

**Land at Ratby Lane, Markfield,
Leicestershire**

Travel Plan



Transport Planning Consultants

Land at Ratby Lane, Markfield, Leicestershire

Travel Plan

2nd October 2025
TM/KH 22052-04b Travel Plan

Prepared by:

David Tucker Associates

Forester House, Doctors Lane
Henley-in-Arden
Warwickshire
B95 5AW

Tel: 01564 793598
Fax: 01564 793983
inmail@dtatransportation.co.uk
www.dtatransportation.co.uk

Prepared For:

Taylor Wimpey (UK) Ltd

© **David Tucker Associates**

No part of this publication may be reproduced by any means without the prior permission of David Tucker Associates

Table of Contents

	Page
1.0 INTRODUCTION.....	1
2.0 PLANNING POLICY AND GUIDANCE.....	2
2.1 National Policy and Guidance.....	2
2.2 Local Policy and Guidance	3
2.3 Summary.....	4
3.0 ACCESSIBILITY.....	6
3.1 Site Location.....	6
3.2 Walking and Cycling Connectivity	6
3.3 Public Transport.....	14
3.4 Local Facilities	15
4.0 TRAVEL PLAN OBJECTIVES AND TARGETS.....	19
4.1 Objectives	19
4.2 Outcomes.....	19
4.3 Base Mode Share	20
4.4 Targets	20
4.5 Indicators.....	21
5.0 TRAVEL PLAN MEASURES.....	22
5.1 Introduction	22
5.2 Walking and Cycling.....	22
5.3 Public Transport.....	24
5.4 Car Sharing	25
5.5 Measures to Reduce the Need to Travel	25
5.6 Marketing and Promotion of the Travel Plan Measures	25
6.0 TRAVEL PLAN MANAGEMENT.....	28
6.1 Introduction	28
6.2 Travel Plan Co-ordinator.....	28
7.0 TRAVEL PLAN MONITORING AND REVIEW.....	29
7.1 Monitoring	29
7.2 Review	29
7.3 Funding.....	30
8.0 ACTION PLAN.....	31

Appendices

Appendix A Illustrative Site Layout Plan



1.0 INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared on behalf of Taylor Wimpey (UK) Ltd by DTA Transportation Limited in relation to an outline planning application for the proposed residential development of up to 135 dwellings on Land at Ratby Lane in Markfield, Leicestershire. The site location is shown on **Figure 1** below and the illustrative site layout plan is attached as **Appendix A**.
- 1.2 A TP is a term used for a package of measures aimed at promoting sustainable transport, with the main aim of reducing travel by single occupancy vehicles. TPs are site specific and are dependent upon not only the location of the site but the size and type of development located there. They also require continuous monitoring and refinement in order to be successful.
- 1.3 The Department for Transport's (DfT's) 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (April 2009 – the Good Practice Guidelines), defines a Travel Plan (TP) as *"...a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed. It involves the development of agreed explicit outcomes linked to an appropriate package of measures aimed at encouraging more sustainable travel, with an emphasis on reducing single occupancy car use"*.
- 1.4 This TP sets out the initiatives that will be put in place to encourage and facilitate travel by sustainable modes, along with targets, and a strategy for monitoring and review.



2.0 PLANNING POLICY AND GUIDANCE

2.1 National Policy and Guidance

National Planning Policy Framework

2.1.1 The revised National Planning Policy Framework (NPPF) was published in December 2024 and sets out the government's planning policies for England and how these are expected to be applied.

2.1.2 Paragraph 116 of the NPPF is clear that:

"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".

2.1.3 Within this context, the NPPF identifies in Paragraph 117 that 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;

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations."



2.1.4 Paragraph 118 of the NPPF goes on to state that:

"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."

2.1.5 In reinforcing the principle of supporting sustainable development, paragraph 10 stipulates that at the heart of the Framework is *"...a presumption in favour of sustainable development"*.

Planning Practice Guidance

2.1.6 The Department for Communities and Local Government (CLG) first published the Planning Practice Guidance (PPG) in 2014, which reinforces the guidance contained in the NPPF. It is now an online resource which is regularly updated.

2.1.7 The PPG in Paragraph: 002 Reference ID: 42-002-20140306 states that Travel Plans, Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements.

2.1.8 The Guidance goes on to explain what these documents are, why they are important, what information they should contain and how they should relate to one another.

2.2 Local Policy and Guidance

Hinckley and Bosworth Local Plan (2006 – 2026)

2.2.1 The Local Plan is made up of several documents including the Core Strategy Development Plan Document (DPD) which sets out the vision and spatial strategy for the borough up to 2026.

2.2.2 A Local Plan review is currently being undertaken and a Regulation 18 Consultation on a draft version of the new Local Plan was undertaken in 2024. The site is identified as a draft allocation within that document for 130 dwellings (reference: LPR70).



Leicestershire Local Transport Plan 3

2.2.3 The Leicestershire Local Transport Plan (LTP) 3 sets out Leicestershire County Council's (LCC's) long-term vision for transport in Leicestershire and covers the period from 2011 to 2026. It identifies the following key goals:

- Goal 1: A transport system that supports a prosperous economy and provides successfully for population growth;
- Goal 2: An efficient, resilient and sustainable transport system that is well managed and maintained;
- Goal 3: A transport system that helps to reduce the carbon footprint of Leicestershire;
- Goal 4: An accessible and integrated transport system that helps promote equality of opportunity for all our residents;
- Goal 5: A transport system that improves the safety, health and security of our residents; and
- Goal 6: A transport system that helps to improve the quality of life for our residents. and makes Leicestershire a more attractive place to live, work and visit.

Leicestershire Highway Design Guide (December 2024)

2.2.4 The Leicestershire Highway Design Guide deals with highways and transportation infrastructure for new developments in areas for which LCC is the highway authority. This provides a key reference point for LCC in reviewing planning applications.

2.2.5 In addition to junction design and layout, the standards set out the Council's minimum parking standards for residential use.

2.3 **Summary**

2.3.1 The key direction of travel in terms of contemporary policy is ensuring that new development is focused at locations that are, or can be made, sustainable by providing a range of viable travel choices to future site occupants.



2.3.2 **Chapter 3** of this report demonstrates that the development site is in a sustainable location within reasonable walking distance of local facilities and amenities, including public transport facilities. Measures to further integrate and enhance connectivity between the site and the local area are outlined in **Chapter 5**.

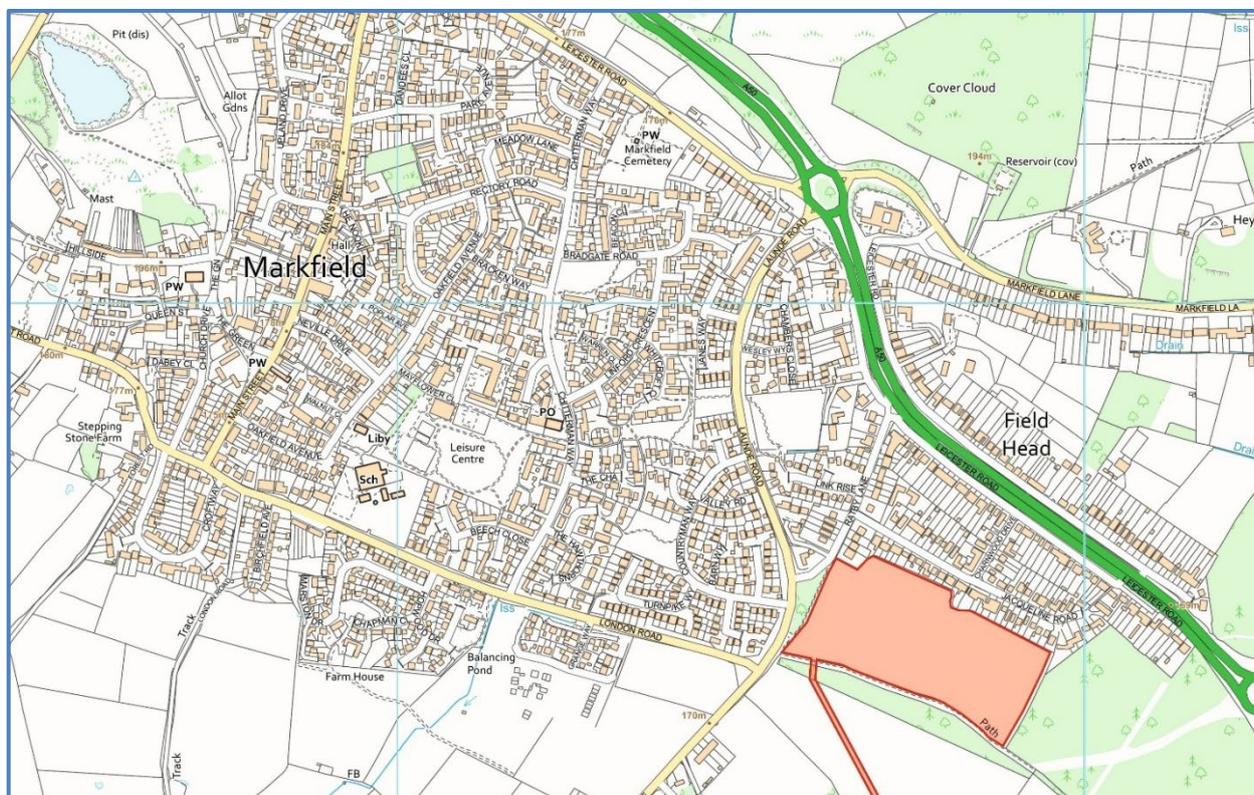


3.0 ACCESSIBILITY

3.1 Site Location

3.1.1 The proposed development is located in Markfield approximately 11km north of Leicester. The site is bound to the north by dwellings accessed off Jacqueline Road, to the west by Ratby Lane, and to the east and south by woodland. The location of the proposed development is shown on **Figure 1**.

Figure 1 – Site Location



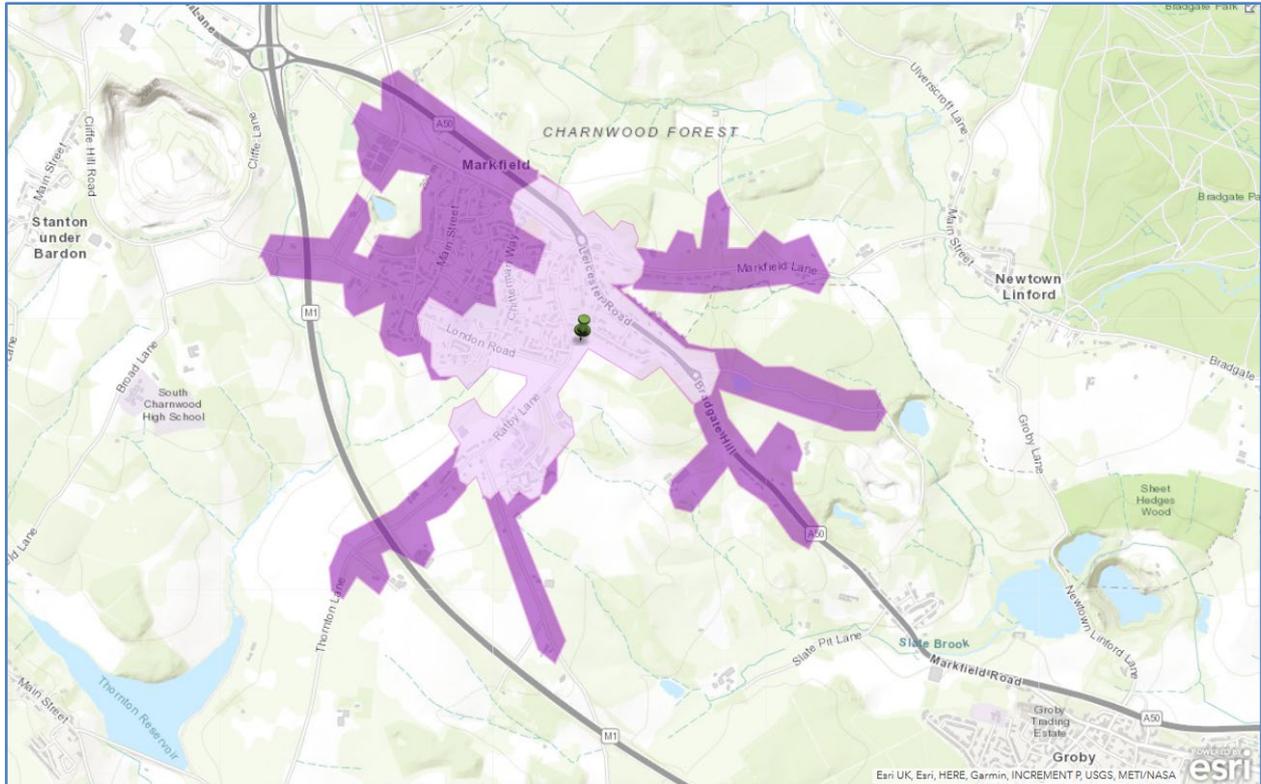
3.2 Walking and Cycling Connectivity

3.2.1 It is generally considered for distances under 2km, walking has the potential to substitute for short car trips. **Image 1** shows those areas that fall within walking isochrones of 1km and 2km, which equate to equivalent travel times of around 12 and 24 minutes based on an average walk speed of 1.4m/s.



3.2.2 The analysis shows that all of Markfield can be accessed within 2km walking distance of the site.

Image 1 – Walking Isochrone Plan



3.2.3 Lit footways are located along both sides of Ratby Lane across the site frontage. The footway on the western side of the carriageway is approximately 2m wide as it travels north along Ratby Lane where there are dropped-kerbs providing access to adjacent residential properties (see **Photo 1**).



Photo 1 – Ratby Lane (looking south-west)



3.2.4 As it approaches Launde Road to the south-west, the footway is off-set from the carriageway by a grass verge and it narrows in width to approximately 1.3m (see **Photo 2**) before continuing around the northern bellmouth onto Launde Road.

Photo 2 – Ratby Lane Footway (looking west towards Launde Road)





3.2.5 The footway on the eastern side of Ratby Lane is around 1.3m wide near the proposed site access – reducing to circa 1m to the south-west where it joins Launde Road (see **Photo 3**).

Photo 3 – Footway Routeing South from Ratby Lane along Site Frontage



3.2.6 There is currently an uncontrolled crossing facility over Ratby Lane at its junction with Launde Road which is shown in **Photo 4**. This includes dropped-kerbs – however tactile paving is not currently provided. To the south of the junction, the footway continues along the eastern side of the carriageway before joining with the footway that runs parallel to the site boundary.

3.2.7 Approximately, 100m to the south of the junction there is an uncontrolled crossing immediately north of London Road which includes dropped kerbs and tactile paving (see **Photo 5**).



Photo 4 – Uncontrolled Crossing on Ratby Lane at Launde Road Junction



Photo 5 – Uncontrolled Crossing on Ratby Lane north of the Ratby Lane/ London Road Junction





3.2.8 The footway along Launde Road to the north of Ratby Lane is lit and is separated from the carriageway by a grass verge (see **Photo 6**). A pedestrian crossing facility is provided over Launde Road around 200m to the north of the Launde Road/ Ratby Lane junction, immediately to the north of Countryman Way. This takes the form of an uncontrolled dropped crossing with tactile paving and central refuge.

Photo 6 – Footway Routeing along the Eastern Side of Launde Road



3.2.9 Access to local facilities and services located off Chitterman Way to the west can be achieved via a footpath accessed off Woodland Close which can be accessed from Launde Road using Countryman Way. The lit footpath routes through an area of open space as shown in **Photo 7** before connecting with Chitterman Way via Swithland Close where there is a zebra crossing facility which is shown in **Photo 8**.

3.2.10 The zebra crossing can be used to access the convenience store (including post office), medical centre and pharmacy, as well as local bus stops. To the west, the footpath continues along Beech Walk and this provides access to local leisure facilities including a playground and community & health centre, as well as to the local primary school (Mercenfeld Primary School).



Photo 7 – Footpath West of Woodland Close (looking west)



Photo 8 – Chitterman Way Zebra Crossing (looking north)



3.2.11 There are also a number of Public Rights of Way (PROWs) in the local area. PROW R21 runs along the southern edge of the site. Access to the PROW can be achieved via a turn-style which is shown in **Photo 9**.



Photo 9 – PRoW Access off Ratby Lane



3.2.12 In terms of cycle facilities, the development site is located approximately 3.5km from National Cycle Route 63 (NCR 63). This facility, which routes between Burton-on-Trent and Wisbech (passing through Leicester, Stamford and Peterborough), can be accessed on-road via Ratby Lane and Thornton Lane to the south.

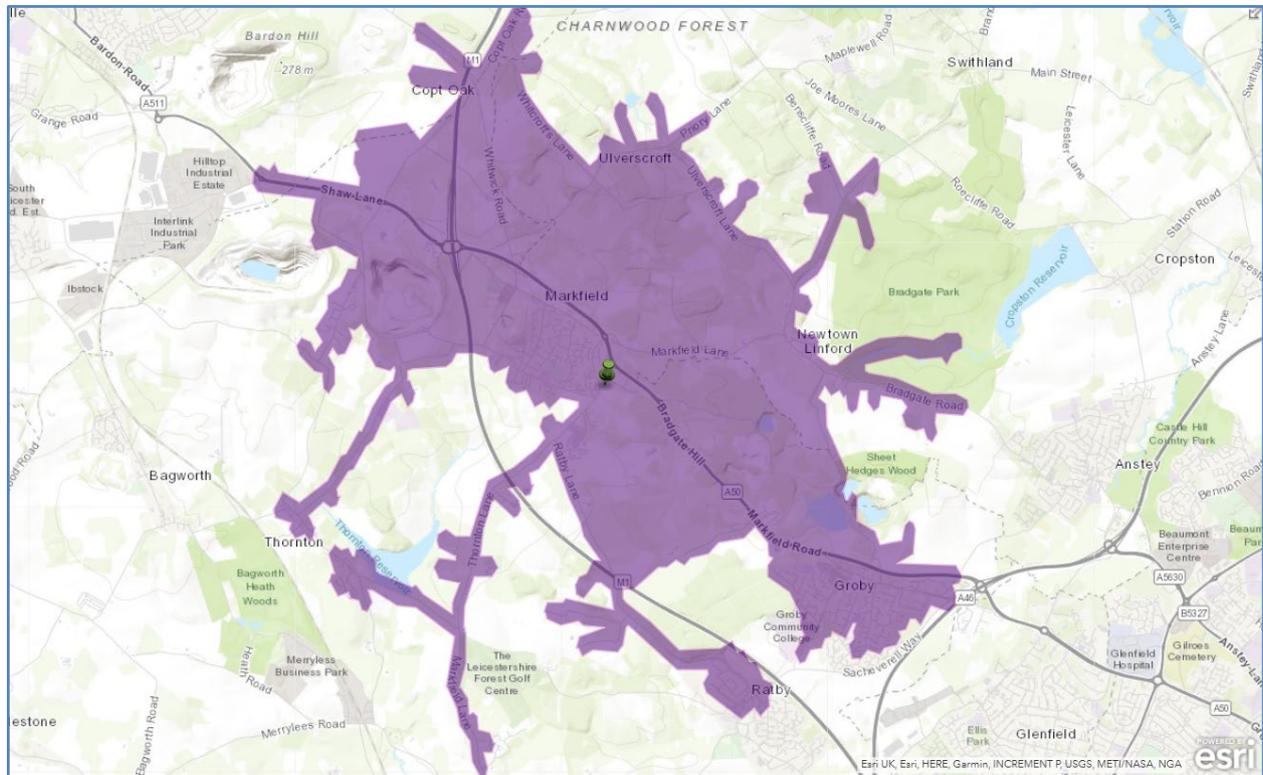
3.2.13 To the west of Thornton Lane, NCR63 is an on-road facility routeing through Thornton, Bagworth and Battram, before continuing as an off-road route through Battram Wood and Grange Wood. To the east of Thornton Lane, NCR63 is an off-road facility through Forest Hill Golf Club.

3.2.14 It is generally considered for distances under 5km, cycling has the potential to substitute for short car trips. **Image 2** shows those areas that fall within a 5km cycling isochrone, which is equivalent to a travel time of around 20 minutes.

3.2.15 The analysis shows that all of Markfield, along with the nearby settlements of Newtown Groby, and Ratby can be accessed within 20 minutes cycle time of the site.



Image 2 – Cycling Isochrone Plan



3.3 Public Transport

Bus Provision

- 3.3.1 The closest bus stops to the site are located on London Road (approximately 270m from the proposed site access) and on the A50 (approximately 300m from the proposed site access). These are shown on **Figure 2** below.
- 3.3.2 The bus stops on the A50 are served by the 29, 29A and X29 and services and include a bus layby, shelter, flagpole and timetable information. The bus stop on London Road is served by the LCC funded LC15 and is identified by a flagpole only. These services are summarised below in **Table 1**.



Table 1 – Summary of Local Bus Services

Route Number	Route	Frequency		
		Weekday	Saturday	Sunday
LC15	Leicester – Coalville	2hrs (08:56-19:36)	2hrs (08:56-19:21)	-
29/29A	Leicester – Swadlincote	30mins (07:00-23:37)	20mins (07:00-23:37)	-
X29	Leicester – Coalville – Swadlincote	Out - 05:40; In - 23:29	-	-

Rail Service Provision

3.3.3 The development site is located approximately 14km from Leicester Railway Station. Most of the services calling at the station are provided by East Midlands Railway, with CrossCountry operating on the Birmingham to Stansted Airport corridor.

3.3.4 Routes run north to south through Leicester on the Midland Mainline, south to Kettering, Bedford, Luton and London, and north to Derby, Nottingham, Lincoln, Sheffield and Leeds. Junctions north and south of the station serve the east-west cross-country route, going east to Peterborough, Cambridge and Stansted Airport, and west to Nuneaton and Birmingham New Street.

3.4 Local Facilities

3.4.1 This section of the TA considers access to the following services:

- Education;
- Retail;
- Healthcare; and
- Employment.

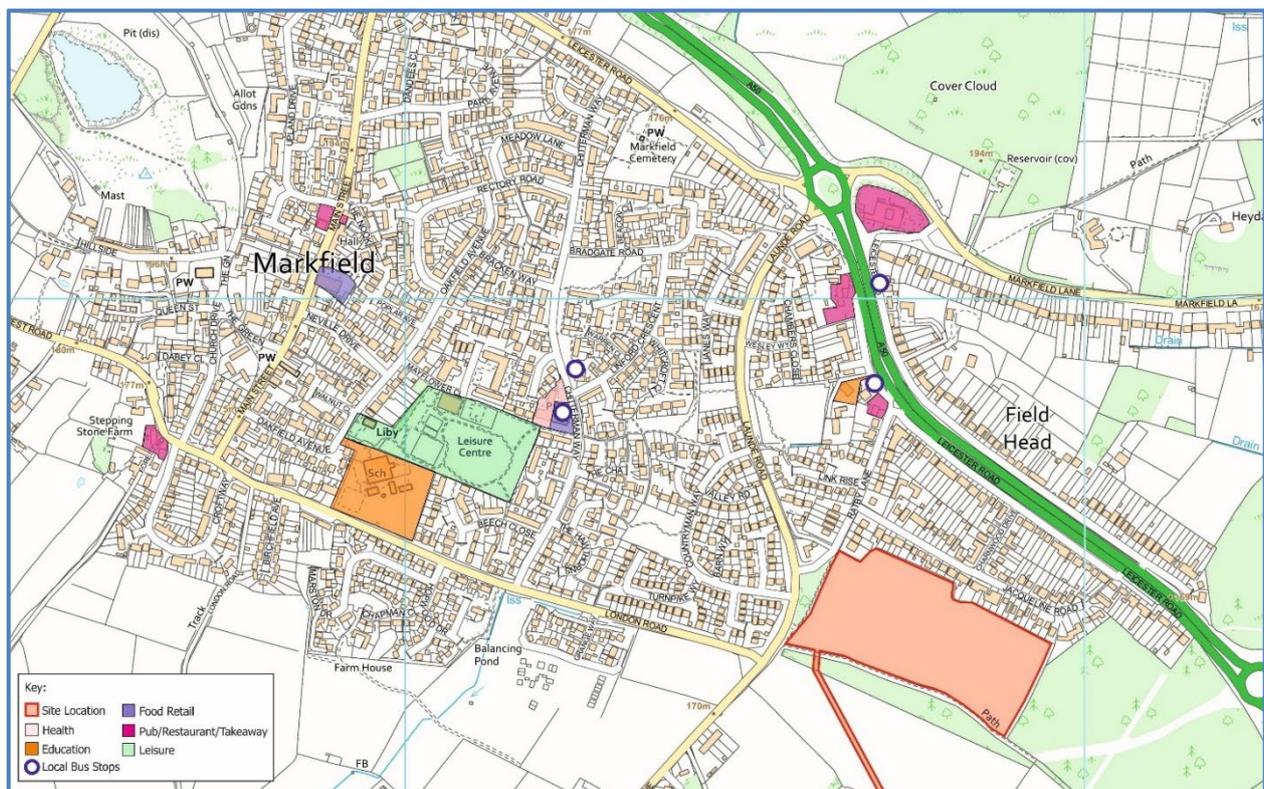
3.4.2 The majority of trips that will be made by foot or cycle from the proposed development will be for the purpose of short shopping trips, access to leisure facilities, school journeys, and trips to bus stops as part of linked trips to other destinations.



3.4.3 As set out above, it is generally considered that for distances under 2km, walking offers the greatest potential to replace short car trips. For distances under 5km, cycling also has the potential to substitute for short car trips.

3.4.4 Accessibility to local amenities was determined by measuring the distances from the centre of the proposed development via the most direct route assuming average walking and cycling speeds of 1.4m/s and 4.2m/s respectively. The location of local facilities is indicated on **Figure 2**.

Figure 2 – Local Facilities Plan



Education

3.4.5 The nearest primary school to the proposed development is Mercenfeld Primary School which is located approximately 1.1km west of the site access and is accessed off Oakfield Avenue. This translates into an approximate walking and cycling times of 13 minutes and four minutes respectively.



3.4.6 The nearest secondary school in South Charnwood High School, which is located approximately 3km west of the site off Markfield Lane. This can be accessed using the S838 bus which stops near the site on Launde Road opposite Countrymans Walk. Alternatively, when conditions allow there is an option for students to walk to the school via footpaths forming local PRowS including R2, R26 and R28 which pass under the M1 Motorway connecting to London Road via Forest Road and Croftway.

Food Retail

3.4.7 The nearest supermarket to the proposed development is Co-op Food which is located approximately 1.2km from the site on Main Street. This equates to a circa 14-minute walk and 5-minute cycle time.

Healthcare

3.4.8 In terms of access to health provision, Markfield Medical Centre (GP Surgery) is located off Chitterman Way around 700m from the centre of the site. Masons Chemist is located in the same building as the GP Surgery. This translates into a walking and cycling time of circa 8 minutes and 3 minutes respectively.

3.4.9 The closest hospital to the site offering A&E services is Leicester Royal Infirmary located 14km south-east of the site in the centre of Leicester.

Employment

3.4.10 With regards to employment, a review of 2011 Census data for the Middle Super Output Area (MSOA) of Hinckley and Bosworth 001 within which the site is located shows that approximately 10% of residents live and work within the same MSOA. Approximately 25% of residents work in and around Leicester, 16% in North West Leicestershire, 12% in Charnwood and 11% in Blaby.

3.4.11 As set out above, the 29/29A bus provides a good level of service between Markfield and Leicester which accounts for a significant number of journey to work trips.



Summary

3.4.12 Overall, the site is considered to be well located in terms of accessibility to local facilities. Opportunities for enhancing accessibility between the development site and these local facilities are identified in the TA and are supported by the measures set out within this Travel Plan.



4.0 TRAVEL PLAN OBJECTIVES AND TARGETS

4.1 Objectives

4.1.1 This TP sets out the various travel-related measures and strategies that will be implemented to encourage residents to consider the use of a range of travel modes. The key objectives of the TP are to:

- Deliver a long-term and sustained commitment to changing and widening travel choice;
- Address the access needs of residents by enabling walking, cycling, public transport and car sharing;
- Promote healthy lifestyles and raise awareness about the benefits of utilising sustainable travel opportunities; and
- Build upon good urban design principles that open up the permeability of the development encouraging active travel.

4.2 Outcomes

4.2.1 The Good Practice Guidelines identifies that good practice has evolved from previous guidance into a single main approach to travel planning. It states that:

"The 'outcomes' approach, specifies outcomes linked to specific targets that can also be strengthened with sanctions if these are not met. This approach is distinct from that which focuses wholly on the establishment of a list of measures, e.g. the provision of a shuttle bus or cycle shelter. Many, if not the majority of, travel plans combine the two approaches, depending upon the type of travel plan and what it is designed to achieve. However, the establishment of outcomes is important."

4.2.2 With the outcomes approach, the focus is placed on ensuring the performance of the TP – for example, meeting modal shift targets. The applicant/ developer is then required to commit to meeting these targets, and agrees to a monitoring and review process.



4.3 Base Mode Share

4.3.1 In order to derive the modal split, travel to work data for the parish of Markfield (Middle Supper Output Area Hinckley and Bosworth 001) has been derived based on 2011 Census data. A summary of the modal share data is presented in **Table 2**.

Table 2 – 2011 Travel Modal Share

Mode of Travel	Modal Split
Underground, metro, light rail, tram	0.1%
Train	0.3%
Bus, minibus or coach	3.5%
Taxi	0.2%
Motorcycle, scooter or moped	0.7%
Driving a car or van	82.4%
Passenger in a car or van	5.4%
Bicycle	1.1%
On foot	5.9%
Other method of travel to work	0.4%
Total	100%

4.3.2 The 2011 Census Journey to Work data suggests that of those who live and work in the parish of Markfield, approximately 82% travel as car drivers, with the remaining being split across other modes.

4.4 Targets

4.4.1 A preliminary 10% mode shift reduction target in car use has been set against a baseline mode share of 82.8%. This is to be achieved over a five-year implementation period as set out in **Table 3**.

Table 3 – Car Driver Mode Share Target

Car Driver Modal Share*					
Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
82.4%	80.8%	79.1%	77.5%	75.8%	74.2%

**to be reviewed following travel survey*



4.4.2 **Table 4** provides an indication of how the car driver modal share target could be achieved through a shift to alternative modes. Once the site is occupied, baseline surveys will be undertaken so that site specific targets can be developed to reflect actual travel patterns across each mode of travel.

Table 4 – Indicative Multi-modal Shift

Mode of Travel	Baseline	Year 3	Year 5
Public Transport	3.9%	4.3%	4.7%
Taxi	0.2%	0.2%	0.2%
Motorcycle/ Scooter/ Moped	0.7%	0.7%	0.7%
Car Driver	82.4%	77.5%	74.2%
Car Passenger	5.4%	7.0%	7.7%
Bicycle	1.1%	2.2%	3.3%
On foot	5.9%	7.7%	8.9%
Other	0.4%	0.4%	0.4%
Total	100.0%	100.0%	100.0%

4.5 Indicators

4.5.1 The Good Practice Guidelines highlight the importance of distinguishing between outcome targets and indicators. Whereas the target for the proposed development is focussed on reducing car use, the indicators are used to monitor how the site is being accessed and how effectively different modes are meeting travel needs. This information can then be used to identify where the greatest potential for mode shift may lie and to inform the implementation strategy for the TP over the coming year.

4.5.2 A number of indicators will be measured at the proposed development. The responsibility for measuring these indicators lies with the Travel Plan Coordinator (see **Section 6.2**), and will include the following:

- % walking;
- % cycling;
- % using public transport;
- % driving a car; and
- % car sharing.



5.0 TRAVEL PLAN MEASURES

5.1 Introduction

5.1.1 The Good Practice Guidelines refers to 'hard measures' as the "*provision of infrastructure and improvements to highways and public transport networks, including those to benefit pedestrians, cyclists and other road users*"; and 'soft measures' as the "*provision of services and information to encourage the use of sustainable transport. These include new public transport services, changes to working practices, provision of information and/or a travel plan co-ordinator to promote a travel plan for a particular use*". This section of the TP proposes the 'hard' and 'soft' measures to be implemented for the site.

5.2 Walking and Cycling

Internal Layout

5.2.1 The application is in outline only and therefore details pertaining to the internal layout and associated infrastructure for walking, cycling and wheeling would be addressed at the reserved matters stage. In terms of principles however, the internal layout of the site will be designed to provide a road network in which pedestrians and cyclists are prioritised. This would include the provision of the following where appropriate, in line with Manual for Streets guidance:

- A good level of street and path lighting;
- Warning signs prior to junctions;
- On-site roads would be designed to 20mph;
- Tactile and coloured surfacing;
- Safety kerbing;
- Reduced junction mouth widths and traffic calming measures to promote slower vehicle speed where appropriate; and
- Signage to direct pedestrians and cyclists to key facilities and places of interest, including distances.



5.2.2 Appropriate cycle parking facilities would also be provided for each dwelling in accordance with local standards and the details would be agreed at the reserved matters stage.

External Connectivity

5.2.3 It is important that the site is integrated into the existing area both to ensure that there is a coherent network of routes, and to ensure that there are no external issues that would undermine the efforts to encourage active travel. This is achieved by identifying gaps in the provision for pedestrians and/or cyclists and implementing measures to improve accessibility.

5.2.4 As part of the development proposals, a new section of footway will be provided along the southern side of Ratby Lane to the west of the site access, to connect with the existing footway.

5.2.5 It is proposed that the existing uncontrolled crossing on Ratby Lane at its junction with Launde Road would be improved with tactile paving provided. This would improve connectivity with the existing footway running along the eastern side of Launde Road to the north of Ratby Road.

5.2.6 A new uncontrolled crossing with central refuge is also proposed on Launde Road to the south of Countryman Way, which will facilitate movements to/ from key local facilities located within Markfield including retail, health, education and leisure uses, as well as nearby bus stops.

Active Travel Initiatives

5.2.7 Residents will be provided with the following through the marketing regime to encourage walking and cycling:

- Links to information on local walking and cycling facilities, and online journey planning;
- Information on local and national walking events, such as Walk to Work Week;
- Local maps showing walking and cycling routes and connection points from within the site will be provided within the household's welcome pack;



- Website links to Leicester City and Leicestershire County Council sustainable travel webpage (<https://www.choosehowyoumove.co.uk/>), local rides and training (e.g., The Active Wellbeing Society activity finder) and links to national websites such as Sustrans, will be disseminated through the resident's welcome pack.
- Information on Bicycle User Groups that may be operating within the local area;
- Information on cycling events such as 'National Bike Week';
- Dr Bike sessions will be offered to residents for bike maintenance and
- Information on the economic, social, environmental and health benefits of walking and cycling.

5.2.8 The footways and paths around the proposed development and pedestrian access will be maintained throughout the life of the plan, which include suitable nearby pedestrian crossings for all trafficked routes.

5.3 **Public Transport**

5.3.1 The following measures are to be implemented to promote and encourage residents to use public transport when travelling to and from the proposed development:

- Each dwelling will be offered two 6 month bus passes and an application form for these would be included in the Travel Information Pack (see **Section 5.6**);
- Links to journey planning websites will be disseminated through the marketing regime, www.choosehowyoumove.co.uk provides journey planning in Leicester and Leicestershire;
- Providing information on www.nextbuses.mobi which enables residents to obtain timetables, route details and bus stop locations across the UK by entering a town or postcode, downloaded directly to smartphone / mobile phone;
- Bus route maps and timetables will be provided through the marketing regime; and
- Information on the benefits of public transport use will be provided.



5.4 **Car Sharing**

5.4.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives. For residents that live in close proximity to one another and have common journey requirements, car sharing can represent an effective mechanism for reducing the volume of trips to and from work, school, and/or recreational activities.

5.4.2 The following measures are to be implemented to promote and encourage residents to car share when travelling to and from the proposed development:

- Information on what car sharing is and its potential benefits would be disseminated to residents; and
- Information on 'car sharing' events such as Liftshare week would be publicised.

5.5 **Measures to Reduce the Need to Travel**

5.5.1 Home Working is another effective manner of reducing traffic congestion and facilitating the achievement of sustainable travel objectives. The following measures are to be implemented to promote and encourage residents of the proposed development to work from home:

- Infrastructure for broadband access will be provided to facilitate remote home working; and
- Information on what home working is and its potential benefits, disseminated through the marketing regime.

5.6 **Marketing and Promotion of the Travel Plan Measures**

5.6.1 In order to deliver the behavioural change required to meet the targets, there will need to be a sustained and long-term commitment to communicating and marketing the TP objective to the residents of the proposed development. The main responsibility of marketing and promotion of the measures will lie with the Travel Plan Coordinator (TPC).



5.6.2 The promotional methods utilised to increase awareness and prompt people to think about their travel choices are set out below.

Travel Information Packs

5.6.3 Each dwelling would be provided with a travel information pack which contains an application form for two six-month bus passes to encourage sustainable travel to and from the site. The packs would also provide details on the TP and contact information for the TPC, as well as other relevant travel information which could include:

- Information on the benefits of adopting more sustainable travel practices;
- Links to local walking and cycling information;
- Local maps showing walking and cycling routes and connection points from within the site;
- Website links to Leicester City and Leicestershire County Council sustainable travel webpage (<https://www.choosehowyoumove.co.uk/>), local rides and training (e.g., The Active Wellbeing Society activity finder) and links to national websites such as Sustrans, will be disseminated through the resident's welcome pack.
- A map showing key local facilities and amenities;
- Information on local Bicycle User Groups that may be operating in the local area;
- Information on public transport services including schedules, maps and www.nextbuses.mobi;
- Information on key sustainable travel events such as 'National Bike Week' and 'Liftshare Week';
- Information and marketing material on car sharing;
- Information on the economic, social, environmental and health benefits of travelling by sustainable modes;
- Information on home delivery services;
- Information on working at home and its potential benefits; and



- Feedback survey forms.

Promotional Travel Leaflets

5.6.4 As part of the ongoing marketing regime, information advertising upcoming community events and relevant travel information will be distributed to residents by the TPC.



6.0 TRAVEL PLAN MANAGEMENT

6.1 Introduction

6.1.1 A principal aim of the TP is to achieve more sustainable travel from the outset in preference to cutting car use incrementally once residents are in occupation. Therefore the initiatives implemented from the onset will be funded by and instigated by the Developer via the marketing organisation and the maintenance company.

6.2 Travel Plan Co-ordinator

6.2.1 A Travel Plan Co-ordinator will be appointed by the Developer prior to first occupation of the site and their details would be made available to the local highway authority.

6.2.2 The TPC's responsibilities will include:

- Taking responsibility for the delivery of the TP;
- Marketing the TP to residents and distributing the promotional material;
- Liaising with local bus operators to establish any changes in services and the network;
- Providing a timeline for measuring the indicators of walking, cycling, public transport user percentages at set on in Para 4.5.2;
- Training the people selling or letting the residential units in respect of the TP so that it is marketed as an integral part of the site;
- Ensuring that structures for the ongoing management of the plan are set up and running effectively;
- Organising travel surveys and provision of regular monitoring reports to the local highway authority on the basis of timescales set out in Section 7.1;
- Reviewing the TP as appropriate following annual surveys; and
- Reporting progress to the local highway authority and developing future initiatives working with sustainable transport organisations.

6.2.3 The TPC will be allocated an annual budget for the implementation of the plan (see **Section 7.3**).



7.0 TRAVEL PLAN MONITORING AND REVIEW

7.1 Monitoring

- 7.1.1 As stated within the DfT's Good Practice Guidelines, Travel Plans are living documents that need to be updated regularly and implementing a Travel Plan involves "*a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances*".
- 7.1.2 The TPC will be responsible for monitoring progress in implementing the TP. This would include collating the monitoring data for analysis and summarising this information for submission to the local highway authority.
- 7.1.3 The TP will be monitored from first occupation of the site until at least five years following completion of development. It is proposed that an initial (baseline) questionnaire survey will be undertaken within 6 months of first occupation. Further surveys will be undertaken annually for the 5-years post first occupation to review progress at meeting the targets set.
- 7.1.4 In addition, a survey of the peak hour and daily vehicle movements could be considered at the same time as the annual travel surveys to monitor the impact of the TP and to assess the targets. The survey could be undertaken using automatic traffic counters collecting one week's worth of data from which the five-day average flows will be taken.
- 7.1.5 The uptake in active travel interventions (e.g. Cycle2Work and Bicycle User Group (BUG) scheme) will also be considered at the same time as the annual travel surveys.

7.2 Review

- 7.2.1 The TPC will arrange for an annual review of the TP to assess the success of the plan and will then prepare a monitoring report to summarise the results of the travel surveys, the progress against the TP targets and to identify measures for potential implementation in the future.



7.2.2 The monitoring report shall be submitted to LCC’s sustainable travel team for review. The TPC in consultation with LCC will then have an input into what measures or interventions may be required should targets not be met and a way forward will then be agreed. Such remedial actions could include implementing new measures or revisiting existing ones.

7.3 **Funding**

7.3.1 Appropriate funding will be allocated by the developer and the housebuilder to cover the costs involved in administering the Travel Plan over a five year period of time. The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the Travel Plan, monitoring and submission of a Travel Plan review to LCC.

7.3.2 The funding will include a £6,000 monitoring fee secured through the Section 106 Agreement. In addition, each dwelling would be provided with a travel pack which contains an application form for two six-month bus passes funded by the Developer.



8.0 ACTION PLAN

8.1.1 To ensure that the Travel Plan is effectively implemented, the measures outlined in **Chapter 5** have been arranged into an action plan which is set out in **Table 5**.

Table 5 – Action Plan

Action	Timeframe	Responsibility
Appoint a Travel Plan Coordinator	Prior to Occupation	Developer
Provide infrastructure to support walking, cycling and wheeling	Prior to Occupation	Developer
Provide a new section of footway along the southern side of Ratby Lane	Prior to Occupation	Developer
Improve the existing uncontrolled crossing on Ratby Lane at its junction with Laude Road	Prior to Occupation	Developer
Provide a new controlled crossing with central refuge on Laude Road to the south of Countryman Way	Prior to Occupation	Developer
Provide appropriate cycle facilities for each dwelling	Prior to Occupation	Developer
Provide walking / cycle maps and public transport information to residents	On Occupation	Travel Plan Co-ordinator
Arrange cycle events such as Dr. Bike sessions	Two per year for five years	Travel Plan Co-ordinator
Promotion of the Cycle2Work Scheme	On Occupation	Travel Plan Co-ordinator
Investigate creating a Bicycle User Group scheme	Within twelve months of occupation	Travel Plan Co-ordinator
Each dwelling will be offered 2 x 6 month bus passes	On Occupation	Travel Plan Co-ordinator
Make residents aware of lift share events	On Occupation	Travel Plan Co-ordinator
Publicise the Travel Plan and travel options	Prior to Occupation	Developer
Undertake a baseline travel survey followed by annual snapshot survey	Within 6 months of first occupation, continuing annually over the 5-year implementation period	Travel Plan Co-ordinator
Undertake periodic transport counts and traffic counts	At a similar time to the travel surveys	Travel Plan Co-ordinator
Monitor the uptake in active travel interventions	At a similar time to the travel surveys	Travel Plan Co-ordinator
Report on Travel Plan progress	Annually, within 2 months of the travel survey being completed	Travel Plan Co-ordinator

Appendix A
Illustrative Site Layout



Forester House
Doctor's Lane
Henley-in-Arden
Warwickshire
B95 5AW

Tel: +44(0)1564 793598
inmail@dtatransportation.co.uk
www.dtatransportation.co.uk