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# Framework Travel Plan

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Project: Brick Kiln Street, Hinckley

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Prepared by Olivia Thomas

Project Manager James Corbett

Technical Review/Audit James Corbett

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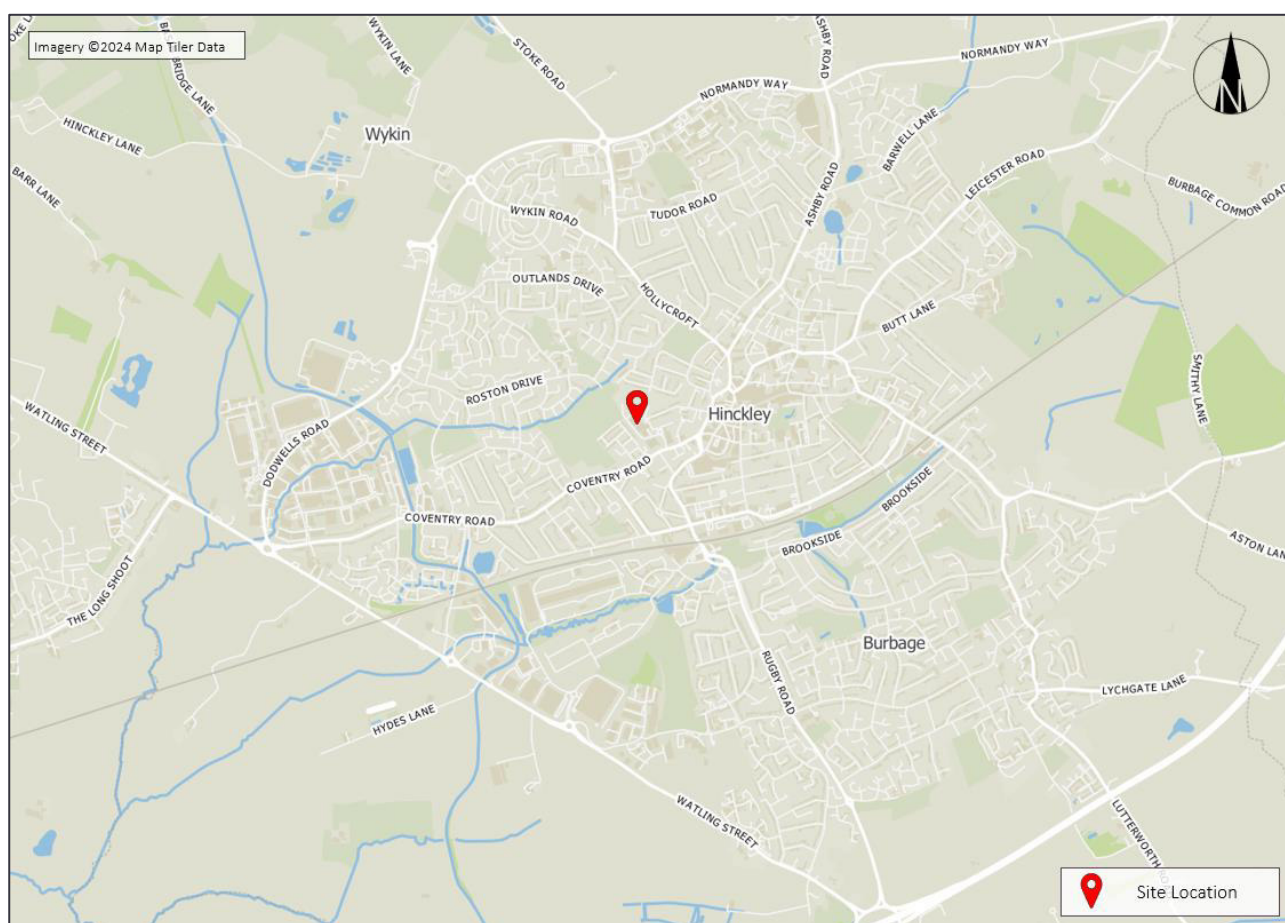
# 1. Introduction

## 1.1 Background

This Framework Travel Plan (FTP) has been prepared by The Transportation Consultancy Ltd ('ttc'), on the behalf of Cadent Gas, to support an Outline Planning Application for the construction of up to 195 new residential dwellings on the former Cadent Gas employment site off Brick Kiln Street, Hinckley.

The proposed development location is illustrated in **Figure 1.1**.

**Figure 1.1 Site Location**



## 1.2 Aim and Scope of Report

The FTP aims to provide all residents with a greater awareness of alternative sustainable modes of transport that are available and reduce the impact of private car trips to and from the site. Details of proposed targets are also provided in order to reduce the level of single car occupancy trips amongst residents and the use of alternative, more sustainable, modes of transport.

The purpose of this report is to set out the details of the initiatives, deliverables, targets, and responsibilities of the FTP. The document will be a recorded agreement between Leicestershire County Council (LCC) and the applicant, who provides a commitment to the FTP.

The scope and content of this FTP includes the following:

- **Chapter 2** – The Travel Plan Process;
- **Chapter 3** – Policy Background;
- **Chapter 4** – Existing Transport Opportunities;
- **Chapter 5** – Travel Plan Management and Co-ordination;
- **Chapter 6** – Objectives, Targets, Monitoring and Review;
- **Chapter 7** – Travel Plan Initiatives; and,
- **Chapter 8** – Action Plan

### 1.3 Contact Details

Until a Travel Plan Coordinator (TPC) is appointed, correspondence associated with the FTP will be dealt with by the applicant and all correspondence should be directed through the applicant until notified otherwise.

## 2. The Travel Plan Process

A FTP is a dynamic management tool which brings together transport and residential issues in a co-ordinated strategy. The emphasis is on increasing the choice of sustainable methods of travel and reducing single car occupancy usage.

A FTP involves the development of a set of measures which can bring a number of benefits to residents based at the site and minimise local traffic impacts of the new development. The FTP aims to:

- Encourage the use of more sustainable modes of transport, such as walking, cycling, and using public transport;
- Reduce unnecessary travel; and
- Encourage the use of sustainable travel by improving facilities, providing information, and raising awareness.

Travel planning is an ongoing process which will grow and develop with time. It is acknowledged that to be successful, the FTP process should involve:

- A designated TPC to be responsible for the development, implementation, and day-to-day operation of the FTP;
- Communicating the various methods of transport and services available to residents; and,
- Ongoing review and amendment of the FTP to ensure it is a 'living' document and 'fit for purpose'.

A successful FTP can bring about the following benefits to residential sites such as:

- An effective, proactive approach to influencing the travel behaviour of new occupants;
- The demonstration of corporate, social and environmental responsibility of the developer;
- Attracting less cars with improved safety benefits; and
- Having healthier and active residents.

A FTP can take a variety of forms to suit different organisations. This FTP is intended to:

- Influence the travel behaviour of new occupants and their visitors by providing a greater awareness of the travel options available;
- Generate fewer single occupancy car trips than would otherwise be the case by encouraging modal shift;
- Reducing unnecessary travel; and,
- Reducing car mileage and emissions.

## 3. Policy Context

### 3.1 National Policy

#### National Planning Policy Framework (December, 2023)

The NPPF sets out the basis for requiring and securing Travel Plans (TPs) and indicates that they should be submitted alongside planning applications which are likely to generate significant amounts of movements. NPPF states the following:

Paragraph 117: *‘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 transport statement or transport assessment so that the likely impacts of the proposal can be assessed.’*

In accordance with the above national policy this TP proposes a package of measures that seek to:

- Reduce reliance on car journeys through the reduction in the length and number of motorised journeys, in particular those carried out in single occupancy vehicles;
- Promote the use of alternative means of travel which are more sustainable and environmentally friendly; and
- Reduce emissions.

In addition to assisting in achieving Central Government aims and objectives, a TP can have several benefits to individuals and the local community as well as the site, such as:

- An improvement in the environmental image of the site;
- Improved access to the site for visitors and deliveries;
- Reduced traffic generation resulting in improved air quality, noise levels, local traffic conditions and a cleaner, more attractive environment;
- Reduced stress caused by driving, allied with improved health from adopting alternative travel habits;
- Enhancement of the role of walking and cycling in the local area and therefore an improved environment for all pedestrians and cyclists, and associated health benefits;
- Improved viability and therefore provision of local public transport services, which are available to those travelling to and from the site as well as the rest of the community; and
- A reviewable operation, so that any adverse transport impact can be quickly dealt with and emerging opportunities maximised.

#### Travel Plans, Transport Assessments and Statements

In addition to the information contained within the NPPF, the Department for Transport (DfT) publication *‘Travel Plans, Transport Assessments and Statements’*, which is one of several guidance documents contained within the ‘Planning Practice Guidance’ documents suite, provides further guidance on the development and implementation of Travel Plans.

The guidance strongly supports pre-application determination on the scope and content of the Travel Plan, stating:

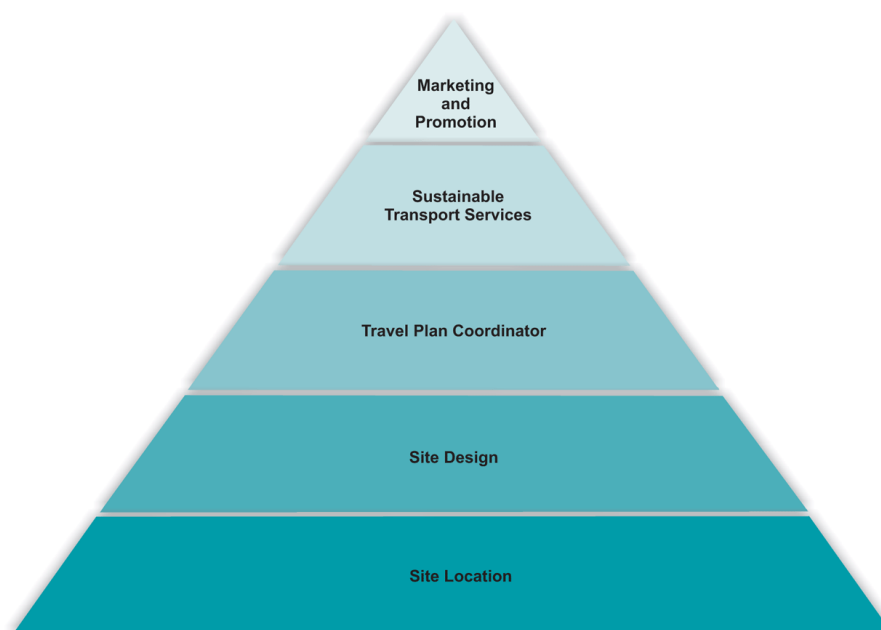
Consideration should be given at the pre-application stage to:

- the form and scope of the Travel Plan;
- the outcomes sought by the Travel Plan;
- the processes, timetables and costs potentially involved in delivering the required outcomes (including any relevant conditions and obligations);
- the scope of the information needed; and
- the proposals for the on-going management, implementation and review processes.

Whilst the former guidance contained within DfT Document ‘Good Practice Guidelines: Delivering Travel Plans through the Planning Process’ has been superseded by the ‘Planning Practice Guidance’ documents, it is considered that the ‘pyramid of measures and actions’ referenced within the aforementioned is still a useful guide when developing a TP.

There are five levels to the pyramid, with each level building on the lower levels. A version of the TP pyramid has been included to aid the development of the TP. This is illustrated in **Figure 3.1**.

**Figure 3.1 Travel Plan Pyramid**



At the first level of this pyramid is the fundamental issue of site location. A TP cannot be used to justify development in an inappropriate location therefore the site must display sufficient proximity to local facilities and services. The next level comprises the physical characteristics that need to be incorporated into the design of the site from an early stage in order to reduce the need to travel and support walking, cycling and public transport use i.e. the ‘hard’ measures.

The next item required is the resource to facilitate and develop the measures in the plan, commonly a TPC or similar nominated person is appointed to fulfil this role. The end user will take on the co-ordination role and assume responsibility for developing the full TP for the site.

The next level is the physical measures and services that need to be obtained for the site, such as public transport measures. The top tier of the pyramid is occupied by the ‘soft’ measures which are required to

promote the TP and raise its awareness to ensure that there is adequate take-up by users of the various services and facilities offered by the Plan.

## 3.2 Regional Policy

### Leicestershire County Council's Travel Plan Guidance

The relevant document for the design and layout of residential roads is the Leicestershire Highway Design Guide, within which Travel Plans are referred to as being important documents in promoting sustainable travel, and should be referred to when considering various aspects of development proposals, for example parking provision.

Personal Travel Plans are also being launched by the county and city through the 'Choose How you Move' campaign to help reduce traffic congestion and boost sustainable travel in and out of Leicester, supported by the Sustainable Transport Access Fund. The aim is to encourage residents to learn more about sustainable travel, help tackle congestion and encourage the use of more sustainable modes of transport.

More information on the 'Choose How You Move' campaign is available at [www.choosehowyoumove.co.uk](http://www.choosehowyoumove.co.uk).

## 3.3 Local Policy

### Hinckley & Bosworth Borough Council's Policy

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. It builds on policy at a national and regional level.

Spatial Objective 13: Transportation and Need to Travel 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.'*

### Hinckley Town Centre Area Action Plan

The Hinckley Town Centre Area Action Plan (AAP) has been developed to provide specific development policies for the town centre. This is in conjunction with the Core Strategy and national policies.

The AAP identifies several Spatial Objectives to ensure that Hinckley town centre develops in a sustainable manner. Spatial Objective 2 addresses accessibility:

*'To increase and improve accessibility within, to and from the town centre for pedestrians, cyclists and public transport and improve and rationalise car parking facilities in Hinckley town centre.'*

Spatial Objective 4 addresses Hinckley town centre's image:

*'To enhance Hinckley town centre's image to developers, retailers, residents and visitors by ensuring high quality, safe and well designed, environmentally friendly development in the town centre.'*

Policy 15 of the AAP identifies transport infrastructure delivery and developer contributions:

*'Developers will either make direct provision of infrastructure, or will contribute towards the overall provision of measures by way of providing contributions through Section 106 agreements (or equivalent) to an overall*

*pot for transportation improvements in the town centre. Contributions will be negotiated between the developer and the local planning authority during the production of detailed schemes for major development.'*

Policy 16 identifies the need for cycle routes within the town centre:

*'To improve the attractiveness of cycling to and within Hinckley town centre, the Council will:*

- *Require cycle route signage to be implemented for all cycle routes.*
- *Ensure that signage for cycle parking in Hinckley town centre is provided along cycle routes.*

*Where necessary, developers will be required to contribute towards the implementation of these initiatives through developer contributions. New development that would prejudice their implementation will not be permitted.'*

The Hinckley Town Centre Area Action Plan also identifies the site for employment use.

## 4. Existing Transport Opportunities

### 4.1 Overview

The mode choice for any journey is dependent on several factors. These include the type of development, availability of walking and cycling routes, public transport services, and distance from the site.

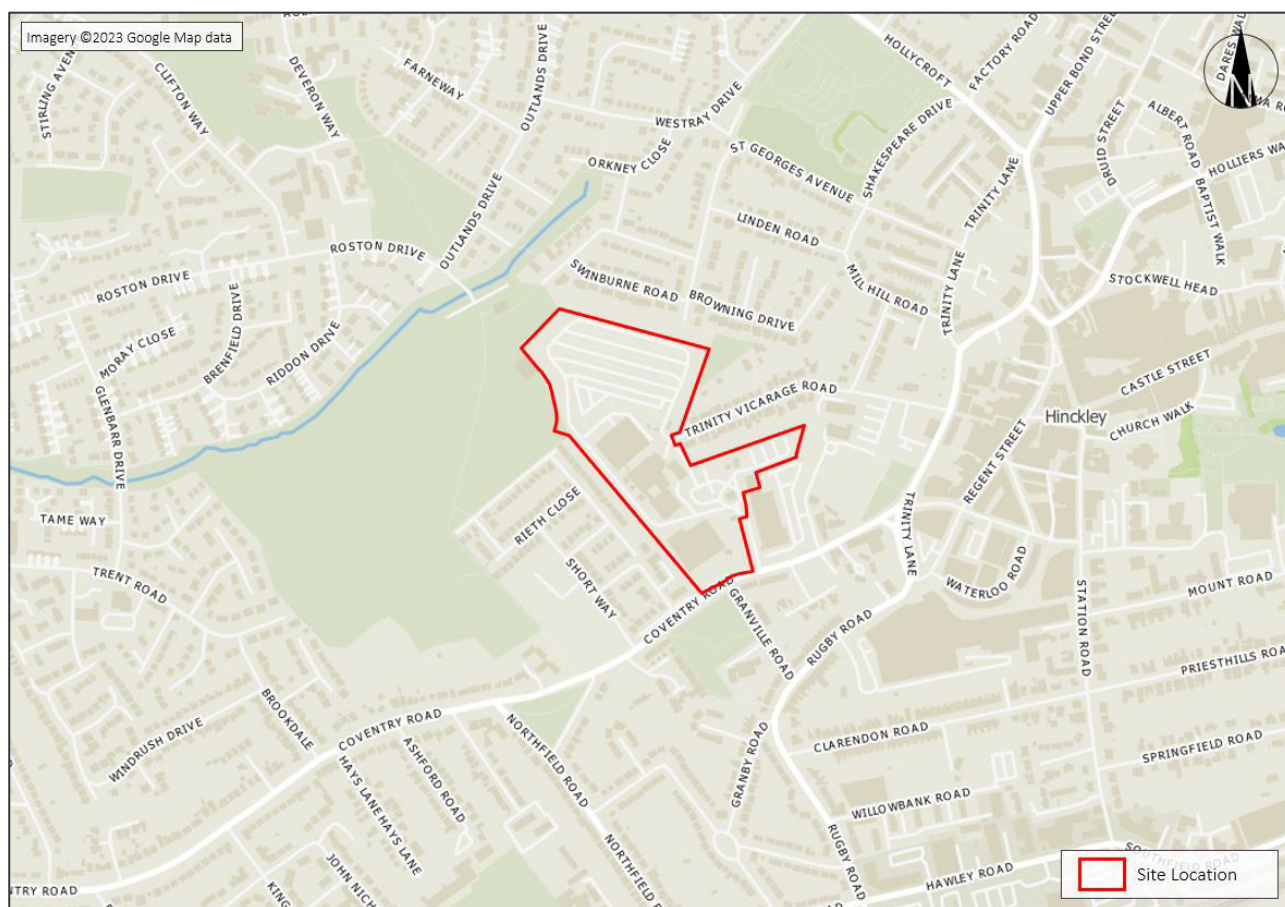
The method of transport chosen depends upon the facilities available at either end of the journey and to a lesser extent the choice of travel made by the individual who may prefer not to travel by private car. However, the overriding decision relates to location and trip purpose. This section of the FTP considers the sustainability of the existing site in terms of opportunities for walking and cycling and accessibility to public transport infrastructure and networks.

### 4.2 Site Description & Location

The proposed development site is located in a predominantly residential area, c.530m to the west of Hinckley Town Centre.

**Figure 4.1** illustrates the proposed development in the local context.

**Figure 4.1** Site in Local Context



The proposed development site is bounded by residential estates to the north, east and southwest. The southeast boundary of the site is occupied by B4666 (Coventry Road), whilst the northeast extent is formed by Clarendon Park. A Lidl store is located in the southeast corner off Brick Kiln Street.

## 4.3 Local Highway Network

The key highway links in the vicinity of the proposed development site are managed and maintained by LCC, in their role as the Local Highway Authority. The key highway links are described below:

### B4666 (Coventry Road)

The B4666 (Coventry Road) is a two-way single lane highway which runs along an east to west alignment along the southeastern extent of the site. The highway routes between its junction with the B4667/B590 junction to the east and Dodwell's Roundabout in the west, forming a key artery for traffic through Hinckley's western suburbs. Coventry Road is predominantly residential in nature and provides frontage access to numerous properties.

In the vicinity of the proposed development site, the Coventry Road is approximately 9.0m wide, is subject to a 30mph speed limit and provides street lighting at regular intervals. To the east, the road forms a four-arm traffic signal junctions with the B4667 and B590.

The B4666 (Coventry Road) provides pedestrian footways along both sides of the carriageway measuring c.2.1-5.6 in width. The closest signal controlled pedestrian crossings to the proposed development site are situated at the aforementioned B4666 (Coventry Road) / B4667 / B590 junction, whilst an uncontrolled pedestrian crossing with a central splitter island is provided adjacent to the highway's junction with Brick Kiln Street. Towards the west of the proposed development site, the B4666 (Coventry Road) provides a shared footway/cycleway along both sides of the carriageway which routes between Hinckley Town Centre in the east and the A5 in the west.

### B4667

The B4667 runs to the east of the site and travels along the northwestern edge of Hinckley Town Centre, providing a link through to the A47 at the A47/Ashby Road traffic signal junction. The highway is subject to a 30mph speed limit, provides frontage access to a number of residential and commercial properties and provides street lighting at regular intervals.

### Trinity Vicarage Road

Trinity Vicarage Road lies to the east of the site and is residential in nature. The highway is approximately 7.5m wide with footways on both sides of the carriageway. On-street parking is prevalent on both sides of Trinity Vicarage Road due to the lack of off-street parking associated with the residential dwellings.

## 4.4 Sustainable Transport

### Introduction

Walking and cycling form sustainable modes of transport which not only provide benefits to residents but help to reduce the amount of congestion and pollution within the area.

Guidance on the preferred maximum walking distances to amenities is given in the Chartered Institution of Highways and Transportation (CIHT) document, *Providing for Journeys on Foot* (2000). The Guidelines indicate that a walking distance of 400m is acceptable for trips to bus stops and local shops, with 800m being the

preferred maximum. The corresponding walking distances for trips to work and school are given as 500m and 1,000m, respectively. A preferred general maximum walking distance of 2,000m is identified.

The *Manual for Streets* (MfS) and the National Design Guide reinforces this advice, stating that "walkable neighbourhoods" should have a range of facilities within 800m (a 10-minute walk). However, this is not regarded as the upper limit for walking journeys and MfS notes that walking offers the greatest potential to replace short car trips, particularly those under 2km.

Table NTS0303 of the National Travel Survey states that the average walking distance in 2022 was 0.75miles, or 1.2km. Overall, it is therefore reasonable to assume that residents would walk between 800m and 2.0km to local facilities in the area, but also being mindful the average person walking distance of 1.2km.

Cycling also provides the opportunity as a substitute for a short car journey, with the CIHT document, *Planning for Cycling*, stating:

*'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 (DfT, 2014a).'*

Table NTS0303 of the National Travel Survey states that the average cycling distance in 2022 was 3.6miles, or 5.8km.

## Local Facilities and Amenities

The proposed development site is well situated to benefit from access to a number of local services and facilities which can be accessed by sustainable modes of transport. The proposed development site's accessibility has been judged against the institute of Highways and Transportation (IHT) 'Guidelines for providing for Journeys on Foot' (2000) in relation to acceptable walking distances to services and facilities.

**Table 4.1** summarises the desirable, acceptable, and preferred maximum walking distance to local community facilities and services.

**Table 4.1 Recommended Accessibility Thresholds**

| Threshold Classification | Town Centre | Community / School | Elsewhere |
|--------------------------|-------------|--------------------|-----------|
| Desirable                | 200m        | 500m               | 400m      |
| Acceptable               | 400m        | 1,000m             | 800m      |
| Preferred Maximum        | 800m        | 2,000m             | 1,200m    |

Given the site's relative proximity to Hinckley Town Centre, a number of services and facilities used on a regular basis could be readily accessed by future residents of the proposed development site and are situated within a comfortable walking distance. **Table 4.2** highlights the accessible services and amenities with their walking distance and journey time. Distances have been taken from the centre of the site.

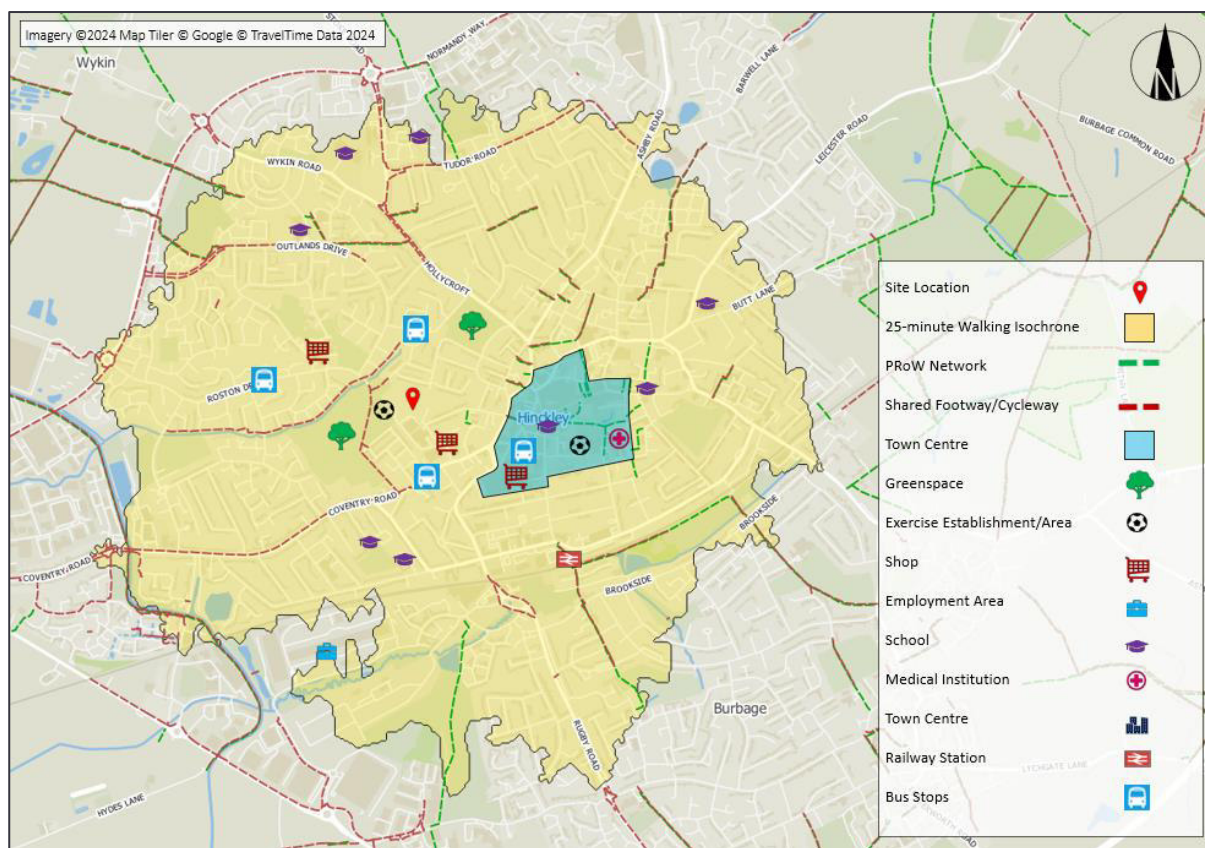
**Table 4.2 Summary of Services and Amenities**

| Service/Amenity                   | Distance | Walking Time | Threshold Classification |
|-----------------------------------|----------|--------------|--------------------------|
| Clarendon Park                    | 150m     | 2-mins       | Desirable                |
| Hinckley Gymnastics Club          | 170m     | 2-mins       | Desirable                |
| Lidl                              | 300m     | 4-mins       | Desirable                |
| Hinckley Town Centre              | 550m     | 7-mins       | Preferred Maximum        |
| The Crescent Shopping Centre      | 590m     | 7-mins       | Acceptable               |
| Hollycroft Shops                  | 600m     | 7-mins       | Acceptable               |
| Hollycroft Park                   | 630m     | 8-mins       | Acceptable               |
| St Marys C of E School            | 790m     | 9-mins       | Acceptable               |
| Hinckley Leisure Centre           | 940m     | 11-mins      | Preferred Maximum        |
| Westfield Infant School           | 990m     | 11-mins      | Acceptable               |
| Westfield Junior School           | 1.1km    | 13-mins      | Preferred Maximum        |
| Hinckley Train Station            | 1.2km    | 14-mins      | Preferred Maximum        |
| Hinckley and District Hospital    | 1.2km    | 14-mins      | Preferred Maximum        |
| Battling Brook Community School   | 1.2km    | 14-mins      | Preferred Maximum        |
| St Peters Catholic Primary School | 1.3km    | 16-mins      | Preferred Maximum        |
| Redmoor Academy                   | 1.5km    | 18-mins      | Preferred Maximum        |
| Hinckley Parks Primary School     | 1.6km    | 19-mins      | Preferred Maximum        |
| Richmond Primary School           | 1.7km    | 20-mins      | Preferred Maximum        |

It can be seen from **Table 2.3** that the proposed development site is well located to benefit from a number of services and amenities which are within an acceptable walking distance. In particular, Hinckley Town Centre, where a great density and variation of services and amenities reside, is accessible within the 800m ‘walkable neighbourhood’ threshold referred to in MfS. This provides future site users with excellent access for everyday needs. Furthermore, Lidl supermarket is accessible within a 300m walk of the site. This will reduce the dependence on car journeys to access key services and facilities.

**Figure 4.2** also illustrates a 2km, 25-minute walking isochrone with the locations of the services and facilities highlighted in **Table 4.2**.

**Figure 4.2** 2km, 25-Minute Walking Isochrone including Facilities and Walking Infrastructure



It is evident from Table 2.3 and Figure 2.3 above that the proposed development site is well situated to benefit from a range of services and facilities within a comfortable walking distance. In the following section, consideration has been given to the existing active travel connections which make the proposed development site accessible to the services and facilities identified.

## Walking

The proposed development site is well situated to benefit from local walking infrastructure which connects the site to local services and facilities outlined earlier in **Section 4.4**. A review of the pedestrian infrastructure to key facilities such as the town centre, local shops, schools, and Hinckley train station are provided within this section.

**Figure 4.3** below outlines the recognised pedestrian desire line to Hinckley Town Centre along Brick Kiln Street, the B4666 (Coventry Road), Coventry Road and Regent Street.

**Figure 4.3** Hinckley Town Centre Desire Line



Pedestrians utilising the desire line identified in **Figure 4.3** above benefit from a connection via Brick Kiln Street to the continuous footway provision along the B4666 (Coventry Road), which measures between c.2.2-3.0m in width and provides a dropped kerb crossing with tactile paving across Marchant Road. Pedestrian connections towards Hinckley Town Centre moving further eastwards are supported by a signal controlled puffin crossing across the B4667 (Trinity Lane) to Coventry Road (see **Figure 4.3**). A continuous footway along Coventry Road leads onto Regent Street where the highway transitions to a level surface arrangement, which encourages and protects pedestrian movements across the carriageway to access Hinckley Town Centre.

It is recognised that further pedestrian desire lines would be concentrated towards accessing the local shops and shopping centres including Lidl, The Crescent and in Hollycroft local shops.

**Figure 4.4** below outlines the recognised pedestrian desire line to Lidl via Brick Kiln Street and the B4666 (Coventry Road), The Crescent along Brick Kiln Street, the B4666 (Coventry Road), the B590 (Trinity Lane) and Rugby Road, and Hollycroft local shops via the Clarendon Park shared cycleway/footway network, Roston Drive and Clifton Way.

Figure 4.4 Local Shops and Shopping Centres Desire Lines



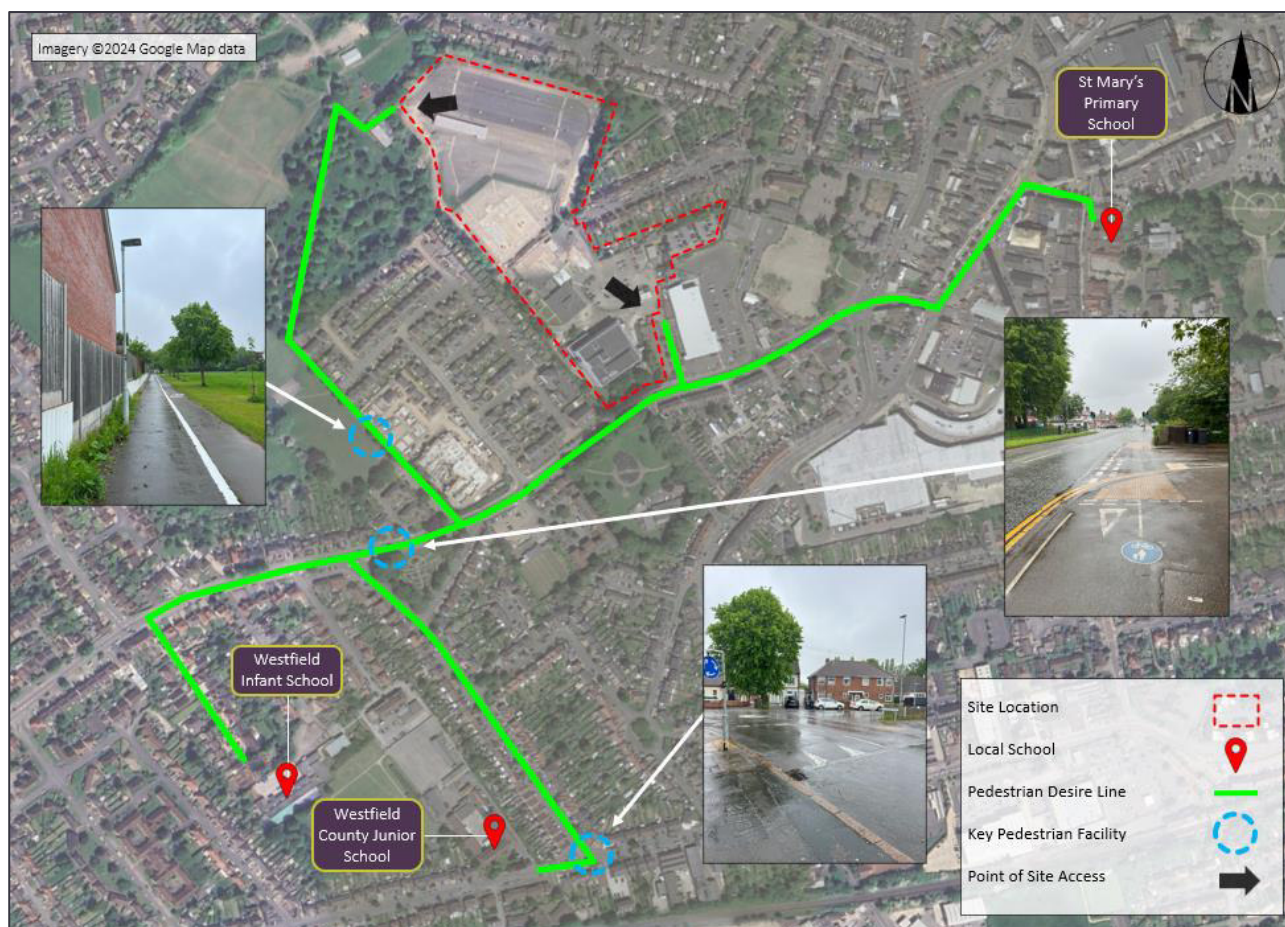
Access to the Lidl supermarket is available directly from B4666 (Coventry Road) immediately east of Brick Kiln Street, as outlined in **Figure 4.4** above. Existing footways are available along B4666 (Coventry Road) to facilitate safe pedestrian access to the site.

Pedestrians utilising the desire line identified in **Figure 4.4** above to access the Crescent Shopping Centre benefit from the aforementioned continuous footway provision along the B4666 (Coventry Road). A signal controlled puffin crossing is available across B4666 (Coventry Road) at its junction with the B590/B4667 which facilitates access onto the B590 (Trinity Lane). Pedestrian access across the B590 (Rugby Road) is also facilitated by an uncontrolled pedestrian crossing with dropped kerbs and tactile paving at the Rugby Road/B590 junction.

The pedestrian desire line accessing the local shops off Hollycroft benefit from a link into the existing footpath and shared cycleway/footway network in Clarendon Park, with the latter consistently measuring c.3.2m in width. As illustrated in **Figure 4.4**, the pedestrian connections form a continuous link into the footway provision alongside the carriageway of Roston Drive. The footway, which measures c.2.3-2.6 in width, forms a link with the footway alongside Clifton Way which provides pedestrians with safe and suitable access to the local shops.

**Figure 4.5** below outlines the recognised pedestrian desire line to local schools, including St Mary's C of E Primary School, Westfield County Junior School, and Westfield Infant School.

Figure 4.5 Local Schools Desire Lines



Pedestrians travelling to St Mary's C of E Primary School would utilise the same route and infrastructure as if travelling to Hinckley Town Centre as presented in detail in **Figure 4.3**.

Pedestrian access towards Westfield County Junior School and Westfield Infant School is facilitated from both the north and south of the site by a shared cycleway/footway routes along the B4666 (Coventry Road) and through Clarendon Park. As shown in **Figure 4.5**, the shared cycleway/footway along the B4666 (Coventry Road) is supported by dropped kerb, tactile paving crossings at side road junctions, as well as a toucan crossing which provides access across the carriageway to the southern side of the road.

Pedestrian access to Westfield Infant School is provided via the footway along the southern portion of the carriageway along the B4666 (Coventry Road) and the shared use surface on Ashford Road. Towards Westfield County Junior School, pedestrian access is similarly afforded via footways, in this instance alongside the carriageway of Northfield Road, which measure between c.2.8-3.2 in width. Pedestrian movements across Northfield Road to Westfield Road are assisted by a raised pedestrian crossing with tactile paving, which is illustrated in **Figure 4.5** above.

**Figure 4.6** below outlines the recognised pedestrian desire line to Hinckley Train Station. The route involves Brick Kiln Street, B4666 (Coventry Road), Granville Road, B590 (Trinity Lane) and Rugby Road, and Hollycroft via the Clarendon Park shared cycleway/footway network, Roston Drive and Clifton Way.

Figure 4.6 Hinckley Train Station Desire Line



Pedestrians utilising the desire line identified in **Figure 4.6** above to access Hinckley train station will benefit from improved crossing facilities across the B4666 (Coventry Road), where the existing dropped kerb and splitter island arrangement will be enhanced with widening and the introduction of tactile paving. Further consideration and detail of this is provided within **Section 4.4**. Pedestrian footways along Granville Road are provided measuring between c.1.7-1.9 in width, connect into the provision along the B590 (Rugby Road) which measure between c.2.1-4.2 in width.

Pedestrian movements across the B590 (Rugby Road) are supported by a signal controlled puffin crossing, which is illustrated in **Figure 4.6** above. The pedestrian desire line to Hinckley train station follows continuous footways alongside the aforementioned B590 (Rugby Road) and B590 (Hawley Road) until a pedestrian controlled toucan crossing facilitates movement across the former to Station Yard. The location and image of the pedestrian controlled toucan crossing is provided in **Figure 4.6** above.

## Cycling

The proposed development site is situated within proximity of numerous dedicated cycle routes which provide traffic free access across Hinckley and to neighbouring settlements. As stated earlier in this section, a shared use footway/cycleway is provided through Clarendon Park which is located to the west of the site. A pedestrian cycle access will be available from the site to connect to this facility via the existing path.

Immediately south of the proposed development site, approximately 120 west of Brick Kiln Street, Coventry Road (B4666) provides shared use footway/cycleways along both sides of the carriageway. The route is supported by regular signposting, toucan crossings and dropped kerb crossings with tactile paving at junctions and continues westwards from the proposed development site to the A5. The routes vary in width but they

are typically 3.0m in width or greater. This is in line with LTN 1/20 which specifies that Shared use footway/cycleways of 3.0m in width would be able to accommodate 300 pedestrians and 300 cyclists per hour.

**Figure 4.7** below provides images of the Coventry Road (B4666) cycle route showing an example of crossing facilities and typical widths and surfacing.

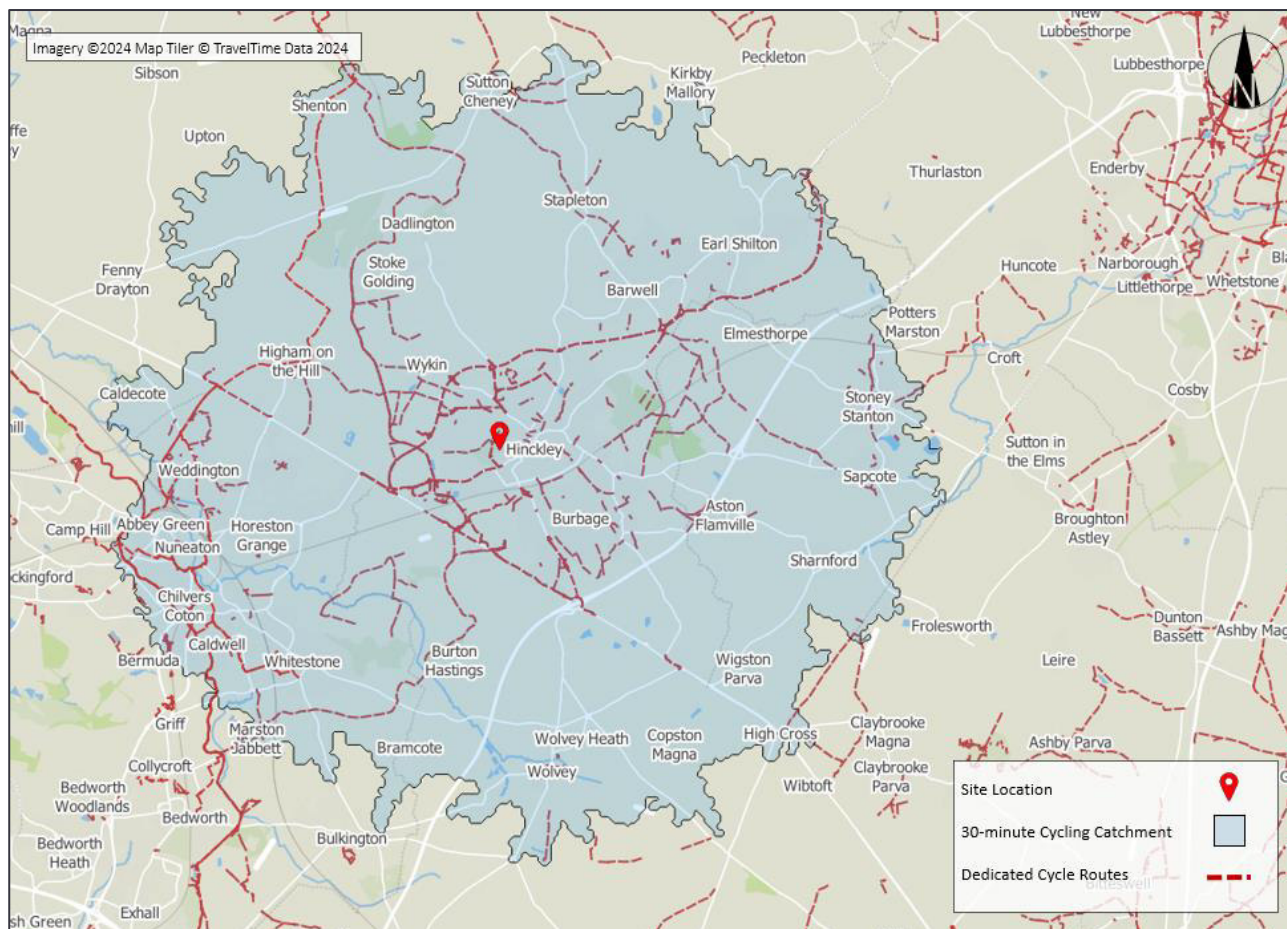
**Figure 4.7 B4666 (Coventry Road) Cycle Route**



Strategically, the proposed development site is situated to benefit from proximity to cycling opportunities along the Ashby de la Zouch Canal and the National Cycle Route 52. The Ashby de la Zouch Canal routes through Hinckley’s western suburbs towards Bedworth in the south and Market Bosworth in the north via the aforementioned Coventry Road (B4666), providing the proposed development site traffic free cycle access to important local centres. To the north, the Ashby de la Zouch Canal routes c.600m from the National Cycle Route 52, where onwards traffic free cycle movements are provided towards the major regional centre of Nuneaton.

**Figure 4.8** illustrates the dedicated cycle routes within a 30-minute cycling catchment from the proposed development site.

**Figure 4.8** Hinckley Dedicated Cycle Routes



The site is considered to be located in an ideal location to benefit from the existing cycle infrastructure in the vicinity of the site.

### Bus Services

The nearest bus stops to the proposed development site are situated along Coventry Road (B4666), c.340m south of the proposed development site (3-minute walk) and are referred locally as ‘Granville Road’ stops. Due to the extent of the proposed development, the effective nearest bus stop is relative to any given location within the site. Therefore, other bus stops within proximity of the proposed development site are as follows:

- ‘The Crescent Bus Station’ – 4 bus stops (570m);
- ‘Westray Drive’ – 2 bus stops (500m); and,
- ‘Roston Drive’ – 2 bus stops (700m).

**Figure 4.9** below illustrates the locations of the aforementioned bus stops in proximity of the proposed development site and their corresponding pedestrian desire line routes.

Figure 4.9 Local Bus Stops Locations



A summary of the services and frequencies from the nearest above mentioned bus stops are provided in **Table 4.3**.

Table 4.3 Summary of Local Bus Services from Nearest Stop

| Nearest Stop                 | Service | Route                             | Monday-Saturday Frequency |              | Sunday Frequency |
|------------------------------|---------|-----------------------------------|---------------------------|--------------|------------------|
|                              |         |                                   | Daytime                   | Evening      |                  |
| Stand CB (stop ID: leijajti) | 7       | Nuneaton – Burbage via Hinckley   | Hourly                    | No Service   | No Service       |
|                              | 7A      | Nuneaton – Burbage via Hinckley   | Hourly                    | No Service   | No Service       |
|                              | 8       | Hinckley – Lutterworth            | Hourly                    | Once (21:10) | Thrice           |
|                              | X6      | Leicester – Coventry via Hinckley | 2 hours                   | Twice        | Twice            |
| Stand CC (stop ID: leijajtj) | 7       | Burbage – Nuneaton via Hinckley   | Hourly                    | No Service   | No Service       |
|                              | 7A      | Burbage – Nuneaton via Hinckley   | Hourly                    | No Service   | No Service       |
|                              | 210     | Hinckley – Rugby                  | Monday Once (13:55)       | No Service   | No Service       |
| Stand CE (stop ID: leijajta) | X6      | Coventry – Leicester via Hinckley | 2 hours                   | Twice        | Twice            |

| Nearest Stop                             | Service | Route                               | Monday-Saturday Frequency |              | Sunday Frequency |
|------------------------------------------|---------|-------------------------------------|---------------------------|--------------|------------------|
|                                          |         |                                     | Daytime                   | Evening      |                  |
| Granville Road<br>(stop ID:<br>leijagwt) | 11      | Greenfinch Road – Hinckley          | 30-mins                   | Once (18:54) | No Service       |
|                                          | 148     | Coventry – Leicester via Hinckley   | 30-mins                   | Hourly       | Hourly           |
|                                          | 158     | Nuneaton – Leicester via Hinckley   | 30-mins                   | Hourly       | Hourly           |
| Granville Road<br>(stop ID:<br>leijajad) | 11      | Hinckley – Greenfinch Road          | 30-mins                   | Once (19:03) | No Service       |
|                                          | 148     | Leicester – Coventry via Hinckley   | 30-mins                   | Hourly       | Hourly           |
|                                          | 158     | Leicester – Nuneaton – via Hinckley | 30-mins                   | Hourly       | Hourly           |

As outlined in **Table 4.3** above, the proposed development site is well situated to benefit from access to bus services which serve important local destinations, particularly the regional centres of Leicester, Coventry, and Nuneaton, as well as suburban locations in and around Hinckley such as Burbage.

### Rail Services

Hinckley train station is situated c.1.2km south of the proposed development site (as outlined earlier in this section) and is accessible via a 14-minute walking journey, 4-minute cycling journey or a 12-minute bus journey (7 or 7A service). The station is staffed and provides shelters, car parking (63no. spaces), bicycle storage (16no. spaces) and live timetable information.

Hinckley station is operated by East Midlands Railway and is situated on the Birmingham to Peterborough line, providing services to and between Birmingham and Peterborough, including Leicester and Nuneaton as well as numerous smaller settlements.

**Table 4.4** below summarises the key services that Hinckley train station provides with frequencies and operational hours.

**Table 4.4 Hinckley Railway Services**

| Destination        | Peak Frequency    | Approx. Journey Time | Hours of Operation |
|--------------------|-------------------|----------------------|--------------------|
| Birmingham (BHM)   | 37-minutes        | 30-mins              | 06:38-22:46        |
| Leicester (LEI)    | 21-minutes        | 30-mins              | 05:55-22:58        |
| Nuneaton (NUN)     | 6-minutes         | 30-mins              | 06:38-22:46        |
| Peterborough (PBO) | 1-hour 16-minutes | 4 per day            | 05:55-17:57        |
| Narborough (NBR)   | 8-minutes         | 30-mins              | 05:55-22:58        |

As can be gauged from **Table 4.4** it is considered that residents have a realistic option to travel for work, leisure and or education purposes by rail.

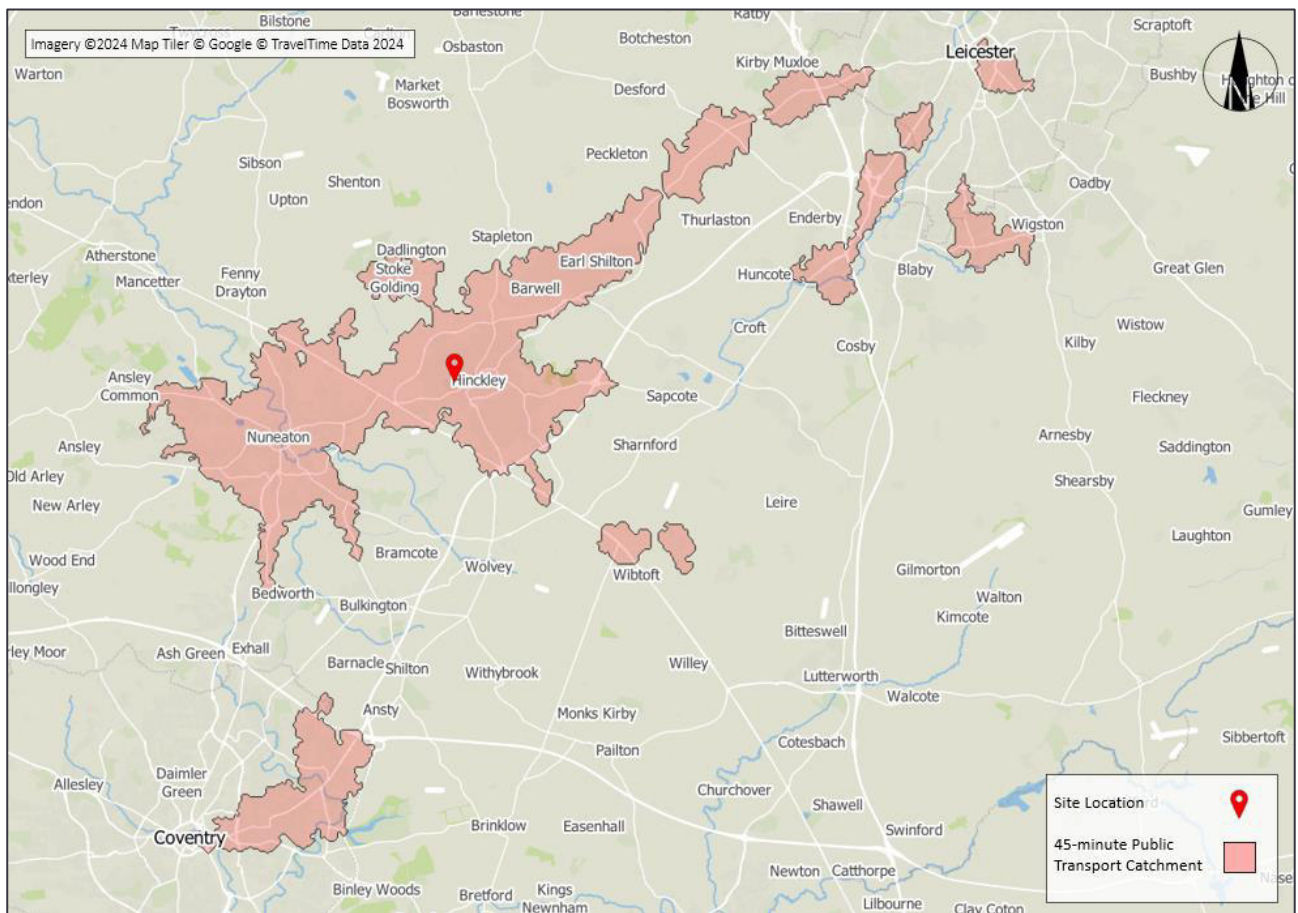
As outlined in **Table 4.4** above, the proposed development site is connected to Leicester station via a 21-minute train journey. Leicester station is situated on the Midland Main Line and thus provides further onward services towards central London (St Pancras), with some services taking as little as 1-hour 7-minutes to complete the journey. The frequent and quick (37-minutes) services to Birmingham New Street also provides

future residents with the opportunity to commute into a major hub for professional services, further reducing the need for private vehicle travel.

As a result, the proposed development is well situated within the regional, as well as national, strategic rail network where opportunities to access services and facilities for educational, employment and leisure purposes.

An illustration of the locations in which future residents can travel to from the proposed development site by public transport in 45-minutes is shown in **Figure 4.10** below.

**Figure 4.10 Public Transport 45-minute Isochrone**



## 5. Travel Plan Management & Coordination

### 5.1 Overview

This section sets out guidance for the management and co-ordination of the FTP for the proposed development for a period of at least five years.

### 5.2 The Travel Plan Coordinator

A TPC will be appointed and be responsible for the administration and the day-to-day operation of the FTP. TPC's responsibilities will therefore include:

- Managing the implementation of measures set out in the Travel Plan;
- Promotion and marketing of the Travel Plan and its measures, including producing marketing material for incoming site users;
- Setting up appropriate management arrangements such as a Travel Plan steering group;
- Acting as a point of contact for site occupiers and other stakeholders in respect of the Travel Plan and related issues;
- Liaising with the county council in implementing the Travel Plan;
- Collecting data and other information relevant to the implementation and future monitoring of the Travel Plan; and
- Submitting monitoring reports to LCC.

The name and contact details for the appointed TPC will be provided to the Local Planning Authority (LPA) and LCC at least one month before the site becomes operational.

A secondary contact's details will be communicated to LCC, upon appointment of the main TPC.

## 6. Objectives, Targets, Monitoring and Review

### 6.1 Overview

Fundamental to a FTP is the process of establishing targets; to encourage a shift from single occupancy car trips to trips by sustainable modes of travel; plus monitoring the performance of the travel plan. A FTP should be viewed as a living document with a continuous cycle of action-monitoring-review.

To help give this FTP a direction, objectives and targets have been established. Objectives set out the overall aims of the FTP at a broad level, whilst targets set measurable goals, which help to assess whether the objectives have been achieved.

### 6.2 Objectives

The main objectives of this FTP are to:

- Reduce unnecessary car use amongst residents, and increase the use of sustainable modes of travel;
- Raise awareness of the travel options available and the environmental, health and social benefits of using them;
- Influence how journeys are made by making sustainable travel easier and attractive;
- Include residents in the monitoring of their travel behaviour, and enable them to feedback to LCC, via the relevant TPC, on the options available to them;
- Contribute to the improved health and wellbeing of residents by promoting the use of active modes of travel; and
- Reduce the environmental impact of traffic associated with the development.

### 6.3 Targets

The overarching FTP target is to reduce the amount of single occupancy vehicle trips generated by the site by a minimum of 10%.

In the absence of any existing travel behaviour surveys being available for the future site occupiers, census data for the immediate area in which the proposed development is located has been utilised to determine a potential future modal split. Establishing a modal shift baseline also provides the appointed TPC with a means to determine some future targets for mode share.

It should be noted that a resident's travel survey will be undertaken annually for a five-year period.

This assessment will use the Census 2011 data for 'Method of Travel to Work' for the workplace population of the Middle Super Output Area (MSOA) Hinckley and Bosworth 012. This provides a percentage breakdown of the different modes of transport currently used to travel to places of work within this MSOA where the site is situated.

The results are detailed in **Table 6.1** along with the modal shift targets for the development site. It should be noted that the 'Working from Home', 'Other' and 'Not in Employment' data has not been included within the process of setting mode share targets.

**Table 6.1    Modal Share Targets**

| Category                                | 2011 Mode Share | Proposed Mode Share | Net Change |
|-----------------------------------------|-----------------|---------------------|------------|
| Underground, metro, light rail, or tram | 0%              | 0%                  | -          |
| Train                                   | 2%              | 2%                  | -          |
| Bus, minibus, or coach                  | 2%              | 5%                  | +3%        |
| Taxi                                    | 0%              | 0%                  | -          |
| Motorcycle, scooter or moped            | 1%              | 1%                  | -          |
| Driving a car or van                    | 68%             | 58%                 | -10%       |
| Passenger in a car or van               | 6%              | 8%                  | +2%        |
| Bicycle                                 | 4%              | 6%                  | +2%        |
| On foot                                 | 16%             | 19%                 | +3%        |

It is considered that this FTP should, over its life, seeks to deliver a gross reduction in single occupancy vehicle (SOV) journeys of 10%.

The mode split data used to inform **Table 6.1** can be found in **Appendix A**.

Monitoring of progress towards these targets would be undertaken annually by the TPC over the 5-year life of the FTP, with all records presented to LCC for formal monitoring. This regular monitoring will provide an indicator of the success of the FTP measures in influencing travel behaviour and will help to determine whether resources are being effectively deployed.

## 6.4    Monitoring Programme

The TPC will undertake a baseline travel survey once the site is fully occupied. The results will be presented to LCC in the form of a monitoring report.

The survey will be repeated on an annual basis for five years following full occupation. The following information regarding travel behaviour will be collected:

- Details on the mode of travel used;
- Journey times and distances;
- Reasons why current modes are used;
- If car is selected, then details on parking location will be requested; and,
- Willingness to use alternative modes.

Full multi-modal surveys will also be undertaken on site in the 1<sup>st</sup>, 3<sup>rd</sup>, and 5<sup>th</sup> anniversaries after full occupation, with monitoring reports provided following each of the survey events.

The results of this survey will be used to assess the accuracy of the modal shift targets set out within **Table 6.1**, which will be revised as appropriate. The FTP will be updated to reflect the results of the survey, which will also be submitted to LCC within three months of the survey being completed, for comparison against agreed FTP measures and targets.

It must be noted that once the initial targets are achieved, the levels of single occupancy car journeys to and from the development must be maintained and improved if possible. Any targets for improvements must be agreed on between the TPC and the relevant department at LCC.

## 7. Travel Plan Initiatives

### 7.1 Overview

This section details the initiatives that are being considered for implementation in order to encourage residents to travel sustainably to achieve the objectives and targets of the FTP.

The initiatives outlined are designed to be practical in terms of implementation and cost. As a 'live' document the initiatives presented within the FTP are subject to review and further development throughout the life of the FTP and dependent on the results of the on-going monitoring regime.

### 7.2 Travel Plan Coordinator

A TPC will be appointed prior to occupation of the site and the details will be provided to LCC, the role of the TPC is as set out within **Chapter 5**.

### 7.3 Travel Information Pack

Each resident will receive an electronic Travel Information Pack (TIP) upon occupation which will contain the following:

- Details of the FTP and its purpose;
- Contact details and responsibilities of the TPC;
- The role of residents on being pro-active, environmentally aware, and conscious of their travel options and behaviour;
- Details of walking information to the site from the surrounding area, particularly links to public transport arrangements;
- Details of on-site cycle parking and cycle routes within the wider area, and signposting to sources of further information and guidance for cycling;
- Details of available car share schemes;
- Bus services and routes;
- Calendar of key annual events (Bike Week, Walk to Work Week etc);
- Promotion of smart phone apps for up to date / real-time public transport, walking and cycling information/maps etc; and,
- Journey planning information.

It is envisaged that the Travel Packs will be provided by LCC with funding secured from the developer through an appropriate mechanism, such as a Section 106 agreement.

### 7.4 Walking and Cycling

Primary access for pedestrians and cyclists will be provided via Brick Kiln Street. It is proposed to widen the existing footway provision to 2.0m on both sides of the road and this will be extended into the site.

Additional pedestrian/cycle connections will be provided to the recreation ground to the west of the site and through to Trinity Vicarage Road to the east of the site and St Georges Avenue to the north. This will ensure the site is permeable and encourage sustainable travel to and from the development. The permeable nature of the site will also benefit existing residents in the area. At present, the site does not provide public access, however the development proposals will accommodate pedestrian/cycle movements across the site which would provide easier access to recreation areas and shops in the local area.

To raise awareness, walking and cycle maps will be promoted and supplied to residents via the TIP.

Dependent on feedback from residents, the TPC will consider establishing one or all of the following: a walking group, a bicycle user group, and/or a dedicated travel plan group. Such groups would support the delivery of the FTP beyond the initial monitoring period.

The TPC will also:

- Identify and promote specific travel initiatives such as 'bike user group' 'walk to work week' and 'bike week' (including free bicycle maintenance for residents), which will be actively advertised.
- The TPC will review and investigate methods by which to encourage participation, including prize draws and free refreshments. All events will be identified, and a marketing and communications strategy will be devised.
- Investigate the possibility of a pool bike scheme and an electric pool bike scheme.
- Promote the benefits of cycle training (Bikeability) to encourage less confident or first-time riders to take up cycling.
- Investigate and identify opportunities to obtain discounts on walking and cycling equipment from local providers, which will be made available to residents.

## 7.5 Car Sharing

Car sharing will be actively promoted by the TPC and via the Leicestershire Lift Share website.

Details will be included in the TIP. Car sharing provides the following benefits:

- Reduced fuel costs and parking fees;
- Better air quality and lower carbon emissions due to reduced traffic fumes;
- Less congestion and shorter journeys due to fewer cars being on the road;
- An increased chance of finding a parking space, because fewer cars mean less competition for spaces; and,
- Journeys being more pleasant due to having company.

The TPC will commit to exploring the possibility of setting up a car club or sharing scheme for residents.

## 7.6 Public Transport

Residents will be made aware of their options for travelling to the proposed development by public transport through the marketing methods/material contained within the TIP. The TPC will commit to:

- Providing live timetable information on site; and

- Looking into negotiating financial incentives and taster tickets to residents.

Given the FTP will be a 'live document' further information and updates can be supplied to future residents on a regular basis.

## **7.7 Smart Phone Apps**

Residents will be made aware of numerous smart phone apps such as National Rail Enquiries, National Cycle Network, Walkit and MapMyRide. These apps can help plan/map out journeys via foot, cycle, and public transport within the local area.

## **7.8 Communication and Marketing**

The TPC will investigate the establishment of a site-based website to communicate the content of the TIP to future residents. The TPC will also consider the provision of social media-based options to support the website. The TPC will furthermore explore the possibility of promoting community travel events and forums.

## 8. Action Plan

An Action Plan as set out in **Table 8.1** has been developed for the development to show when the initiatives will be implemented and who will be responsible for their implementation. The Action Plan is an overview only and therefore specific reference should also be made to the relevant content within the FTP.

**Table 8.1 Residential Travel Plan Action Plan**

| Action                          | How                                                                                                                                                                           | When                      | Who       |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-----------|
| Travel Awareness Initiatives    |                                                                                                                                                                               |                           |           |
| Travel Plan Coordinator         | A Travel Plan Coordinator will be appointed to take responsibility of the implementation of the FTP.                                                                          | Prior to first occupation | Developer |
| Communication                   | The communication strategy will be implemented.                                                                                                                               | Upon first occupation     | TPC       |
| Travel Information Pack         | All residents will receive a Travel Information Pack containing all relevant sustainable transport information as outlined in the FTP.                                        | Upon first occupation     | TPC/LCC   |
| Walking & Cycling               |                                                                                                                                                                               |                           |           |
| Walking and Cycling Information | The TPC will ensure all available walking and cycling information is included in the Travel Information Pack and disseminated in accordance with the communications strategy. | Upon first occupation     | TPC/LCC   |
| Infrastructure                  | Appropriate footway/cycleway infrastructure to be provided within the site.                                                                                                   | Prior to first occupation | Developer |
| Events Calendar                 | National cycling, walking, public transport, and car sharing events will be included within a communication and marketing strategy where practical.                           | Upon first occupation     | TPC       |
| Discounts                       | The TPC will enter into discussions with local shops to discuss the potential to obtain discounts on walking and cycling equipment for residents.                             | Upon appointment of TPC   | TPC       |
| Public Transport                |                                                                                                                                                                               |                           |           |
| Public Transport Information    | The TPC will ensure all available public transport information is included in the Travel Information Pack and disseminated in accordance with the communications strategy.    | Upon first occupation     | TPC       |
| Bus Stop                        | Flagpole Bus stop to be provided on Holloway                                                                                                                                  | Prior to first occupation | TPC       |

| Action                        | How                                                                                                                                                                                      | When                                                 | Who |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-----|
| Discounts                     | The TPC will ensure any available information on discounts and season passes is included in the Travel Information Pack and disseminated in accordance with the communications strategy. | Upon appointment of TPC                              | TPC |
| Car Sharing                   |                                                                                                                                                                                          |                                                      |     |
| Car Share                     | The TPC will include information of available car share schemes within the Travel Information Pack and distribute accordingly.                                                           | Upon first occupation                                | TPC |
| Monitoring and Communications |                                                                                                                                                                                          |                                                      |     |
| Travel Survey                 | Undertake a travel survey of residents. Report back to LCC.                                                                                                                              | Surveys to be undertaken once site is fully occupied | TPC |
| Stakeholder Engagement        | Meet with key stakeholders on a regular basis, including service providers and LCC.                                                                                                      | Bi-annually                                          | TPC |

# Appendix A

## Mode Split Data

QS701EW - Method of travel to work

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|             |                                        |
|-------------|----------------------------------------|
| population  | All usual residents aged 16 to 74      |
| units       | Persons                                |
| area type   | 2011 super output areas - middle layer |
| area name   | E02005388 : Hinckley and Bosworth 012  |
| rural urban | Total                                  |

| Method of Travel to Work     |       | 2011 |  | Work mainly at or from home |        |
|------------------------------|-------|------|--|-----------------------------|--------|
| All categories: Method of tr | 4,213 |      |  | Undergrou                   | 20%    |
| Work mainly at or from hor   | 109   |      |  | Train                       | 46%    |
| Underground, metro, light r  | 2     |      |  | Bus, minib                  | 63%    |
| Train                        | 46    |      |  | Taxi                        | 13%    |
| Bus, minibus or coach        | 63    |      |  | Motorcycle                  | 20%    |
| Taxi                         | 13    |      |  | Driving a c                 | 1,876% |
| Motorcycle, scooter or mop   | 20    |      |  | Passenger                   | 172%   |
| Driving a car or van         | 1,876 |      |  | Bicycle                     | 120%   |
| Passenger in a car or van    | 172   |      |  | On foot                     | 449%   |
| Bicycle                      | 120   |      |  | Other met                   | 10%    |
| On foot                      | 449   |      |  |                             | 2,771  |
| Other method of travel to w  | 10    |      |  |                             |        |
| Not in employment            | 1,333 |      |  |                             |        |

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.