



TRAVEL PLAN

PROPOSED RESIDENTIAL DEVELOPMENT
LAND EAST OF ASHBY ROAD, HINCKLEY

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1.0 INTRODUCTION

- 1.1 ADC Infrastructure Ltd are commissioned by Davidsons Developments Ltd to provide transport and highways consultancy advice as part of an outline planning application for up to 110 dwellings on land to the east of Ashby Road, in Hinckley. The general site location is shown in **Figure 1**. An illustrative layout is in **Appendix A**.



Figure 1: general site location

- 1.2 LCC's guidance¹ requires a Travel Plan to support the planning application. According to the National Planning Practice Guidance¹, travel plan is defined as below.

"A long-term management strategy for an organisation or site that details how agreed sustainable transport objectives are to be delivered, and which is monitored and regularly reviewed."

118. 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.²

- 1.3 This report has also been prepared with reference to Leicestershire County Council's (LCC) Travel Plan guidance³.
- 1.4 A Travel Plan is a living document that sets out ways to reduce the number of vehicle trips generated by a site. It involves the development of agreed targets and outcomes which are linked to an appropriate package of measures aimed at encouraging the use of more sustainable travel modes, whilst also reducing both the need to travel, and single occupancy car use, for all trips to and from the development. The Travel Plan process also includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns.

¹ National Planning Policy Framework. December 2024, p80

² National Planning Policy Framework. December 2024, p33

³ <https://www.choosehowyoumove.co.uk/leicestershire-county-council/>

- 1.5 A residential Travel Plan is concerned with origin-based travel, with journeys made from a single origin (home) to multiple and changing destinations, with the time and travel mode all varying. A successful residential Travel Plan therefore has the potential to achieve a high proportion of trips by sustainable modes and reduce the number of single occupancy car trips generated by a development.
- 1.6 This Travel Plan includes all of the necessary contents and predominantly focuses on providing information on the opportunities for travel to and from the site by sustainable modes, to empower residents and visitors alike to take ownership and make informed decisions about their travel choices.

2.0 OBJECTIVES AND BENEFITS

Objectives

2.1 In line with national and local guidance this Travel Plan has the following objectives:

- To reduce the need to travel to and from the development
- To reduce single occupancy vehicle travel to and from the development.
- To promote walking as a healthy and sustainable way of travelling to and from the development.
- To promote cycling as a healthy and sustainable way of travelling to and from the development.
- To encourage the use of public transport where walking and cycling are not possible.

Benefits

2.2 Successful Travel Plans could have positive effects such as:

- Reducing pressure on the surrounding highway capacity, particularly at peak times, cutting carbon emissions and their contribution to climate change.
- Reducing road danger and protecting vulnerable road user.
- Reducing the cost of works on the highway or other transport infrastructure.
- Encouraging more active travel with associated health gains.
- Improving local air quality.
- Reducing noise pollution.
- Addressing the access needs of site users, by supporting walking, cycling and public transport.
- Providing adequately for those with mobility difficulties.

2.3 A Travel Plan also aims to:

- Deliver a focused approach to encourage alternative travel behaviour for residents.
- Encourage and facilitate the use of safe and viable alternatives to single occupancy car travel to and from the site.
- Increase residents' awareness of the potential for, and advantages of, travelling by sustainable modes of travel, including walking, cycling, public transport, and car sharing for all journeys.
- Inform residents of the social, environmental, and economic costs of their travel choices.
- Provide practical information on how residents can travel by more sustainable transport modes, including car sharing, with integration between different transport modes for all journeys.
- Provide practical initiatives based on regular appraisal of travel patterns.
- Achieve more attractive environments that contribute to regeneration and renewal initiatives.
- Represent good practice and provide an educational tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist.

3.0 EXISTING CONDITIONS

Local highway conditions

- 3.1 The proposed development would be accessed from the A447 Ashby Road. The A447 runs north-south between the A511 at Coalville to the north, and the A47 to the south of the site. Along the site frontage, it is sub-urban in character with houses along the western side of the carriageway, becoming rural as it exits the built-up area north of the Hinckley and Bosworth Community Hospital. It is a single carriageway A-road, governed by a 40mph speed limit. Where there are houses fronting onto the carriageway, it has footways, with the footway along the western side road set back from the carriageway by a wide grassed verge. There is currently no footway provision along the site frontage. There is street lighting along the site frontage.
- 3.2 Ashby Road joins the A47 and B4667 at a signal-controlled crossroads to the south of the site. The A47 forms the northern bypass around Hinckley, before continuing northeast to Leicester and beyond. It is governed by the National Speed Limit (NSL), reducing to 40mph on the approach to the junction with the A447 Ashby Road. There is street lighting in the 40mph zone, which ceases as it exits the built-up area and becomes the NSL. There is a segregated footway/cycleway running along its southern edge, segregated from the carriageway by a 0.5m wide grassed verge.
- 3.3 The B4667 Ashby Road runs south from the crossroads into the centre of Hinckley. It is sub-urban in character with development on both sides of the carriageway. It has street lighting, a 2m footway along its western edge and a 3m shared footway/cycleway on its eastern edge. Both are separated from the carriageway by a grass verge, until the junction with Barwell lane next to the ADSA.

Opportunities for sustainable transport – Pedestrians

- 3.4 For commuters and school pupils without mobility impairment, up to 500 metres is the desirable walking distance, up to 1,000 metres is an acceptable walking distance, and up to 2,000 metres is the preferred maximum walking distance⁴. **Figure 2**, overleaf, shows a 2km pedestrian catchment from the centre of the site.
- 3.5 The proposed development is within reasonable walking distances of the many available services and amenities on the northern side of Hinckley. The site is also within walking distance of the neighbouring village of Barwell, although pedestrian connectivity is less favourable in that direction.
- 3.6 Pedestrian connectivity between the site and Hinckley is excellent. There is a footway along the western side of the A447 Ashby Road, which is set back from the carriageway edge by a wide grassed verge. On the eastern side of the carriageway there is a footway which ceases after the row of houses south of the site. As part of the development proposals, a new footway would be provided along the site frontage to connect to the existing footway.
- 3.7 South of the site, the A47/A447 signal controlled junction has pedestrian crossing facilities on each arm.
- 3.8 South of the A47/A447 signal controlled junction, the B4667 has excellent pedestrian facilities, with a 2m footway along its western edge and a 3m shared footway/cycleway on its eastern edge.

⁴ Guidelines for Providing for Journeys on Foot, Chartered Institution of Highways and Transportation, 2000

3.9 The facilities within 2km walk of the site include:

- Educational – Richmond Primary School, Redmoor Secondary Academy, Dorothy Goodman Secondary School (SEN Specific)
- Health – Hinckley and Bosworth Community Hospital, ASDA Pharmacy
- Retail – ASDA & Morrisons Supermarkets
- Recreational – Ashby Roads Sports Complex

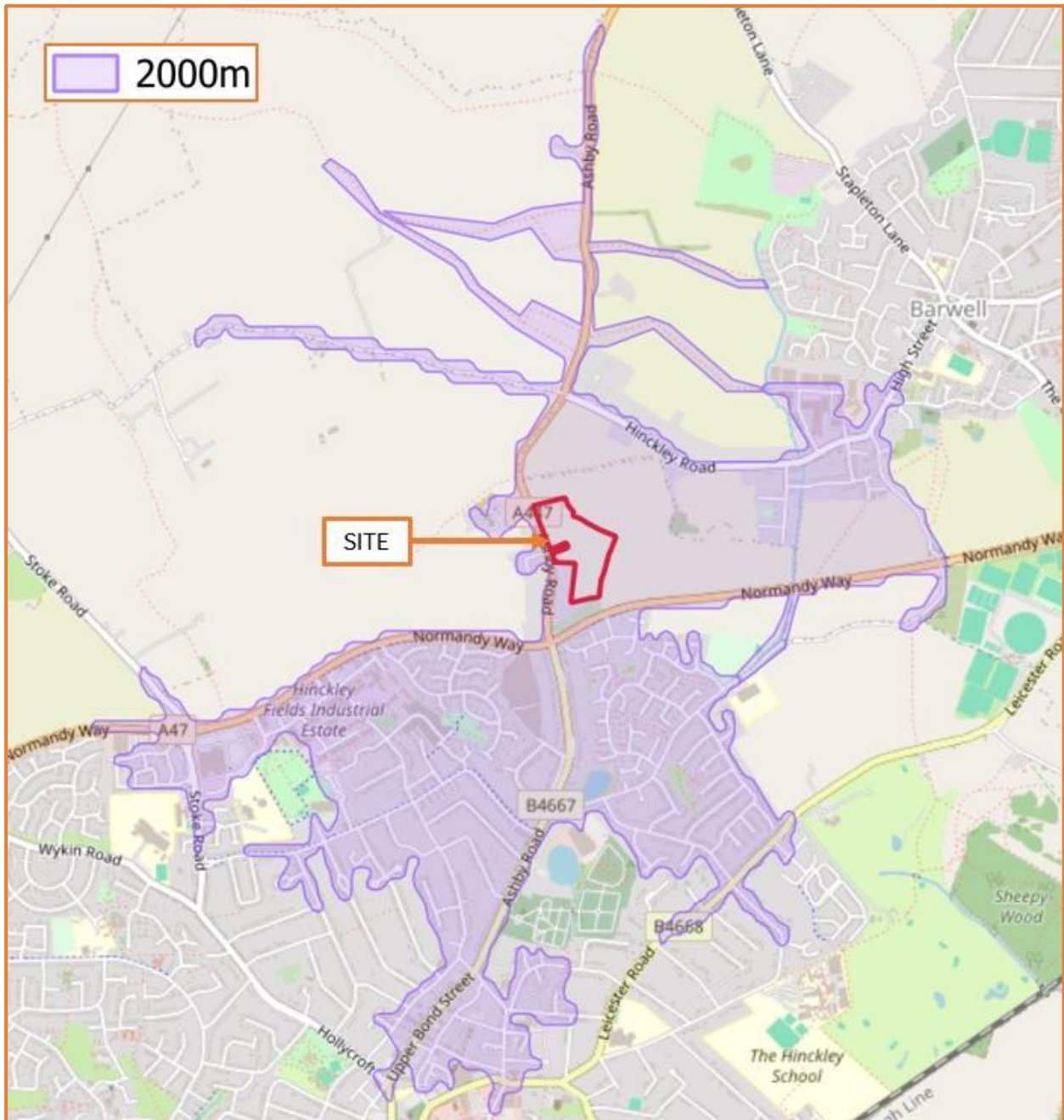


Figure 2: pedestrian catchment area

Opportunities for sustainable transport – Cyclists

- 3.10 Data from the 2021 National Travel Survey indicates that the average length of a cycle journey is approximately 5km, although cyclists will commute significantly longer distances than this if the topography and highway conditions are favourable. A 5km catchment from the centre of the site is shown in **Figure 5** below.

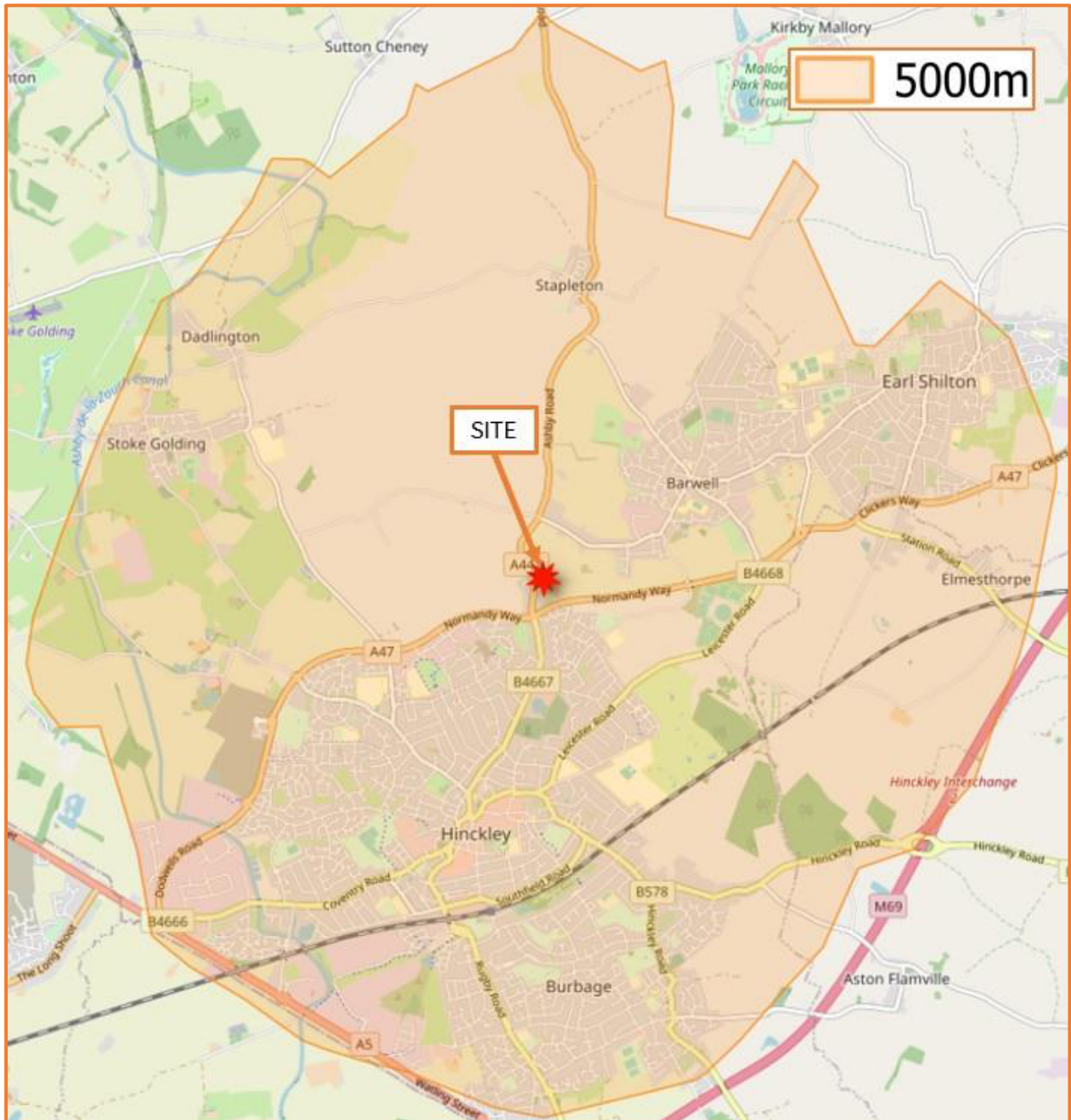


Figure 3: cycle catchment area

- 3.11 The site is located within realistic cycling distance of Hinckley for commuters, or utility cyclists. The town centre is approximately a 15-minute bike ride from the site, at typical cycling speeds of 15kph.
- 3.12 **Figure 4** shows an extract of the LCC's cycle map. As shown, along the site frontage, Ashby Road is marked as a quieter route. From the A47/A447/B4667 signal controlled junction, there is a segregated footway/cycleway running along the B4667 Ashby Road, which extends as far south

as the crossroads with Upper Bond Street and Derby Road, on the edge of the town centre after which cyclists must rejoin the carriageway, marked as a quieter route.



Figure 4: Extract from the LCC Cycle Map

- 3.13 In addition, the A47 has a fully segregated footway/cycleway running along its southern edge.
- 3.14 The A47 has a fully segregated footway/cycleway running along its southern edge, connecting the site with Barwell and shared footway/cycleway with Earl Shilton.

Opportunities for sustainable transport – Public Transport

- 3.15 The nearest bus stops to the proposed development are on the A447 just north of the proposed site access, adjacent to the Hinckley and Bosworth Community Hospital. There are more stops to the south between the site and the A47 junction. Both the northbound and southbound stops nearest the site are marked by flag/pole arrangement with timetable information and the southbound stop has a shelter. The bus stops provide access to the following services:

A447 Stops					
Service	Route	Frequency	Starts	Ends	Journey Duration
148	Nuneaton - Leicester	Every 30 mins Mon-Sat, no Sunday Services.	06:08	22:25	Nuneaton: 26 mins Hinckley: 7 mins Leicester: 44 mins
158	Nuneaton - Leicester	Every 20 mins Mon-Sat, hourly Sunday Services	05:30	22:55	Same as above

- 3.16 The proposed development site is therefore well located for bus travel, with existing stops within 400m of the site, and five services an hour into Hinckley, Nuneaton and Leicester, as well as the smaller villages on route.
- 3.17 Hinckley railway station is located approximately 3km from the site and is accessible by cycle and using the bus services 148 and 158. The station provides the following services:
- Daily hourly services to Leicester and Birmingham
 - One early morning train to Stansted Airport and evening train to Gloucester on weekdays
 - Three additional peak services as far as Cambridge via Peterborough

Summary

- 3.18 Overall, the site is well located for residential development with the facilities/amenities in northern Hinckley within the walking distance of the site, accessed via excellent pedestrian network throughout Hinckley. All of Hinckley, Barwell and most of Earl Shilton are within cycling distance of the site and the facilities can be accessed via a combination of on-road/off-road cycle routes and quieter roads. The nearest public transport stops provide frequent services to Nuneaton, Leicester and Birmingham, with five bus services per hour past the site and bus stops within walking distance. There are therefore excellent opportunities for sustainable travel to and from the site.

4.0 PROPOSED DEVELOPMENT

Development proposals

- 4.1 The outline planning application is for up to 110 dwellings, to be accessed from Ashby Road. The illustrative layout is at **Appendix A**.

Access for vehicles and sustainable modes

- 4.2 Vehicular access to the development will be via a simple priority-controlled access on Ashby Road, designed in accordance with LCC's Highway Design Guide, as shown in **Drawing 3280-ADC-HGN-XX-DR-CH-0103-S1-P02**.
- 4.3 A separate pedestrian/cycle access is also proposed, to the south of the vehicular access, as shown in the drawing.
- 4.4 This will connect to a new footway on the eastern side of Ashby Road, connecting to the existing footway further south.
- 4.5 It will also connect to a proposed signal-controlled crossing on Ashby Road, and a new footway/cycleway on the western side of Ashby Road, as shown in the drawing.

Internal layout

- 4.6 As an outline application, details on the internal layout, including car parking, EV parking, cycle parking provisions, swept paths etc do not need to be presented at this stage, and will be finalised as part of the reserved matters application.
- 4.7 Nevertheless, it is confirmed that car parking will be provided in accordance with the Table 28 of LCC's Highway Design Guide, which details minimum requirements.

5.0 DEVELOPMENT TRIP GENERATION

Vehicle trips

5.1 The Transport Assessment (TA) forecasts the following trip rates, and associated traffic generation based on 110 dwellings (as a worst case):

Proposed vehicle trip rates and traffic generation		arrive	depart	two-way
vehicle trip rates (per dwelling)	AM peak hour	0.148	0.425	0.573
	PM peak hour	0.409	0.244	0.653
vehicle trips (110 dwellings)	AM peak hour	16	47	63
	PM peak hour	45	27	72

Proposed daily modal split and person trip generation

5.2 The Transport Assessment forecasts the following modal split and daily trips by each travel mode, based on 180 dwellings (as a worst case):

	pedestrian	cyclist	bus	train	single vehicle occupant	multi-vehicle occupant		total
						driver	passenger	
modal split	14.1%	1.9%	2.8%	0.0%	39.3%	30.0%	11.9%	100.0%
person trips	111	15	22	0	310	237	94	789

6.0 TARGETS

6.1 The proposed targets for the Travel Plan are as follows:

- **Target One** – Travel Plan awareness
 - All new residents will be aware of the Travel Plan prior to occupation or within two weeks of occupation.
- **Target Two** – Car trip reduction
 - The opportunities and benefits of sustainable modes of travel will be promoted, with the aim to achieve a 10% reduction in the single occupancy vehicle car driver modal share, by the end of the monitoring period.

6.2 With regards to Target One, every resident over the age of 16 years will be made aware of the objective of their Travel Plan, the measures that are on offer, how to contact the Travel Plan Co-ordinator, and that the Travel Plan Co-ordinator can advise on alternative travel options for all types of journeys.

6.3 With regards to Target Two, the 10% reduction in the single occupancy vehicle trips will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing travel modes, and also a reduction in overall travel.

6.4 A 10% reduction in the 39.3% single occupancy vehicle car driver modal share equate to an 3.9% reduction, and thus a single occupancy car driver modal share of **35.4%**. In terms of trip generation, a 10% reduction in the number of single occupancy car trips will equate to the following maximum number of single occupancy car trips being generated by the 110 dwellings, calculated as follows:

Residential	average daily
number of daily single occupancy vehicle trips	310
number of single occupancy car journeys shifted by a 10% reduction	31
number of single occupancy journeys, per day with 10% reduction in place	279

7.0 MEASURES

Introduction

- 7.1 The site is in a sustainable location, with good opportunities for travel by foot, cycle, and bus. Therefore, the measures and incentives put in place to achieve this Travel Plan's targets can focus on promoting all modes.
- 7.2 As part of the development proposals, sustainable travel infrastructure will be provided both on and off-site, as detailed in Section 3.
- 7.3 In addition, to these 'hard' measures, further 'soft' measures will be implemented by Davidsons Developments Ltd prior to and during occupation, in order to promote and further support the use of sustainable travel modes, including walking, cycling, public transport and car sharing. As detailed in Section 1, the measures focus on providing residents with the appropriate information to empower them to make informed decisions about their travel choices.
- 7.4 This promotion will be undertaken in a sensitive manner, so that it is not viewed as oppressive by residents, but rather as a helpful, informative process which allows them to make informed decisions on their selected transport mode and the benefits of each mode. This is vitally important in order to avoid any potential for residents to view this process as overbearing and intrusive.

Developer commitments

- 7.5 The following measures will be funded and implemented by Davidsons Developments Ltd during the construction process and prior to occupation:
- appointment of a Travel Plan Co-ordinator, to co-ordinate the implementation and monitoring of the Travel Plan. The Travel Plan Co-ordinator role will be undertaken by a Davidsons Developments Ltd Sales Advisor, with senior management support. The role will commence when the construction of the first residential dwelling begins until one year after the occupation of the final dwelling. The Travel Plan Co-ordinator will therefore be involved throughout the construction, marketing, sale/rent, and occupation processes.
 - The Travel Plan Co-ordinator will then give a Travel Plan briefing to all other sales/marketing staff associated with the development. This will involve the Travel Plan Co-ordinator explaining the Travel Plan and the travel opportunities at the site to their other sales/marketing staff, so that they can also inform all potential residents about the Travel Plan process and answer any questions that they may have. This will help to ensure that the residents are fully aware of the Travel Plan process when they buy/rent the dwellings.
 - The Travel Plan will be advertised in the marketing and promotion of the site. The green transport credentials of the site will be sold as an attractive benefit for new residents.
 - provide funding for travel welcome packs for each household, containing walking, cycling and public transport information to promote the use of these modes, and also where possible, reduce the need to travel. The travel welcome packs will be compiled by the Travel Plan Co-ordinator prior to first occupation and issued by the Travel Plan Co-ordinator to residents on occupation.

Travel Plan Co-ordinator commitments

- 7.6 The following measures will be undertaken by the Travel Plan Co-ordinator following occupation, to maintain Travel Plan promotion and awareness raising:
- Induction sessions for new households. Each newly occupied home will receive a voluntary induction visit, at which their Travel Plan Co-ordinator makes contact, takes the householders through the travel opportunities of the site, and explains about the Travel Planning process.
 - Travel Welcome Packs, given to residents by the Travel Plan Co-ordinator upon occupation. These will be funded by Davidsons Developments Ltd and produced by the Travel Plan Co-ordinator in consultation with the Smarter Choices and Accessibility Team at LCC:
 - Promotional information on the benefits of walking, cycling, public transport use, and car sharing, and the social, environmental and economic costs of each mode.
 - A pedestrian route map to key destinations with distances and journey times.
 - A cycle route map to key destinations, with distances and journey times. The map will also show the location of any public cycle parking facilities.
 - Public transport information, including a bus route map, and the latest bus timetable and. The Welcome Pack will also include details of the range of tickets available, and the costs of these tickets. Contact details where further information can be obtained, including website addresses, will also be included.
 - Contact details and a location map showing local car hire firms, and taxi companies, based on postcode information.
 - Information about the benefits of car sharing, and references to the excel spreadsheet on www.cuttingyourcaruse.co.uk which calculates how much individual's spend on motoring, and how much they would save by car sharing.
 - Advertise details of relevant car share schemes, such as <https://liftshare.com>.
 - Contact details of local supermarkets and retail outlets that provide a home delivery service. This would result in a reduction in the need to travel.
 - Information about home working and home shopping.
 - Contact details of the Travel Plan Co-ordinator, and LCC's Travel Plan Officer.
 - To facilitate continued promotion and awareness raising, the Travel Plan Co-ordinator will also act as a point of contact for all residents and visitors requiring information. The Travel Plan Co-ordinator will promote national events, such as national bike to work week and walk to workday.
- 7.7 To facilitate continued promotion and awareness raising, the Travel Plan Co-ordinator will also act as a point of contact for all residents and visitors requiring information.
- 7.8 The Travel Plan Co-ordinator will promote national events, such as national bike to work week and walk to workday.

8.0 IMPLEMENTATION, MONITORING AND REVIEW

Implementation

- 8.1 The Travel Plan Co-ordinator will initially be responsible for introducing the Travel Plan to the prospective/confirmed residents. Full contact details of the Travel Plan Co-ordinator, including their name, addresses (postal and email) and telephone number, will be supplied to LCC as soon as they are appointed. LCC will be informed of any changes to the Travel Plan Co-ordinator contact details, which may occur for whatever reason.
- 8.2 The role of the Travel Plan Co-ordinator, which will begin from the date construction first begins until one year after the occupation of the final dwelling, will be to:
- secure and manage a budget for the implementation of the Travel Plan measures and monitoring of the Travel Plan;
 - promote the Travel Plan to potential and confirmed residents;
 - act as a point of contact for all residents and visitors requiring information;
 - represent the ‘human face’ of the Travel Plan – explaining the purpose and the opportunities on offer, including the travel welcome packs and the induction sessions;
 - liaise with local transport operators and other stakeholders including cycling organisations, to ensure that the Travel Plan and the information contained within the travel welcome packs remains up to date; and
 - take a key role in the monitoring and review of the Travel Plan.
- 8.3 The Travel Plan Co-ordinator will also need to:
- liaise with sales and marketing staff regarding the Travel Plan, so that they can also promote it as a positive extra benefit for new residents; and
 - liaise with sales and marketing staff so that they are fully informed each time a dwelling is sold/rented, and when the new household will move in, in order to allow them to arrange the induction session/delivery of the travel welcome pack.

Monitoring

- 8.4 Travel Plan will be monitored for a period of five years following first occupation of the development. LCC use Modeshift STARS (Sustainable Travel Accreditation and Recognition Scheme) (<https://starsfor.org>) to monitor Travel Plans, and this approach will therefore be used to allow appropriate monitoring of Target One (Travel Plan awareness), and Target Two (reduction in single occupancy trips). A monitoring contribution will also be made to LCC as part of the S106 Agreement for the development.
- 8.5 Travel surveys will be undertaken at each household within three months of their occupation. They will therefore be undertaken as part of a wider post-occupation survey process undertaken by DWH to ensure that they receive feedback on the development from the new occupants. This will be more efficient and result in a higher response rate than waiting until a certain number of dwellings are occupied.
- 8.6 The surveys will be produced by the Travel Plan Co-ordinator with assistance from LCC and would determine the baseline modal split and travel patterns of each household, and thus at the site as a whole, the uptake of any measures and incentives proposed in this Travel Plan (including the uptake of the voluntary induction visits), and help identify any further measures that need to be investigated and proposed. The surveys will therefore allow appropriate monitoring of Target One (Travel Plan awareness), and Target Two (modal split).

- 8.7 A monitoring report will be compiled by the Travel Plan Co-ordinator and issued to LCC within three months of the travel surveys being completed.
- 8.8 The surveys and monitoring report will then be completed again in a neutral month the following year and on an annual basis for five years after initial occupation, and the results summarised and issued to LCC. The report will include an introduction, the annual survey results including analysis of trends against previous years, and brief details of measures implemented throughout the year.
- 8.9 The Monitoring Reports and hence details of the survey results will be issued to the residents by the Travel Plan Co-ordinator to ensure residents are aware of the progress being made by the Travel Plan. This will also help to ensure that residents are engaged in the plan and encouraged to take on increasing responsibility for its delivery.
- 8.10 Remedial measures could be implemented in the event of a shortfall in the progress towards agreed targets. These could include extending the role and responsibilities of the Travel Plan Co-ordinator; relaunching the Travel Plan; providing additional promotional activities to promote sustainable travel; and other Travel Plan measures. However, such measures should not be required because, as detailed in Section 1, a Travel Plan is a living document, and therefore, in accordance with DfT's guidance, *"effective review mechanisms should enable the plan to be adjusted and avoid the need for invoking any default mechanisms or resorting to enforcement action"*.

SITE ACCESS DRAWING

APPENDIX A

ILLUSTRATIVE LAYOUT



Key

- | | | | | | |
|--|--------------------------------------|--|--|--|---|
| | Application site boundary | | Open space | | Potential for childrens play |
| | Existing (retained) trees & hedgerow | | Indicative surface water attenuation basin | | MANCO strip |
| | Proposed tree/hedge removal | | Existing Public Right of Way | | Indicative extent of residential area |
| | Root protection areas | | Proposed pedestrian/cycle link | | Potential locations of landmark buildings |
| | Indicative proposed planting | | Proposed vehicular access | | |



nineteen47
CHARTERED TOWN PLANNERS
& URBAN DESIGNERS

Project
Ashby Road, Hinckley

Drawing Title
Illustrative Layout

Project Code	Drawing No	Rev
n2452	005	J
Date	Drawing Scale	
25.07.2025	1500 @ A0	