

Client:  
**Glenalmond Developments Ltd**

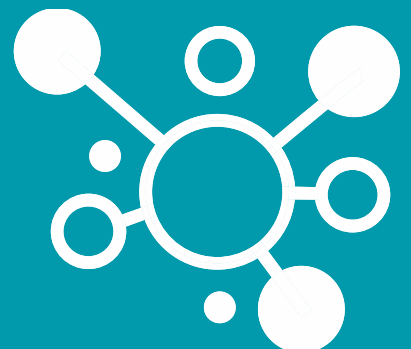
Project:  
**Hill Lane  
Markfield**

Project No:  
**T25569**

Report Title:  
**Travel Plan**

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Rev:	-
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# 1.0 Introduction

## Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Glenalmond Developments Ltd. to provide transport advice for a proposed residential development off Hill Lane, Markfield.
- 1.2 It is intended that the site will provide up to 67 dwellings, the site location is shown on **Figure 1.1**.
- 1.3 This Travel Plan (TP) has been prepared to support this outline planning application. This TP is accompanied by a Transport Assessment (TA) which presents and assesses the relevant highway elements of the application site.

## Purposed and Structure of the Report

- 1.4 The purpose of this report is to present a package of measures to encourage travel by sustainable and active modes of transport. The production of this report demonstrates the applicant's commitment to encouraging a culture of sustainable travel from early occupation of the development.
- 1.5 Following this introduction, the report is set out as follows:
  - Section 2.0 – Background Information;
  - Section 3.0 – Policy Review and Travel Plan Objectives;
  - Section 4.0 – Local Facilities and Sustainable Travel;
  - Section 5.0 – Travel Plan Targets;
  - Section 6.0 – Travel Plan Measures and Initiatives; and
  - Section 7.0 – Travel Plan Implementation and Monitoring.

## Limitations of the Report

- 1.6 This report has been undertaken at the request of Glenalmond Developments Ltd, thus should not be entrusted to any third party without written permission from Hub Transport Planning Ltd. However, should any information contained within this report be used by any unauthorised third party, it is done so entirely at their own risk and shall not be the responsibility of Hub Transport Planning Ltd.
- 1.7 This report has been compiled using data from a number of external sources (such as public transport information); these sources are considered trustworthy and therefore the data provided is considered accurate and relevant at the time of preparing this report.

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## 2.0 Background Information

### Site Location

- 2.1 The site is located within Markfield, at the western side of the village, where it is situated c.11km to the north-west of Leicester and c7.5km south-east of Coalville.
- 2.2 The site is bounded by Hill Lane to the west, residential properties to the north and east, and a Public Right of Way (PRoW) footpath, titled R17, in addition with fields to the south.
- 2.3 PRoW Footpath R17 is accessible from the Hill Lane Car Park which serves the Hill Hole Nature Reserve. The PRoW provides a pedestrian connection into the centre of the Village via Upland Drive or The Green.

### Existing Highway Network

- 2.4 Hill Lane is a single lane two-way carriageway that varies in width although is generally c.5.0m wide south of the junction with Hill Lane Close. The carriageway widens as it approaches the junction with Ashby Road to the north. There are no footways present on Hill Lane, whilst the road is subject to the national speed limit of 60mph.
- 2.5 Hill Lane is c.750m in length and forms a junction with Ashby Road to the north, and Forest Road to the south, in the form of priority-controlled junctions. Markfield Industrial Estate is accessed off Hill Lane opposite the site via Hill Lane Close.
- 2.6 Ashby Road and Forest Road eastbound each form a junction with Main Street which provides access to the centre of Markfield. Ashby Road changes to Whitwick Road immediately west of the junction with Hill Lane, which provides access onto the A50.
- 2.7 The A50 south-eastbound leads towards Leicester, whilst north-westbound provides access onto the M1 at Junction 22, as well as a direct link onto the A511 at this junction, which leads to Coalville.

## 3.0 Policy Review and Travel Plan Objectives

- 3.1 A review of key national, regional and local policy that is relevant to the site has been undertaken and is presented in this chapter.

### National Planning Policy Framework

- 3.2 The latest National Planning Policy Framework (NPPF) was published in December 2024 and sets out the government's planning policies for England and provides a framework for delivering housing and other development in a sustainable manner.

- 3.3 In relation to transport, the NPPF states at Paragraph 110 that:

'The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.'

- 3.4 When considering the effects the development may have on the local transport network, the NPPF paragraphs 115 and 116 state that:

'In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- a) sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;
- b) safe and suitable access to the site can be achieved for all users;
- c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code<sup>48</sup>; and
- d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach

And;

'Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.'

- 3.5 The NPPF further advises in Paragraph 117 that:

'Within this context, applications for development should:

- a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.'

3.6 In relation to parking policy, Paragraph 112 of the NPPF states that:

'If setting local parking standards for residential and non-residential development, policies should take into account:

- a) the accessibility of the development;
- b) the type, mix and use of the development;
- c) the availability of and opportunities for public transport;
- d) local car ownership levels; and
- e) the need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles'

3.7 Paragraph 109 of the NPPF states:

'Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:

- a) making transport considerations an important part of early engagement with local communities;
- b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;
- c) understanding and addressing the potential impacts of development on transport networks;
- d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;
- e) identifying and pursuing opportunities to promote walking, cycling and public transport use; and

f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.

3.8 Paragraph 118 states:

‘All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored’.

### **Leicestershire Local Transport Plan**

3.9 LCC’s Vision for Transport Across Leicestershire is “delivering a safe, connected and integrated transport network which is resilient and well managed to support the ambitions and health of our growing communities, safeguards the environment whilst delivering economic prosperity.

3.10 The Leicestershire County Council (LCC) Local Transport Plan (LTP) was adopted in November 2024, which outlines the strategic transport goals for the county:

- “Meet the current and future needs of all users in a coordinated manner and enable travel choices
- Benefit all transport users including car drivers, freight, public transport, walking, wheeling, and cycling.
- Provide wider public health, economic, and environmental benefits for local communities.
- Provide the best value for money to taxpayers.”

3.11 LCC’s LTP will, through a collaborative process, develop transport solutions that are to be identified and delivered which maximise economic growth, support sustainable development and minimise delay across the transport network.

3.12 The LTP4 sets out a range of core policies, themes and objectives to ensure the above strategic transport goals are met. The six core policies include:

- Delivering the Vision;
- Managing Demand;
- Enabling Travel Choice;
- Delivering Solutions;
- Embracing Innovation; and
- Evaluating Progress.

3.13 A key aspect of the LTP relating to new developments is to facilitate transport choice for all users of the road network to enable viable, safe and attractive transport alternatives to help reduce single occupancy vehicle journeys.



### **Hinckley & Bosworth Borough Council's Policy**

- 3.14 Hinckley & Bosworth Borough Council's Core Strategy for the Local Plan sets out the overarching strategy and policies to guide the future development of the borough up to 2026.
- 3.15 The Core Strategy identifies Markfield as a Key Rural Centre. Policy 14 addresses the transport infrastructures and specifically that of rural areas:
- “To support accessibility within the rural areas, the council will:
- Support the delivery of a viable, high quality public transport network between the Key Rural Centres and their nearest urban centre and between the Rural Villages and their nearest Key Rural Centre or urban centre.
- Support the provision of accessible transport services for mobility impaired and rurally isolated residents.
- Deliver safe cycle paths as detailed in the Hinckley & Bosworth Council's Rural Parishes Cycle Network Plan. This will deliver safe routes to school, to residential and employment areas, Key Rural Centres/urban areas, community and leisure facilities and into the countryside.
- Developers will be required to contribute towards these initiatives through developer contributions and/or land where they meet the tests set out in national guidance. New development that would prejudice their implementation will not be permitted.”
- 3.16 Spatial Objective 13: Transportation and Need to Travel within the Core Strategy states:
- “To reduce the high reliance on car travel in the borough and to increase the opportunities for other forms of transport by focusing the majority of development in the Hinckley urban area where there is a range of transport options available and through securing improvement to public transport infrastructure and facilities that promote walking and cycling and through the use of travel plans.”

### **Travel Plan Objectives**

- 3.17 The specific aim of the TP for this site is to promote and facilitate sustainable travel choices, particularly to reduce single-occupancy car use. This links to the principle transport aim for the site, which is to make it, within reason, as sustainable as possible in terms of people's movements to and from the site.
- 3.18 The primary objectives of the plan for the site are as follows:
- To reduce reliance on the private car and to minimise the number of single occupancy car traffic movements to/from the site;
  - To encourage the use of sustainable modes of travel, particularly walking, cycling and bus to access local facilities and for different journey purposes; and
  - To minimise, where possible, the impact of the site on the local area.

### **Methodology for Formulating the Travel Plan**

- 3.19 A detailed timetable is provided in **Section 7.0**, however the implementation process for the TP, once the site is close to being in use as a development, is likely to be as follows:

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- Appoint a Travel Plan Co-ordinator (TPC)
  - Implement initial measures/initiatives; and
  - Derive potential travel patterns to/from the site and investigate incentives for residents to use more sustainable modes of travel.

## 4.0 Local Facilities and Sustainable Travel

### Sustainable Travel

- 4.1 Walking and cycling provide important alternatives to the private car and should also be encouraged to form part of longer trips via public transport.

#### Walking Distance Guidance

- 4.2 The Institution of Highways and Transportation (IHT) (now Chartered Institution of Highways and Transportation (CIHT)) guidance document 'Providing for Journeys on Foot' provides advice for sustainable travel infrastructure provision within new developments. The suggested walking distances to key facilities (e.g. healthcare, shops) are presented in **Table 1**.

**Table 1 – Suggested Walking Distances (CIHT Guidelines)**

	Town Centre (m)	Commuting/Schools/ Sightseeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

- 4.3 Manual for Streets (MfS) and the National Design Guide (2021) states that 'walkable neighbourhoods' are typically characterised by having a range of facilities within 10 minutes (up to about 800m) walking distance of residential areas which residents may access comfortably on foot.
- 4.4 MfS also states that the 800m walking distance is not an upper limit and references the former Planning Policy Guidance Note 13: Transport (PPG13) guidance in respect of walking replacing short car trips, particularly those under 2km.
- 4.5 Table NTS0303 from the 2024 National Travel Survey (released August 2025) indicates that the national average walk trip distance in 2024 was 0.7 miles or 1.12km.
- 4.6 The 2024 National Travel Survey also shows that walking was the most frequent mode used for short trips, with 78% of trips under one mile (1.6km) being completed by foot in 2024, which is very similar to 2023 (82%) and 2022 (83%).

#### Cycling Distance Guidance

- 4.7 There is also potential for short car trips to be substituted for cycle trips, and for longer trips to be substituted by a combination of cycle and public transport trips.
- 4.8 The CIHT Planning for Cycling document (2014) states that "The majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips."
- 4.9 The DfT Cycling and Walking Investment Strategy (2017) also refers to the threshold of 5 miles (or 8km), stating that "Two out of every three personal trips are within five miles - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking."

- 4.10 The second cycling and walking investment strategy published by DfT in 2022 does not specifically reference the statement in the paragraph above, however one of the main objectives is to increase the percentage of short journeys (i.e. those under five miles) in towns and cities that are walked or cycled from 41% in 2018/2019 to 46% in 2025.
- 4.11 The 2024 National Travel Survey also shows that the average cycle trip distance (for all purposes) was 3.3 miles or 5.3km. Therefore, it is reasonable to consider cycling as a viable mode of travel for distances up to 8km.
- 4.12 This combined with the commuting data makes it reasonable to consider cycling as a viable mode of travel for up to 8km.

**Local Facilities**

- 4.13 The closest key local facilities in the vicinity of the site can be seen in **Figure 4.1** and are listed in **Table 2**, which does not represent an exhaustive list.
- 4.14 Distances have been measured from the centre of the site using existing pedestrian routes (allowing for a 150m walking distance between the centre of the site and the existing highway network).

**Table 2 – Distance to Local Facilities**

Plan Number	Local Facilities	Distance
<b>Education</b>		
E1	Kidspace Nursery	850m
E2	Mercentfeld Primary School	1.3km
E3	South Charnwood High School	2.4km
E4	Markfield Institute of Higher Education	2.6km
<b>Healthcare</b>		
H1	Markfield Medical Centre	1.6km
H2	Masons Chemist	1.6km
<b>Leisure</b>		
L1	Hill Hole Nature Reserve	380m
L2	Markfield Allotments	500m
L3	Markfield Cricket Club	500m
L4	Queens Head Pub	650m
L5	Markfield Skate Park	1.3km
<b>Community</b>		
C1	Saint Michael and All Angels	800m
C2	Markfield Congregational Church	900m
C3	Trinity Methodist Church	950m
C4	Markfield Library	1.2km
C5	Markfield Post Office	1.5km
C6	The Markfield Mosque	2.5km

Plan Number	Local Facilities	Distance
C7	Markfield Court Retirement Village	2.6km
<b>Retail</b>		
R1	Central Co-op Markfield	850m
R2	Londis Convenience Store	1.5km
R3	Markfield Services	1.6km
<b>Employment</b>		
EMP1	Old Cliffe Hill Quarry	1.6km

4.15 **Table 2** demonstrates that there is a reasonable range of local facilities within walking distance of the site in Markfield, mostly falling within the 2km upper limit outlined within the former PPG13 guidance, which can be used by residents daily.

#### **Pedestrian Accessibility**

- 4.16 No footways are present adjacent Hill Lane, excluding north of the junction with Hill Lane Close, where a footway is provided adjacent to the west side of the carriageway for a length of approximately 30m.
- 4.17 A footway is also provided adjacent to the southern side of Ashby Road within the vicinity of the junction with Hill Lane, which extends east, providing a continuous pedestrian route towards the centre of Markfield where a network of footways is provided within the village to the majority of the local facilities identified within **Table 2**.
- 4.18 An existing PRow (Footpath R17) is accessible immediately south of the southern site boundary frontage from Hill Lane, via the vehicular access to the Hill Lane Car Park. This footpath provides direct and indirect links onto Upland Drive and The Green, which accommodate adjacent footway provision and form part of the pedestrian network of footways within Markfield.
- 4.19 **Figure 4.2** identifies the 800m, 1.2km and 2.0km walking distances from the centre of the site, in relation with the existing local road network and PRowS.

#### **Cycle Accessibility**

- 4.20 The majority of the local roads within Markfield are subject to a 30mph speed limit, excluding Ashby Road and Hill Lane, which are currently subject to 40mph and 60mph speed limits respectively, with the former road changing to a 60mph speed limit adjacent to and west of the junction with Hill Lane as it changes to Whitwick Road.
- 4.21 There are, however, urban characteristics along Ashby Road, including bus stops, adjacent footway provision and dwellings fronting onto the carriageway, which naturally creates greater driver awareness of pedestrians crossing and cyclists travelling along the carriageway.
- 4.22 Whilst as detailed within the accompanying Transport Assessment (TA) that forms part of the planning application, both Hill Lane and Ashby Road within the vicinity of the site, leading towards Markfield, are proposed to include changes to their existing speed limits to provide a continuous 40mph speed limit.
- 4.23 The existing characteristics of the local highway network and proposals to reduce speed limits therefore will provide greater opportunity for future residents of the proposed development to cycle on-street to access the local facilities within Markfield.

- 4.24 Further afield, Ratby Lane extends south from Markfield, changing to Thornton Lane on-route, providing access onto National Cycle Network (NCN) 63. Eastbound, this route leads towards Leicester, providing access to Groby and Ratby on-route, whilst westbound leads to Ibstock.
- 4.25 The Ratby Lane/Thornton Lane carriageway increases in speed limit to 50mph, demonstrating that access to the wider surrounding areas of the site by cycling, as part of a commute for example, is more suitable for cyclists with experience travelling with-traffic along carriageways.
- 4.26 **Figure 4.3** identifies the 5.0km and 8.0km cycle distances from the centre of the site, in relation with the local NCN routes.

**Bus Accessibility**

- 4.27 The nearest bus stops to the site are located along Ashby Road c.350m to 400m walking distance from the centre of the site.
- 4.28 Both stops are provided in the form of a shelter design, which are served by Buses 29, 29A and 29B. These services connect Leicester and Swadlincote/Ashby de-la-Zouch, providing a c.30-minute frequency Monday to Saturday, with services provided in each direction before and during the typical AM peak hour and during and after the typical PM peak hour. These buses also operate on a Sunday at a reduced approximate hourly frequency.
- 4.29 The westbound bus stop is accessible via the existing footway adjacent to the southern side of Ashby Road, whilst the eastbound bus stop includes a hardstanding area around the shelter, with no dropped kerb crossing provision provided across the carriageway from the footway adjacent to the southern side of Ashby Road.
- 4.30 A summary of the frequency and destinations of these bus services is included in **Table 3** below.

**Table 3 - Local Bus Services**

Service No.	Stop Direction	Operator	Route	Frequency (approx.)		
				Monday - Friday	Saturday	Sunday
29/A	Eastbound	Arriva Midlands	Swadlincote/Ashby – Coalville – Leicester	C. 30-minutes First Service: 05:25 Last Service: 22:45	C. 30-minutes First Service: 05:25 Last Service: 22:45	Every Hour First Service: 05:55 Last Service: 21:45
29/A	Westbound	Arriva Midlands	Leicester – Coalville – Ashby/Swadlincote	C. 30-minutes First Service: 07:00 Last Service: 23:45	C. 30-minutes First Service: 07:00 Last Service: 23:45	Every Hour First Service: 07:05 Last Service: 22:45

- 4.31 **Table 3** demonstrates that the existing buses that stop locally from the site provide frequent services throughout the week, with the operation of these buses beginning early each day and ending late each night, providing opportunity for residents of the site to travel by bus to access the surrounding destinations, for commuting and leisure-based purposes.
- 4.32 Journey times for residents travelling to the following key destinations (including a c. seven-minute walk from the centre of the site) are:
  - Leicester City Centre – 37 minutes
  - Coalville – 42 minutes

- Ashby – 1 hr 10 minutes
  - Swadlincote – 1 hr 35 minutes
- 4.33 This shows that residents can access facilities further afield within Leicester 40 minutes by bus (including the walk from the centre of the site to the bus stops) which reduces their reliance on a private vehicle.
- 4.34 The current £3 cap on single fares also makes buses very competitive with other modes of transport. The site is in a good location for new residents to access local employment, retail, and leisure destinations within Leicester, as well as other surrounding towns and villages.

### **Rail Accessibility**

- 4.35 Both Leicester rail station and Loughborough rail station are located within c.14.5km and c.13.5km driving distance from the site to the east and north respectively.

#### Leicester Railway Station

- 4.36 Given the location of the station and its distance from the site, it is considered that residents would realistically only access this station by bus or car.
- 4.37 The station benefits from 508 car parking spaces, with 20 of these being accessible spaces.
- 4.38 The station can be accessed via the number 29/A bus service from Ashby Road; this service terminates at St Margaret's bus station, approximately a 1.2km walking distance from the railway station that is accessible via the pedestrian infrastructure through the city centre.
- 4.39 Leicester Railway Station is on the Midland Main line operated by the East Midlands Railway Service, as well as the CrossCountry Birmingham to Peterborough line. Services run from Leicester to destinations such as London St Pancras, Nottingham, Sheffield (two per hour), and Birmingham New Street (two per hour).

#### Loughborough Railway Station

- 4.40 Loughborough Rail Station is similarly located beyond the 8.0km cycle distance from the site, as such residents accessing this station would most likely travel by car.
- 4.41 The station benefits from 270 car parking spaces, 14 of these being accessible spaces.
- 4.42 The station is on the same Midland Main Line as Leicester Rail Station; and is the only line that serves Loughborough Rail Station. Services run from Loughborough to the destinations of London St Pancras, Nottingham, Sheffield, and Lincoln at frequencies of two per hour.
- 4.43 Overall, there is the opportunity for residents of the site to travel to either rail stations and continue their onward journey by train to destinations further afield for employment or leisure purposes, with Leicester Railway Station also accessible by the 29/A bus service.

### Summary

- 4.44 The above review demonstrates that Markfield includes a range of local facilities that are generally accessible within the village by walking and cycling, with the proposed development to include off-site highway works to connect the site with the existing pedestrian infrastructure, as well as provide improved opportunities to cycle on-road from the site to the centre of the village, as detailed within the accompanying TA that forms part of this planning application.
- 4.45 The existing local bus services that stop within the vicinity of the site provide frequent opportunities throughout the week to the key surrounding destinations, whilst further afield, both Leicester and Loughborough Railway Stations provide access to the wider areas of the country.
- 4.46 It is therefore considered that residents will have a real choice about how they travel and that the proposals therefore accord with the guiding principles of the NPPF.



## 5.0 Travel Plan Targets

### Method of Travel to Work

- 5.1 A key measure of the success of the TP will be with respect to the level of reduction in single occupancy car journeys in favour of other sustainable modes of transport.
- 5.2 Targets will be used to assess the effectiveness of the TP initiatives and measures which are outlined in **Section 6.0**, with the overall goal of meeting the TP objectives which are stated in **Section 3.0**.
- 5.3 The modal split for travel to/from the site has been derived from local Census data that has been used to set the baseline mode split against which targets have been set. The baseline targets will be replaced once surveys have been completed following occupation.
- 5.4 Journey to Work (JtW) data from the 2011 Census provides a baseline modal split for JtW trips from the 2011 Hinckley and Bosworth 001 Middle Super Output Area (MSOA), which is presented in **Table 4**.

**Table 4 – Method of Travel to Work (2011 Census)**

Method of Travel to Work	Hinckley and Bosworth 001 MSOA
Car/Van Driver	83%
Car/Van Passenger	6%
Taxi	0%
Train	0%
Bus, Minibus or Coach	4%
Underground, Metro, Light Rail, or Tram	0%
Motorcycle, Scooter or Moped	1%
Bicycle	1%
Walk	5%

- 5.5 This shows that approximately 83% use a car or van to commute to work. Travel for commuting purposes by bus is 5% and the modal share of walking and cycling trips is 5% and 1% respectively. This could be attributed by the more rural nature of Markfield, where more residents are likely to travel longer distances to work.

### Targets

- 5.6 To ensure that the Travel Plan targets are both realistic and achievable, it is proposed that the targets are reviewed following the first set of mode share travel surveys.
- 5.7 The applicant will seek to deliver a reduction of 10% in single occupancy car journeys within five years of full occupation; in real terms, this would seek to reduce the car driver trips by 8.3% (10% of current 83% single occupancy car use), down to 74.7% from 83%.
- 5.8 This is likely to provide a challenging, but achievable, target for the site; the walking and cycling facilities as well as the proximity to public transport services should help to achieve modal shift.

## 6.0 Travel Plan Measures and Initiatives

### Introduction

6.1 Travel Plans provide a package of measures to encourage site users to choose alternative travel options in preference to single occupancy car use. There are also further, equally important, reasons for promoting sustainable travel including travel choice, the environment, need and health benefits.

### Promotion of Sustainable Modes of Travel

6.2 To meet the aims stated in **Section 3.0**, residents will be encouraged to travel via sustainable modes, particularly walking, cycling and bus, to minimise traffic impacts of the site on the local area. This will be through the following sustainable travel measures and initiatives:

- Encourage walking to/from the development by:
  - Providing a map of local walking routes and Public Rights of Way (PRoWs);
  - Promoting walking information websites; and
  - Promoting the health benefits of walking.
- Encourage cycling to/from the development by:
  - Providing a map of local cycling routes, including National Cycle Network (NCN) Routes;
  - Promoting the cycle to work scheme;
  - Providing a £150 Sustainable Travel Voucher per household towards purchasing a bike;
  - Promoting cycling information websites; and
  - Promoting the health benefits of cycling.
- Encourage the use of public transport by:
  - Providing detailed public transport information to residents, including timetables and fares.
  - Providing one 'Adult East Midlands' ticket for six months per dwelling for the Arriva Midlands bus service (or alternative bus service provider if the route operator changes). This will permit a resident to unlimited travel for one year on all Arriva East Midlands bus routes including to the Leicester, North-West Leicestershire, Melton, Harborough, Hinkley and Lutterworth zones.
- Encourage sustainable car journeys by:
  - Making residents aware of car share schemes such as liftshare.com; and
  - Promoting the benefits of car sharing to residents.
- Promote the Travel Plan and its measures by:

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- Publicising the Travel Plan on the development website; and
  - Provide each dwelling with a Welcome Travel Pack encouraging residents to utilise the sustainable travel options.

## 7.0 Travel Plan Implementation and Monitoring

### Travel Plan Information Packs

- 7.1 A key aspect in achieving the Travel Plan measures and initiatives will be the distribution of travel information to residents once the development is completed.
- 7.2 Each household will be provided with a Travel Pack which will contain information about the modes of transport which are available for journeys to and from the site. The information packs will include public transport and sustainable travel information about services and routes within the local area.
- 7.3 The packs will make residents aware of transport provision which is available to the nearest towns, local shops, schools, health and leisure facilities, bus stops, rail station and nearby employment areas for those applicable.
- 7.4 The packs will also include maps giving details of safe pedestrian and cycle routes to/from the site, together with fare, contact and timetable information for public transport services and information on how to claim their annual bus season ticket.
- 7.5 A simple statement outlining the benefits of sustainable transport versus the use of private car will also be set out in the information pack, as well as the aims of the Travel Plan. This and all the information contained within the pack will be researched and published prior to occupation and will be reviewed annually and updated, as necessary.

### Travel Plan Co-ordinator

- 7.6 A fundamental aspect of the implementation and appointing of any Travel Plan is the identification of a TPC for the site. The management and implementation of the Travel Plan will be the responsibility of the developer who will either appoint a member of their office team, or an external consultant, to be the TPC.
- 7.7 The TPC will be approachable, amenable to suggestions and possess a high level of interpersonal skills. They will be required to converse with outside bodies such as public transport operators and the local authority.
- 7.8 The TPC will also have a sound knowledge of the local transport in the area and should wholeheartedly believe in the strategy to be implemented for the site. It is also essential that they can dedicate sufficient time to developing the initiatives and implementing an overall strategy for the development.
- 7.9 The TPC will be responsible for setting up, promoting, and monitoring most of the initiatives and schemes listed in **Table 5**.
- 7.10 Following occupation, the TPC will ensure that Travel Plan Information Packs are provided to all residents. They will be responsible for the continued promotion of sustainable modes of travel, including preparing and undertaking annual travel surveys.
- 7.11 The TPC will be responsible for the monitoring of the Travel Plan, updating the Travel Packs and to continue to help promote sustainable modes of travel.

**Table 5 – Action Plan**

Travel Mode	Initiative	Target Date	Person/Stakeholder Responsible	Other Delivery Partners
Walking	Provision of maps detailing local walking routes and PROWs	At occupation	TPC	
	Promoting walking information websites	At occupation	TPC	
	Promoting the health benefits of walking	At occupation	TPC	
	Delivery of pedestrian infrastructure within the development and off-site as per the proposals.	Prior to occupation	Developer	Leicestershire County Council
Cycling	Providing details of local cycle routes to key facilities	At occupation	TPC	
	Promoting the cycle to work scheme	At occupation	TPC	
	Providing a £150 Sustainable Travel Voucher to encourage bike ownership	At occupation	TPC	
	Promoting cycling information websites	At occupation	TPC	
	Promoting the health benefits of cycling	At occupation	TPC	
Public Transport	Providing detailed public transport information to residents, including timetables and fares	At occupation	TPC	Public transport providers
	Providing one 'Arriva East Midlands' adult ticket per dwelling, which will permit unlimited travel for a year on all Arriva service routes in the East Midland zones	At occupation	TPC	Public transport providers
Sustainable Car Journeys	Making residents aware of car share schemes	At occupation	TPC	
	Promoting the benefits of car sharing to residents	At occupation	TPC	
	Providing EV charging spaces for each dwelling on-site	Prior to occupation	Developer	
Promoting the Travel Plan	Publicising the Travel Plan on the development website	Prior to occupation	TPC	
	Provide each dwelling with a Welcome Travel Pack encouraging residents to utilise the sustainable travel options	At occupation	TPC	

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Hill Lane, Markfield



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## Figures



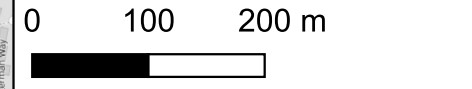
# Legend

- Site Location
- 🚌 Bus Stops

T25596 Figure 1.1 - Site Location



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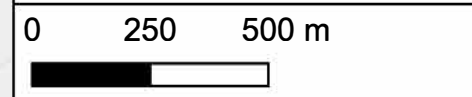
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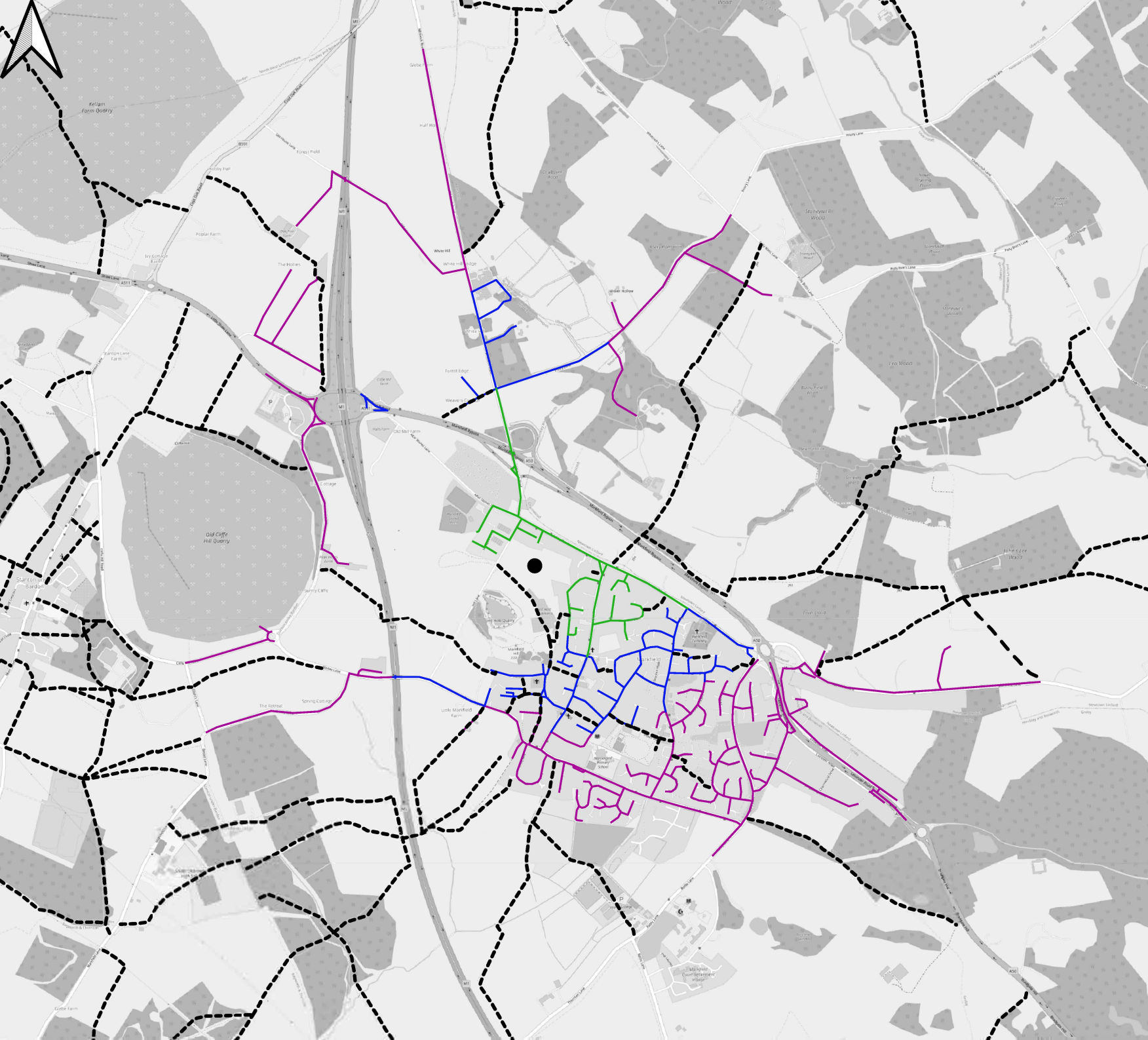
- Site Location
- Community
- Education
- Employment
- Healthcare
- Leisure
- Retail

**T25596 Figure 4.1 - Local Facilities**



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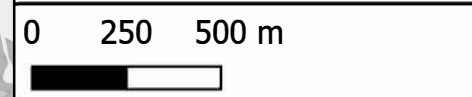
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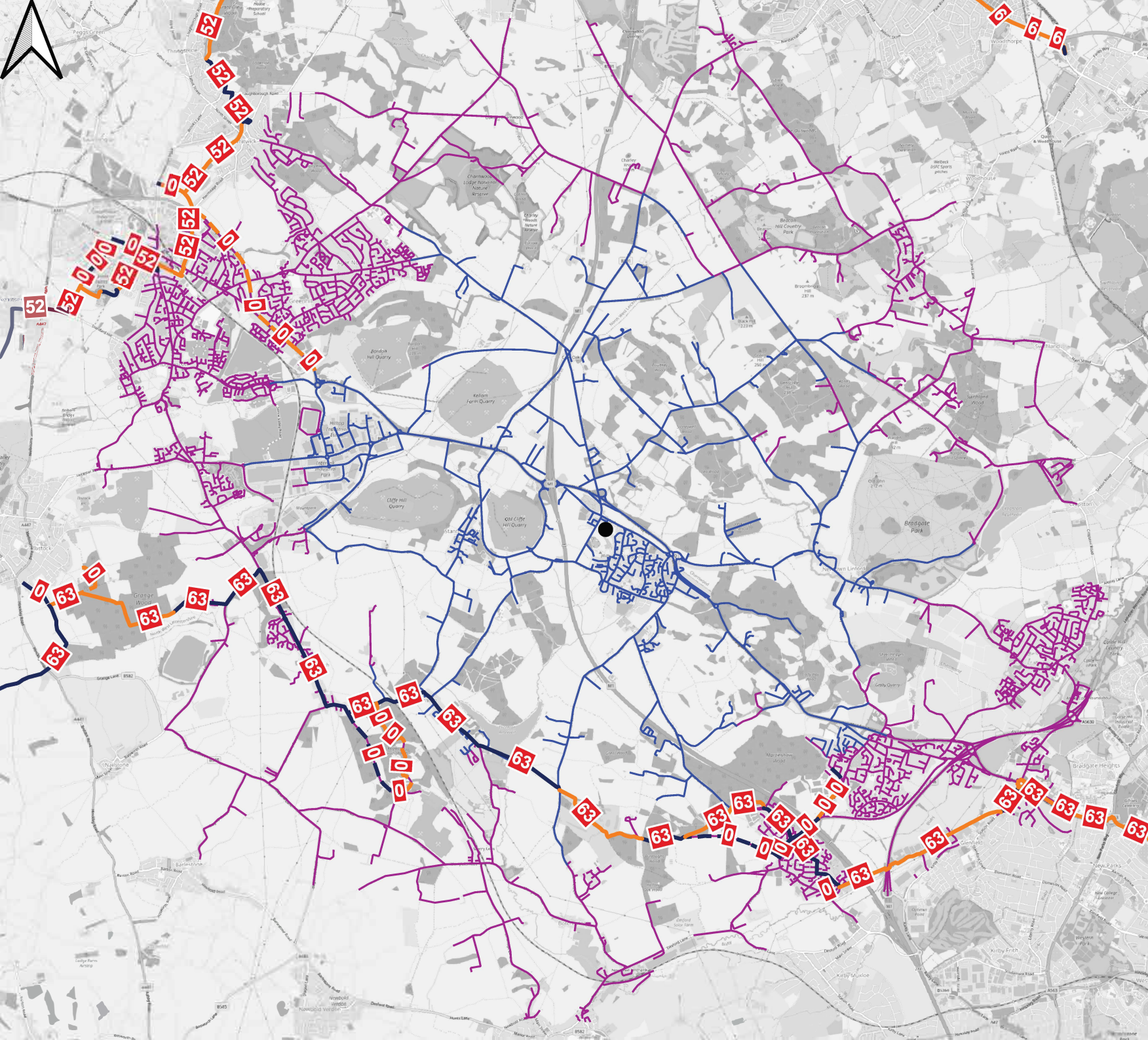
- Site Location
- Walking Distances
  - 800m
  - 1.2km
  - 2km
- LCC Public Rights of Way

**T25596 Figure 4.2 - Walking Distances**



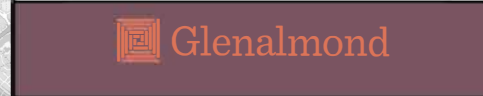
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- ### Legend
- Site Location
  - Cycling Distances**
    - 5km
    - 8km
  - National Cycle Network**
    - On-Road Route not on NCN
    - On-Road Route on NCN
    - Traffic-Free Route not on NCN
    - Traffic-Free Route on NCN

**T25596 Figure 4.3 - Cycling Distances**



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