



MIRA Technology Park South Site

Framework Travel Plan prepared
on behalf of ERI MTP Limited

August 2022

Project No:	MTP Ref: 17-059
Document Reference No:	17-059/Reports/TP
Document Title:	Framework Travel Plan
Date:	August 2022
Client Name:	ERI MTP Limited
Project Manager:	Matt Stevens
Author:	Matt Stevens

Abbey House, 282 Farnborough Road, Farnborough, Hants GU14 7NA - Tel: 01483 397888
Gateshead IBC, Mulgrave Terrace, Gateshead, Tyne & Wear, NE8 1AN - Tel: 0191 3387220

Email: mail@milestonetp.co.uk
Web: www.milestonetp.co.uk

Web: www.milestonetp.co.uk

Revision	Date	Description	Prepared By	Checked By	Authorised By
-	27.07.22	Framework Travel Plan (V1) for client comment	M. Stevens	M. Stevens	M. Stevens
A	03.08.22	Framework Travel Plan (V2) following client comment	Z. Michaelides	M. Stevens	M. Stevens

CONTENTS

1.	Introduction & Scope of Travel Plan	1
	Introduction	1
	Scope of Travel Plan	5
	Policy Background	6
	Policy Summary & Way Forward	9
2.	Aims & Objectives.....	10
	Aims	10
	Objectives.....	10
3.	Movement Infrastructure Strategy	12
	Promoting Smarter Choices	12
	Active Travel Modes (Walking & Cycling)	12
	Passenger Transport	18
	Vehicular Access Strategy	19
	Parking.....	21
4.	Travel Plan Coordination, Monitoring & Budget	23
	Site-Wide Structure	23
	Travel Plan Coordinator	23
	Travel Plan Coordinator – Handover Strategy	23
	Communication.....	24
	Monitoring	25
	Administration	26
	Review.....	26
	Budget	27
5.	Sustainable Travel Initiatives	28
	Reducing the Need to Travel	28
	Sales & Marketing.....	28
	Website Links.....	28
	Travel Information Pack.....	29
	Public Transport Initiatives	29

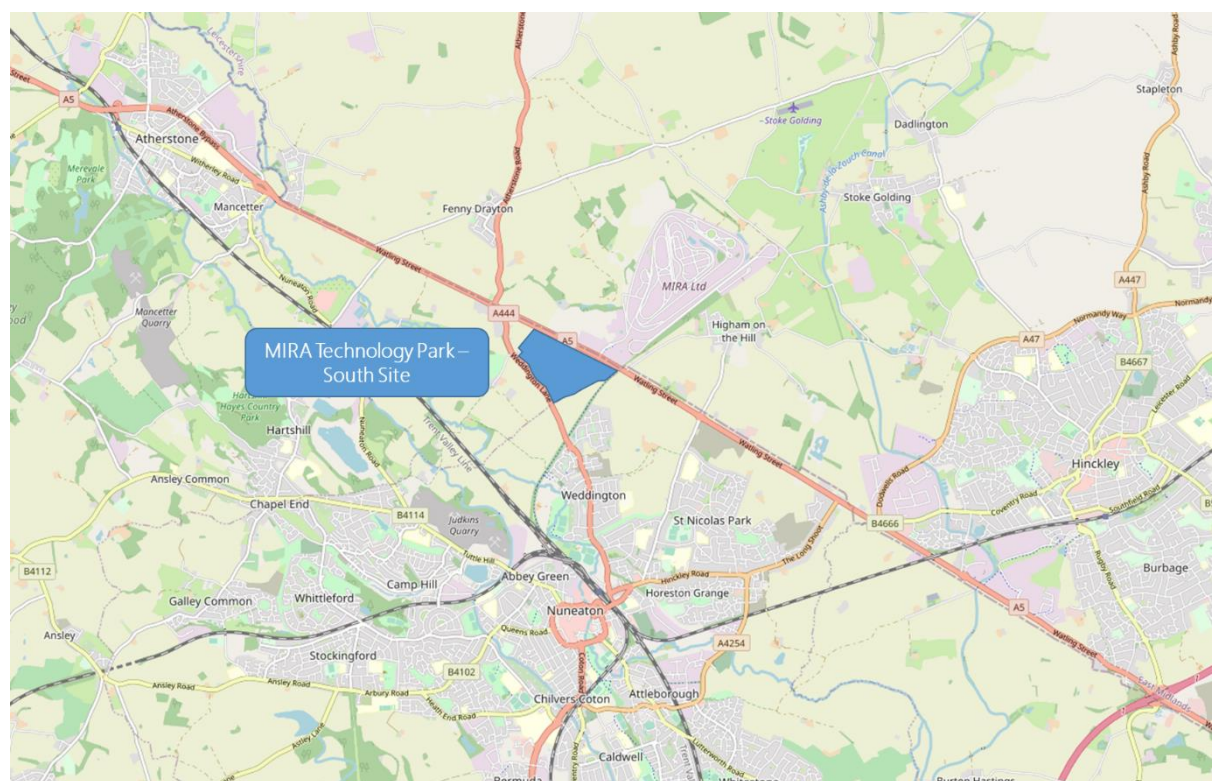
Cycle Initiatives	30
Provision of On-Site Motorcycle Parking Facilities	31
Provision of On-Site Disabled Parking Facilities	31
Car Park Management.....	31
Car Sharing	31
Travel Efficient Work Scheduling	32
Scheduling of Internal / External Meetings.....	32
Personalised Travel Planning.....	32
Notice Boards.....	32
Recruitment	32
6. Action Plan & Targets	33
Action Plan.....	33
Targets.....	35
Remedial Measures	36
Tables	
Table 6.1	Travel Plan Implementation Timetable 33
Table 6.2	Preliminary Year 1 Action Plan 34
Table 6.3	Baseline Mode Split Calculation..... 35
Table 6.4	Indicative Travel Plan Mode Split Targets..... 36

1. Introduction & Scope of Travel Plan

Introduction

- 1.1 This Framework Travel Plan ("TP") has been prepared on behalf of ERI MTP Limited in support of the outline planning application with all matters reserved for the development of a manufacturing campus on land located to the south of the A5 Watling Street (the "Site"), also referred to as the MIRA Technology Park South Site. The outline planning application seeks permission for a set of parameters including the proposed vehicular access points onto the A5 Watling Street and A444 Weddington Lane and the design of the proposed link road connecting these.
- 1.2 The outline planning application is for c. 213,500m² Use Class B2 (Industrial) with secondary Use Class E(g)(i) (Offices), Use Class E(g)(ii) (Research and Development) and Use Class B8 (Warehousing) that are complimentary to the existing and emerging uses on MIRA Technology Park located to the north of the A5 Watling Street.
- 1.3 Figure 1 provides a general location plan showing the Site and its surroundings.

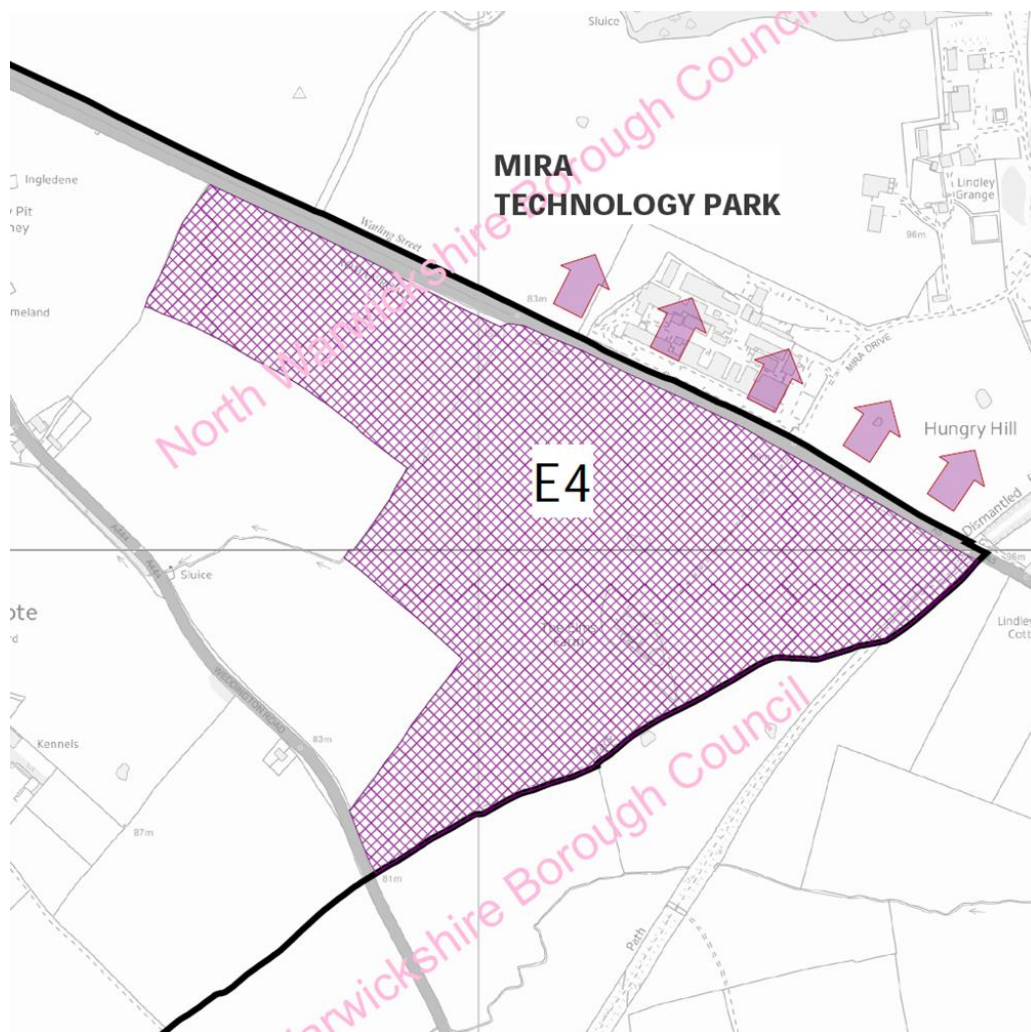
Figure 1 **Site Location**



- 1.4 The A5 Watling Street, which forms part of the Strategic Road Network (SRN), follows the northern boundary of the Site. The eastern boundary of the Site is defined by an existing tree and hedgerow alongside an existing farm access track and Public Footpath 144/AE/189/1. It is also the administrative boundary between North Warwickshire District Council and Nuneaton & Bedworth Borough Council.

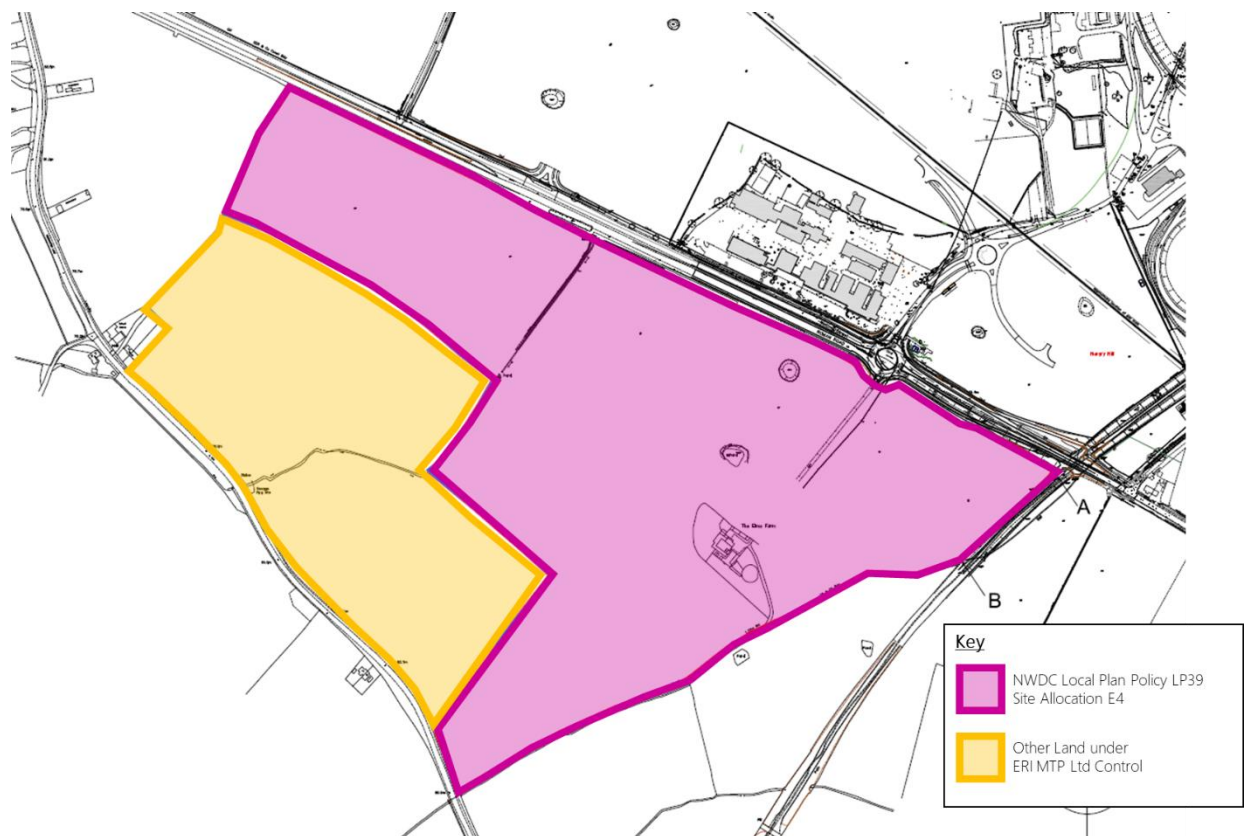
- 1.5 The southern and, in part, the western boundary of the Site follows the alignment of the A444 Weddington Lane. The western boundary also includes two residential cottages, Caldecote Village Hall and Public Footpath 144/AE/190/1. The small hamlet of Caldecote is beyond the Site to the west.
- 1.6 The Site includes the farm holding known as The Elms Farm and is presently in agricultural use with field boundaries defined by existing hedgerows. There are several field gate dropped kerb accesses to both the A5 Watling Street and A444 Weddington Lane frontages of the Site.
- 1.7 A watercourse bisects the Site in a north-south direction from the A5 Watling Street through to the A444 Weddington Lane. An additional agricultural field within the same ownership extends west from the Site boundary up to the A5 / A444 Redgate Island junction.
- 1.8 ERI MTP Limited have been actively working with the Local Planning Authority, North Warwickshire (NWDC) to promote the MIRA Technology Park South Site development through the Local Plan that is now adopted (September 2021). The Site is identified under Policy LP39 and Site Allocation E4 as providing approximately of 42ha of employment land. The allocated Site is shown in Figure 2.

Figure 2 NWDC Adopted Local Plan (September 2021) – Policy LP39 Site Allocation E4 (Extract from Adopted Local Plan Maps)



- 1.9 The remainder of the land controlled by ERI MTP Limited is located to the south and west of the allocation to create a more regular shaped Site that maximises the flexibility for delivery of development within the MIRA Technology Park South Site as well as its access arrangements, particularly along the A444 Weddington Lane corridor. Figure 3 illustrates the relationship between the allocated land and other land under the control of ERI MTP Limited.

Figure 3 MIRA Technology Park South Site Land Parcels



- 1.10 The parameters plan and illustrative framework masterplan for the proposed development are shown in Figures 4 and 5, respectively.
- 1.11 The total Site area is 59.5ha of which the total net developable area is 39.3ha and the total floor area proposed is up to 213,500m².
- 1.12 The illustrative framework masterplan shows a further breakdown of the four development areas into seven individual plot configurations that could come forward with the disposition of access, parking and service yard configurations for each unit. The illustrative framework masterplan includes an indicative area schedule confirming that any ancillary E(g)(i) (as the highest trip generator) will be no more than 10% of the total building floor area.

Figure 4 Parameters Plan

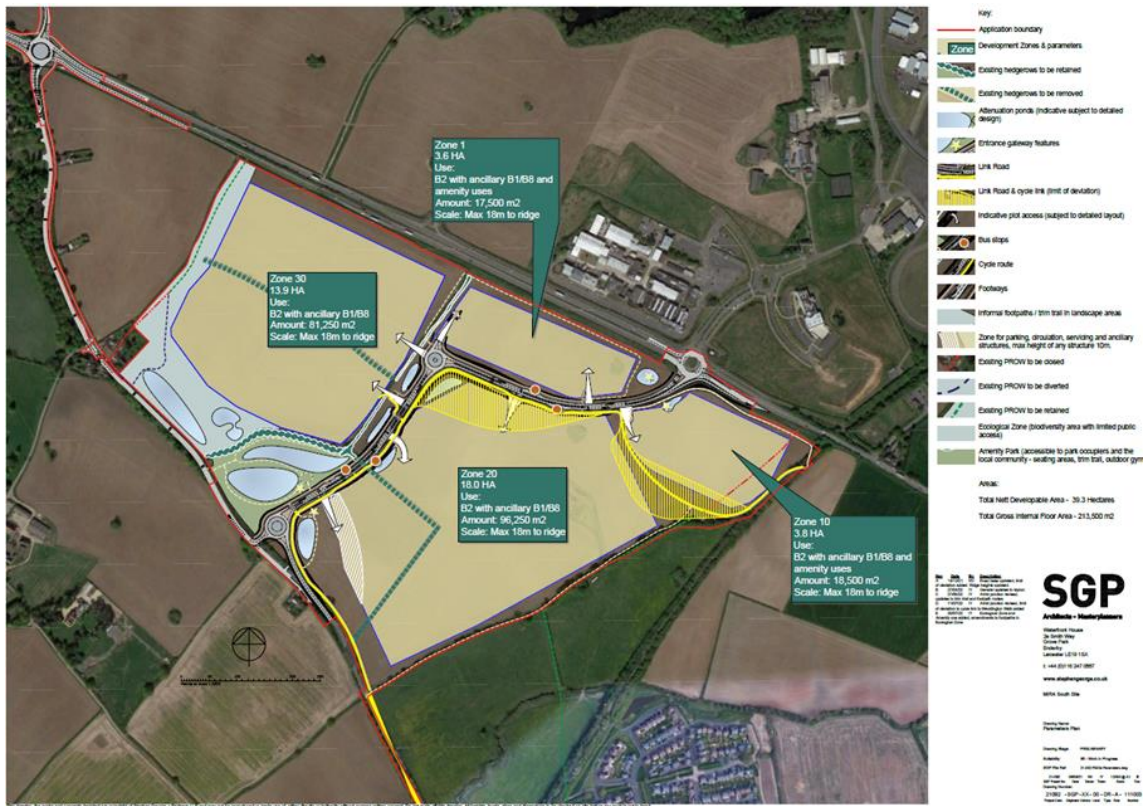


Figure 5 Illustrative Framework Masterplan



- 1.13 A key part of the vision for the emerging development proposals is to embrace the principles of healthy living, sustainability with high quality and well-designed public realm.
- 1.14 The site layout, whilst illustrative at this juncture, is designed such that it is more convenient and navigable for people to choose to walk, cycle or use public transport rather than using the private car.
- 1.15 The Site is also to be a place that supports peoples' day-to-day lives, providing direct access by foot, cycle and public transport to a range of local amenities where safe, tree-lined streets and open spaces and provided for people of all age ranges.

Scope of Travel Plan

- 1.16 A Travel Plan is a *"strategy for managing all travel and transport within an organisation, principally to increase choice and reduce reliance on the car by seeking to improve access to a site or a development by sustainable modes of transport. A travel plan contains both physical and behavioural measures to increase travel choices and reduce reliance on single-occupancy car travel."* (BREEAM)
- 1.17 This Framework TP therefore sets out a long term strategy for the management of trips generated by the Site, adopting hierarchical principles where emphasis is placed upon the order of priority outlined below:
- opportunities to reduce travel demand and the need to travel
 - meeting the needs of vulnerable road users, i.e., pedestrians and cyclists
 - facilitating access by passenger transport
 - accommodating the requirements of two-wheeler users, i.e., mopeds and motorbikes
 - facilitating the safe and efficient movement of emergency vehicles, essential deliveries and refuse collections
 - accommodating the requirement that, for some, access by motor vehicle, will still be required and in such instances seeking to minimise, where possible, single occupancy car trips.
- 1.18 The performance of the TP will be judged against defined targets and will be regularly monitored and reviewed.
- 1.19 Effective measures will be identified through the preparation of this Framework TP to achieve an overall goal of reducing the impact of traffic generated by the development and to improve accessibility. As a consequence, residents of the development will have:
- Better access to essential services and jobs
 - Improved travel options
 - Opportunities for a healthier lifestyle

Policy Background

1.20 In policy terms, NPPF Planning Policy Guidance (2019) states:

"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measure to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets. Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation"

1.21 The National Planning Policy Framework (NPPF) 2019 sets out the Government's planning policies for England and how these are expected to be applied. Section 9 of the NPPF provides policy on promoting sustainable transport and sets out the overarching principles in paragraphs 102 and 103.

"Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

a) the potential impacts of development on transport networks can be addressed.

b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated.

c) opportunities to promote walking, cycling and public transport use are identified and pursued.

d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and

e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.

(NPPF Paragraph 102)

"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."

(NPPF Paragraph 103)

1.22 Paragraph 104 of NPPF continues to recommend that:

"Planning policies should support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities."

1.23 Specific guidance on the consideration of development proposals in paragraphs 108 to 111. These state that:

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

a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location.

b) safe and suitable access to the site can be achieved for all users; and

c) 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."

(NPPF Paragraph 108)

"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 would be severe."

(NPPF Paragraph 109)

"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."

(NPPF Paragraph 110)

"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."

(NPPF Paragraph 111)

- 1.24 The National Planning Practice Guidance (NPPG) (2019) sets out current guidance for various aspects to development. For the purposes of this document, the guidance within the NPPG 'Travel Plans, Transport Assessments and Statements' document is considered. The NPPG sets out the following with regards to Travel Plans:

"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g., walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as way of unfairly penalising drivers."

- 1.25 It is noted within the NPPG that Travel Plans can positively contribute towards:

- *"encouraging sustainable travel.*
- *lessening traffic generation and its detrimental impacts.*
- *reducing carbon emissions and climate impacts.*
- *creating accessible, connected, inclusive communities.*
- *improving health outcomes and quality of life.*
- *improving road safety; and*
- *reducing the need for new development to increase existing road capacity or provide new roads."*

- 1.26 Paragraph 34 of DfT Circular 02/2013 requires an assessment to demonstrate how the proposals will reduce the need to travel, especially by car as well as to demonstrate how the proposals will improve accessibility by all modes of travel and influence travel behaviours.

- 1.27 The Warwickshire Local Transport Plan 2011-2026 requires, under Policy LUT2, Travel Plans or Travel Plan Statements to be provided to support planning applications.

- 1.28 Policy LUT3 of the Local Transport Plan states that the County Council will support sustainable development that promotes mode shift and helps reduce single occupancy travel throughout the County through measures such as improved public transport, community transport, pedestrian and cycling facilities, traffic management measures and travel packs.

- 1.29 Under Policy LUT10, the County Council seeks to ensure that all development *"...is appropriate in terms of accessibility, design and layout, and that it can contribute to the local area and improve connectivity with new footways, cycleways and public transport, where required."*

- 1.30 The North Warwickshire District Council Local Plan was adopted in September 2021. Chapter 12 of the adopted Local Plan is entitled "Transport".

- 1.31 Policy LP23 states that Travel Plans will be required to be submitted alongside Transport Assessments through which development will be expected to link with existing road, cycle and footpath networks. Developments that are likely to generate significant amounts of traffic and particularly larger developments will be expected to focus on the longer-term management of new trips, encourage the use of public and shared transport as well as appropriate cycle and pedestrian links.
- 1.32 Policy E4 of the adopted Local Plan specifically references the Site and the development proposals assessed within this Transport Assessment. Under Policy E4 reference is made to the requirement for the Master Plan to include:
- The provision of sustainable transport measures including a cycle and footpath link along the A5 to Atherstone and Mancetter; and
 - Access to the cycle/pedestrian route to the southeast of the Site.

Policy Summary & Way Forward

- 1.33 The proposed development will deliver a Framework TP that details specific measures designed to meet these specific policy objectives. Such measures will be underpinned by taking advantage of the proximity to facilities and existing infrastructure, as well as physical improvements to enhance the infrastructure for pedestrians, cyclists and public transport users.
- 1.34 The Framework TP will be an organic document that will grow and develop over time. Measurable targets and over-riding objectives will be continuously monitored and reviewed over the lifetime of the Plan. An integral part of the strategy is to ensure that the future community understands what a TP is, how it contributes to their life and how they will benefit from it.
- 1.35 Post determination of the planning application, it is expected that the FTP will evolve and will remain the responsibility of ERI MTP Limited until each building occupier is in a position to take over responsibility.

2. Aims & Objectives

Aims

- 2.1 The overarching aim of this FTP is to reduce the need to travel and to affect a reduction in the reliance upon car borne travel for essential and non-essential journeys to and from the Site. This will reduce the impact of such travel on the local environment as a whole by:
- Minimising travel by private car where practically possible, to achieve fewer trips from the development than would otherwise have been the case.
 - Encouraging safe and viable alternatives to the private car that minimise the environmental impact on the surrounding community through the promotion of attractive, safe, viable and efficient modes.
 - Achieving a reduction in congestion on surrounding roads and effect of development-related traffic (cars and HGVs) on emissions, noise, visual intrusion and road traffic accidents.
 - Ensuring people are aware of their travel options as well as creating a safe and accessible location for people to work and visit.
 - Having a positive long-term impact on the environment and personal health.

Objectives

- 2.2 The aims of the FTP are underpinned by objectives that are in accordance with local and national policies. The key objectives are:
- To provide the on-site community with a range of facilities and amenities that reduces the need to travel off-site.
 - To achieve fewer single occupancy vehicle trips to and from the development than would otherwise have been the case.
 - To provide high quality infrastructure that encourages greater use of sustainable travel modes such as walking, cycling and public transport.
 - To encourage car sharing thereby reducing the number of single occupancy trips.
 - To promote the health benefits of walking and cycling with a broad ranging choice of formal and recreational facilities.
 - To provide a safe cycle and pedestrian friendly environment within the proposed development linked to the existing and enhanced off-site cycle and pedestrian infrastructure.
 - To maximise accessibility to public transport from the development for all journey purposes.
 - To raise awareness of the available travel options through the provision of relevant information to the occupiers via rigorous marketing of the TP and its measures through a range of media.
 - To continually manage and implement sustainable travel practices throughout the lifetime of the TP.
 - To continue to raise awareness of environmental issues, especially those which impact on personal health and involve transport matters amongst residents and other future occupiers.
 - To promote considerate HGV movements;

- To develop a partnership approach with the Local Planning Authority (LPA) to influence the travel behaviour of employees.

3. Movement Infrastructure Strategy

Promoting Smarter Choices

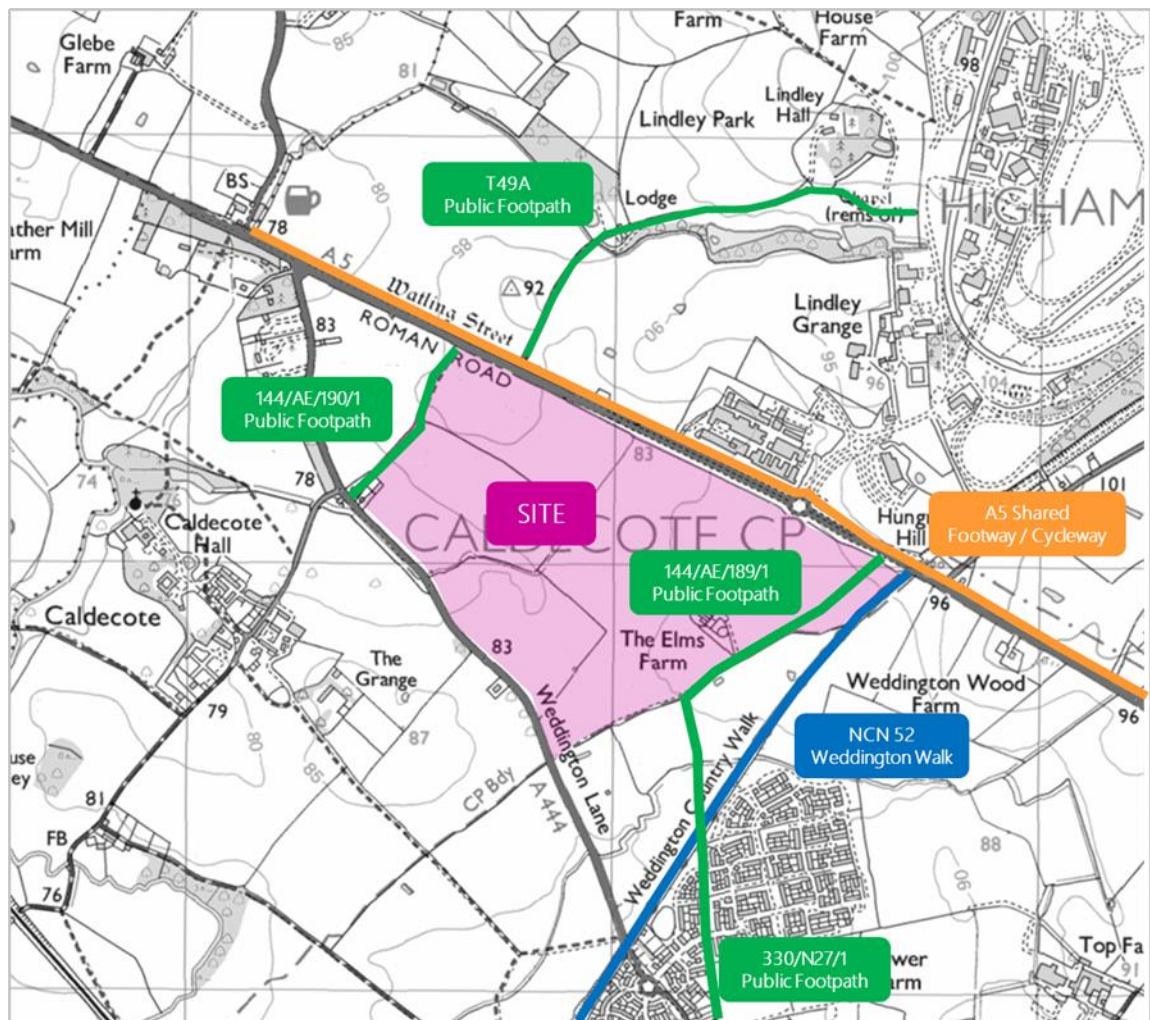
- 3.1 The development adopts a hierarchical approach to movement and access that ensures priority is given to more sustainable forms of transport and opportunities to reduce travel demand over motor vehicle access.
- 3.2 This will be delivered through a comprehensive package of combined hard interventions (infrastructure such as improved footways, cycleways and crossing facilities as well as amendments to existing bus service routing) and soft interventions (travel planning, promotions and marketing) to achieve meaningful changes in travel behaviour and an ambitious shift in modal share targets.
- 3.3 Overall, the development will:
- Be integrated into the local transport network
 - Promote healthier lifestyle choices and wider social / community benefits
 - Minimise environmental impacts.

Active Travel Modes (Walking & Cycling)

Existing Provision

- 3.4 The Site is located some distance from the nearest settlements but MIRA Technology Park has, and continues to, take an active role in the promotion of accessibility by a choice of means of travel with the aim of achieving a higher utilisation of sustainable means to replace private car journeys made by future employees.
- 3.5 The Site benefits from its proximity to existing, well established pedestrian and cycle infrastructure that is a combination of formal, paved footway and cycleway infrastructure adjacent to existing road corridors as well as a more informal Public Right of Way network. Figure 6 illustrates the existing Active Travel network in the vicinity of the Site.
- 3.6 From Figure 6 it can be seen that there are public rights of ways (PROWs) within the Site's vicinity. A section of the Site's south-eastern boundary adjoins the FP 144/AE/189/1. The FP runs south-west for 575m from the A5 Watling Street at Hungry Hill to the existing agricultural track that serves The Elms Farm. At a point 140m west of The Elms Farm, the footpath turns south and is redesignated as FP 330/N27/1 that extends for 818m, crossing the Weddington Walk and passing through the Lower Farm housing development to Weddington Village.
- 3.7 A section of the Site's north-eastern boundary adjoins part of the former railway line which now comprises a shared footway / cycleway which forms the Weddington Walk and part of the National Cycle Network (NCN) Route 52 to Nuneaton. The NCN 52 also provides connection to the shared footway / cycleway on the north-eastern side of the A5, as well as MIRA Technology Park North Site, via the subway under the A5.
- 3.8 The Site's north-western boundary is comprised of FP 144/AE/190/1 which runs south-west for 454m from the A5 Watling Street towards the A444 Weddington Lane at Caldecote Village Hall.

Figure 6 Existing Active Travel Network



3.9 Figure 7 illustrates the extent of the existing formal cycle network in the vicinity of the Site from which it is noted that the, largely traffic-free, NCN 52 extends continuously north-south along the A444 connecting the Site with Weddington and subsequently central Nuneaton including the rail station and town centre.

Figure 7 Existing Local Cycle Network



On-Site Infrastructure

- 3.10 A key criteria of the ongoing development of MIRA Technology Park North Site is to provide a pedestrian and cycle friendly environment for all types of users regardless of the level of mobility or visual impairment. This has been, and will continue to be, realised through the provision of cycle lanes, safe crossing points, direct routes and connectivity between zones and buildings, appropriate tactile surfaces, lighting and signage.
- 3.11 These guiding principles will be extended within the emerging development on the MIRA Technology Park South Site and active travel, in particular the freedom of movement for pedestrians and cyclists to access a broad range of local origins and destinations both within and through the development, is a priority of the Movement Infrastructure Strategy.
- 3.12 The development is therefore supported by a comprehensive active travel strategy that seeks to deliver an excellent quality environment for access to / from the Site that is:
- **Attractive.**

- Well-connected and permeable to encourage walking and cycling to local destinations.
 - Able to encourage activity thereby improving personal security and safety.
- 3.13 Street corridors within the development not only provide a permeable, legible circulation pattern but also have essential functions beyond just the movement of traffic, i.e., multi-functional spaces with a much higher 'place' function that are integrated within their surroundings and where pedestrians and cyclists are, in general, afforded greater priority than vehicular traffic.
- 3.14 Specifically, with regard to the provision of new and improved active travel infrastructure, the Movement Infrastructure Strategy comprises the following:
- The creation of a high quality environment that provides direct connections to origins and destinations within the developable area and beyond that are permeable, coherent, safe and reflect the desire lines of movement.
 - The provision of key landmarks as well as easy to understand wayfinding both within and on key routes to / from external destinations to provide legibility.
 - The protection and enhancement of the Public Right of Way network in the immediate vicinity, integrated into the network of new infrastructure within the development.
- 3.15 Based on this framework, the aim is to:
- Provide a continuous network.
 - Maximise convenience by ensuring that all routes are direct and reflect desire lines of movement.
 - Ensure that usable, comfortable places are created and that crossing places are level.
 - Make routes clear and easy to follow with good sightlines and signage.
 - Create spaces that are safe, active and accessible to all.
- 3.16 The principal, formal access active travel corridors will be lit and will be accompanied by a legible signage strategy. Crossing points are intended to be uncontrolled and will tie in with desire lines of movement with refuge islands provided where appropriate.
- 3.17 All formal footways and cycleways within the development will be constructed to full highway standards with sealed asphalt surfaces and concrete edging.
- 3.18 Formal cycleways will take the form of segregated, stepped off-highway two-way routes that are designed to accord with the principles of LTN1/20 and will be 3.0m in width (1.5m in each direction). Cycleways will be separated from footways by way of a 60mm upstand.
- 3.19 Cycle priority crossings will be provided at side road junctions with set-backs and in proximity of bus stop boarding areas. Where pedestrian routes cross cycle routes then raised tables and zig-zags provided to reduce cycle approach speeds and provide step-free access. At signalled crossing points, short sections will be provided as shared surfaces to a width of at least 4.0m with ribbed tramline / ladder tactile paving to mark the transition from segregated to shared facilities.
- 3.20 Footways will be provided on both sides of all streets within the development. Footways will be provided to a width of at least 2.0m.

- 3.21 Hedges and fences will be set back at least 0.5m from footways or cycleways. Inter-visibility splays of 2m x 2m will be provided at crossovers, path junctions to maintain pedestrian safety. Where cycle traffic crosses a road, footway or PROW, visibility splays of 2.4m x 31m will be maintained.
- 3.22 The maximum longitudinal gradient on the formal active travel corridors will be 2.0% (1:50). Where natural changes in level are unavoidable, short sections of no less than 30m in length may be constructed at 5.0% (1:20). Where these exist, flat platforms of at least 5.0m in length will be provided.

Off-Site Infrastructure

- 3.23 Beyond the development boundary, the focus is to provide direct, cohesive, attractive active travel connections to key local origins and destinations and existing, established infrastructure. Key strategic corridors are identified to meet this objective, these being:
- **WEDDINGTON WALK (NCN52)**
 - Extension of formal active travel corridor to the north-east providing a direct connection to the Weddington Walk (former railway line and part of the National Cycle Network, Route 52). This will then provide grade separated, traffic-free access via the subway under the A5 to MIRA Technology Park, and the existing shared footway / cycleway along the eastern side of the A5 corridor. NCN52 is then signed northwards via Wood Lane towards Higham-on-the-Hill and Stoke Golding. Southwards, the NCN52 continues as a traffic-free route towards the A444 Weddington Lane and then continues as a traffic-free route to connect with Camp Hill and the towpath along the Coventry Canal.
 - **CALDECOTE**
 - Improved connectivity is proposed north along the A444 Weddington Lane from the proposed Site access roundabout to Caldecote Village Hall, parallel to the main carriageway. This will comprise a widened footway to at least 2.0m in width accompanied by a lighting upgrade. It is also proposed to provide a lit pedestrian crossing with refuge island in the vicinity of the Village Hall accompanied by a footway connection to Caldecote Lane on the western side of the A444 Weddington Lane.
 - With through traffic diverted along the main spine road through the development to the A5, the retained section of Weddington Lane up to Caldecote village and the Redgate Island will be retained and enhanced as a Quiet Lane with associated infrastructure to provide priority for active travel modes.
 - **WEDDINGTON / NUNEATON**
 - Improved connectivity is proposed south along the A444 Weddington Lane. From the proposed Site access roundabout to the development boundary this will take the form of a continuation of the formal, lit active travel corridor, set back from the main carriageway.
 - Beyond the development boundary, the route will continue as a lit shared footway / cycleway, adjacent to the main carriageway to link into the existing A444 / Weddington Walk crossing that will be upgraded to traffic signal control. This will then continue via the recently constructed shared footway / cycleway to the Adderley Park / Lower Farm Way housing developments and onwards in the direction of Weddington village and Nuneaton town centre.

- 3.24 On each of these key strategic corridors, appropriately scaled measures have been identified to significantly improve the user experience through pavement widening, lighting, wayfinding signage and markings, minimising conflicts with and separation from vehicular traffic wherever possible as well as improved crossing facilities incorporating priority over vehicular movement where such interaction cannot be avoided.

Public Rights of Way (PROW)

- 3.25 There are two existing PROW footpaths in the vicinity of the Site.

- **FP 144/AE189/1**

- Runs south-west for a distance of 575m from the A5 Watling Street at Hungry Hill to the existing agricultural track that serves The Elms Farm. At a point 140m west of The Elms Farm, the footpath turns south and is redesignated as FP 330/N27/1 that extends for 818m, crossing the Weddington Walk and passing through the Lower Farm housing development to Weddington Village.
- The initial section of FP 144/AE189/1 for a distance of approximately 270m would need to be extinguished in order to accommodate the proposed development.
- The remaining section of FP 144/AE189/1 will be upgraded to provide a 3.0m width unsealed surface with timber edging and 1.0m amenity margins on both sides between hedgerows where the cross-section width permits. Additional wayfinding will also be provided.
- The formal active travel corridor connection between the proposed development and Weddington Walk and the network of informal recreational paths around the perimeter of the Site are a replacement and significant upgrade for all PROW users to the existing section of FP 144/AE189/1 that will require extinguishment.

- **FP 144/AE190/1**

- Runs south-west for a distance of 454m from the A5 Watling Street towards the A444 Weddington Lane at Caldecote Village Hall.
- The initial 170m section of FP144/AE190/1 from Weddington Lane is to be extinguished with an alternative, upgraded route provided that wraps around the south-western corner of the Site within a landscaped setting.
- The remaining section of FP 144/AE190/1 will be upgraded to provide a 3.0m width unsealed surface with timber edging and 1.0m amenity margins on both sides between hedgerows where the cross-section width permits. Additional wayfinding will also be provided.
- Access to FP 144/AE190/1 from the proposed development and Caldecote village will be significantly improved for all PROW users by the off-site infrastructure upgrades along the A444 Weddington Lane corridor.

Passenger Transport

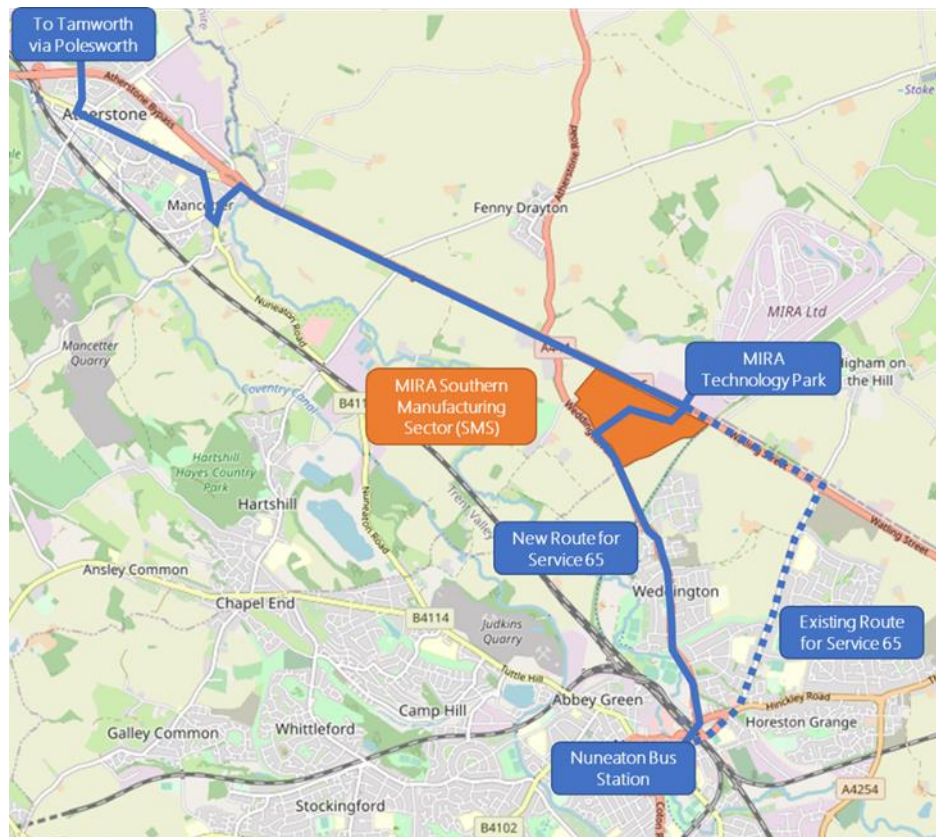
Existing Public Transport Accessibility

- 3.26 Currently MIRA Technology Park North Site is served by regular public transport services with bus stop infrastructure including covered waiting facilities and lay-by provision located on MIRA Drive. Route 65 is operated by Arriva and connects MIRA Technology Park to Nuneaton and Tamworth via Atherstone.
- 3.27 Following COVID-19 restrictions, the service operates on an hourly frequency throughout the day, Monday to Saturday with journey times of 10mins. to Nuneaton, 11mins. to Atherstone and 65mins. to Tamworth. Pre-COVID, the service provided a 30-minute frequency at certain periods of the day, particularly on the section of the route between MIRA Technology Park and Nuneaton.
- 3.28 Additional bus stops are situated on Lower Farm Way, approximately 1.0km south-east (13min. walk) of the proposed bus-only access onto the A444 Weddington Lane. These stops are served by Stagecoach Routes 1 & 2 which provide a circular service to / from Nuneaton Bus Station on a 30-minute frequency.
- 3.29 Nuneaton rail station is c. 3.4kms (11min. cycle) from the proposed A444 Weddington Lane access to the Site and c. 4.1kms (15min. cycle) from the 4-arm A5 / MIRA roundabout access to the Site.
- 3.30 Nuneaton rail station is located on the West Coast Main Line (WCML) that extends north-west from London Euston towards Watford Junction, Milton Keynes Central, Coventry, Birmingham New Street, Wolverhampton, the North-West, and Scotland.
- 3.31 West Midlands Trains operate an hourly service on the WCML, southbound to London Euston via Rugby and Milton Keynes Central, and northbound to Crewe via Stafford. Avanti West Coast also offer services from London Euston to Crewe.
- 3.32 The station is also located on the Birmingham to Peterborough Line. CrossCountry operate two trains per hour, westbound to Birmingham New Street, and eastbound to Leicester, one of these continues to Stansted Airport via Peterborough and Cambridge. West Midlands Trains also provide an hourly service southbound to Leamington Spa via Coventry on the Coventry to Nuneaton Line.
- 3.33 Station facilities include a ticket office open daily (min. 12hrs) and step free access to platforms. There is secure storage for 46 bicycles and car parks to south-west of the station.

On-Site Infrastructure

- 3.34 In respect of public transport, a fundamental deliverable of the Movement Infrastructure Strategy is that, where practicable, all building accesses will be within 400m walk distance of regular public transport services that provide competitive journey times to key destinations and present a realistic alternative to private car use for employees within the development.
- 3.35 The proposal is to collaborate with the bus operator, Arriva Midlands, and the WCC Passenger Transport Operation team to instigate the diversion of Service 65 via the new spine road within the development as part of its route between Tamworth and Nuneaton via Atherstone and MIRA Technology Park. Figure 8 shows the current and proposed future routing of Service 65.

Figure 8 Current & Proposed Routing of the 65 Bus Service



- 3.36 Subject to agreement with the bus operators and WCC Passenger Transport Operations team, the intention is to restore a 30-min frequency on Service 65 on weekdays on the core element of the route between Atherton and Nuneaton. The phased introduction of the revised Service 65 bus service will be linked with the phased build programme.
- 3.37 Within the development additional bus stop infrastructure will be provided with the phased construction of the new spine road linking the A5 to the A444. The bus stop infrastructure will incorporate wide footways at bus stops, passenger waiting facilities, flag, timetable and mapping, provision of infrastructure to enable real-time information (RTPI), low-floor kerbs and bus cage markings. The RTPI will also be incorporated into accessible locations within each of the building units.

Vehicular Access Strategy

- 3.38 The scale and form of development is such that it has the potential to generate both light vehicle movement (i.e., cars / vans) as well as heavy goods vehicle movement throughout the day, primarily during weekdays.
- 3.39 The nature of the proposed development is that there is likely to be a concentration vehicular movement, particularly light vehicles, during the traditional weekday AM and PM peak periods (typically 07:00 – 10:00hrs and 16:00-19:00hrs) coinciding with peak periods of background vehicular activity on both the A5 and A444 corridors.

- 3.40 The vehicular access strategy therefore seeks to deliver the most efficient movement of vehicles between the Site and the surrounding road network.

A5 MIRA Roundabout

- 3.41 The primary access to the development is based around the construction of a fourth arm to the southern side of the existing MIRA Roundabout on the A5 Watling Street.
- 3.42 At the MIRA roundabout on the A5 Watling Street a field access track is presently connected into the roundabout. The geometric design of the existing MIRA roundabout is such that it can be easily adapted to accommodate the DMRB requirements for a full access road that can accommodate the anticipated volumes of light vehicles and HGVs without requiring any Departures from Standard.

A444 Weddington Lane

- 3.43 A new 3-arm roundabout will be constructed on the A444 Weddington Lane to the south-east of Caldecote, providing a second primary access to the Site. A roundabout in this location will also function as a traffic management feature on the urban edge of Weddington village.

A5-A444 Spine Road Link

- 3.44 The two external accesses will be connected by a new, adoptable link road, designed to standards applied by the Highway Authorities, namely the Design Manual for Roads & Bridges (DMRB) and the Warwickshire Design Guide, from which direct access will be taken to individual plots.
- 3.45 In cross-sectional terms, the A5-A444 cross-site link road roads will have a minimum width of 7.3m (10.5m where ghosted right turn lanes are provided) flanked by verges (min. 2.0m width) and footways (min. 2.0m width). Segregated two-way cycle facilities (min. 3.0 width) will also be accommodated on at least one side of the carriageway.
- 3.46 There will be a combination of side road connections and direct accesses to development plots off the A5-A444 cross-site link road. These junctions are designed to accommodate the turning movement requirements of light vehicles and HGVs and will be give-way priority controlled with ghosted right turn lane facilities, as appropriate.

Off-Site Mitigation

- 3.47 The proposed development will deliver substantial upgrades to the A5 / A444 Redgate Junction through the construction of a new 4-arm 50m ICD roundabout that replaces the existing elongated roundabout junction.
- 3.48 As part of these works, the existing A444 Atherstone Road approach, adjacent to the Redgate PH, will be closed up and replaced with a new link road across land to the east of the public house to connect into the new 4-arm roundabout.
- 3.49 In conjunction with these works there will be a new give-way controlled junction to serve the Redgate PH and adjacent business units and new field gate accesses onto the A444 link road to serve the adjoining, retained, agricultural fields.

- 3.50 It is also proposed to widen the existing A5 carriageway between the MIRA roundabout and the new Redgate junction to provide a continuous two lanes in a westbound direction between the roundabouts. Likewise, and with the closure of the existing A444 Atherstone Road / removal of the elongated roundabout, an extending two-lane approach and exit is delivered on the A5 towards Atherstone.
- 3.51 The off-site mitigation package also facilitates the downgrading of the existing section of Weddington Lane between the Site access roundabout and the Redgate junction to a local access road. This will be supported by a package of traffic calming / management measures to redirect through traffic away from Caldecote village and will comprise:
- A comprehensive package of revised Advanced Direction Signage (ADS) to direct 'A' road traffic, including HGVs via the A5/A444 spine road through the Site, with associated additional / altered ADS at the MIRA roundabout and Redgate junction;
 - A seeking of reduction in the speed limit on Weddington Lane through Caldecote village (between the Site access roundabout and the Redgate junction) from 50mph to 30mph;
 - Additional traffic calming measures to reinforce speed limit change to include 'Gateway' road markings / signage, speed cushions and carriageway narrowing;
 - A raised table crossing adjacent to the village hall.

Parking

Cycle Parking

- 3.52 Cycle parking is a key deliverable within the Movement Infrastructure Strategy and will accord with the NWDC Adopted Local Plan policy. Recognising the need to prioritise this mode of travel it is recognised that it is not just the quantity of cycle parking provided for each land use but also the quality of such provision in respect of location, convenience and security.
- 3.53 Cycle parking will be located close to the main entrance of the respective building where natural surveillance is available. Both long term spaces (staff) and short term spaces (customers / visitors) will be secure (using 'Sheffield-type' stands), covered and lit. In support of the long term (staff) cycle spaces, showers, changing and equipment storage facilities will be provided in the respective buildings. Short term (customer / visitor) spaces will be clearly signed.

Car Parking

- 3.54 A balanced approach has been taken to car parking provision within the MIRA Technology Park South Site development, recognising the need to encourage sustainable transport access and reduce car use whilst at the same time ensuring that operational needs are met and that inappropriate overspill of parking onto surrounding roads is avoided.
- 3.55 Parking zones for each plot within the development will be overlooked and will incorporate the use of differing materials and landscape features to improve attractiveness to end users.

- 3.56 As per policy LP34 of the NWDC Adopted Local Plan, active electric charging points to an agreed technical specification and location will be provided at a ratio of 20% of the total number of spaces within each plot. This will include employee and visitor rapid charging points. The remaining 80% of spaces will be provided as passive provision, incorporating the underlying infrastructure necessary for connection to be activated in the future as technologies evolve and uptake increases.
- 3.57 Disabled car parking will be provided in accordance with BS 8300-1: 2018 and will be located close to building entrances at a ratio of 6 bays plus 2% of total capacity. Motorcycle provision will be provided at 1 space plus an additional space for every 10 spaces required by maximum car parking standard.

4. Travel Plan Coordination, Monitoring & Budget

Site-Wide Structure

- 4.1 Given the scale of development on the Site, it is important that an appropriate structure is in place to facilitate the implementation of the Travel Plan programme. Not only will this inform the work of the Site Wide Travel Plan Coordinator (TPC), but it will also illustrate to each building occupier their responsibilities to commit to the support and encouragement of sustainable travel choices.
- 4.2 Each building occupier will therefore be required to have their own nominated Travel Plan representative who would be a part or full-time employee taking an active role in the Travel Plan Liaison Committee, the forum by which the Travel Plan programme will be implemented, chaired by the Site Wide TPC.
- 4.3 Each Travel Plan representative, on behalf of the building occupiers, will be expected to demonstrate a commitment to supporting the Site-Wide measures, marketing and monitoring arrangements. The Travel Plan Liaison Committee will, as appropriate, periodically invite the Council and other key stakeholders (e.g., residents groups, Parish Councils) to attend meetings / community events.

Travel Plan Coordinator

- 4.4 To ensure the effectiveness of implementing the TP and to secure its on-going success a Site Wide Travel Plan Coordinator (TPC) will be appointed by ERI MTP Limited prior to initial occupation of the proposed development.
- 4.5 The Site Wide TPC is responsible for the implementation, communication, monitoring and management of the defined aims and objectives. The key responsibilities of the Site Wide TPC are to:
- Oversee the development and implementation of the TP on a Site-Wide basis through the chairing of the Travel Plan Liaison Committee.
 - Raise awareness of the TP through the implementing and promoting effective marketing campaigns through a range of media including the potential for a Site-Wide community website and regular newsletters/ leaflet drops etc.
 - Organise surveys and other data collection required to develop/ review the TP.
 - Act as the point of liaison with external organisations inc. Parish Councils, North Warwickshire District Council (NWDC), Warwickshire County Council (WCC) and National Highways (NH).
 - Coordinate the monitoring programme including the setting of targets and review dates.
 - Providing additional communication support, referencing and detailing.
 - Control the budget for the development of the TP to ensure its efficient and effective use.

Travel Plan Coordinator – Handover Strategy

- 4.6 The role of the TPC is not static and will develop throughout the lifetime of the Travel Plan. Through the evolving and fluid nature of the TP, its publicity and promotion, it is anticipated that at the proper time an incumbent, enthusiastic Travel Plan representative (or representatives) will step forward to take over the Site Wide TPC role.

- 4.7 Importantly the developers will retain the appointed Site-Wide TPC until such time that they are satisfied that the TP and its associated principles and initiatives are well established before any handover / transfer of the role to representatives within the Travel Plan Liaison Committee.
- 4.8 Any handover / transfer of the TPC role will be communicated to all key stakeholders / external organisations as part of the TP review. In any event, and as a minimum, the role of Site Wide TPC will be maintained for a minimum period of at least 5 years.

Communication

- 4.9 The success of the TP will rely on the involvement and integration of each building occupier and their Travel Plan representatives. The Site Wide TPC will need to ensure that the principles and initiatives within the TP are fully understood and will act as the first point of contact for any related issues or queries. Continual monitoring of the TP will need to be a progressive and staged process.
- 4.10 The Site Wide TPC will also ensure that each building occupier and their Travel Plan representatives are given the opportunity to feedback on the success or otherwise of schemes implemented within the TP. This will be important in ensuring that each building occupier and their Travel Plan representatives feel involved and can take ownership of the TP and its processes.
- 4.11 Issues arising from any communications will be recorded by the Site Wide TPC to be provided as part of a Travel Plan Review Report, the results of which can be shared with the Council and other interested parties, as appropriate.
- 4.12 Promotional material, both in paper and digital formats, will be used to highlight the TP initiatives. Employment buildings and other community areas within the Site will play a key role in displaying and distributing information.
- 4.13 Promotional material will include advice on the appropriate channels for raising specific transport-related matters, encouraging each building occupier and their Travel Plan representatives to contact the Site Wide TPC for liaison with the appropriate authorities. Each building occupier and their Travel Plan representatives will also be made aware of any changes to TP initiatives through the various media outlets.
- 4.14 Primarily the TP will be web-based which allows monitoring, updates and any further initiatives/ actions to be posted. Recipients will be able to sign up for email updates, whereby if any travel information is updated or modifications are made to the TP, the information can be quickly relayed to all.
- 4.15 A web forum will also be introduced on the TP website to provide each building occupier and their Travel Plan representatives a further information resource to ask questions about particular functions of the TP, or if they have any queries or initiatives which they feel could add to the TP process.
- 4.16 The web-based initiatives encourage each building occupier and their Travel Plan representatives to become involved with the TP, understanding the importance and helping shape the evolving document. Ultimately these combined measures will allow the TP to become an effective and fully functioning document that evolves into the fabric of the Site.

- 4.17 Often it is difficult to engage with each building occupier concerning the TP at first occupation, due to the wide ranging 'issues' that need to be dealt with at that time. The Site Wide TPC will therefore seek to establish a regular 'road show' during the early occupation of the Site as an opportunity to collect travel information, raise issues or concerns and sign up to travel email updates. Further supplementary offers, such as free 'Dr Bike' (cycle maintenance) sessions may be held at the same time.
- 4.18 Furthermore, it is important to recognise the impact that sales teams / front line staff have in encouraging and supporting sustainable travel choices. Therein the Site Wide TPC will undertake a programme of staff briefings with sales teams to ensure that they are aware of the TP programme, the range of options and initiatives available to prospective occupiers and, more generally, to ensure that they have a good appreciation of the public transport and walking / cycling options in the surrounding area.

Monitoring

- 4.19 A programme of monitoring and review will be implemented to generate information by which the success of the TP can be evaluated. Monitoring and review are the responsibility of the Site Wide TPC for reporting purposes. Information gathered through the monitoring process will be recorded for input to the review process. The type of monitoring measures outlined below incorporates both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence.
- 4.20 The TRICS (SAM) Methodology for traffic counts will be adopted by the Site Wide TPC to monitor performance against the primary target (namely reduction in SOV's) and the trip generational characteristics of the Site. SAM monitoring will be undertaken on a bi-annual basis for the first 5 years, i.e., Year 1, Year 3 and Year 5.
- 4.21 Travel questionnaires will also be regularly issued to each building occupier via their Travel Plan representative, structured to provide a robust level of information from which comparative assessments of travel demand can be made, but also to encourage recipients to detail any ideas or comments they may have on the success or otherwise of the TP.
- 4.22 A baseline survey will be conducted within the first six months of occupation of each building and will be repeated annually for the duration of the development build programme. The travel survey is structured to meet the needs of the Site and, amongst other matters, takes into consideration the following:
- Existing travel patterns and opinions of Site users towards cycling and walking so that constraints and opportunities can be identified;
 - Travel patterns and transport impact of future building users;
 - The current local environment for walkers and cyclists (accounting for visitors who may be accompanied by young children);
 - Disabled access (accounting for varying levels of disability and visual impairment);
 - Public transport links serving the Site;
 - Current facilities for cyclists.

4.23 The modal split captured through the baseline survey will be used for monitoring purposes, whereby, the results of future travel surveys will be compared with the results of the initial survey. The TPC will also:

- Record comments from the Travel Plan representatives;
- Record any comments from the briefing meetings with employees and any external communications;
- Monitor the effective use of the movement infrastructure, i.e., the cycleway network, other footway/footpath routes and traffic circulation routes;
- Monitor the take up of any employee car sharing initiatives put in place;
- Monitor the car parking operations;
- Monitor the level of usage of cycle spaces to establish demand and any requirement to increase provision;
- Monitor demand for motorcycle parking and any requirement to increase provision; and
- Establish the level of demand for local public transport services and uptake of the free travel pass vouchers.

4.24 On an annual basis the Site Wide TPC will report to the Council on the actions undertaken during the previous 12 months, results of the monitoring undertaken and will also submit an action plan for key measures to be undertaken over the following 12-month period.

Administration

4.25 Administration of the TP involves the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are specific to the Site Wide TPC, in the interests of confidentiality, and will include the regular updating of the TP document as well as the monitoring and updates, where required to the TP website. Specifically, the Site Wide TPC will maintain:

- Details of travel patterns derived from the regular Travel questionnaires that are to be retained for input to the review process.
- Feedback from the monitoring procedures maintained for input to the review process.
- Copies of historic review reports retained for reference purposes and for analysis of the longer term effectiveness of the TP.
- A correspondence file to keep all communications made in respect of the on-going management of the TP.
- A record of travel related incidents, meetings, comments and general observations of the Site Wide TPC to be retained for input to any review process.

Review

4.26 It is evident that the TP is a strategy that will evolve over time. The key objective of the Plan is to 'educate' each building occupier and their Travel Plan representatives and to facilitate travel by sustainable modes. This will not change however it may be possible over time to define or re-define specific targets.

- 4.27 The TP will therefore be the subject of an annual review process in order to measure its success or otherwise and to identify the potential for improvements to the physical and management travel initiatives being offered.
- 4.28 A vital element of the review process is the re-issuing of the Travel Questionnaire. Although the travel database will be regularly updated, the re-issue of the Travel Questionnaire to each building occupier via their Travel Plan representatives will offer the opportunity to gather latest information about wider attitudes to travel. Analysis of the Travel Questionnaire will also yield up to date information for comparison with data derived at the introduction of the TP.
- 4.29 The re-issuing of the Travel Questionnaire will be supported by further publicity through mediums such as the website, web forum and/ or regular newsletters, posters and flyers. The Site Wide TPC will then compile a snapshot Review Report incorporating the following:
- The results of follow up surveys.
 - Analysis of the results from data collection exercises in terms of performance against targets/milestones set.
 - Details of any changes within the development over the time period that could affect travel patterns.
 - Direct feedback from the Travel Plan representatives.
- 4.30 The findings of the monitoring programme will be reported annually to the Council along with an action plan of measures for the following year. Effective TP's are those that adapt to change; a living process not a document written and forgotten about. Therein it will be critical that the Site Wide TPC works in partnership with other key stakeholders, including the Council, to ensure that the programme is achieving the targets set out.

Budget

- 4.31 It is critical that a TP is supported financially to ensure it achieves its aims and objectives. With this in mind, an outline budget has been proposed to cover a range of measures and supporting functions.
- 4.32 By setting a total budget, for the period of the development-build-out programme, as opposed to costs against individual measures, there is the capacity for flexibility in the TP and the Site Wide TPC will collaborate with the Council to ensure measures are targeted and offer value for money.
- 4.33 As outlined in the 'Targets' section of the TP, should modal split targets not be met, ERI MTP Limited will increase the budget to cover the cost of any additional marketing / communications and remedial measures.
- 4.34 It is also the case that TP budget will be in addition to the substantial investment proposed to significantly enhance public transport provision / infrastructure or the other sustainable infrastructure initiatives, as detailed in Section 3.

5. Sustainable Travel Initiatives

5.1 The objectives of the TP, as highlighted in Section 2, are supported by a series of physical and management measures that:

- Minimise travel by private car where practically possible, to achieve fewer trips from the development than would otherwise have been the case.
- Encourage safe and viable alternatives to the private car that minimise the environmental impact on the surrounding community through the promotion of attractive, safe, viable and efficient modes.
- Achieve a reduction in congestion on surrounding roads and effect of development-related traffic (cars and HGVs) on emissions, noise, visual intrusion and road traffic accidents.
- Ensure people are aware of their travel options as well as creating a safe and accessible location for people to work and visit.
- Have a positive long-term impact on the environment and personal health.

Reducing the Need to Travel

5.2 Through sustainable design and location, the Site-wide community will be able to access a broad range of local facilities and services by foot and cycle. This will include the on-site Country Park and Outdoor Gym facilities as well as interactive personalised travel planning. These elements will be a key focus of the material included within the Travel Information Pack.

Sales & Marketing

5.3 The TPC will work closely with the Sales and Marketing team to ensure that they are aware of the role of the TP. In this way, prospective purchasers of each building within the development will be provided with information about the benefits of the TP and the Site's accessibility by sustainable modes of transport prior to occupation within the Site. This measure will encourage the use of sustainable modes of transport from initial occupation.

Website Links

5.4 The Site Wide TPC will provide website links that each building occupier and their Travel Plan representatives can then use to promote specific travel initiatives, events and offers, provide information regarding the public bus services, routes, prices, timetable changes and other travel news as well as to highlight suitable formal and recreational walking and cycle routes within the local area and links to key local services / amenities and leisure route / opportunities.

5.5 The website links will be continually monitored by the Site Wide TPC in conjunction with the building occupiers and their Travel Plan representatives to ensure that all information provided is up to date. It is proposed that alerts to any changes in the information contained within the links can also be publicised on individual businesses Facebook/Twitter pages as well as, if recipients wish, by email.

5.6 The Site Wide TPC will also ensure that concise travel information is made available to the Travel Plan representatives that can then be issued to visitors in advance of them travelling to the Site through their website, by promotional flyer or by email.

Travel Information Pack

- 5.7 The Site Wide TPC will produce a Travel Information Pack that can be made available to each employee of each individual building occupier via their Travel Plan representative.
- 5.8 The Travel Information Pack will contain up to date details of public transport services, the location of bus stops, timetable information and the most practical routes to access these facilities. In addition, the Travel Information Pack will contain comprehensive details of safe pedestrian and cycle routes.
- 5.9 The Travel Information Pack will provide promotional material highlighting the health benefits of walking and cycling. In addition, they will provide details of relevant contact addresses, telephone numbers, websites including the local authorities, public transport operators, local cycle forums and taxi companies.
- 5.10 Details contained within the Travel Information Pack will be replicated and posted on the main staff notice board within each respective building. The TPC will also highlight to all employees that the travel information is made available of the MIRA Technology Park website.
- 5.11 The information within the Travel Information Pack will be monitored and reviewed to ensure that it is kept current. Regular updates will be circulated to employees when any significant changes are implemented.

Public Transport Initiatives

- 5.12 To maximise the potential usage of public transport, the Site Wide TPC will collaborate closely with the Council and the public transport operators to provide the requisite infrastructure and services. In so doing the key to the success of public transport as a viable mode of travel will be to ensure that:
- Services are frequent and punctual to match the travel demands.
 - Boarding points are convenient to the areas of population that they serve.
 - Bus stop infrastructure and vehicles facilitate step free access.
 - Vehicles on routes serving the Site are modern, encompassing modern technologies on comfort, noise, emissions as well as the provision of passenger waiting facilities designed to reduce crime and the fear of crime, incorporating appropriate safety features, lighting and comfort.
 - That the marketability of services is maximised, possibly through the use of easily distinguishable vehicles branded to reflect the service being provided, as well as comprehensive and accurate information for passenger concerning services and facilities.
- 5.13 Through the circulation of the Travel Information Pack (TIP) via each building occupier and their Travel Plan representatives, all employees will be offered either free or discounted taster tickets for a time-limited period to encourage uptake of public transport services. The purpose being to make use of the ticket as a means of familiarising themselves with the services and associated facilities available.
- 5.14 In exchange, employees who take up the offer of the free / discounted taster tickets will be required to make a commitment to completing a short travel diary to illustrate the extent to which the offer had a bearing on their travel patterns and future travel options.

- 5.15 In addition, details of the connecting rail services operating from Nuneaton railway station will be included within the introductory TIP and within the range of media platforms, including links to relevant journey planning websites.

Cycle Initiatives

- 5.16 Promoting cycling as a mode of sustainable travel is key to encouraging a modal shift away from cars being the dominant form of transport. The Site has a range of cycling infrastructure deliverables that are phased over the lifetime of the development including the creation of a segregated footway / cycleway along the A5-A444 Link Road, the Weddington Walk Link, the extension of the shared footway / cycleway and provision of a controlled crossing on the A444 Weddington Lane as well as enhancement works to the Public Rights of Way that cross the Site.
- 5.17 Cycle parking is a key deliverable and will be delivered to at least the minimum standards as set out within NWDC Adopted Local Plan policy.
- Class E Offices (ancillary) – 1 per 200sqm
 - Class E Research & Development – no standard identified (aim to apply Class E Office standard above)
 - Class B2 Industrial – 1 per 500qm
 - Class B8 Warehousing (ancillary) – 1 per 1,000sqm
- 5.18 Recognising the need to prioritise this mode of travel it is acknowledged that it is not just the quantity of cycle parking provided for each land use but also the quality of such provision in respect of location, convenience and security.
- 5.19 Cycle parking will be located close to the main entrance of the respective building where natural surveillance is available. Both long term spaces (staff) and short-term spaces (customers / visitors) will be secure (using 'Sheffield-type' stands), covered and lit.
- 5.20 In support of the long term (staff) cycle spaces, showers, changing and equipment storage facilities will be provided in the respective buildings. Short term (customer / visitor) spaces will be clearly signed.
- 5.21 All cycle parking spaces will be directly accessible from the dedicated, wide segregated footway / cycleway along the A5-A444 link road that in turn directly connects with the external infrastructure along the A5 corridor, Weddington Walk and the A444 Weddington Lane.
- 5.22 The Site Wide TPC will continuously monitor demand for cycle parking and review the need for alterations to the proposed level of provision on a biannual basis.
- 5.23 The Site Wide TPC will also work with each building occupier and their Travel Plan representatives to encourage the implementation of a cycle loan / hire scheme for employee use. The cycle loan / hire scheme encourages employers to purchase cycles outright then lease them to employees for a small weekly contribution. At the end of the scheme (at the employer's discretion) the loaned cycles can be sold to the employees at a reduced price.

- 5.24 Alternatively, the employers can provide interest free loans to those employees who wish to purchase cycle / cycle equipment outright. Those employees who use their own bicycles for work purposes (excluding commutes to / from work) will be reminded that they can claim 20p per mile tax free.

Provision of On-Site Motorcycle Parking Facilities

- 5.25 Motorcycle parking spaces will be provided for use by staff and visitors in accordance with the Adopted Local Plan parking standards requiring one space plus an additional one space for every 10 car parking spaces. These motorcycle parking spaces will be located close to the main pedestrian entrance of each building.
- 5.26 The Site Wide TPC will continuously monitor demand for motorcycle parking in conjunction with each building occupier and their Travel Plan representatives and review the need for alterations to the proposed level of provision on a biannual basis.

Provision of On-Site Disabled Parking Facilities

- 5.27 Disabled parking spaces will be provided for use by staff and visitors in accordance with the Adopted Local Plan parking standards requiring six bays plus an additional 2% of the total car parking capacity. These disabled parking spaces will be located close to the main pedestrian entrance of each building with step free access provided.
- 5.28 The Site Wide TPC will continuously monitor demand for disabled parking in conjunction with each building occupier and their Travel Plan representatives and review the need for alterations to the proposed level of provision on a biannual basis.

Car Park Management

- 5.29 Alongside each building occupier and their Travel Plan representatives, the Site Wide TPC will monitor and enforce the proper use of the on-site car parking including the priority car share parking spaces and disabled parking, the aim of which will be to enforce any restrictions that may be put in place and maximise efficiency in each of the respective parking areas.

Car Sharing

- 5.30 The Site Wide TPC will consult with each building occupier and their Travel Plan representatives to promote a site-wide car share scheme for the use of all employees.
- 5.31 The car share scheme will promote the benefits of reduced travel costs and will seek to match employees who live near each other and who work similar hours and patterns. Staff will also be made aware of the benefits of membership of the county-wide car share schemes e.g., www.leicestershare.com and www.warwickshire.gov.uk/carshare.
- 5.32 Priority car parking, located closer to the main pedestrian entrances to each of the buildings, is to be provided for car sharers. The Site Wide TPC will work alongside each building occupier and their Travel Plan representatives in regard to the management and enforcement of the use of such priority car parking spaces.

- 5.33 The Site Wide TPC will work with each building occupier and their Travel Plan representatives to ensure that Company vehicles or funded journeys home by taxi can be provided for staff that, for reasons outside their control, are unable to travel home with a car share partner and would otherwise be without safe transport home.

Travel Efficient Work Scheduling

- 5.34 The Site Wide TPC will encourage each building occupier and their Travel Plan representatives to maximise the potential to coordinate working hours for employees living close to each other, where possible, in order to maximise the potential for take up of the car share scheme.
- 5.35 The Site Wide TPC will also work with Travel Plan representatives concerning the introduction of working practices that minimise the number of car journeys made by staff within the context of practicability and where it does not affect the core business of the building occupiers. This could be delivered through company policies in respect of company car leasing and associated allowances as well as opportunities for carpooling.

Scheduling of Internal / External Meetings

- 5.36 Each building occupier and their Travel Plan representatives will be encouraged, where practical, to include working practices that enable employees and visitors to schedule the timing of meetings on and off-site that avoids the need to travel during peak periods of vehicular activity on the wider highway network.

Personalised Travel Planning

- 5.37 The Site Wide TPC will organise personalised travel planning sessions through each building occupier and their Travel Plan representatives that, on request, will provide a tailored travel planning service for employees, highlighting the most sustainable transport choices for long and short distance journeys.

Notice Boards

- 5.38 Notice boards will be placed in prominent locations throughout the Site, including building receptions, bus stops, and the amenity park. The notice boards will be highly visible to workers and visitors and will be updated by the Site Wide TPC who will use them to promote sustainable transport events and to provide notifications of any new or changes to local services and infrastructure as well as promotional events.

Recruitment

- 5.39 The Site Wide TPC will encourage each building occupier through their Travel Plan representatives to promote recruitment / relocation policies aimed at ensuring that appropriately qualified employees are, where possible, living in the local area thereby maximising opportunities for future employees to travel to work by means other than the private car.

6. Action Plan & Targets

- 6.1 In accordance with the BREEAM aim to reduce reliance on forms of travel that have the highest environmental impact, the objective of this Travel Plan is to minimise single occupancy car trips. The monitoring and review programme put in place will enable the progress of the Travel Plan to be checked, yet the progress must be assessed in the context of specific targets. These targets can take the form of both short and long-term objectives.
- 6.2 In order to achieve the aims and objectives of the Travel Plan, a clear framework of targets for implementation is required against which the success of the Travel Plan can be judged. The targets defined herein are designed to be transparent, realistic and justified in the context of current Government guidance. Table 6.1 provides a summary of the initial Travel Plan implementation timetable.

Table 6.1 Travel Plan Implementation Timetable

Action	Timescale
Recruit Site Wide TPC	Prior to first occupation of any part of the development
Commence Travel Plan operations	Within one month of the Site Wide TPC post being fulfilled – Site Wide TPC to work with Sales & Marketing teams to ensure that prospective building occupiers are made aware of the Travel Plan Aims & Objectives
Recruit Travel Plan Representatives	Upon first occupation of the building, the Site Wide TPC to work with building occupiers to ensure post is fulfilled
Initiate Travel Plan Liaison Committee	Within six months of the Site Wide TPC post being fulfilled and repeated twice annually thereafter
Initiate employees briefing meetings	Travel Plan representatives to work alongside Site Wide TPC to initiate within one month of occupation with process to be repeated thereafter one month prior to TP review
Issue travel survey, review and monitor uptake of initiatives and identify requirements (if any) for changes to the Travel Plan format	Within ten months following implementation of the Travel Plan and then two months prior to TP review thereafter
Review results of data collection and update Travel Plan to reflect responses, formalise targets and set a detailed timetable for implementation of initiatives	Within eleven months following implementation of the Travel Plan and then one month prior to TP review thereafter. Snapshot survey in Years 1 and 3. Full survey in Year 5.
Prepare monitoring and review report and submit to LPA	Summary review in Years 1 & 3. Full review in Year 5.

Action Plan

- 6.3 The implementation of the Travel Plan will be structured in the form of an Action Plan that will define targets for the first twelve months of the plan. The Action Plan will be reviewed by the Site Wide TPC prior to the review period to check performance and identify the need for any corrective actions that may need to be put in place for the following period.
- 6.4 A revised Action Plan will then be submitted as part of the monitoring and review report to the key stakeholders. Details of the preliminary Action Plan are outlined in Table 6.2.

Table 6.2 Preliminary Year 1 Action Plan

Action	Timescale
Ensure up to date website links for Travel Information are available on MIRA Technology Park website and individual Company websites, including visitor emails, alongside e-flyers / email templates for distribution to visitors	Prior to full implementation of Travel Plan – updated where necessary during the Travel Plan period to ensure information is current
Organise formal launch of Travel Plan – consider ways in which this can be high profile to maximise interest, e.g., use of Outdoor Gym / Country Park to promote active travel modes	Upon full implementation of Travel Plan plus additional sessions to be organised on building occupations
Identify Travel Plan representatives and initiate Travel Plan Liaison Committee (TPLC)	Upon first occupation of the building to work with building occupiers to ensure post is fulfilled. First TPLC to be held within first six months and repeated twice annually thereafter
Distribute Travel Information Packs (TIPs) incl. details of car sharing schemes and free / discounted PT taster tickets	Within one month of occupation of the individual building
Send out invitations to employees for briefing meeting	Upon occupation of each building and repeated two months prior to TP review
Hold briefing meeting to inform employees of Travel Plan processes	Within one month of occupation with process to be repeated thereafter one month prior to TP review
Implementation of cycle infrastructure, parking and support facilities within buildings as well as notice boards	Phased implementation prior to the occupation of each individual building
Implementation of car parking management regime incl. motorcycle infrastructure and priority spaces for disabled users and car sharers	Phased implementation upon occupation of each individual building – roll out coordinated with building occupier / Travel Plan representative
Launch cycle loan / hire scheme	Within 3 months of full implementation of Travel Plan – phased implementation on occupation of individual buildings with localised launch coordinated with building occupiers / Travel Plan representatives
Launch Car Share Scheme & guaranteed lift home arrangements for stranded car sharers	Within 3 months of full implementation of Travel Plan – phased implementation on occupation of individual buildings with localised launch coordinated with building occupiers / Travel Plan representatives
Launch Personalised Travel Planning Sessions	Introduced at Employee Briefing Meetings and coordinated between Site Wide TPC and Travel Plan representatives for each individual building
Reissue travel surveys, monitor and review uptake of travel indicatives and assess requirements for amendments to provision	Within eleven months following implementation of the Travel Plan
Monitor usage of cycle / motorcycle parking facilities and assess requirements for amendments to provision	Within eleven months following implementation of the Travel Plan
Prepare monitoring and review report & circulate to Council & key stakeholders	Within twelve months of full implementation of Travel Plan

Targets

- 6.5 The primary aim of the Travel Plan is to increase awareness of more sustainable travel options and to encourage their use, with the objective of reducing demand for private car-based travel. The predominant indicator of the success of a Travel Plan is considered to be the modal split of trips to and from the Site, particularly the number of single occupancy vehicles (SOVs).
- 6.6 To establish the baseline mode split for the proposed development, reference is made to the published 2011 Census Origin / Destination dataset 'Location of usual residence and place of work by method of travel to work' for the Middle Level Super Output Area (MSOA) that the Site is located within (North Warwickshire 005) as well as the MSOA that the existing MIRA Technology Park is located within (Hinckley & Bosworth 008). The results of this exercise are summarised in Table 6.3.

Table 6.3 Baseline Mode Split Calculation

Method of Travel to Work	North Warwickshire 005 MSOA	Hinckley & Bosworth 008 MSOA	Average
Public Transport	3.9%	1.4%	2.6%
Taxi	0.3%	0.1%	0.2%
Motorcycle	0.7%	1.0%	0.8%
Car Driver	71.3%	77.4%	74.4%
Car Passenger	9.3%	6.4%	7.9%
Cycle	1.6%	3.4%	2.5%
Walk	12.3%	9.9%	11.1%
Other	0.6%	0.4%	0.5%
TOTALS	100.0%	100.0%	100.0%

- 6.7 The monitoring and review programmes put in place will enable the progress of the Travel Plan to be checked, but the progress must be assessed in the context of specific targets. These targets will take the form of both short and long-term objectives.
- **Target 1:**
 - Reduce the mode share associated with employees travelling in SOVs to less than 67% within 3 years of implementing the Travel Plan and less than 62% within 5 years.
 - **Target 2:**
 - Double the mode share of workforce travelling by public transport within 3 years of implementing the Travel Plan and achieve an overall increase in mode share percentage by public transport by a minimum of 5% within 5 years.

- Target 3:

- Double the percentage of staff travelling to work by cycle over a period of 5 years post the implementation of the Travel Plan to a minimum of 5%.

6.8 Based upon these above, Table 6.4 summarises the projected Year 1, 3 & 5 Travel Plan mode split targets for the MIRA Technology Park – South Site.

Table 6.4 Indicative Travel Plan Mode Split Targets

Mode of Travel	Baseline Modal Split	Target Modal Split – Year 1	Target Modal Split – Year 3	Target Modal Split – Year 5
Public Transport	2.6%	4.0%	6.0%	8.0%
Taxi	0.2%	0.5%	0.75%	1.0%
Motorcycle	0.8%	1.0%	1.25%	1.5%
Car Driver	74.4%	71.0%	66.5%	61.5%
Car Passenger	7.9%	8.5%	9.0%	10.0%
Cycle	2.5%	3.0%	4.0%	5.0%
Walk	11.1%	11.5%	12.0%	12.5%
Other	0.5%	0.5%	0.5%	0.5%
TOTALS	100.0%	100.0%	100.0%	100.0%

Remedial Measures

6.9 In the event that targets are not met, the Site Wide TPC will ensure that corrective measures are put in place in consultation with the Council that will comprise:

- Step 1:

- A review meeting with the NWDC / WCC / NH to determine what measures can be taken to further reduce travel-related impacts and achieve a greater take up / reinforcement of the measures and incentives included within the TP.

- Step 2:

- Bringing forward the implementation of TP measures or other mitigation measures allocated to future phases of development (if targets are not met during the early years of development).

- Step 3:

- The identification and implementation of additional TP measures to those already identified (if targets are not being met towards the completion of the development).

- Step 4:

- An increase to the TP budget by 20% to fund additional marketing and communication to promote the existing opportunities to travel sustainably.