HAWLEY ROAD DEVELOPMENT
RUGBY ROAD / HAWLEY ROAD, HINCKLEY

Transport Assessment

November 2010



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Hawley Road Development
Transport Assessment

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1.0 INTRODUCTION

1.1 Mayer Brown Limited has been appointed by MRP Development Services Limited to prepare a Transport Assessment in support of a planning application for the proposed redevelopment of the Hawley Road site, the bulk of which is occupied by the former Flude Hosiery factory.

1.2 The site in relation to the regional and local highway networks is shown in Figures 1.1 and 1.2 respectively.

1.3 The Hawley Road site lies to the northeast of the junction of Rugby Road and Hawley Road. The site forms the main part of Area 6 of the Hinckley and Bosworth Town Centre Masterplan (HBTCM). It forms one of the strategic gateways to the town.

1.4 The site is currently occupied by mix of uses, including a relatively large hosiery factory (closed at the start of 2006). As such it has a history as a significant traffic attractor in the area.

1.5 The site was granted planning permission on the 6th April 2010 for the following development (application reference 09/00810/FUL):

- 50 houses
- 6 flats
- Bulky goods A1 Retail – 661.6sqm
- B1 Office – 3,551.1 sqm
- B2/B8 Light Industry & Warehousing - 881.8sqm
- A3 Restaurant - 453.8sqm
- Sui Generis (Veterinary practice) - 191.4sqm

1.6 It should be noted that a number of alternative uses were also approved at ground floor level, including D2, B1 and A2 uses.

1.7 The above application was accompanied by a full Transport Assessment, which was accepted by the highway authority, Leicestershire County Council (LCC). This included modelling of the site accesses and of the Westfield Road/Rugby Road/Hawley Road roundabout. At the request of LCC, this was carried out on a “worst case” basis in terms of the scheme’s traffic attraction potential.

1.8 Based on the worst case analysis carried out, LCC suggested a number of minor improvements to the Westfield Road/Rugby Road/Hawley Road roundabout. The committee report states, "*The impact of the development will be mitigated against through contributions towards improvements to the roundabout*."

1.9 LCC also requested that traffic regulation orders would be required on Hawley Road, along with travel packs, bus passes and bus stop improvements to encourage sustainable transport choices. No other highways or transportation objections were raised.

1.10 Since the grant of permission, the developer has been in discussions with Hinckley and Bosworth Borough Council, who now wish to occupy the site along with a number of partner organisations.

1.11 This will require some alterations to the existing permission. The intention of this report is to provide an update to the Transport Assessment prepared in support of the previous application and to assess the net impact of the current proposals in relation to the consented scheme.

1.12 This report concludes that the development proposals will have no significant impact on the operation of the local highway network and that there are no reasons why this development should not be approved on highways or transportation grounds.

2.0 SITE LOCATION & EXISTING CONDITIONS

2.1 The Hawley Road site lies to the northeast of the Westfield Road/Rugby Road/Hawley Road roundabout. The site forms the main part of Area 6 of the Hinckley and Bosworth Town Centre Masterplan (HBTCM). It forms one of the strategic gateways to the town.

2.2 Access to the site is currently from a number of points, including informal access via footway crossovers. These access points will be rationalised under the development proposals.

2.3 The highway network surrounding the site consists of Rugby Road to the west, Hawley Road to the south and Willowbank Road to the north:

- Willowbank Road is an east-west no-through road that joins Rugby Road on its western end via a priority junction
- Rugby Road is a north-south road providing a route into the town centre to the north and leads to the Westfield Road/Rugby Road/Hawley Road roundabout to the south. South of this roundabout, Rugby Road provides a direct route to the A5 and M69
- Hawley Road is an east-west road running along the southern border of the site and joins Rugby Road to the west via the Westfield Road/Rugby Road/Hawley Road roundabout. To the east Hawley Road provides access to Hinckley Railway Station and to Station Road
- Station Road is a north-south road providing access from Hinckley Railway Station to the town centre to the north

2.4 There are numerous local shops and facilities accessible on foot in the local area including a Lidl and a Tesco supermarket located to the south of the site over Hawley Road. A small parade of shops is located approximately 330m northwest of the site along Rugby Road.

2.5 Additionally, Hinckley town centre is located within walking distance to the north of the site and provides many shops and services including banks, takeaways, pubs and foodstores.

2.6 Westfield County Junior School is located 600m to the west of the site and St Mary C of E Primary School is located approximately 600m to the north of the site.

Bus Accessibility

2.7 The closest bus stops to the site are the Lidl Store stops located approximately 60m to the south of the site. There are seven other bus stops located within easy walking distance (640m or an 8 minute walk) of the site.

2.8 The bus services from these stops have been summarised and are shown in the following table:

No	Route	Weekday Peak Frequency		Weekend Peak Frequency	
		AM	PM	Sat	Sun
5	Hinckley, Bus Station - Burbage, Three Pots Hail & Ride - Hinckley, Bus Station	1 per hour	1 per hour	1 per hour	-
48	Leicester, Haymarket - West End, Mostyn Street - Leicester Forest East, Red Cow - Earl Shilton, Mountfield Road - Barwell, The Square - Hinckley, Bus Station - Hinckley, Bus Station - Nuneaton, Bus Station - Nuneaton, Bus Station - Nuneaton, Middlemarch Road - Bedworth, All Saints Square - Bishopgate Green, Courtaulds - Coventry, Sainsbury's	3 per hour	3 per hour	3 morning services	-
57	Hinckley, Bus Station - Nuneaton, Bus Station - Nuneaton, Bus Station - Nuneaton, George Eliot Hospital Main Entrance - Bedworth, All Saints Square - Ash Green, Flude Road - Holbrooks, Roland Avenue - Bishopgate Green, Courtaulds - Coventry, Cross Cheaping	-	-	-	2 evening services
71A/71	Hinckley, Regent Street - Burbage, Shops Hail & Ride - Burbage, Horsepool - Burbage, Shops - Hinckley, Bus Station - Hinckley, Regent Street (Stand R1)	3 per hour	2 per hour	3 per hour	-
72	Hinckley, Regent Street - Hinckley, Brodick Road - Hinckley, Dunblane Way - Hinckley, Frederick Avenue - Hinckley, Regent Street	-	3 evening services	2 per hour	-
74	Hinckley, Bus Station - Hinckley, Sketchley Meadows	3 morning services	3 evening services	-	-
76	Hinckley, Regent Street - Hinckley, Windrush Drive - Hinckley, Dunblane Way - Hinckley, Regent Street	2 per hour	2 per hour	-	-
158	Leicester, St Margaret's Bus Station - West End, Mostyn Street - Leicester Forest East, Braunstone Crossroads - Earl Shilton, Library - Barwell, The Square - Hinckley, Bus Station - Hinckley, Bus Station - Nuneaton, North Warwickshire College – Nuneaton, Bus Station	2 per hour	2 per hour	2 per hour	1 per hour

Table 2.1: Accessible Bus Services

2.9 The above table shows that there are numerous frequent bus services easily accessible from the site. These buses provide services to destinations including Leicester, Coventry, Nuneaton and throughout the local area.

2.10 In addition to the above, the Waterloo Road bus station is within 9 minutes' walk. This provides a number of additional services, offering a variety of additional destinations and routes.

Rail Accessibility

2.11 Hinckley Railway Station can be easily reached via a walk of approximately 380m to the southeast. There are 12 secure cycle parking spaces provided at the station and a taxi rank.

2.12 The station is operated by East Midlands Trains and the rail services available from this station have been summarised in the following table:

Service	Weekday Peak Frequency		Weekend Peak Frequency	
	AM	PM	Sat	Sun
Birmingham New Street – Hinckley – Leicester Stopping Service	1 per hour	1 per hour	1 per hour	1 every 2 hours
Birmingham New Street – Hinckley – Leicester – Cambridge – Stansted Airport Stopping Service	1 per hour	1 per hour	1 per hour	-

Table 2.2: Rail Accessibility from Hinckley Station

2.13 The above table shows that Hinckley Station is served by a regular train service providing access to destinations including Birmingham, Leicester, Cambridge and Stansted Airport.

Pedestrian/Cycle Accessibility

2.14 The footways in the area are in good condition and well lit. There are numerous pedestrian crossings over the roads surrounding the site, promoting pedestrian accessibility to the surrounding area.

2.15 Station Road is designated as a recommended cycle route. Station Road leads north from the site into the centre of Hinckley and south to Hinckley Railway Station. Station Road also provides access to other recommended and off-road cycle routes in Hinckley located to the north and south of the site.

Accessibility Summary

2.16 The site lies in an area of good accessibility, within easy walking distance of Hinckley Railway Station, local bus stops, Hinckley Town Centre and also a large range of local shops and amenities.

1.0 SITE HISTORY AND PLANNING APPLICATION DETAILS

Existing Uses

1.1 The site is currently occupied by mix of uses, including a relatively large hosiery factory. As such it has a history as a significant traffic attractor in the area. The existing development of site comprises the following:

- Office - 533sqm
- Industrial – 10,945sqm

1.2 The employment use of the site ceased at the start of 2006, but the site has an established use history for the above uses.

Consented Uses

1.3 The site received full planning consent on 6th April 2010 (reference 09/00810/FUL) for redevelopment comprising the following:

- 50 houses
- 6 flats
- Bulky goods A1 Retail – 661.6sqm
- B1 Office – 3,551.1 sqm
- B2/B8 Light Industry & Warehousing - 881.8sqm
- A3 Restaurant - 453.8sqm
- Sui Generis (Veterinary practice) - 191.4sqm

1.4 Under the consent, the commercial and residential sections of the development would be separate with the residential development on the northern side of the development and the commercial development on the southern side of the development.

1.5 The commercial side of the consented development would be split into three sites:

- Flude Building & Substation Building
  - B1 Office – 2,342.7sqm
  - A1 Retail – 661.6sqm
  - Sui Generis (Veterinary practice) – 191.4sqm
  - A3 Restaurant - 453.8sqm
- Huckerby Site
  - B2/B8 Light Industrial/Warehousing – 881.8sqm
  - B1 Office – 575.6sqm
- Alton Site
  - B1 Office - 632.8sqm

1.6 It should however be noted that the consent includes multiple uses at ground floor level, with permission for A2, D1 and B1 being granted for the ground floor levels of the Flude and Substation buildings (i.e. the A1 retail, veterinary practice and restaurant uses) and B1 also granted for the entire Huckerby site.

1.7 At the request of LCC, the "worst case scenario" of B1 use throughout was used for the junction modelling in the TA that supported the application.

1.8 Access to the consented residential development would be taken off Willowbank Road and access to the commercial development will be taken off Hawley Road. A separate 78-space car park accessible from Willowbank Road would be available to office employees of the Hawley Road site.

1.9 Willowbank Road is only partially adopted. Access to the consented development would be taken from a priority junction from within the adopted section. The layout of the junction is designed also to act as a turning head for Willowbank Road. The applicant has shared access rights over the unadopted section of Willowbank Road.

1.10 The Willowbank Road / Rugby Road junction formerly acted as the only access to the former Flude Hosiery factory car park at the eastern end of Willowbank Road. This car park is currently poorly laid out, and accommodates in excess of 100 parking spaces.

1.11 The Hawley Road and Huckerby commercial elements of the consented proposals would be accessed off Hawley Road, close to the existing site access and slightly to the east of the Lidl access on the southern side of the road. Back to back right turn facilities will be provided to allow for easy turning.

1.12 The Alton serviced offices would be served by their own access leading to a small car park to the rear of the building. Given its modest size, there is no requirement for a right turning facility at this access.

1.13 The consented development includes the following vehicular parking:

Land Use	Quantum	Proposed Parking Provision
Residential	56 Dwellings	64 parking spaces
Commercial Elements	5,739.7sqm	190 parking spaces

Table 3.1: Consented Parking Levels

1.14 Subject to the introduction of parking restrictions on Hawley Road and a contribution towards minor roundabout improvements, the development was found to be fully acceptable to LCC in terms of highways and transportation.

Proposed Development

1.15 Since obtaining the above consent, the developer has been in discussions with Hinckley and Bosworth Borough Council, who now wish to occupy the site along with a number of partner organisations.

1.16 This will require a number of changes to the consented scheme. In addition, more detailed design work has now been undertaken on the residential scheme. Due to level changes within the site, the residential scheme is also subject to a number of minor changes, with the overall number of dwellings marginally reduced.

1.17 The proposed development is set out below (all gross floor area figures based on TRICS definition):

- Residential Development
  - 48 Houses
  - 6 Flats
  - 62 parking spaces
- Rugby Road and Hawley Road Buildings
  - B1 Office (including reception areas and meeting rooms) – 3,903sqm
  - A3 Restaurant (open to staff and to the public) – 66.4sqm
  - 127 parking spaces
- Huckerby Site
  - B1 Office / Light Industrial – 1,248.3sqm
  - 35 parking spaces
- Alton Site (unchanged from previous application)
  - B1 Office - 632.8sqm
  - 24 parking spaces

1.18 It is intended that a number of meeting rooms within the council offices would be available for community use.

1.19 The site layout has been designed to accord with LCC's document "*Highways Transportation and Development*". The following features have been incorporated:

- buildings are set back 0.5m from the highways boundary (Table DG1)
- footway widths 2m (Table DG9)
- parking bays are 2.4 x 4.8m and 2 x 6m as set out in Figure DG18a
- turning heads at culs de sac (paragraph 3.3)
- a design speed of 15mph, (no more than 40m between traffic calming measures – Table DG8)
- runover strip on the inside of speed reduction bend (Figure DG6a)
- residential carriageway widths are generally 6m-5.5m wide, with one section reduced to 4.8m (Table DG1)
- B1 accesses 6m and 6.75m wide (Table DG2) with 6m and 10m radii respectively

1.20 As per the consented scheme, the development will bring forwards pedestrian crossing improvements in the form of a new pedestrian island on the northern arm of the Rugby Road roundabout and dropped kerbs on Hawley Road at the existing roundabout island. These are shown in drawing MRPFlude.1/01D appended to the rear of this report.

1.21 The residential portion of the development comprises fewer than 80 dwellings and more than 10. There will thus be no requirement for a formal Travel Plan, although "welcome packs" will be given to residents, providing details of:

- local public transport services and bus travel vouchers;
- provision for cyclists and pedestrians; and
- any nearby services and facilities.

1.22 Of the commercial uses proposed, only the Council office portion of development exceeds the thresholds set out in Table PDP1 Leicestershire County Council's guidance document "*Highways, transportation and development*" as requiring a Travel Plan. The Travel Plan will only cover the office elements of the proposals; a draft plan is included as Appendix A.

Servicing

1.23 In addition to the Travel Plan, there will be a Servicing Management Plan for the commercial elements of the scheme. It is suggested that this is covered by a planning condition.

1.24 If necessary, the main commercial element car park is capable of accommodating deliveries by large rigid delivery vehicles, although this is likely to be infrequent.

1.25 Refuse vehicles are able to turn on site and enter and exit in forward gear.

1.26 Relevant swept path analysis plots of the above manoeuvres are provided in the drawings appended to this report:

- MBTK101025-1 Refuse Vehicle Entering Willowbank Road
- MBTK101025-2 Refuse Vehicle Turning at End of Willowbank Road
- MBTK101025-3 Refuse Vehicle Turning Within Residential Site
- MBTK101025-4 12m Rigid Vehicle Turning Within Alton Site
- MBTK101025-5 Refuse Vehicle Turning Within Alton Site
- MBTK101025-6 Refuse Vehicle Turning Within Huckerby Site
- MBTK101025-7 12m Rigid Vehicle Turning Within Hawley Road Site
- MBTK101025-8 Refuse Vehicle Turning Within Hawley Road Site

2.0 POLICY BACKGROUND

2.1 This section of the report examines the proposal in the context of government policy at local, regional and national levels. Central Government planning policies are detailed in a series of white papers including Planning Policy Guidance (PPG) and Planning Policy Statements (PPS). Local policy is set out in the Hinckley and Bosworth Local Plan.

Central Government Policy

PPS1 – Delivering Sustainable Development

2.2 PPS1 states in paragraph 27(ii) – *Delivering Sustainable Development – General Approach*:

In preparing development plans, planning authorities should seek to promote urban and rural regeneration to improve the well being of communities, improve facilities, promote high quality and safe development and create new opportunities for the people living in those communities. Policies should promote mixed use developments for locations that allow the creation of linkages between different uses and can thereby create more vibrant places.

2.3 The proposed development will be a mixed-use development and will help to regenerate the area with improved facilities for the community.

2.4 PPS1 also states in paragraph 27(viii) - *Delivering Sustainable Development – General Approach*:

In preparing development plans, planning authorities should seek to promote the more efficient use of land through higher density, mixed-use development and the use of suitably located previously developed land and buildings. Planning should seek actively to bring vacant and underused previously developed land and buildings back into beneficial use to achieve the targets the Government has set for development on previously developed land.

2.5 The proposed development will bring The Hawley Road site back into use, creating a beneficial mixed-use development on brownfield land.

PPG13: Transport

2.6 PPG13 states in paragraph 6 – *Objectives*:

In order to deliver the objectives of this guidance, when preparing development plans and considering planning applications, local authorities should:

- *accommodate housing principally within existing urban areas, planning for increased intensity of development for both housing and other uses at locations which are highly accessible by public transport, walking and cycling*
- *ensure that development comprising jobs, shopping, leisure and services offers a realistic choice of access by public transport, walking, and cycling, recognising that this may be less achievable in some rural areas*
- *use parking policies, alongside other planning and transport measures, to promote sustainable transport choices and reduce reliance on the car for work and other journeys*

2.7 The proposed development is located in the centre of Hinckley providing a new mixed-use housing/commercial development that will be highly accessible by non-car modes of transport.

2.8 PPG13 states in paragraph 19 – *Accessibility*:

A key planning objective is to ensure that jobs, shopping, leisure facilities and services are accessible by public transport, walking, and cycling. This is important for all, but especially for those who do not have regular use of a car, and to promote social inclusion. In preparing their development plans, local authorities should give particular emphasis to accessibility in identifying the preferred areas and sites where such land uses should be located, to ensure they will offer realistic, safe and easy access by a range of transport modes, and not exclusively by car 8 (rural authorities should take note of the advice in paragraphs 40 to 44). RPG should set a strategic framework for this exercise through the use of public transport accessibility criteria for regionally or sub-regionally significant levels or types of development.

2.9 The development site is located within easy walking/cycling distance of the centre of Hinckley and its many local shops and service, reducing the need for car only travel at the site.

2.10 PPG13 states in paragraph 19 – *Key Sites*:

Local authorities should seek to make maximum use of the most accessible sites, such as those in town centres and others which are, or will be, close to major transport interchanges. These opportunities may be scarce. They should be pro-active in promoting intensive development in these areas and on such sites. They should develop a clear vision for development of these areas9, prepare site briefs and, where appropriate, consider using compulsory purchase powers to bring development forward. Local authorities should review their development plan allocations and should allocate or reallocate sites which are (or will be) highly accessible by public transport for travel intensive uses (including offices, retail, commercial leisure, hospitals and conference facilities), ensuring efficient use of land, but seek, where possible, a mix of uses, including a residential element.

2.11 The site is located in a highly accessible location within easy walking/cycling distance of numerous bus services and Hinckley Railway Station. The site is also located near a recommended cycle route and there are numerous pedestrian crossing facilities in the area.

2.12 PPG13 states in paragraph 31 – *Mobility Issues*:

The Government wants to promote public transport that is accessible to disabled people and a pedestrian environment that enables them to make use of it. However, for some disabled people there is no substitute for the private car. Local authorities, developers and transport providers should work together to seek to meet the accessibility needs of disabled people in all developments b: ensuring developments, including transport infrastructure, are accessible to and usable by disabled people as motorists, public transport users and pedestrians - through decisions on location, design and layout.

2.13 Disabled parking facilities will be provided on-site in line with the relevant parking standards.

PPS3 - Housing and Transport

2.14 Central Government provides targets and policy associated with the development of residential housing. PPS 3 (2006), entitled '*Housing*' provides policies relating to the provision of residential housing stating:

2.15 PPS3 states in paragraph 9:

... the government is seeking: To achieve a wide choice of high quality homes, both affordable and market housing, to address the requirements of the community.

...To improve affordability across the housing market… by increasing the supply of housing.

2.16 The proposed development will provide 54 residential dwellings, benefitting the availability of housing in the area.

2.17 PPS3 states in paragraph 16:

Matters to consider when assessing design quality include the extent to which the proposed development is easily accessible and well-connected to public transport and community facilities and services, and is well laid out so that all the space is used efficiently, is safe, accessible and user-friendly.

2.18 As mentioned above, the site will be accessible and well connected to the local public transport network and local facilities, reducing the need to travel by car to and from the site.

The Hinckley & Bosworth Local Plan

2.19 The Hinckley & Bosworth Local Plan sets out detailed policies and specific proposals for the development and use of land within the Borough for the period up to 2006, and will guide most day-to-day planning decisions within that time. The preparation of Local Plans gives local communities the opportunity to participate in decisions about where development should be accommodated in their area.

2.20 Prior to the adoption of the Local Development Framework the Planning and Compulsory Purchase Act 2004 allows for the Hinckley and Bosworth Local Plan to retain Development Plan status until 28 September 2007 (three years from commencement of the Act). At the end of that period they will cease to form part of the development plan unless the Secretary of State has extended them.

2.21 The Local Development Framework (LDF) which will replace the adopted Hinckley and Bosworth Local Plan. This is currently being prepared, so in its absence, the Local Plan has been referred to.

2.22 The following objectives have been set out in *Section 2 - Housing – Strategic Objective 2 – Meeting the needs of the Borough:*

- *Objective 2b - To give priority to releasing land to sites within existing settlements which are already serviced and where community facilities are available, encouraging transport choice and minimising environmental cost.*
- *Objective 5a - To contribute to reducing the need to travel by encouraging high density residential development close to town centres and in transport choice locations.*

2.23 The development complies with the above objectives by being highly accessible and being located on previously developed land.

2.24 The following objectives have been set out in *Section 3 - Employment – Strategic Objective 1 – To provide opportunities for investment in the area:*

- *Objective 1b - To facilitate growth in the economy without adversely affecting the environment or local communities.*
- *Objective 5b - To ensure that major employment sites are located in transport choice locations and that all sites are easily accessible by both the road network and by means other than the private car and to ensure a high standard of layout and design including measures to promote energy efficiency.*

2.25 Due to the fact the proposed development is located on brownfield land; any additional environmental impacts will be minimal. The commercial half of the development will be highly accessible by all major modes of transport.

2.26 The following objectives have been set out in *Section 6 - Transportation – Strategic Objective 5 – To reduce the growth in energy use through energy efficiency in new development and by reducing transport movements*:

- *Objective 3c -To avoid allocating development where traffic generated will, in combination with existing and proposed development, cause the existing road capacity to be exceeded or significantly impair the safety of the road system.*
- *Objective 3j - To meet the transportation needs of those people, who live, work and visit the Borough and, wherever possible, provide alternatives to the use of the car as a means of transportation.*
- *Objective 3k - To provide safe, pleasant and convenient conditions for pedestrians, including those with mobility difficulties, and cyclists.*
- *Objective 3l - To encourage accessibility to Hinckley Town Centre for public transport, pedestrians and cyclists and to safeguard parking facilities.*

2.27 The excellent accessibility of the new development will promote travel to the site by bus, train, bicycle and on foot, and will reduce the demand for car travel at the site.

2.28 The proposed development will not cause any congestion or safety issues on the local highway network as described in Section 5.

3.0 TRAFFIC IMPACT

3.1 The analysis in this chapter of the report is based on a comparison with the consented scheme for the site. For consistency, the agreed trip rates from the previous report are used. These were based on based on the trip rates set out in *Town Centre Strategic Transport Development Contributions Supplementary Planning Document*.

3.2 It is generally accepted that the critical peak periods for residential and employment developments are the weekday morning and evening peak hours as this is when the combined base traffic and development traffic are likely to be at their highest.

Consented Development

3.3 LCC's response to the TA prepared in support of the consented development was based on the worst case traffic attraction analysis contained with the report. This was based on the following development scenario:

- 50 houses
- 6 flats
- B1 Office – 5,739.7sqm

3.4 The consented scheme had 3 accesses into the site, providing access as set out below:

- Willowbank Road
  - 50 Houses
  - 6 Flats
  - B1 Office – 2,342.7sqm
- Central Access
  - B1 Office – 2,764.2sqm
- Alton Site
  - B1 Office - 632.8sqm

3.5 The consented trip levels (based on LCC's requested "worst case" B1 office scenario) are shown in the following table reproduced from the previous TA:

Land Use	Amount	AM Peak (0800-0900)		PM Peak (1700-1800)	
		Arrivals	Departures	Arrivals	Departures
Willowbank Road					
Houses	50 units	9 trips	21 trips	19 trips	12 trips
Flats	6 units	0 trips	1 trips	1 trips	0 trips
Offices	2342.7 sqm	37 trips	4 trips	4 trips	31 trips
Central Access					
Offices	2,764.2 sqm	44 trips	5 trips	5 trips	36 trips
Alton site					
Offices	632.8 sqm	10 trips	1 trips	1 trips	8 trips
TOTAL		**101 trips**	**33 trips**	**31 trips**	**88 trips**

Table 5.1: Consented Trips

3.6 In addition to the above, LCC requested that an assessment was made of the likely level of goods vehicles to be attracted to the site. This work is summarised in the following table reproduced from the TA for the consented scheme:

Land Use	Amount	AM Peak (0800-0900)		PM Peak (1700-1800)		Daily	
		Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
Willowbank Road							
Houses	50 units	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
Flats	6 units	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
Offices	2342.7 Sqm	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
Central Access							
Offices	2,764.2 Sqm	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
Alton site							
Offices	633.2 Sqm	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
CONSENTED TOTAL		**0 trips**	**0 trips**	**0 trips**	**0 trips**	**0 trips**	**0 trips**

Table 5.2: Consented OGV Trips

Proposed Development

3.7 As set out in Section 3, the revised development proposals are as follows:

- 48 houses
- 6 flats
- B1 Office / Light industrial – 5,784.1sqm
- A3 Restaurant – 66.4sqm

3.8 There will be 3 accesses into the site. They will provide access as set out below:

- Willowbank Road
  - 48 Houses
  - 6 Flats
  - 62 residential parking spaces
  - 2342.7sqm B1 Council office (78 office parking spaces)
- Central Access
  - Remaining 1,560.3sqm B1 Council Office
  - A3 Restaurant (open to staff and to the public) – 66.4sqm
  - Huckerby Site B1 Office / Light Industrial – 1,248.3sqm
  - 49 council parking spaces
  - 35 Huckerby parking spaces
- Alton Access
  - B1 Office - 632.8sqm
  - 24 parking spaces

3.9 Clearly many of the trips associated with the restaurant use within the Council building would be from staff or visitors, and it is unlikely to attract additional trips in its own right. However, in order to provide a robust assessment, it has been assumed that it will attract trips at a rate of 30% that of a standalone restaurant.

3.10 The publically accessible meeting rooms are unlikely to be significant traffic attractors during peak hours. However, in order to provide a robust assessment, they have been assessed as office floor space.

3.11 The resulting trip levels are shown in the following table:

Land Use	Amount	AM Peak (0800-0900)		PM Peak (1700-1800)	
		Arrivals	Departures	Arrivals	Departures
Willowbank Road					
Houses	48 units	8 trips	20 trips	18 trips	12 trips
Flats	6 units	0 trips	1 trips	1 trips	0 trips
Offices	2,342.7 sqm	37 trips	4 trips	4 trips	31 trips
Main Commercial Access					
Offices	2,808.6 sqm	45 trips	5 trips	5 trips	37 trips
Restaurant	66.4 sqm	0 trips	0 trips	1 trips	1 trips
Alton site					
Offices	632.8 sqm	10 trips	1 trips	1 trips	8 trips
TOTAL		**101 trips**	**32 trips**	**31 trips**	**88 trips**

Table 5.3: Proposed Trips

3.12 For ease of reference, the consented and proposed trips are set out below:

Amount	AM Peak (0800-0900)		PM Peak (1700-1800)	
	Arrivals	Departures	Arrivals	Departures
Consented Trips	101 trips	33 trips	31 trips	88 trips
Proposed Trips	101 trips	32 trips	31 trips	88 trips
NET	**0 trips**	**-1 trips**	**0 trips**	**1 trips**

Table 5.4: Consented Vs Proposed Trips

3.13 It is clear from the above that the proposed level of AM trips is less than the consented level of AM trips. There would be a marginal increase in PM trips as a result of the proposals; however this would have no material impact on the operation of the local highway network. The increase is certainly well below the level that would require assessment under the Department for Transport's *Guidance on Transport Assessment.*

3.14 In order to be consistent with the previous application, an assessment was made of the likely level of goods vehicles to be attracted to the site.

3.15 The results of this assessment work are included within Appendix B and summarised in the following table:

Land Use	Amount	AM Peak (0800-0900)		PM Peak (1700-1800)		Daily	
		Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
Willowbank Road							
Houses	48 units	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
Flats	6 units	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
Offices	2342.7 sqm	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
Central Access							
Offices	2,808.6 sqm	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
Restaurant	66.4 sqm	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
Alton site							
Offices	632.8 Sqm	0 trips	0 trips	0 trips	0 trips	0 trips	0 trips
PROPOSED TOTAL		**0 trips**	**0 trips**	**0 trips**	**0 trips**	**0 trips**	**0 trips**

Table 5.5: Proposed OGV Trips

3.16 Clearly the proposals would result in no material change to the consented number of service vehicles accessing the site.

Traffic Attraction Summary

3.17 The likely traffic attraction of the proposed scheme has been compared to that of the consented scheme using the trip rates agreed as part of the consented scheme. This exercise has been carried out for all vehicles and for goods vehicles.

3.18 The figures demonstrate that the proposals would result in a 1 vehicle reduction in overall traffic attraction in the AM peak and a 1 vehicle increase in the PM peak when compared to the consented scheme. There would be no change in the number of service vehicles accessing the site.

3.19 It is therefore evident that there would be no material change to the consented operation of the local highway network. The development should thus be acceptable in highway terms, with the same conditions as the consented scheme.

Accident Risk

3.20 Given the minimal change in traffic attraction of the site and the fact that the consented access arrangements remain unchanged, there would be no material change in accident risk when compared with the consented scheme.

Construction Traffic

3.21 The proposed scheme is very similar to the consented scheme and would therefore have very similar construction traffic levels.

3.22 By definition, any traffic impacts associated with construction works on-site would be temporary in duration. Given that local junctions have adequate capacity to accommodate the fully operational development; local junction capacity would not be an issue.

3.23 Where possible, vehicles would be routed away from residential areas in order to mitigate their impact. The most likely route is onto the strategic highway network via the B4109 Rugby Road onto the A5 Watling Street and M69.

3.24 Considerate construction practices and hours would be observed at the site. Efforts would be made to maximise the reuse of materials on site to minimise the amount of material removed from and imported into the site.

3.25 Measures such as sheeting and washing will also be implemented to minimise accident risk.

4.0 SUMMARY & CONCLUSIONS

4.1 MRP Development Services Limited has appointed Mayer Brown Limited to prepare this Transport Assessment in support of a planning application for the proposed redevelopment of the Hawley Road site in Hinckley.

4.2 The Hawley Road site lies to the northeast of the junction of Rugby Road and Hawley Road and forms the main part of Area 6 of the Hinckley and Bosworth Town Centre Masterplan (HBTCM).

4.3 The site is currently occupied by mix of uses, including a relatively large hosiery factory.

4.4 The site was granted planning permission on the 6th April 2010 for the following development (application reference 09/00810/FUL):

- 50 houses
- 6 flats
- Bulky goods A1 Retail – 661.6sqm
- B1 Office – 3,551.1 sqm
- B2/B8 Light Industry & Warehousing - 881.8sqm
- A3 Restaurant - 453.8sqm
- Sui Generis (Veterinary practice) - 191.4sqm

4.5 The above application was accompanied by a full Transport Assessment, which was accepted by the highway authority, Leicestershire County Council (LCC).

4.6 Based on the worst case analysis carried out, LCC suggested a number of minor improvements to the Westfield Road/Rugby Road/Hawley Road roundabout. The committee report states, "*The impact of the development will be mitigated against through contributions towards improvements to the roundabout*."

4.7 LCC also requested that traffic regulation orders would be required on Hawley Road, along with travel packs, bus passes and bus stop improvements to encourage sustainable transport choices. No other highways or transportation objections were raised.

4.8 Since the grant of permission, the developer has been in discussions with Hinckley and Bosworth Borough Council, who now wish to occupy the site along with a number of partner organisations. This will require some alterations to the existing permission.

4.9 The proposed development is set out below:

- 48 houses
- 6 flats
- B1 Office / Light industrial – 5,784.1sqm
- A3 Restaurant – 66.4sqm

4.10 This report shows that the development:

- is well located for public transport access
- lies within walking distance of a range of local facilities, including food shopping
- has good pedestrian and cycle access
- will operate Travel Plans for the office elements
- will result in an overall reduction in the site's consented traffic attraction potential
- would not result in an increase in accident risk on the local highway network
- would have no significant impact on the operation of the local highway network

4.11 This report concludes that the development proposals will have no material impact on the operation of the local highway network and that there are no reasons why this development should not be approved on highways or transportation grounds.



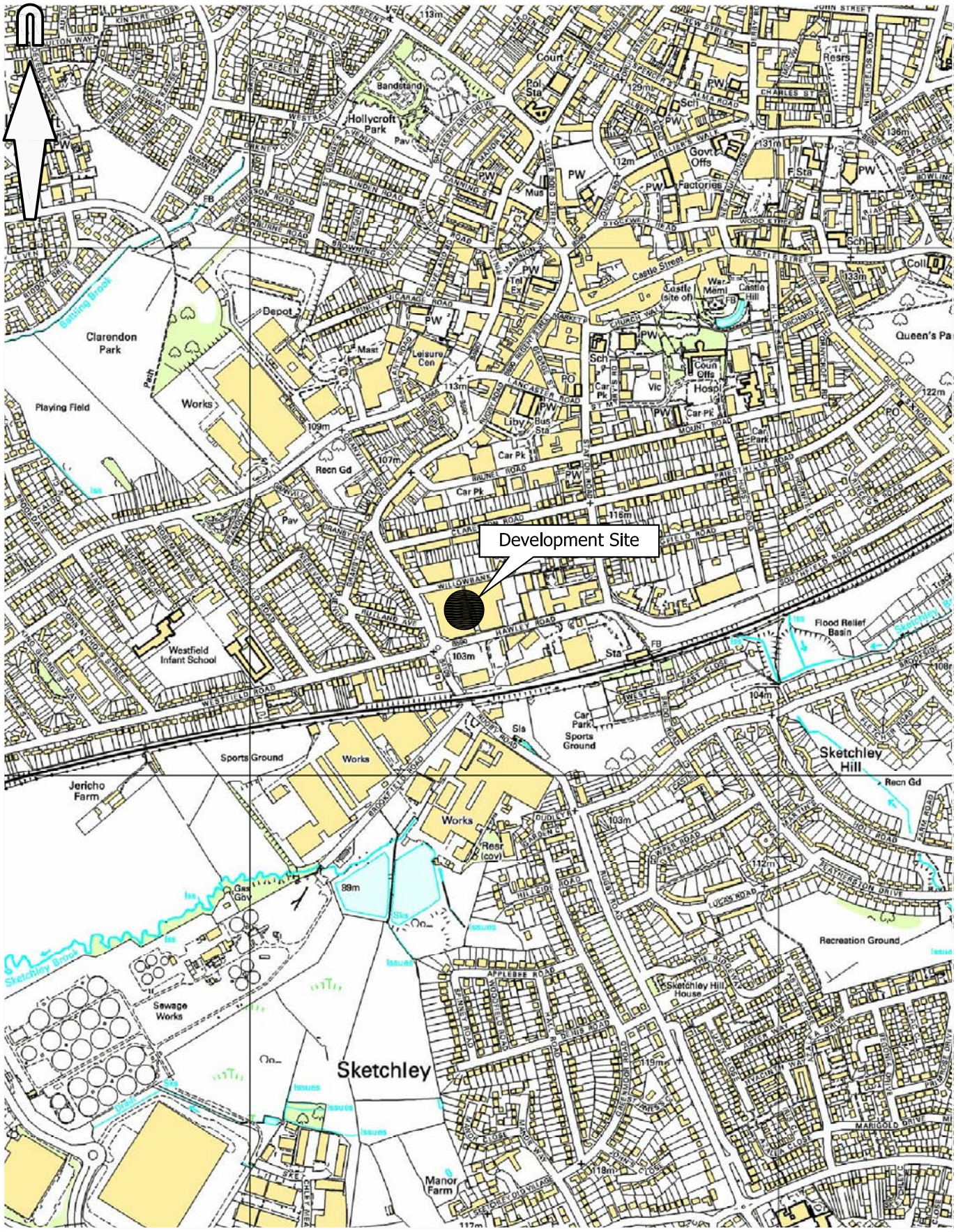
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Site in Relation to the Regional Highway Network

Scale 1:50 000

Figure 1.1



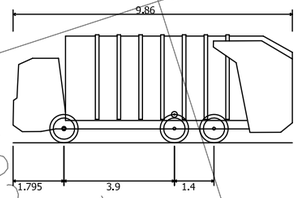
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Site in Relation to the Local Highway Network

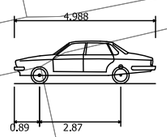
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Figure 1.2



Large Refuse Vehicle (3 axle)

Overall Length	9.860m
Overall Width	2.450m
Overall Body Height	3.814m
Min Body Ground Clearance	0.366m
Track Width	2.450m
Lock to Lock Time	4.00 sec
Kerb to Kerb Turning Radius	9.500m



Large Car

Overall Length	4.988m
Overall Width	1.793m
Track Width	1.700m
Lock to Lock Time	4.00 sec
Kerb to Kerb Turning Radius	6.200m

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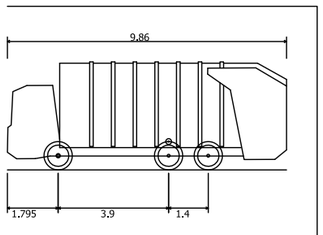
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Refuse Vehicle Entering Willowbank Road

Scale 1:200@A3

MBTK101025-1

WILLOWBANK ROAD



Large Refuse Vehicle (3 axle)

Overall Length	9.860m
Overall Width	2.450m
Overall Body Height	3.814m
Min Body Ground Clearance	0.366m
Track Width	2.450m
Lock to Lock Time	4.00 sec
Kerb to Kerb Turning Radius	9.500m

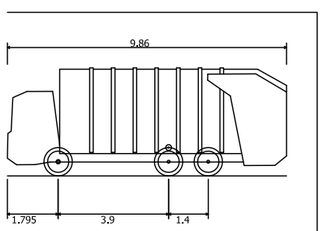
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Refuse Vehicle Turning at End of Willowbank Road

Scale 1:200@A3

MBTK101025-2



Large Refuse Vehicle (3 axle)

Overall Length	9.860m
Overall Width	2.450m
Overall Body Height	3.814m
Min Body Ground Clearance	0.366m
Track Width	2.450m
Lock to Lock Time	4.00 sec
Kerb to Kerb Turning Radius	9.500m

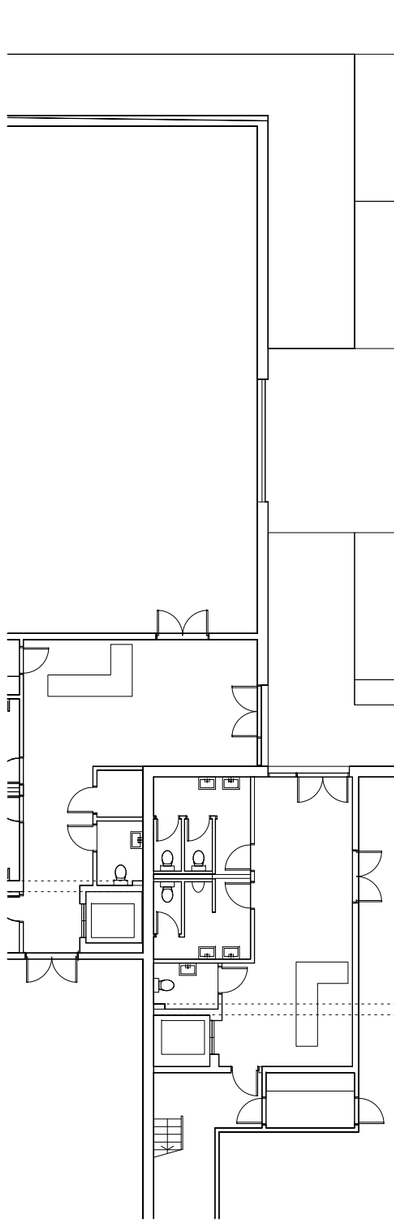
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Refuse Vehicle Turning Within Residential Site

Scale 1:200@A3

MBTK101025-3



Rigid Truck

Overall Length	12.000m
Overall Width	2.500m
Overall Body Height	3.928m
Min Body Ground Clearance	0.412m
Track Width	2.471m
Lock to Lock Time	6.00 sec
Kerb to Kerb Turning Radius	11.900m

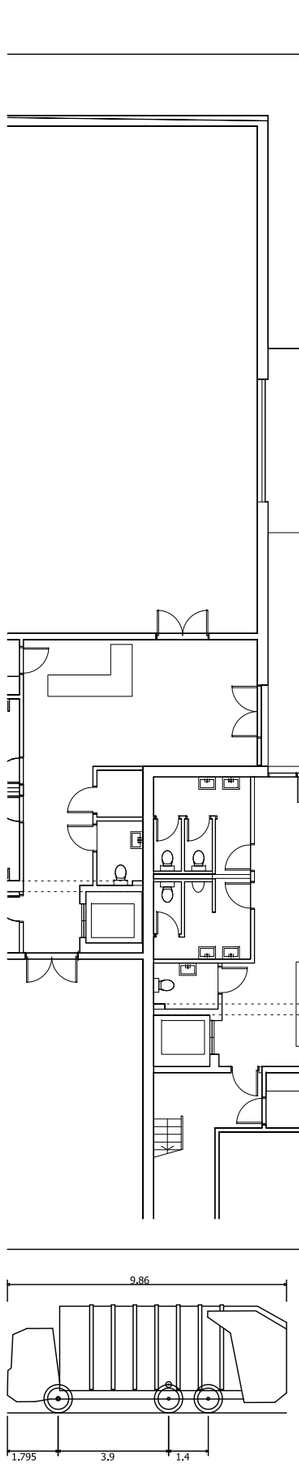
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12m Rigid Vehicle Turning Within Alton Site

Scale 1:200@A3

MBTK101025-4



Large Refuse Vehicle (3 axle)

Overall Length	9.860m
Overall Width	2.450m
Overall Body Height	3.814m
Min Body Ground Clearance	0.366m
Track Width	2.450m
Lock to Lock Time	4.00 sec
Kerb to Kerb Turning Radius	9.500m

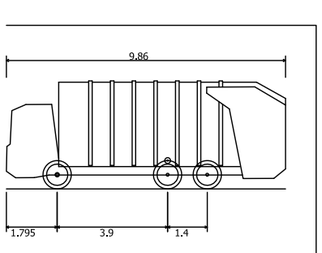
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Refuse Vehicle Turning Within Alton Site

Scale 1:200@A3

MBTK101025-5



Large Refuse Vehicle (3 axle)

Overall Length	9.860m
Overall Width	2.450m
Overall Body Height	3.814m
Min Body Ground Clearance	0.366m
Track Width	2.450m
Lock to Lock Time	4.00 sec
Kerb to Kerb Turning Radius	9.500m

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Refuse Vehicle Turning Within Huckerby Site

Scale 1:200@A3

MBTK101025-6

RUGBY ROAD

HAWLEY ROAD

HAWLEY ROAD

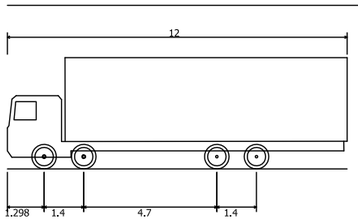
Works

17

15

171

173



Rigid Truck

Overall Length	12.000m
Overall Width	2.500m
Overall Body Height	3.928m
Min Body Ground Clearance	0.412m
Track Width	2.471m
Lock to Lock Time	6.00 sec
Kerb to Kerb Turning Radius	11.900m

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12m Rigid Vehicle Turning Within Hawley Road Site

Scale 1:500@A3

MBTK101025-7

RUGBY ROAD

HAWLEY ROAD

HAWLEY ROAD

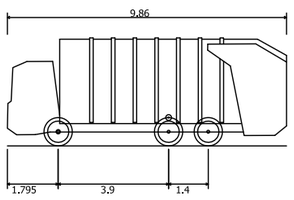
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173

Works

17

15



Large Refuse Vehicle (3 axle)

Overall Length	9.860m
Overall Width	2.450m
Overall Body Height	3.814m
Min Body Ground Clearance	0.366m
Track Width	2.450m
Lock to Lock Time	4.00 sec
Kerb to Kerb Turning Radius	9.500m

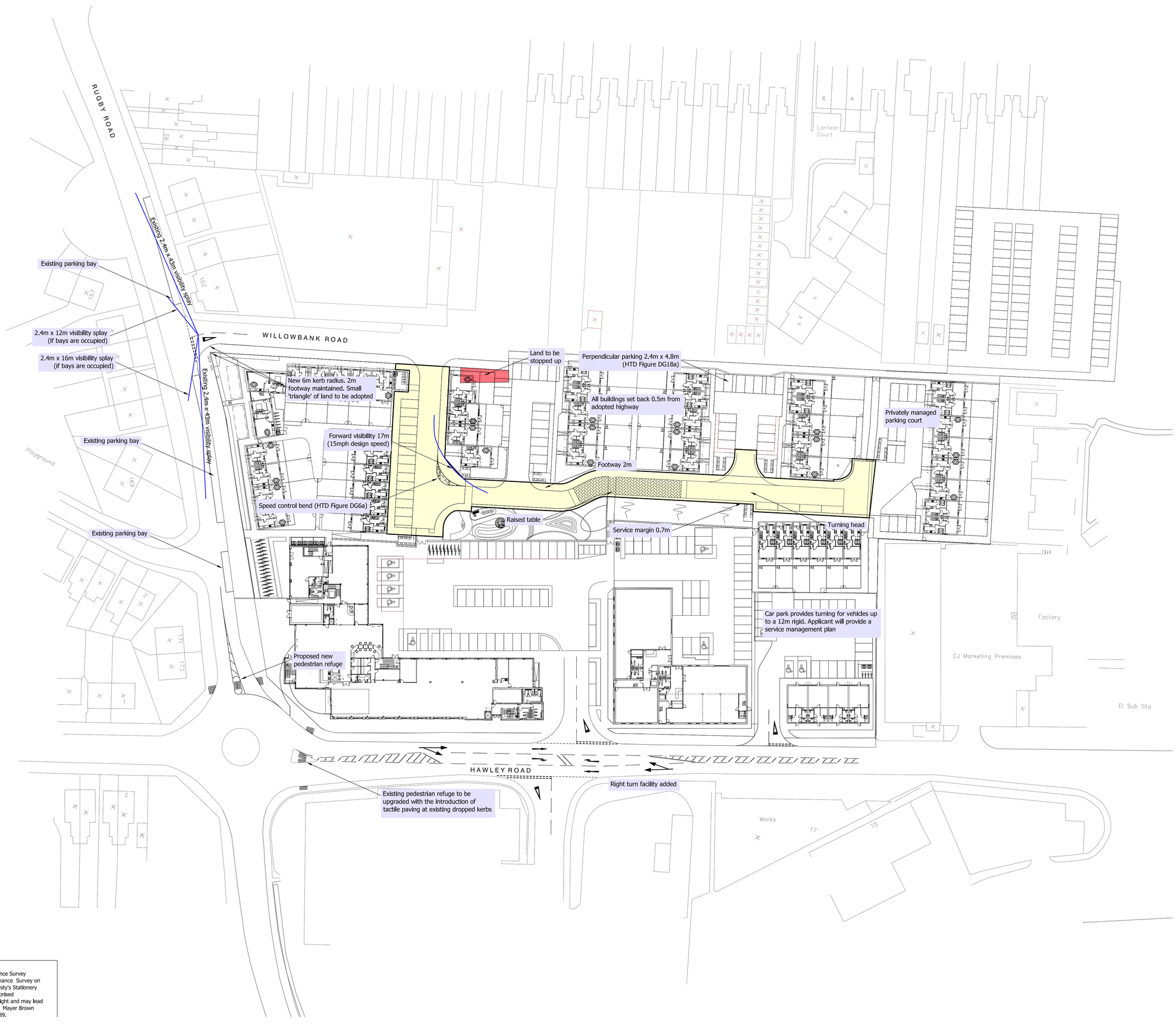
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Refuse Vehicle Turning Within Hawley Road Site

Scale 1:500@A3

MBTK101025-8



KEY

- LAND TO BE ADOPTED
- LAND TO BE STOPPED UP

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rev.	amendment	checked	date
D	Revised layout/limit of adoption added	MP	25/10/10
C	Limit of adoption removed	MP	22/02/10
B	Changes to resi. Paper size increased from A2 to A1	MP	08/02/10
A	Changes following meeting with LCC	MP	04/02/10

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client: MRP DEVELOPMENTS

project: FLUDE SITE

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date	cad file
FEBRUARY 2010	MASTER.DWG

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MRPFLUDE.1/01	D

APPENDIX A

Draft Travel Plan

HAWLEY ROAD DEVELOPMENT
RUGBY ROAD / HAWLEY ROAD, HINCKLEY

Office Travel Plan

October 2010

HAWLEY ROAD DEVELOPMENT
RUGBY ROAD / HAWLEY ROAD, HINCKLEY

Office Travel Plan

October 2010

Project Code:	MRPFlude.1
Prepared by:	JOHN GILBY
Position:	Transport Planner
Approved by:	BSL
Issue Date:	24th October 2010
Status:	FINAL

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Office Travel Plan
Hawley Road Development

Contents

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2.0	This Travel Plan	2
3.0	Site Accessibility Overview	3
4.0	Parking Arrangement	6
5.0	Travel Surveys	7
6.0	Objectives, Targets and Indicators	8
7.0	Travel Plan Strategy	12
8.0	Monitoring and Review	20

Office Travel Plan
Hawley Road Development

List of Appendices

Appendix A Travel Survey Questionnaire

Appendix B Travel Survey Results

Appendix C Census Data

1.0 AN INTRODUCTION TO WORKPLACE TRAVEL PLANS

1.1 A Travel Plan is a long term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed. A Travel Plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy work car journeys. It can also assist in meeting a range of other objectives, as discussed elsewhere in this document.

1.2 Travel Plans can assist in increasing accessibility whilst reducing congestion, local air pollution, greenhouse gases and noise. Importantly, a Travel Plan can increase business efficiency and equality, which is why an increasing number of organisations are deciding to produce Voluntary Travel Plans.

1.3 A well developed Travel Plan can mitigate adverse traffic impacts of a development and the Government recognises their importance in achieving improvements in transport conditions at the local level. Further evidence suggests that people who are physically active in their daily lives are more productive and have good attendance records. The Department for Health publication *Choosing Health: Making healthy choices easier* (2004) recognised the health benefits of walking or cycling. Active travel as part of a Travel Plan enables people to enjoy these health benefits as part of their daily routine.

2.0 THIS TRAVEL PLAN

2.1 This Travel Plan has been produced for all employees of the office uses at the former Hawley Road site, and is aimed at reducing the impact of work related travel to and from the site at:

HAWLEY ROAD
HINCKLEY
LE10 0GS

2.2 The Travel Plan sets out sustainable travel initiatives to be employed at the site.

2.3 The primary reasons for implementing this Travel Plan are:

- reduce work car driver trips to and from the site
- reduce local congestion associated with the site
- reduce local and on-site parking pressure
- encourage sustainable travel behaviour

2.4 The Flude site development will include approximately 3,254.4sqm of B1 office use.

2.5 This document provides an overview of the accessibility of the site. It also sets out measures which will be introduced in order to meet the Travel Plan objectives.

2.6 This document will be regularly reviewed, reflecting that a Travel Plan is a continuous process for improvement, requiring monitoring and revision to ensure it remains relevant to those using the site.

3.0 SITE ACCESSIBILITY OVERVIEW

3.1 This chapter provides an overview of the site and the current travel and transport accessibility to the site. It is based upon the findings of a thorough site assessment.

3.2 It is important to note that the site is currently vacant and therefore there are no existing Travel Plan initiatives in place. Therefore, this chapter will detail existing bus, rail and tube infrastructure including existing cycle and walking routes in the Hinckley area, which are accessible from the site.

Site Location and Accessibility

3.3 The Hawley Road site lies to the northeast of the Westfield Road/Rugby Road/Hawley Road roundabout. The site forms the main part of Area 6 of the Hinckley and Bosworth Town Centre Masterplan (HBTCM). It forms one of the strategic gateways to the town.

3.4 The highway network surrounding the site consists of Rugby Road to the west, Hawley Road to the south and Willowbank Road to the north:

- Willowbank Road is an east-west no-through road that joins Rugby Road on its western end via a priority junction
- Rugby Road is a north-south road providing a route into the town centre to the north and leads to the Westfield Road/Rugby Road/Hawley Road roundabout to the south. South of this roundabout, Rugby Road provides a direct route to the A5 and M69
- Hawley Road is an east-west road running along the southern border of the site and joins Rugby Road to the west via the Westfield Road/Rugby Road/Hawley Road roundabout. To the east Hawley Road provides access to Hinckley Railway Station and to Station Road
- Station Road is a north-south road providing access from Hinckley Railway Station to the town centre to the north

3.5 There are numerous local shops and facilities accessible on foot in the local area including a Lidl and a Tesco supermarket located to the south of the site over Hawley Road. A small parade of shops is located approximately 330m north west of the site along rugby Road.

3.6 Additionally, Hinckley town centre is located within walking distance to the north of the site and provides many shops and services including banks, takeaways, pubs and foodstores.

Accessibility to Bus Services

3.7 The closest bus stops to the site are the Lidl Store stops located approximately 60m to the south of the site. There are seven other bus stops located within easy walking distance (640m or an 8 minute walk) of the site.

3.8 The bus services from these stops have been summarised and are shown in the following table:

No	Route	Weekday Peak Frequency		Weekend Peak Frequency	
		AM	PM	Sat	Sun
5	Hinckley, Bus Station - Burbage, Three Pots Hail & Ride - Hinckley, Bus Station	1 per hour	1 per hour	1 per hour	-
48	Leicester, Haymarket - West End, Mostyn Street - Leicester Forest East, Red Cow - Earl Shilton, Mountfield Road - Barwell, The Square - Hinckley, Bus Station - Hinckley, Bus Station - Nuneaton, Bus Station - Nuneaton, Bus Station - Nuneaton, Middlemarch Road - Bedworth, All Saints Square - Bishopgate Green, Courtaulds - Coventry, Sainsbury's	3 per hour	3 per hour	3 morning services	-
57	Hinckley, Bus Station - Nuneaton, Bus Station - Nuneaton, Bus Station - Nuneaton, George Eliot Hospital Main Entrance - Bedworth, All Saints Square - Ash Green, Flude Road - Holbrooks, Roland Avenue - Bishopgate Green, Courtaulds - Coventry, Cross Cheaping	-	-	-	2 evening services
71A/71	Hinckley, Regent Street - Burbage, Shops Hail & Ride - Burbage, Horsepool - Burbage, Shops - Hinckley, Bus Station - Hinckley, Regent Street (Stand R1)	3 per hour	2 per hour	3 per hour	-
72	Hinckley, Regent Street - Hinckley, Brodick Road - Hinckley, Dunblane Way - Hinckley, Frederick Avenue - Hinckley, Regent Street	-	3 evening services	2 per hour	-
74	Hinckley, Bus Station - Hinckley, Sketchley Meadows	3 morning services	3 evening services	-	-
76	Hinckley, Regent Street - Hinckley, Windrush Drive - Hinckley, Dunblane Way - Hinckley, Regent Street	2 per hour	2 per hour	-	-
158	Leicester, St Margaret's Bus Station - West End, Mostyn Street - Leicester Forest East, Braunstone Crossroads - Earl Shilton, Library - Barwell, The Square - Hinckley, Bus Station - Hinckley, Bus Station - Nuneaton, North Warwickshire College - Nuneaton, Bus Station	2 per hour	2 per hour	2 per hour	1 per hour

Table 3.1: Accessible Bus Services

3.9 The above table shows that there are numerous frequent bus services easily accessible from the site. These buses provide services to destinations including Leicester, Coventry, Nuneaton and throughout the local area.

Accessibility to Rail Services

3.10 Hinckley Railway Station can be easily reached via a walk of approximately 380m to the southeast. There are 12 secure cycle parking spaces provided at the station and a taxi rank.

3.11 The station is operated by East Midlands Trains and the rail services available from this station have been summarised in the following table:

Service	Weekday Peak Frequency		Weekend Peak Frequency	
	AM	PM	Sat	Sun
Birmingham New Street – Hinckley – Leicester Stopping Service	1 per hour	1 per hour	1 per hour	1 every 2 hours
Birmingham New Street – Hinckley – Leicester – Cambridge – Stansted Airport Stopping Service	1 per hour	1 per hour	1 per hour	-

Table 3.2: Rail Accessibility from Hinckley Station

3.12 The above table shows that Hinckley station is served by a regular train service providing access to destinations including Birmingham, Leicester, Cambridge and Stansted Airport.

Pedestrian/Cycle Accessibility

3.13 The footways in the area are in good condition and well lit. There are numerous pedestrian crossings over the roads surrounding the site, promoting pedestrian accessibility to the surrounding area.

3.14 Station Road is designated as a recommended cycle route. Station Road leads north from the site into the centre of Hinckley and south to Hinckley Railway Station. Station Road also provides access to other recommended and off-road cycle routes in Hinckley located to the north and south of the site.

4.0 PARKING ARRANGEMENT

Car Parking

4.1 The commercial half of the development will be provided with a total of 127 parking spaces including 5 disabled spaces and 3 parent and child spaces. This car park will also be open to visitors to the Council offices.

4.2 If necessary, the main commercial element car park is capable of accommodating deliveries by large rigid delivery vehicles, although this is likely to be infrequent.

4.3 Refuse vehicles are able to turn on site and enter and exit in forward gear.

Car Sharing

4.4 The occupiers will aim to provide a car-sharing scheme on-site. A key element of the measures to encourage a modal shift away from car use is the active management of parking provision.

4.5 To support this initiative, a 'Car Share' scheme will be established to match potential car share opportunities. Staff Surveys will be undertaken of employees to build up a list of car share employees and this will be updated over time by the Travel Plan Coordinator.

4.6 The car-sharing schemes will be supported by the provision of a 'Guaranteed Ride Home' initiative. This ensures that staff who work extended hours are guaranteed a lift home. This may be provided through a local taxi firm. Studies have shown that these schemes rarely need to be used in practice, but do provide important reassurance for staff.

4.7 All those using cars as an essential part of their job generally drive to work, however, it is hoped that car journeys may be reduced by increasing car sharing and the use of other modes of transport. Even an occasional change to normal commuter travel patterns per employee will increase the car park capacity.

5.0 TRAVEL SURVEYS

5.1 The office use at the Hawley Road site has yet to be occupied. Therefore, at this stage it is not possible to provide a comprehensive Travel Survey of the future development.

5.2 Full Travel Surveys will be carried out within 1 year of 1st occupation of the.

5.3 A hard copy of the questionnaire used can be found in Appendix A and a summary of the Travel Survey findings is to be shown in Appendix B.

5.4 Appendix B also sets out the framework upon which the full Travel Survey results will be provided.

6.0 OBJECTIVES, TARGETS AND INDICATORS

6.1 The section sets out the objectives for the Travel Plan, as well as targets which we will seek to meet over the short and medium term. It includes indicators through which we will measure progress towards meeting our targets. Further information on monitoring and review of the Travel Plan can be found in Section 8.

6.2 Objectives are the high-level aims of our Travel Plan. They give it direction and provide a focus.

6.3 Targets are the measurable goals by which we will assess our progress. We have set targets which we will seek to reach within the period covered by the current Travel Plan. In addition, we have set interim targets.

6.4 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets.

6.5 Our objectives, targets and indicators are set out below.

Objectives

6.6 Our objectives are to reduce the demand for parking by:

- reducing non-essential single-occupancy staff car trips
- where car trips are considered essential, promote car-sharing as a compromise
- encourage a modal-shift in favour of public transport and sustainable modes

Targets and Indicators

6.7 As set out previously, a critical aim of this Travel Plan will be to reduce employee work related car driver trips and encourage growth in more sustainable travel modes. The main targets of this Travel Plan are to produce a year 1 modal switch of a 5% reduction in existing single occupancy car trips and 15% reduction over 5 years. These targets are coupled with the target of reducing overall car arrivals at the site by 20% over 5 years.

6.8 Following the full Travel Surveys, to be completed within 1 year of 1st occupation of the site, formal multi-modal targets will be set with an aim to provide a reduction of car driver trips. It is considered that this reduction will be achieved through polices and principles as set out in this Travel Plan.

6.9 Existing travel patterns for Method of Travel to Work in the area have been based upon the National Census output of the Hinckley Castle Ward and a table summarising this information can be found below:

6.10 The initial census results are shown in Appendix C of this plan and are summarised in Table 6.1 below.

Travel Mode	% Modal Split
Train	0.5
Bus	5.7
Taxi	0.7
Car/Van Driver	62.4
Car/Van Passenger	8.5
Motorcycle	0.7
Bicycle	3.3
On Foot	18.0
Other	0.2
Total	**100%**

Table 6.1: Likely Modal-Split

6.11 Our targets and indicators are set out in Table 6.2 and Table 6.3. These targets will be set following the initial Travel Surveys. Follow-up Travel Surveys will be commissioned during and the results will be evaluated in line with the pre-defined site wide targets.

6.12 If targets are not met, remedial action (for example increased cycle provision etc) will be considered and discussed with the Council to bring the Travel Plan back on track.

6.13 'Aim type targets' relate to the 'outcomes' of the Travel Plan (e.g. what is achieved through the implementation of measures / initiatives, either individually or overall).

6.14 'Action type targets' relate to something that will be required to be in place by a certain date. Generally, action type targets would relate to key actions proposed for the Travel Plan development or implementation.

This Table will be reviewed following commission of the Travel Surveys within 1 year of first occupation.

Mode	Existing % Modal Split	Reduction Target	Target % Modal Split
Train	0.5	Dependent on Survey Results	[TBC]
Bus	5.7	Dependent on Survey Results	[TBC]
Taxi	0.7	Dependent on Survey Results	[TBC]
Car/Van Driver	62.4	-5%	59.3
Car/Van Passenger	8.5	Dependent on Survey Results	[TBC]
Motorcycle	0.7	Dependent on Survey Results	[TBC]
Bicycle	3.3	Dependent on Survey Results	[TBC]
On Foot	18.0	Dependent on Survey Results	[TBC]
Other	0.2	Dependent on Survey Results	[TBC]

Table 6.2: "Aim" Type Targets (Values to be reviewed after 1st year Travel Survey)

Objective	Target Date	Comment / Objective
'Action' type targets		
Identify a Travel Plan Coordinator (TPC) to drive the plan forward prior to first occupation of the site		To be Achieved Prior to First Occupation of the Site
TPC to set up initial Steering Group meeting		To be Achieved Within 3 Months of Occupation of Site
TPC to identify the Travel Plan initiatives to be brought forward for inclusion into the Travel Plan and audit each initiative in terms of cost and provide a budget accordingly		To be Achieved Within 3 Months of Occupation of Site
TPC's to begin setting up a Car-Sharing Database and publicise through notice-boards, newsletter and via the website		To be Achieved Within 3 Months of Occupation of Site
TPC to set up a Bicycle User Group and publicise through notice-boards, newsletter and via the website and on-site Travel Plan		Dependent on Interest and Viability
TPC's to prepare and submit Travel Survey Questionnaires		To be Achieved on First Occupation of each Site

TPC to collate questionnaires and input into the Travel Plan database and ensure response rate is above 50%, otherwise extend the survey timescale		To be Achieved Within 3 Months of Occupation of Site
TPC to amend the Final Travel Plan to include full multi-modal travel survey data and include multi-modal targets and approved list of Travel Plan initiatives		To be Achieved After 1 Years Occupation of Site
TPC to monitor cycle parking and car parking demand for the first year of occupation and evaluate as necessary		To be Achieved After 1 Years Occupation of Site

Table 6.3: "Action" Type Targets

7.0 TRAVEL PLAN STRATEGY

7.1 A Travel Plan strategy that sets out clearly the stages by which the Travel Plan will be developed and implemented is very important. The Travel Plan strategy relates to:

- Securing the resources (including time) that are necessary to develop and implement the Travel Plan
- Consulting and educating staff
- Identifying and engaging with partners

7.2 Our strategy is set out within the remainder of this chapter. It discusses how this plan will be managed and marketed, as well as who our key partners will be.

7.3 Prior to first occupation of the site, a Travel Plan Coordinator will be appointed. The Travel Plan Coordinator will be responsible for driving the plan forward and acting as liaison between all interested parties.

7.4 The structures and processes in support of the Travel Plan are summarised below.

Managing the Plan: Roles and Responsibilities

Senior Management Support

7.5 This Travel Plan has the support of senior members of the site occupiers. The site occupiers will ensure, through the Travel Plan Coordinator that policies and principles within the Travel Plan are promoted and upheld.

The Travel Plan Coordinator for the site is:

..... [Please insert name]

Accountability

7.6 Within the site, the Travel Plan Coordinator is responsible for on-going maintenance of travel policy.

Incentives

7.7 This Travel Plan provides a range of incentives to reduce car trips, especially single-occupancy car driver trips and encourage the use of alternatives; for example, the promotion of lift/car sharing, and incentives for members of staff to cycle and walk or ride the bus and/or tube/train.

Setting, Reviewing and Monitoring Targets

7.8 The site will operate targets for the reduction of single-occupancy work related car trips usage to and from the site and promote multi-occupancy car trips. The Travel Plan Co-ordinator will undertake an annual travel survey, commencing year 1, of all movements to and from the site.

Steering Group

7.9 The Travel Plan Coordinator will maintain regular dialogue with external interested parties and actively support partnerships to innovate and manage travel and transport in a sustainable manner.

7.10 The Travel Plan Coordinator will be responsible for administering the Travel Plan and for reporting on the performance of the plan and monitoring results.

7.11 The Travel Plan Coordinator will be required to report to the senior members of the site occupiers on a twice-annually basis to liaise on any Travel Plan developments.

7.12 The Travel Plan Coordinator will be responsible for ensuring actions are brought forward from the twice-annually steering group meetings.

Partners and Stakeholders

7.13 Travel Plans need partnerships for success. Organisations need to work with a number of partners and internal stakeholders during the implementation process. It is expected that all partners will make an active contribution to the process. The Travel Plan Coordinator will be a central figure in establishing partnerships and maintaining links and lines of communication.

External Stake-Holders:

Leicestershire County Council Travel Plan Officer

7.14 Leicestershire County Council will be offered the opportunity to become involved in the Travel Plan process and provide an indication of the success and impact of the Plan.

Local Businesses

7.15 The Travel Plan Coordinator will investigate additional external stake holders, for example local cycle shops, towards the provision of discounted cycle equipment and clothing and the bus operators regarding season tickets and discounted travel costs.

Internal Stake-Holders

Staff

7.16 Staff will be encouraged to voice any opinions or suggestions towards the promotion and advancement of the Travel Plan. These opinions can be forwarded to the Steering Group.

Marketing

7.17 Marketing and awareness raising strategies form an important part of all Travel Plans. They cover the involvement / engagement of staff and raising awareness about travel options and the benefits of more sustainable or efficient travel.

7.18 The Travel Plan will be publicised on site occupier websites and where appropriate in writing through newsletters and notice boards. All members of staff will be made aware of the annual travel survey through publicised methods as set out above, and will be required to fill in a travel questionnaire. These activities are the responsibility of the Travel Plan Coordinator.

7.19 The primary means by which we will market our plan are;

- notice-boards
- Site occupier websites/notice boards
- Newsletters (paper and email)

Package of Measures to Encourage Sustainable Travel

7.20 The Travel Plan Coordinator will evaluate each form of travel to the site, providing the following information:

- Key location and form of facilities (car parking, cycle parking, showers, lockers, bus stops and shelters etc)
- Services and incentives (Bicycle User Groups)
- Disruptions to public transport services/re-routing etc
- Details of the car-share database and external car-share schemes available
- Local parking facilities

7.21 Information will be provided to all members of staff through marketing measures as set out previously to include maps of the local public transport facilities, bus and rail timetables and cycle routes and parking information.

7.22 The Travel Plan Coordinator will be available to all members of staff to provide personal journey advice planning. The Travel Plan Coordinator will be responsible for promoting and marketing the Travel Plan brand and communicating the aims and content of the Travel Plan.

7.23 The following measures will be investigated by the Travel Plan Coordinator in terms of financial viability. The aim is to achieve and provide as many of the following incentives as possible to promote sustainable travel behaviour.

Cycling

7.24 Cycling is cheap, offers reliable journey times and is environmentally friendly. Encouragement of cycling can lead to a healthier, more productive lifestyle.

7.25 A link has been identified between car growth and obesity, with both trends increasing at a similar rate between 1985 and 2000. Travel Plans can promote substantial health benefits to individuals who are motivated to complete more journeys on foot or by cycle. In turn, employers can benefit through increased productivity and reduced absence through illness.

7.26 Active travel is a means by which people can fit exercise into their busy lives and has been shown to have both physical and psychological benefits, including improved concentration upon arrival at their destination. The health benefits of cycling outweigh the risk of accidental death whilst cycling by a ratio of 20:1. A Travel Plan can offer benefits through the role of active travel in helping to: prevent diabetes, reduce the risk of colon cancer, prevent high blood pressure, decrease the risk of Coronary Heart Disease, control body weight, and prevent osteoporosis.

7.27 The site will support cycling in a range of ways. The Travel Plan Coordinator will promote and provide the following incentives:

- making staff aware of the health benefits of cycling via notice boards through the use of posters, leaflets and promotion by the on-site coordinator. There are several cycle routes and cycle ways in the area allowing access by cycle to the local amenities in Hinckley and to the surrounding residential areas
- making staff aware of local cycle routes to and from the site to encourage further cycle use
- making staff aware of the on-site measures to encourage cycle use including the provision of cycle parking with showers, locker and changing facilities within some of the individual units. High quality cycle parking is provided at key areas within the site. The shower and changing facilities will be shared with those who walk and motorcycle to the site

- taking action to link into existing cycling groups or establish a Bicycle User Group, as a forum for promoting interest in cycling. Such a forum could also offer less experienced cyclists help with repairs, and offer advice on safety equipment etc
- taking action so that it may, in future, be possible to agree further measures to encourage cycle use. The measures that may be considered include
  - generous cycle mileage allowance (current Inland Revenue Authorised Mileage rate = 20p per mile for bicycle users)
  - loans at competitive interest rates for the purchase of cycles
  - negotiations for discounts at a local cycle shop
- monitor the demand for cycling facilities and discuss improved cycling measures with management as necessary

Walking

7.28 Walking is one of the most sustainable methods of travel, has a number of proven health benefits and is an important source of personal freedom. Walking is important for the vast majority of people, including those using public transport or without access to a car. Walking is free and offers predictable journeys; furthermore it does not cause negative impacts in the same manner as vehicular travel (e.g. emissions, pollutants, severance etc). As for cycling, walking is a form of active travel, which can offer a range of physical and psychological benefits to the individual.

7.29 The development will support walking in a range of ways. Staff will be encouraged to identify to the Travel Plan Coordinator where they consider there are deficiencies in the local pedestrian infrastructure so that it may be raised with the Local Planning Authority through the annual monitoring process. The Travel Plan Coordinator will promote and provide the following incentives:

- advise staff and visitors to the site on safe and convenient pedestrian routes to the site
- inform staff and visitors of changing, shower and locker facilities provided to allow a change of clothing if necessary
- for staff with issues of personal safety, the provision of personal alarms upon request
- make staff and visitors aware of the health benefits associated with regular exercise, such as walking, by the use of posters and leaflets
- provision of “safer” walking route maps to public transport facilities in the Hinckley area, indicating well-lit safer routes
- encourage females to travel in groups for personal safety
- encourage partnerships with local retailers/stockists to provide discounted walking shoes and clothing, providing student discount where possible

Car Sharing

7.30 'Car Sharing' refers to a situation where two or more people travel by car together, for all or part of the car trip.

7.31 The site will implement occupier car sharer databases. Invitations will be sent to all members for staff to join a car-sharer database to identify potential interest and up-take. The Car Sharer Database will be managed by the Travel Plan Coordinator and their performance will be reported back to the Council in the annual survey reports.

7.32 The car-sharer database will be publicised through newsletters, notice-boards and via the site occupier websites.

7.33 There are significant benefits towards use of car-sharing including;

- money saved on petrol and vehicle upkeep
- reduced traffic attraction to the site
- space saving
- environmental benefits

7.34 The above benefits will be made clear to potential users of the scheme and act as an incentive towards usage. The Travel Plan Coordinator will be responsible for promoting the car-share database through car-share meetings so that staff members of a similar post-code can meet in an informal surrounding.

7.35 In addition to the above, the site will provide a guaranteed lift home scheme in the event of an emergency, either through a car-share with another member of staff or through the commission of a taxi company.

Public Transport

7.36 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy. The benefits of travelling by public transport can include:

- no need to park
- traffic free routes (with rail or bus priority existing)
- being able to relax or read

7.37 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains an important aspect of more sustainable travel.

7.38 Public transport information will be made available to members of staff through the Travel Plan website and via notice boards.

7.39 The Travel Plan Coordinator will supply the following information and initiatives;

- local bus stops, rail and tube stations
- services provided from the local public transport stops/stations, including frequencies and any service restrictions including provision of cycle storage on trains
- suggested walking routes to the local public transport stops/stations
- the Travel Plan Coordinator will liaise with local public transport operators towards the possibility of providing reduced cost travel for staff members

Powered Two-Wheelers

7.40 Motorcycles, mopeds and scooters represent a small proportion of travel, although numbers licensed have increased.

7.41 Powered two wheelers have both benefits and disbenefits as compared to travel by private car and by more sustainable modes. As a result, they do not always feature within a Travel Plan and greater effort is generally expended promoting other, more sustainable modes.

7.42 One issue with powered two wheelers is that motorcycle casualty rates are substantially higher than for other forms of road transport. In addition, motorcycles can generate relatively more pollution and noise than private cars and other forms of transport. More positively, motorcycles, mopeds and scooters can offer quick, relatively low cost private transport and are more space and fuel efficient than cars.

7.43 The site will promote the use of powered two-wheelers through the following initiatives;

- provide secure, dedicated parking bays for motorcycles and other powered two-wheelers
- provide information on recommended full or advanced motorcycle license training centres to promote motorcycle proficiency
- the Police will be invited to periodically visit the site to promote motorcycle safety
- lockers will be provided for the use of members of staff, who require storage space for equipment who use power-two wheelers to reach the site

Deliveries and servicing

7.44 Transport impacts on a site are not only related to commuting and business travel, but can also arise through arrangements for deliveries and servicing.

7.45 Space for large servicing vehicles is provided within the proposed car park design. The site manager will ensure that all deliveries/servicing will take place outside of the main peak periods to minimise any disruption to the operation of the site car park.

8.0 MONITORING AND REVIEW

8.1 This Travel Plan is a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the site and those using the site. This documents sets out our proposals for the monitoring and review of the Travel Plan over the next 5 years.

8.2 Monitoring of the Travel Plan will be undertaken by travel surveys on an annual basis. This Travel Plan and its targets will be reviewed on a bi-annual basis (or sooner if required) and will set new objectives, targets and measures where appropriate.

8.3 This section sets out the specific monitoring proposals associated with the site and the means by which they will assess progress towards our targets.

8.4 Full travel surveys will be conducted within 1 year of first occupation of the site. The results of the travel surveys will be used to set targets to obtain a modal shift away from the car.

8.5 Should the Travel Plan not achieve its objectives and targets, discussions must be held with the Local Authority regarding how the plan can be brought back on track and achieve its targets. As necessary, appropriate and as agreed with the Local Authority this will be achieved:

- by further and active marketing of Travel Plan objectives and measures through;
  - further promoting personal travel advice
  - dedicated Travel Plan staff meeting agenda
  - flyers and educational seminars detailing the impact of unsustainable travel

APPENDIX A

Travel Survey Questionnaire

Staff Travel Questionnaire

Date _____
1: Name? _____
2: Position? _____
3: Home postcode? _____
4: Are you interested in car sharing? (Yes/No) _____
5: Does a disability affect your travel options? _____
6: Are you a Blue Badge holder? (Yes/No) _____

7: Method(s) of travel to work? Indicate below the modes of transport used for each leg of your journey.

Car (Drive)	☐	Bus	☐
Car (Passenger)	☐	Train	☐
Taxi / Minicab	☐	Cycle	☐
Motorbike	☐	Walk	☐
Tube	☐	Other	
		(Please Specify)	_____

8: Main mode of transport to work?

Car (Drive)	☐	Bus	☐
Car (Passenger)	☐	Train	☐
Taxi / Minicab	☐	Cycle	☐
Motorbike	☐	Walk	☐
Tube	☐		
		Reason for Use?	_____

9: Distance travelled to work?

< 1 km	☐	11 - 15 km	☐
1 – 5 km	☐	>15 km	☐
6 - 10 km	☐		

10: State you nominal arrival and departure times.

Arrival _____
Departure _____

11: Rank each of the following (1 to 4) with 1 indicating the most important for encouraging public tansport use

More accessible bus routes	☐	More convenient stops	☐
More accessible rail stations	☐	More connections	☐
More frequent services	☐	Easier to read timetables	☐
Discount tickets/travel passes	☐	Other	☐

12: Rank each of the following (1 to 4) with 1 indicating the most important for encouraging walking

Better lit/secure routes	☐	Clothing store discounts	☐
Safer crossing points	☐	More showers/lockers	☐
Pedestrian priority routes	☐	Other	☐
Additional route information	☐		

13: Rank each of the following (1 to 4) with 1 indicating the most important for encouraging cycling

Safer, well lit, cycle routes	☐	More showers/lockers	☐
Improved existing routes	☐	A bicycle user group	☐
Additional cycle route info	☐	cycle store discounts	☐
Improved cycle parking	☐	Other	☐

14: Rank each of the following (1 to 4) with 1 indicating the most important for encouraging car sharing

Help finding a car share partner	☐
Assistance to get home in the event of an emergancy	☐
Assistance to get home if let down by partner	☐
Reserved parking for car sharers	☐
Other	☐

APPENDIX B

Travel Survey Results

Travel Surveys Results
(this section includes blank sections to be completed by site occupiers)

Travel surveys have been undertaken for the site on ...../...../.....

The survey was sent to all members of staff:

The total number of surveys sent	
The total number of surveys received	
Response Rate [received/sent]	

Table B1: Staff Travel Surveys Sent

The key findings are set out below.

How Staff Travel to Work
When asked about ways of travelling to work, members of staff were asked to record each 'leg' of their journey. This has given us a good insight into the proportion of staff that travel by car and by sustainable means respectively for part or the whole of their journey to work.

The survey showed that approximately ……**%** of staff travel by car for part of their journey and that approximately ……**%** does so in a car alone.

The main types of transport used by members of staff to reach the site have been calculated from our survey results and are shown in Table B2 and Table B3. These correspond to the mode which each staff member uses for the longest amount of time during their journey to work.

The results show that **……** [*Insert a summary of the key findings*]

Mode	Percentage
	Members of Staff
Train	
Bus / Coach	
Taxi	
Car / Van Driver	
Car Passenger	
Motorcycle	
Bicycle	
Walk	

Table B2 % Transport Mode Share (2009/2010) Baseline

	Car-Sharers	Car Occupancy
Members of Staff		

Table B3 % Car Share and Car Occupancy (persons/car) 2009/2010 Baseline

Complete with a few key findings, as appropriate. Where possible, comment on what the findings show about possible scope for shift to various modes, most importantly a reduction of car driver trips and a reduction of demand of on-street parking.

Why Members of Staff Travel in This Way

Reasons for travelling by different modes can be useful in informing Travel Plan measures, so members of staff were asked about their primary reason for using the type of transport that they use for the longest amount of time during their journey to the site. A comprehensive summary of their responses can be found in Appendix A and particular points to note by mode are summarised below.

It can be seen that the following reasons are highlighted by members of staff for using their main mode of travel:

Use common sense to delete bullets which are unnecessary due to a low or no response.

Reasons for walking:

- *Highlight / discuss a few key findings, as appropriate.*

Reasons for cycling:

- *Highlight / discuss a few key findings, as appropriate*.

Reasons for travelling by car alone:

- *Highlight / discuss a few key findings, as appropriate.*

Reasons for riding a motorcycle:

- *Highlight / discuss a few key findings, as appropriate.*

Reasons for travelling by car with others:

- *Highlight / discuss a few key findings, as appropriate.*

Reasons for using the bus:

- *Highlight / discuss a few key findings, as appropriate.*

Reasons for using the train:

- *Highlight / discuss a few key findings, as appropriate.*

Reasons for using a taxi:

- *Highlight/ discuss a few key findings, as appropriate.*

Reasons for using a motorcycle or scooter:

- *Highlight/ discuss a few key findings, as appropriate.*

Please note that you may also wish to make comparisons between travel modes.

……**%** of respondents has a disability which affects their travel options and ……% is part of the blue badge scheme.

Where Members of Staff Live

From the travel survey results, travel to site distances has been calculated. Table B4 summarises the distances travelled to work by members of staff:

Distance	Percentage
<1 Kilometre	
1-5 Kilometres	
5-10 Kilometres	
10-15 Kilometres	
>15 Kilometres	

Table B4: Distance Travelled to Reach the Site

You may wish to include a post-code plot indicating location of staff on a map, as well as a brief description of their distribution.

Peak Arrival and Departure Times

The survey asked members of staff about their normal times of arrival and departure from this site. The following peak travel periods were identified:

The peak arrival time is likely to be between …… and ……

The peak departure time is likely to be between …… and ……

How Best To Support Public Transport Use

Members of staff were asked about what improvements they would most like to ideally see at the site or in the surrounding area to facilitate increased use of public transport. Members of staff were asked to rank different types of improvement on a scale of 1 to 4, with 1 indicating what they would most like to see. Table B5 summarises the improvements which were ranked as the most important for encouraging public transport use:

Suggested Improvements	Rank (%)			
	1 Most Important	2	3	4 Least Important
More accessible bus routes				
More accessible rail stations				
More frequent services				
Discount tickets/travel passes				
More convenient bus stop locations				
Better connections with bus/train stations				
Easier to understand timetable/route information				
Other				

Table B5: Staff Members' Preference of Improvements

Discuss what the table shows here. Indicate which improvements are preferred. Also note the suggested potential for modal shift (e.g. number of staff members indicating that they are prepared to use public transport). Also, make a note of the "other" suggested improvements and comment as necessary.

How Best To Support Active Travel

Similarly, members of staff were asked about what improvements they would most like to see at our site or in the surrounding area to encourage walking or cycling. Table B6 illustrates the improvements which were preferred for encouraging walking, whereas Table B7 illustrates the improvements which were preferred for encouraging cycling:

Suggested Improvements	Rank (%)			
	1 Most Important	2	3	4 Least Important
Better lighting & security on footways				
Provision of safer crossing points				
Pedestrian priority routes on journey to site				
Additional information on safer walking routes				
Discounts at local outdoor clothing stores				
Improved changing/locker/shower facilities				
Other				

Table B6: Staff Members' Preference of Improvements to Encourage Walking

Suggested Improvements	Rank (%)			
	1 Most Important	2	3	4 Least Important
The provision of safer, well lit cycle paths				
Improvements to existing cycle paths				
Additional cycle path information				
Improved cycle parking				
Provision of changing/locker/shower facilities				
Formation of a bicycle user group				
Discounts at local cycle stores				
Other				

Table B7: Staff Members' Preference of Improvements to Encourage Cycling

Discuss what the chart shows here. Indicate which improvements are favoured and overall level of support. Also note the suggested potential for modal shift (e.g. number of staff giving a response rather than saying 'nothing would encourage me'). Also, make a note of the "other" suggested improvements and comment as necessary.

Supporting the Car-Sharing

Finally, members of staff were asked about what would most support car sharing to work. Table B8 shows their responses in relation to car sharing.

Suggested Car-Sharing Incentives	Rank (%)			
	1 Most Important	2	3	4 Least Important
Help finding a car share partner				
Assistance to get home in the event of an emergency				
Assistance to get home if let down by partner				
Reserved parking for car sharers				
Other				

Table B8: Staff Members' Response to Incentives to Encourage Car-Sharing

Discuss what the table shows here. Indicate which incentives are preferred. Also note the suggested potential for modal shift (e.g. number of staff members indicating that they are prepared to car share). Also, make a note of the "other" suggested incentives and comment as necessary.

Relative Support for Measures to Encourage Different Modes

The Travel Surveys show that...

Summarise what the results presented above show in combination – for example, which modes show the least and the greatest potential for increased use and why.

APPENDIX C

Census Data

Method of Travel to Work - Daytime Population (UV37)

				Hinckley Castle Ward	Hinckley and Bosworth Non-Metropolitan District	East Midlands Region	England Country
All People	Count	Persons	Apr-01	8748	65040	2928220	35466713
Works mainly at or from home	Count	Persons	Apr-01	258	4982	173308	2055224
Underground, metro, light rail or tram	Count	Persons	Apr-01	0	5	904	706080
Train	Count	Persons	Apr-01	39	112	10493	945100
Bus, minibus or coach	Count	Persons	Apr-01	406	1239	131060	1682127
Taxi or minicab	Count	Persons	Apr-01	49	149	7849	115495
Driving a car or van	Count	Persons	Apr-01	4474	26403	1086498	12308844
Passenger in a car or van	Count	Persons	Apr-01	611	3037	129131	1368226
Motorcycle, scooter or moped	Count	Persons	Apr-01	49	545	19259	248824
Bicycle	Count	Persons	Apr-01	238	1520	62103	632231
On foot	Count	Persons	Apr-01	1294	4624	198956	2231539
Other	Count	Persons	Apr-01	11	119	5635	82430
Not currently working	Count	Persons	Apr-01	1319	22305	1103024	13090593
Method of Travel to Work - Daytime Popula	LastUpdated	18-Nov-04					
Method of Travel to Work - Daytime Popula	Source	Office for National Statistics					
Method of Travel to Work - Daytime Popula	National Statistics						

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APPENDIX B

TRICS Assessment Results

Consented and Proposed From MRP

Land Use	Amount	AM Peak				PM Peak			
		Arrivals		Departures		Arrivals		Departures	
Consented									
Willowbank Road									
Rented Houses	50 units	0.17 trips/unit	9 trips	0.41 trips/unit	21 trips	0.37 trips/unit	19 trips	0.24 trips/unit	12 trips
Flats	6 units	0.07 trips/unit	0 trips	0.21 trips/unit	1 trips	0.19 trips/unit	1 trips	0.08 trips/unit	0 trips
Offices	2342.7 sqm	1.6 trips/100sqm	37 trips	0.19 trips/100sqm	4 trips	0.19 trips/100sqm	4 trips	1.31 trips/100sqm	31 trips
SUB TOTAL			**46 trips**		**26 trips**		**24 trips**		**43 trips**
Central Access									
Offices	2764.2 sqm	1.6 trips/100sqm	44 trips	0.19 trips/100sqm	5 trips	0.19 trips/100sqm	5 trips	1.31 trips/100sqm	36 trips
Alton Site									
Offices	632.8 sqm	1.6 trips/100sqm	10 trips	0.19 trips/100sqm	1 trips	0.19 trips/100sqm	1 trips	1.31 trips/100sqm	8 trips
CONSENTED TOTAL			**101 trips**		**33 trips**		**31 trips**		**88 trips**
Proposed									
Willowbank Road									
Rented Houses	48 units	0.17 trips/unit	8 trips	0.41 trips/unit	20 trips	0.37 trips/unit	18 trips	0.24 trips/unit	12 trips
Flats	6 units	0.07 trips/unit	0 trips	0.21 trips/unit	1 trips	0.19 trips/unit	1 trips	0.08 trips/unit	0 trips
Offices	2342.7 sqm	1.6 trips/100sqm	37 trips	0.19 trips/100sqm	4 trips	0.19 trips/100sqm	4 trips	1.31 trips/100sqm	31 trips
SUB TOTAL			**46 trips**		**25 trips**		**23 trips**		**43 trips**
Central Access									
Offices	2808.6 sqm	1.6 trips/100sqm	45 trips	0.19 trips/100sqm	5 trips	0.19 trips/100sqm	5 trips	1.31 trips/100sqm	37 trips
Restaurant *	66.4 sqm	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	5.197 trips/100sqm	1 trips	2.838 trips/100sqm	1 trips
SUB TOTAL			**45 trips**		**5 trips**		**6 trips**		**37 trips**
Alton Site									
Offices	632.8 sqm	1.6 trips/100sqm	10 trips	0.19 trips/100sqm	1 trips	0.19 trips/100sqm	1 trips	1.31 trips/100sqm	8 trips
PROPOSED TOTAL			**101 trips**		**32 trips**		**31 trips**		**88 trips**
NET Vs Consented (Worst Case)			**0 trips**		**-1 trips**		**0 trips**		**1 trips**

*** Mainly staff use, assumed 30% attraction of stand alone restaurant trips**

Land Use	Amount	AM Peak				PM Peak				Daily			
		Arrivals		Departures		Arrivals		Departures		Arrivals		Departures	
CONSENTED													
Willowbank Road													
Rented Houses	56 units	0 trips/unit	0 trips	0 trips/unit	0 trips	0 trips/unit	0 trips	0 trips/unit	0 trips	0 trips/unit	0 trips	0 trips/unit	0 trips
Offices	2342.7 sqm	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0.016 trips/100sqm	0 trips	0.016 trips/100sqm	0 trips
SUB TOTAL			**0 trips**		**0 trips**		**0 trips**		**0 trips**		**0 trips**		**0 trips**
Central Access													
Offices	2764.2 sqm	0 trips/100sqm	0 **trips**	0 trips/100sqm	0 trips	0 trips/100sqm	0 **trips**	0 trips/100sqm	0 trips	0.016 trips/100sqm	0 **trips**	0.016 trips/100sqm	0 trips
Alton Site													
Offices	632.8 sqm	0 trips/100sqm	0 **trips**	0 trips/100sqm	0 trips	**0** trips/100sqm	0 **trips**	0 trips/100sqm	0 trips	0.016 trips/100sqm	0 **trips**	0.016 trips/100sqm	0 trips
CONSENTED TOTAL			**0 trips**		**0 trips**		**0 trips**		**0 trips**		**1 trips**		**1 trips**
PROPOSED													
Willowbank Road													
Rented Houses	54 units	0 trips/unit	0 trips	0 trips/unit	0 trips	0 trips/unit	0 trips	0 trips/unit	0 trips	0 trips/unit	0 trips	0 trips/unit	0 trips
Offices	2342.7 sqm	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0.016 trips/100sqm	0 trips	0.016 trips/100sqm	0 trips
SUB TOTAL			**0 trips**		**0 trips**		**0 trips**		**0 trips**		**0 trips**		**0 trips**
Central Access													
Offices	2808.6 sqm	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0.016 trips/100sqm	0 trips	0.016 trips/100sqm	0 trips
Restaurant	66.4 sqm	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips	0 trips/100sqm	0 trips
SUB TOTAL			**0 trips**		**0 trips**		**0 trips**		**0 trips**		**0 trips**		**0 trips**
Alton Site													
Offices	632.8 sqm	0 trips/100sqm	0 **trips**	0 trips/100sqm	0 trips	**0** trips/100sqm	0 **trips**	0 trips/100sqm	0 trips	0.016 trips/100sqm	0 **trips**	0.016 trips/100sqm	0 trips
CONSENTED TOTAL			**0 trips**		**0 trips**		**0 trips**		**0 trips**		**1 trips**		**1 trips**
REALISTIC NET			**0 trips**		**0 trips**		**0 trips**		**0 trips**		**0 trips**		**0 trips**