr. Steven Johnstone  
Lawrence Walker Limited  
Church Farm  
Leamington Hastings  
Warwickshire CV23 8DZ

Tel - 01926 632111  
Email - lw ltd@btopenworld.com

### 4.2 Travel Patterns & Surveys

Phases 1, 2, 3, 4 & 4+ of the Normandy Fields site are currently under construction and LWL undertook the most recent full travel survey of occupied units in the Autumn of 2025 based on a methodology that accords with standard industry practices. Its findings have been used to tailor this Phase 7 Travel Plan.

Since travel surveys are accurate for only a relatively short period of time following their instigation, it is LWL's intention that the survey process be repeated annually. The results of each survey will then be used to review progress against current day and targeted modal splits, as well as a means of testing the effectiveness of any new measures as required. Each travel survey will include a conventional traffic count to enable accurate modal split percentages to be calculated.

### 4.3 Targets & Objectives

In keeping with the aspirations of the most recently approved Phase 4+ *Detailed Travel Plan* (DTP), the primary objective of this Phase 7 NFTP will be to ultimately deliver a 15% reduction in peak hour vehicle trips to and from the site over a five year period by limiting SOCD usage to 60% overall as per **Tables 1 & 2** below. This is a highly challenging target.

Numerically, the average SOCD modal share recorded in September 2024 based on 286 occupied dwellings was around 70% as surveyed, falling to 62% if all home working is factored in. As a percentage of the actual targeted number of person trips given below however, the figure is just **50%**. This is the true measure of car impact and is close to the five-year SOCD target. The figure is well below that which is prevalent in the area in the absence of any Travel Plan measures as noted above; being 75%.

**Table 1: Reference Person Trips (Per 100 Dwellings)**

| Mode                                | Person Trips |          |         |          |
|-------------------------------------|--------------|----------|---------|----------|
|                                     | AM (In)      | AM (Out) | PM (In) | PM (Out) |
| Total Movements (Including Virtual) | 25           | 60       | 55      | 30       |
| Car                                 | 19           | 45       | 41      | 23       |
| Car Share (Passenger)               | 1            | 3        | 3       | 1        |
| Public Transport (Bus)              | 1            | 2        | 2       | 1        |
| Rail                                | -            | -        | -       | -        |
| Walk/Cycle/Other                    | 4            | 9        | 8       | 5        |
| Working from Home                   | -            | 1        | 1       | -        |

**Table 2: Target Person Trips (Per 100 Dwellings)**

| Mode               |     | Person Trips |          |         |          |
|--------------------|-----|--------------|----------|---------|----------|
|                    |     | AM (In)      | AM (Out) | PM (In) | PM (Out) |
| Total Person Trips |     | 25           | 60       | 55      | 30       |
| Car (SOCD's)       | 60% | 15           | 35       | 30      | 20       |
| Car Share          | 10% | 1            | 6        | 6       | 1        |
| Public Transport   | 5%  | 1            | 3        | 3       | 1        |
| Walk/Cycle         | 15% | 5            | 9        | 9       | 5        |
| Work from Home     | 10% | 3            | 7        | 7       | 3        |

#### 4.4 Actions

In addition to the above numerical targets for the various travel modes considered, five key “*Headline*” initiatives will also be enacted as the development progresses to assist in their delivery.

These “Action” type targets take the form of specific commitments that have been tailored to aid their delivery and allow for easy monitoring. They are specific, measurable, achievable and time-bound in the context of the site’s delivery programme, and comprise the following five key measures listed below:-

- Provision of up-to-date cycle and walking maps and associated health advice, together with new on-site signage by the end of 2026;
- Agreement with The Councils to use similar “Welcome Packs” to those provided for Phases 1 & 2 (**Appendix G**) and the publication thereof by the autumn of 2026. It should be noted that these have been re-purposed and deployed at five Bloor sites in Leicestershire, including Bushby and Oadby, as well as all Phases at Hinckley. Their deployment at Hinckley Phase 7 is intended as an interim measure pending the provision by them of LCC’s own document in line with their Section 106 obligation. Funding has already been provided for this by the Developer;
- Agreement with The Councils to continue to use the Travel Survey pro-forma and Monitoring Report format deployed already across all phases when required at the end of 2026, as provided herein at **Appendix F**;
- Joining of the Liftshare.com web-based car-share scheme before the end of 2026;
- Provision of a draft Travel Webpage for the development by the end of 2026 and a fully operational version by the end of 2027.

#### 4.5 Objectives

The three main transportation policy objectives which apply to the development will be as follows:-

- To achieve within five years a *15% Reduction* in overall SOCD car usage associated with the development through the achievement of 30% non-car driver usage;
- To encourage *Home Working* and thereby achieve an overall reduction of 10% in total journeys made to and from the site;
- To promote *Walking & Cycling* as the primary means of transport;

#### 4.6 Management Support

Travel Plans can fail to operate properly if there is inadequate consultation between the participants or if the TP in question fails to enjoy management support. An additional measure has therefore been agreed with Bloor Homes which will be given their continuing and full support through an undertaking to provide:-

- Support and funding for their nominated Travel Plan Co-ordinator, who will be charged with liaising with The Councils as part of his duties on a regular basis, with formal meetings being arranged periodically.

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## Section 5      Specific Travel Plan Proposals

### 5.1      Principles

Whilst the targets noted above for modal share have been established for the entire development, they are in part subject to influence by each enclave and street as the development progress. A successful *Travel Plan* will involve changing established or desired travel modes across every part, so to do this the NFTP will include both physical “Hard” measures - such as the construction of new footpaths - and other “Soft” measures aimed at improving awareness, or encouraging the use, of more sustainable travel options. Both types of measure are now outlined below.

### 5.2      Mechanisms

#### 5.2.1    Travel Surveys & Performance Indicators

Travel and traffic surveys will be undertaken towards the end of 2026. They will then be updated annually to determine the reasons for car dependency locally and the possibilities for reducing it in favour of more sustainable transport modes. The best options for reducing car usage can then be determined.

- Travel surveys will be carried out by LWL. Surveys will be repeated during the life of the development on an annual basis and then for five years hence. An example of the current pro-forma is included as **Appendix F**, which itself includes information on the levels of car ownership to ensure that appropriate provisions are maintained across the site for new residents. Re-use of this survey format will be agreed with the The Councils before its use in 2026.

#### 5.2.2    Travel Plan Co-ordination

*The Normandy Fields Travel Plan* will be monitored to ensure that it meets targets. This will be carried out by the nominated Travel Plan Co-ordinator who will be responsible for the initiation and publicising of the various NFTP initiatives. The post will remain supported for the lifespan of the Plan.

The primary duties of the Travel Co-ordinator will be introduce and control the following “Soft” measures:-

- To review, develop and oversee the implementation of initiatives outlined in the NFTP and the achievement of the modal shift targets specified therein;
- To promote, market and monitor progress of the NFTP and detect trends in change against targets and report to the The Councils, and;
- To provide “Welcome Packs” for all residents that will be handed out as they move in in line with **Appendix G** (see also **Section 4.4** above).

- 5.2.3 Local provider Arriva currently operates a convenient service that connects with the local villages and towns via the A47 (Route 7) along the eastern boundary of the development. It provides a 60-minute frequency between the main destinations (**Appendix E**). Additionally, there are separate Section 106 and FPC obligations at Condition 13 to provide new bus services into the site, with a separate provision to allow for future use of the Spine Road by buses with bus stops being located along it. The first stage of this new service has been enacted, with Stagecoach operating what is now called Route 11 into the site connecting the Co-op directly with the Town Centre as described at **Section 1.2** above. As this service is rolled-out in line with **Appendix H**, the entire site will ultimately lie within 400m of a bus stop, representing an attractive offer to new residents. The new bus services are funded by the extant Section 106 Agreement through a Developer contribution.

The impact of Covid-19 greatly reduced use of *Public Transport* (PT) and even today it has not recovered to pre-lockdown levels. It may not do so for several years yet; by which time the Phase 7 development may well be substantially complete. For this reason, PT has been targeted with achieving only a modest overall level of increase compared to the pre-Covid figure.

There is a requirement within the extant S106 Agreement to fund the provision of free “Taster” Travel Passes for use on existing and extended bus routes, which is being looked after by LCC (i.e. not the Travel Plan Co-ordinator) on behalf of Bloor. However, the Travel Plan Co-ordinator has also issued a small number as part of the development to date. This should be noted in the context of remedial measures in accordance with **Section 5.2.9** herein, should any ultimately be required and any additions proposed for Phase 7.

Overall, the following provisions relating to bus travel will be made to help the 5% target for all journeys to be made by Public Transport to be met and maintained:-

*“Hard” Measures:-*

- Roll-out of the *Public Transport Strategy* as per **Appendix H** for Phase 4+, including the provision of further new bus stops within the development and sustainable easy pedestrian access to them from individual dwellings as the site progresses.

*“Soft” Measures:-*

- The provision of timetable information for all residents from the initial occupation of any new dwelling via the “Welcome Packs”.

In addition, the Travel Plan Co-ordinator will work with the County Council to ensure that funding already provided by Bloor to encourage bus usage is spent and that potential bus travellers are aware of its existence. This will be done mainly through with the continued issuing of the “Welcome Packs” which should fall to LCC to undertake, but is currently being dealt with on an interim basis by Bloor through the Travel Plan Co-ordinator (see **Appendix G**).

- 5.2.4 The nearest Railway Station to the site is Hinckley, which is approximately 3.5km from the site by road and is thus within easy cycling distance of the development. The Station is served by the Birmingham New Street to Leicester line each day, with most services calling at Nuneaton and Coleshill towards Birmingham and at Narborough en-route to Leicester. Journey time by train is approximately 39 minutes to Birmingham and 19 minutes to Leicester. The Route 6A bus provides a convenient link to the Station from the site via the Town Centre at peak times.

Transport links between the Railway Station and the site will be promoted by the following “Soft” measures. Rail is not targeted with achieving any specific usage level in the immediate future, but a modest patronage over the lifetime of the development would be beneficial, aided by:-

- The provision of bus and rail timetable information for all residents from the initial occupation of any new dwelling via the “Welcome Packs”. This will include a map showing the best walking and cycling routes to the Station.

#### 5.2.5 Passenger Information & Travel Packs

For rail and bus travel, the provision of passenger information is important to ensure that residents will view public transport as a viable alternative to the car. A major task of the Travel Plan Co-ordinator will thus be to disseminate information effectively. This will be made available both physically and electronically to all.

The following “Soft” measures are proposed:-

- A *Welcome Pack* will be provided by LCC to all residents upon occupation in accordance with the extant Section 106 Agreement to ensure that information relating to travel options is available in both a quick and convenient manner (see also **Section 4.4** above and **Appendix G**). Information provided will be up-dated through “Fliers” on a regular basis. The Travel Pack itself will define the role of the Travel Plan Co-ordinator and provide contact details, as well as providing information on walking & cycling routes, local amenities & facilities and bus and rail services, including timetables and route plans. The Pack will also contain application forms allowing each dwelling to claim up to two free six-month bus passes. In the short term, the extant Phase 1 & 2 Bloor document provide at **Appendix G** will be made available in line with **Section 4.4** above;
- The Travel Plan Co-ordinator will circulate details relating to existing “Apps” such as LCC’s *Free Betterpoints* app which provides information on travel and the use of non-car modes via the internet on a *Real Time Information* (RTI) basis. It is intended that these “Apps” will provide direct links to both Rail and Bus RTI travel information Websites to enable users to download the most appropriate information onto their mobile devices.

### 5.2.6 Car Sharing

Car sharing is an effective means of reducing the number of cars driven to and from any development that exists in a post-Covid world. For this reason, it forms an important component of NFTP and is targeted with accommodating **10%** of all peak hour journeys to and from the site in future years.

With this in mind, the following “Soft” proposals for car sharing are included as part of the overall NFTP, which will be instigated by the Travel Plan Co-ordinator:-

- Joining of the Liftshare.com web-based car-share scheme;
- Joining of other existing web-based car-share initiatives and sites such as [www.goshare.com](http://www.goshare.com) through the setting up of a private group licence for the site;
- The Travel Plan Co-ordinator will be responsible for maximising car sharing take-up amongst residents. To achieve this, he will contact individuals on a regular basis to maximise the numbers sharing daily journeys. He will also raise awareness with residents of existing Car-Share services, which include the existing [www.Liftshare.com](http://www.Liftshare.com) website.

### 5.2.7 Cycling & Walking

Normandy Fields is sited in a sustainable area with good local facilities within easy walking and cycling distance of it, as is shown on **Figure 2**. As a result, **15%** of all journeys are expected to be made on foot or by cycle. The following “Soft” measure is proposed to help encourage non-vehicular travel:-

- The Travel Plan Co-ordinator will promote walking and cycling as suitable means of travelling, highlighting the health benefits thereof.

Important aspects of cycling are security, maintenance and marketing. This is particularly true where the maintenance of lighting is concerned, which should be provided and repaired immediately in order to ensure that routes used by cyclists enjoy the maximum patronage. One of the roles of the Travel Plan Co-ordinator will therefore be to ensure that roads both in and around the site are maintained and the vulnerability of those using them minimised as a consequence.

Allied to cycle usage is security of the cycles themselves. For those residents who own a garage this is straightforward, but for those without the secure and convenient storage of cycles can play an important part in a decision to purchase and then use one in the first instance. For this reason all houses without garages will be provided with a secure storage shed sited at a convenient location to allow a number of cycles to be kept safe and dry. By this means, those without garages will still be catered for.

Cycling can be encouraged through bicycle loans offered by the Developer. Such a scheme can be implemented at a relatively low cost and can be set-up easily at the start of development to ensure maximum take-up.

The following “Soft” measure is therefore proposed:-

- Bloor will, in conjunction with The Councils, seek to implement a cycle loan scheme. In this context, it would be their intention to seek local support for the provision of cycles; the availability of which will be co-ordinated via the Travel Plan Co-ordinator. It is intended that at least 10 new pool cycles will be provided as part of this scheme, with additional units being added as necessary to meet rental demand and allocated through a *Cycle Voucher* discount scheme.

Another key part of cycling is knowledge, encompassing both routes and the use of cycles themselves. This is particularly true where cyclists may be unfamiliar with routes around the site that have been newly added, or simply where would-be cyclists need a bit of encouragement to make the leap from car to cycle.

With this and the previous context in mind, the Travel Plan Co-ordinator will instigate the following “Soft” measures in conjunction with LCC through the “Welcome Packs”:-

- Provide up-to-date cycle maps (encompassing both NFTP productions and existing LCC publications) and improved awareness in and around the site to encourage the use of cycles as a means of travel;
- Establish a *Cycle Group* within Normandy Fields to allow users to share common thoughts and worries about cycling, including a cycle “Buddy” scheme. This will be promoted as part of the “Welcome Packs” to allow residents and employees to sign-up on the day of taking residence on the site;
- Run regular on-site *Cycle Repair Events*, providing expertise and training in conjunction with local cycle shops such as “B. Page & Son” in Hinckley;
- Incorporate journey planning information into all publicity material, through raising awareness of the LCC service operated by their sustainable travel team;
- Ensure that lighting to local roads around the site is adequately maintained.

Walking to the site will be encouraged and there are currently several routes linking the surrounding residential areas to it by both recreational and more direct means (**Appendix D**). To maximise the potential of such routes, the Travel Plan Co-ordinator and Developer will:-

“Hard” Measures:-

- Provide new pedestrian routes connecting to the existing and directly to the A47.

“Soft” Measures:-

- Establish a *Walking Group* within Normandy Fields, with led walks taking place on a regular basis to both local amenities and sites of interest;

- Provide all residents with local walking (and cycling) maps via LCC indicating Public Footpaths and safe walking routes throughout the area, including condition of surfacing, widths, distances and times to local facilities, amenities and popular locations, lighting provisions and major road crossing locations. These will be included with the “Welcome Packs” for the site;
- Raise awareness of Local and National Sustainable Days such as *Walk to Work Day*, *Walking Month* and *Clean Air Day*, and encourage residents to take part.

### 5.2.8 Timescales

Specific timescales attached to the five key major initiatives contained within this NFTP are identified in **Section 4.4** as part of the “Action” target strategy. In addition it will also be necessary to make LCC aware of the draft proposals at an early stage due to the need for co-operation and their action if required under the FPC.

To achieve this, it is proposed to implement the following basic programme, independent of the occupation of each dwelling. Timeframes are relative to the formal discharge of Planning Conditions in this respect.

|                                                          |          |
|----------------------------------------------------------|----------|
| Confirm Travel Plan Co-ordinator with LCC                | 1 month  |
| Adoption of the Appendix G “Welcome Packs” by LCC        | 3 months |
| Provide draft Travel Webpage to LCC                      | 6 months |
| Confirm re-use of Phase 1 & 2 Travel Survey with LCC     | 6 months |
| Confirm re-use of Phase 1 & 2 Monitoring Report with LCC | 6 months |

### 5.2.9 Monitoring & Review

Monitoring of the NFTP will be the responsibility of the Travel Plan Co-ordinator, who will hold regular meetings with all interested parties in the pursuance of this responsibility. Apart from receiving regular updates from residents on the site and liaising with The Councils on transport related matters, the main monitoring process will involve travel surveys as described earlier in this NFTP.

Since travel surveys are accurate for only a relatively short period of time following their instigation, the survey process will be repeated in late 2026 and then annually based on the extant Phase 1 & 2 work undertaken towards the end of 2025. This will ensure that the information held by the Travel Plan Co-ordinator is up-to-date. The results of each survey will then be used to review progress against targeted modal splits and also as a means of testing the effectiveness of new measures as required. To do this, the Travel Plan Co-ordinator will calculate the actual number of journeys and percentage share of all travel modes to the site, based on all available information. This will then be presented on a rolling annual basis to The Councils for review. Where targets are not met, remedial actions will be proposed, agreed and then monitored for effect.

The figures calculated will additionally take account of known parameters (such as car movements) which will be counted independently:-

- An *Annual Monitoring and Review Report* for the site will be presented to The Councils (at no cost to The Councils) providing a comparison of achievements against targets. Should the SOCD for the period not be met, then the report will contain a spread of possible remedial measures for consideration;
- The report will also include a summary of changes to personnel, any new or changed partnerships and outline plans and proposals for the coming year. In addition, survey results will be circulated to all residents upon the completion of each survey;
- The format of the reporting will be based on that used in 2025 for the Phase 1 & 2 development, but will be subject to agreement with The Councils.

#### 5.2.10 Reducing Travel Demand – Home Working

Home working proved very popular during the Covid-19 Lockdowns and its deployment as a valid alternative to external car travel is thus included as a legitimate part of this version of the NFTP.

To encourage reductions in the overall travel demand associated with the site, a number of measures will be promoted to achieve at least the equivalent of a **10%** take-up in usage. These will include “Soft” initiatives to work from home on a regular basis and “Hard” help, comprising:-

- All new dwellings will have access to High Speed Broadband as part of the development’s construction. This will be available from day-one of occupation and houses will be individually designed to allow easy working.

In order to encourage residents to work from home, the benefits of so-doing will be expounded in the “Welcome Packs” as a series of “Soft” measures. The Travel Plan Co-ordinator will additionally work with the Sales Staff to ensure that all new potential residents are aware of the advantages and possibilities for a life-style change that home working can offer before they buy.

Once in occupation, help with setting-up businesses from home or simply advice on how to arrange time or provide order within the home environment will follow, along with regular visits and encouragement as part of an on-going liaison process. Home working in the modern world is relatively new, but the benefits are substantial and the Travel Plan Co-ordinator will seek to promote these with both residents and their employers. By so doing, it is hoped that some of the better parts of the Covid-19 Lockdowns can be retained and built into a more sustainable future.

#### 5.2.11 Marketing

The *NFTP Travel Webpage* will cover all aspects of travel and offer advice to all in an easy to follow manner. Its existence will itself be promoted by the “Welcome Packs”, “Fliers” and “News Bulletins”; all of which are made freely available to residents of the site on a regular basis.

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In addition, a permanent *Community Travel Notice Board* along with pop-up *Travel Information Stands* will be provided in prominent locations within the development to allow information to be disseminated in a more conventional manner. Both them, and the NFTP Travel Webpage, will include links to third-party travel Websites of interest such as Sustrans ([www.sustrans.org.uk](http://www.sustrans.org.uk) or now [www.walkwheelcycletrust.org.uk](http://www.walkwheelcycletrust.org.uk)) to allow dissemination of locally relevant travel information.

- The *Normandy Fields Travel Webpage* will serve as the main marketing tool for the NFTP and will provide free travel information to all users. Its existence will be made known by a series of “Fliers” on a regular basis and by the “Welcome Packs”. Additionally, a *Community Travel Notice Board* and pop-up *Travel Information Stands* will be provided and sited in prominent locations within the development for the lifetime of the TP.

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## Section 6 Summary & Proposals

### 6.1 Summary

*The Normandy Fields Travel Plan* (NFTP) aims to promote sustainable transport through a number of initiatives. It is the framework by which each resident will actively commit himself or herself, both in the short term and long term, to meeting the objectives of a more sustainable transport policy. *The Normandy Fields Travel Plan* sets out targets for realising a tangible modal shift from car to other more sustainable modes, including buses, cycling, walking and car sharing. It also defines the means by which the targets can be met and establishes a response to various factors including:-

- Recognition of the fact that a partnership approach between users, transport operators and the Local Authorities to transport issues is important, and;
- The need to take a pro-active approach to the development and implementation of a sustainable travel strategy for the management of travel demand in line with local and national policies.

### 6.2 Proposals

The future involvement of all residents is regarded as an important component to the overall success of the TP. Nevertheless, Bloor targets the limiting of car-born *Single Occupancy Car Drivers* (SOCD) to a ratio of no more than 60% of all travel modes upon full occupancy of the development as the principal objective of their sustainable travel strategy. Essential to the formulation and successful implementation of this Phase 7 Plan is a thorough understanding of the travel patterns of all future commuters. This knowledge will allow the NFTP to be tailored and reviewed to achieve the optimum results. The achievement of the traffic reduction target will then depend on the following headline measures, which Bloor undertakes to implement in conjunction with residents and the Local Authorities. Bloor will therefore implement the following measures, with timescales and milestones to be agreed with LCC following the approval of this Phase 7 NFTP to allow easy monitoring. Most will be pre-occupation, but others involving phased roll-outs such as the *Public Transport Strategy* are likely to be linked to occupation levels. Either way, all measures will be reported in the

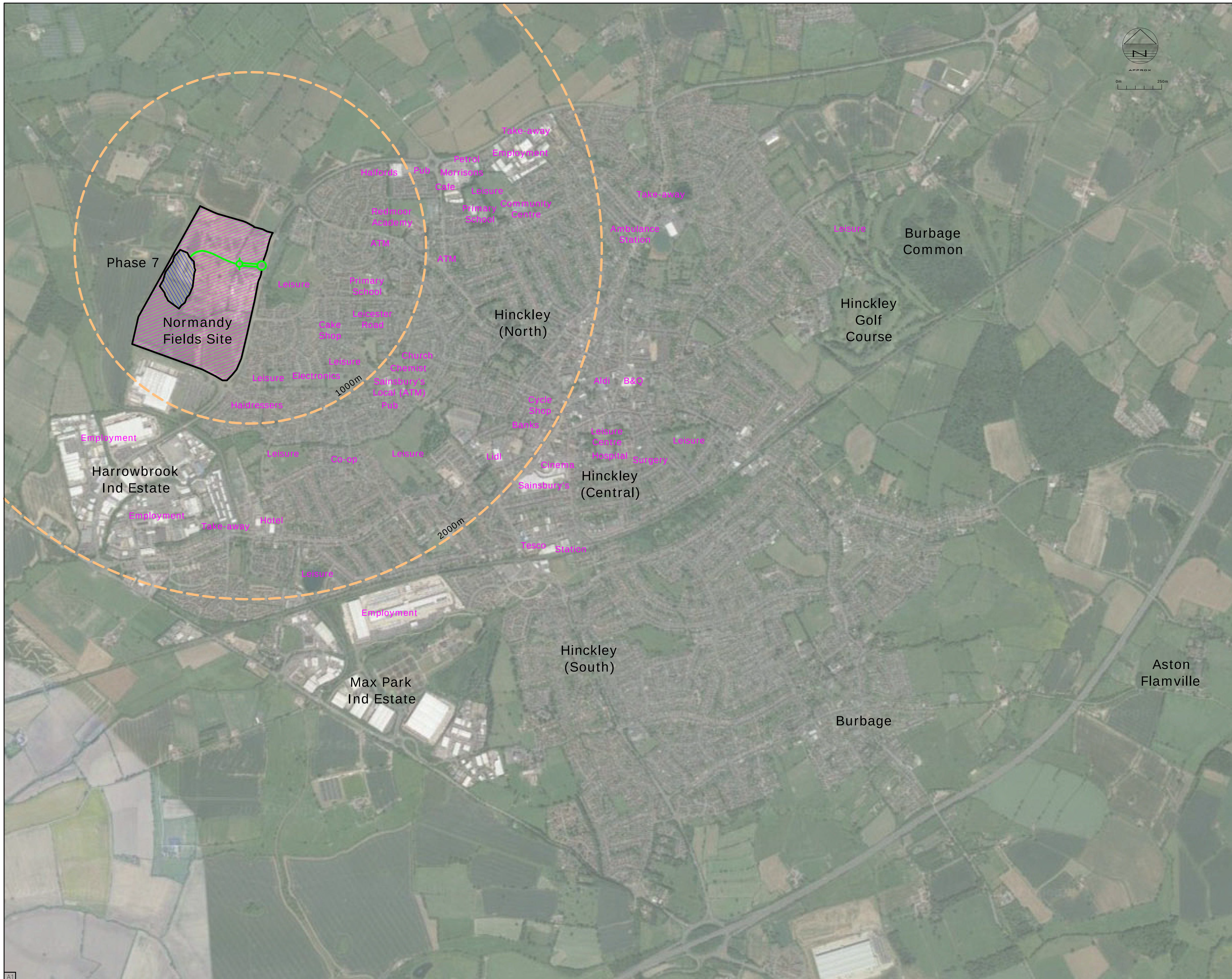
- Retain the current *Travel Plan Co-ordinator* (or approved replacement) in accordance with **Section 4.1** to oversee all travel policies and implement the NFTP. The role and duties of the Travel Plan Co-ordinator will be as defined in **Section 5.2.2**;
- Promote use of the *Route 11 Bus Service* as the main vehicular alternative to the private car in accordance with **Section 5.2.3** above, including roll-out of the *Public Transport Strategy* at **Appendix H**;
- Promote *Rail Travel* as described in **Section 5.2.4** above;

- Provide a *Welcome Pack* via LCC to each new dwelling upon occupation, to ensure that information relating to travel options is available in both a quick and convenient format as defined in **Section 5.2.5** of this NFTP. Additionally, information relating to existing “Apps” such as LCC’s *Free Betterpoints* app which cover travel and the use of non-car modes via the internet will be provided;
- Join available *Car-Share Schemes* as defined in **Section 5.2.6** of this NFTP;
- Deliver a *Walking & Cycling Initiative* as described in **Section 5.2.7** of this NFTP, including a cycle loan scheme and the provision of a conveniently sited secure cycle storage shed for those without garages;
- Agree *Timescales* for the implementation of key pre-occupation activities with LCC in line with **Section 5.2.8**;
- *Monitor & Review* the effectiveness of the NFTP as described in **Section 5.2.9**. In so doing, agree a monitoring format with LCC that will allow easy monitoring of milestones and other deliverables as the development progresses;
- Seek to reduce the need to travel through a *Travel Reduction Policy* comprising a *Home Working* initiative as outlined within **Section 5.2.10** of this NFTP;
- Actively market *The Normandy Fields Travel Plan* in accordance with the methodologies described therein and outlined in particular within **Section 5.2.11**, and;
- Provide all secondary and complementary measures described in the NFTP to help deliver the total reduction in single occupancy car use. They shall be delivered in accordance with the timescales defined within this NFTP, or as otherwise agreed with The Councils.

The above forms the basis of Phase 7 *Normandy Fields Travel Plan* proposed for the development; the details of which remain to be agreed with the officers of The Councils. It is submitted for approval on this basis.

## Figures





## NOTES

1. DO NOT SCALE THIS DRAWING. ALL DIMENSIONS MUST BE CHECKED/ VERIFIED ON SITE. IF IN DOUBT ASK.

2. THIS DRAWING IS TO BE READ IN CONJUNCTION WITH ALL RELEVANT ARCHITECTS, ENGINEERS AND SPECIALISTS DRAWINGS AND SPECIFICATIONS.

3. ALL DIMENSIONS IN MILLIMETRES UNLESS NOTED OTHERWISE. ALL LEVELS IN METRES UNLESS NOTED OTHERWISE.

4. ANY DISCREPANCIES NOTED ON SITE ARE TO BE REPORTED TO THE ENGINEER IMMEDIATELY.

## KEY

|     |          |                       |       |
|-----|----------|-----------------------|-------|
|     |          |                       |       |
| B   | 06.01.26 | SITE BOUNDARY UPDATED | SPJ   |
| A   | 18.01.22 | ISSUED FOR USE        | SPJ   |
| Rev | Date     | Description           | Drawn |

## AMENDMENTS

LAWRENCE WALKER  
LIMITED  
CHURCH FARM  
LEAMINGTON  
HASTINGS  
WORKS  
CV23 8DZ

|        |  |
|--------|--|
| Client |  |
|--------|--|

BLOOR  
HOMES

|               |
|---------------|
| Project Title |
|---------------|

NORMANDY FIELDS  
HINCKLEY

Drawing Title

## WALKING ROUTES & LOCAL FACILITIES

|                   |                  |                 |
|-------------------|------------------|-----------------|
| Scale<br>As Noted | Date<br>18.01.22 | Drawn by<br>SPJ |
|-------------------|------------------|-----------------|

|                |
|----------------|
| Drawing Status |
|----------------|

## Planning

|             |          |
|-------------|----------|
| Drawing No: | Revision |
| Figure 2    | B        |

## **Appendix A**

### **Development Phasing Plan**

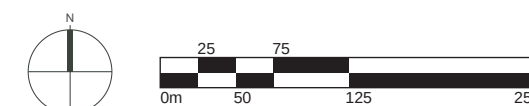


# Legend

|  |                   |  |                   |
|--|-------------------|--|-------------------|
|  | Development Phase |  | Residential       |
|  | School Site       |  | Commercial        |
|  | Childrens Play    |  | Site Access Works |
|  | Attenuation       |  | Pitches           |

## Public open space including:

- Formal Sports Pitch Provision – minimum of 3.28ha
- Formal Parkland (excluding SUDs and Play) – minimum of 1.44ha
- Equipped Children's Play Areas – minimum of 0.31ha
- Allotments – minimum of 0.5ha
- Natural and semi natural greenspace including SUDs – minimum of 11ha



|                                     |   |         |
|-------------------------------------|---|---------|
|                                     | - | Rev     |
| DE155_004                           |   | Drg No  |
| Bloor Homes                         |   | Client  |
| Normandy Fields                     |   | Project |
| Phasing and On Site Open Space Plan |   | Title   |
| 1:5,000 @ A3                        |   | Scale   |

## **Appendix B**

### **Development Masterplan**