

Client:
Richborough Estates

Project:
**Brascote Lane,
Newbold Verdon**

Project No:
T20517
Report Title:
Travel Plan

Prepared by:
Authorised by:
Rev:
Date:

ML
GM
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Hub Transport Planning Ltd
Radclyffe House
66/68 Hagley Road
Edgbaston
Birmingham
West Midlands B16 8PF
T. 0121 454 5530

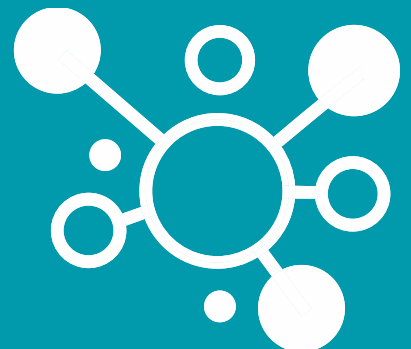


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1.0 Introduction

Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Richborough Estates Ltd to provide transport advice for a proposed residential development off Brascote Lane, Newbold Verdon.
- 1.2 The illustrative layout indicates 239 dwellings and the Transport Assessment that also accompanies the application tests up to 260 dwellings.
- 1.3 The site location is shown on **Figure 1.1**.

Structure of the Report

- 1.4 This report is a Travel Plan (TP) to encourage sustainable travel to and around the proposed development. It sets out a package of measures which are designed to increase the use of sustainable modes of transport and minimise single-occupancy car journeys.
- 1.5 Following this introduction, the report is set out as follows:
 - Section 2.0 – Background Information;
 - Section 3.0 – Policy Review and Travel Plan Objectives;
 - Section 4.0 – Sustainable Travel;
 - Section 5.0 – Travel Plan Targets;
 - Section 6.0 – Travel Plan Measures and Initiatives;
 - Section 7.0 – Travel Plan Implementation and Monitoring;

Limitations of the Report

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

2.0 Background Information

Site Location and Highway Network

- 2.1 The proposed development is located to the south of Newbold Verdon, beyond the existing allotments off Brascote Lane. The site is currently in agricultural use.
- 2.2 The carriageway of Brascote Lane is some 6.0m-6.2m wide along the site frontage and is subject to the national speed limit (60mph for cars) with a 30mph limit just to the north of the allotments. Although Brascote Lane along the site frontage is within the national speed limit, it is lit.
- 2.3 A footway is present running along the eastern side of the Brascote Lane carriageway. This footway measures c.2.0m in width and provides continuous access along the site frontage from The Windmill Inn north into Newbold Verdon.
- 2.4 The highway network throughout the village is two-lane single carriageway, is lit and, generally, has footways on either side of the carriageway apart from short sections of Dragon Lane and Main Street where a footway is present on only one side of the carriageway.
- 2.5 The village is linked to the B582 and wider highway network via simple priority junctions at; Dragon Lane, Mill Lane, and Main Street. The B582 is subject to a 40mph speed limit through Newbold Verdon.

3.0 Policy Review and Travel Plan Objectives

Leicestershire County Council's Travel Plan Guidance

- 3.1 The relevant document for the design and layout of residential roads is the Leicestershire Highway Design Guide (LHDG), within which Travel Plans are referred to as being important documents in promoting sustainable travel and should be referred to when considering various aspects of development proposals.
- 3.2 The LHDG highlights that travel plan information can be found at www.choosehowyoumove.co.uk; the website provides a significant resource in respect of a "smarter way to travel in Leicester and Leicestershire", providing information and links in respect of:
- Walking:
 - Walking Routes, Walking Maps, Walk Inspiration, Guided Walks, Walking Group, Public Rights of Way (PRoW); and Walking Events.
 - Cycling:
 - Cycle Maps, Cycle Courses, Cycle Parking, Bike Shops, 'Wheels to Work', Cycling Clubs and Guided Rides; and Electric Bikes.
 - Public Transport:
 - Bus Service Updates, Bus Routes and Timetables, Bus Fares, Tickets and Passes, Train, Community Transport; and Demand Responsive Transport.
 - Driving and Car Sharing:
 - Car Sharing, Road Safety, Parking, Planned Roadworks; and Electric Vehicles.
- 3.3 The website also provides a resource for businesses and schools in preparing Travel Plans.

Hinckley and Bosworth Local Plan

- 3.4 The Hinckley and Bosworth Local Plan: Site Allocations and Development Management Policies DPD was adopted in July 2016 and covers the period 2006 to 2026.
- 3.5 With regards to new development proposals, Local Plan Policy DM17 states:
- "Development proposals will be supported where they:*
- a) Seek to make the best use of existing public transport services and, where appropriate, provide opportunities for improving and sustaining the viability of those services;*
 - b) Seek to ensure that there is convenient and safe access for walking and cycling to services and facilities;*
 - c) Demonstrate that there is not a significant adverse impact upon highway safety; and in the case of development that generates significant movement;*
 - d) That the development is located where the need to travel will be minimised and the use of sustainable transport modes can be maximised;*
 - e) Where it can be demonstrated that the residual cumulative impacts of development on the transport network are not severe.*

Where appropriate, improvements will be required to be undertaken to the highways and transportation network to limit any significant impacts arising from the development (taking into account cost effectiveness).

All proposals for new development and changes of use should reflect the highway design standards that are set out in the most up to date guidance adopted by the relevant highways authority."

- 3.6 With regards to developments that generate significant movement, policy DM17, paragraph 14.69 states:

"In the case of proposals for development that generate significant movement, applications should be supported by a Transport Statement or Transport Assessment. In addition, such schemes should provide a Travel Plan to exploit opportunities for the use of sustainable transport modes. Applicants will be required to demonstrate that the transport statement or assessment has informed the design of the proposed development and the accompanying travel plan. Leicestershire County Council (as the local highways authority) provides advice [sic] through the 6Cs Design Guide on the development thresholds for the submission of transport assessments, transport statements, travel plans and their scope."

Travel Plan Aims

- 3.7 A Travel Plan is defined as a package of measures intended to encourage sustainable travel choices and reduce the reliance on the private car, this effectively requires identifying and implementing a set of interconnected measures and initiative which reduce the environmental impact of the travel associated with a development, particularly through a switch to use of public transport, walking, cycling, and indeed increased home working.
- 3.8 Generally, a Travel Plan should incorporate the following:
- A site audit to identify all existing transport links to the site and any initiatives that are already in place;
 - Identification of the primary objectives of the plan, through which the scope of the plan can be developed and against which the performance of the plan can be measured;
 - Identification of measures and initiatives that achieve these objectives;
 - A methodology for formulating the plan, incorporating implementation processes and the roles/responsibilities of all parties involved; and
 - A monitoring programme, entailing an assessment of the aims and objectives, measures, targets, and communication strategy.

Travel Plan Objectives

- 3.9 The specific aim of the Travel Plan for this proposed development is to promote and facilitate sustainable travel choices, particularly to reduce single-occupancy car use. This links to the principal transport aim for the site, which is to make it, within reason, as sustainable as possible in terms of people's movements to and from the site.
- 3.10 The primary objectives of the plan for the proposed development are as follows:
- To reduce the reliance on the private car and to minimise the number of single occupancy car traffic movements to/from the site;
 - To encourage the use of sustainable modes of travel, particularly walking and cycling to nearby destinations;

- To encourage car sharing between residents of the site by raising awareness of its benefits;
- To minimise, where possible, the impact of the site on the local area.

Methodology for Formulating the Travel Plan

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

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

4.0 Sustainable Travel

Sustainable Transport Accessibility

- 4.1 It is generally understood that walking and cycling provide important alternatives to the private car and should also be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy that the Institute of Highways and Transportation (IHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. The suggested acceptable walking distances to common facilities are presented in **Table 1** below.

Table 1 – Suggested Walking Distances (IHT Guidelines)

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

- 4.2 There is the potential for short car trips to be substituted for cycle trips, and for longer trips to be substituted by a combination of cycle and public transport trips. Guidance suggests that 5km is a useful benchmark for a commutable distance by cycle.
- 4.3 The National Travel Survey 2020, highlights that the average cycle trip for 2019 was 6.1km (assuming a 16kph average cycle speed).
- 4.4 With regards to walking, Manual for Streets (MfS) states that 'walkable neighbourhoods' are typically characterised by having a range of facilities within 10 minutes (up to about 800m) walking distance of residential areas which residents may access comfortably on foot.
- 4.5 MfS also states that the 800m walking distance is not an upper limit and references the former PPG13 guidance in respect of walking replacing short car trips, particularly those under 2km.
- 4.6 In addition to the above, it is pertinent to note that the National Travel Survey (published in August 2020), which provides a summary of results of travel survey data for 2019, reports that the average walk trip distance is 1.36km.
- 4.7 As such, it is reasonable to assume that the average person will walk between 800m and 2.0km to a defined destination (such as local facilities), but also being mindful of 1.36km average walk distance.
- 4.8 The following sections consider the opportunities for sustainable travel that are available in the vicinity of the site.

Pedestrian Accessibility

- 4.9 Pedestrian access to the site will be provided via 2.0m footways on either side of the western site access off Brascote Lane, connecting to the existing provision on the eastern side of the carriageway.
- 4.10 Most of the streets within the village are residential in nature and well lit, meaning routes to local facilities and services are considered appropriate for pedestrian use.

- 4.11 The proposed development site is located within walking distance of several local facilities on Main Street and around the village. The key local facilities in the vicinity of the site are listed in **Table 2** and can be identified in **Figure 4.1**.

Table 2 – Local Facilities

Facility	Distance (Approx.)
The Windmill Inn	250m
Newbold Verdon Methodist Church	800m
Church of St. James	800m
Newbold Verdon Baptist Church	850m
Main Street Facilities (Incl. Convenience Stores, Cafés, Hairdressers, Public House, and Takeaways)	850m–1.00km
Newbold Verdon Primary School	900m
Newbold Verdon Cricket Club	1.00km
Heathbrook Pharmacy	1.05km
The Co-Op Food	1.10km
Newbold Verdon Library	1.15km
Kareem's Balti	1.20km
Lotus House	1.25km
Newbold Verdon Medical Practice	1.35km
Newbold Verdon Equestrian Centre	1.50km

- 4.12 Most of the facilities listed above are located within the NTS 2020 average walking distance of 1.36km and all are comfortably within the MfS suggested upper limit, referenced in the former PPG13 guidance, of 2km.
- 4.13 The site benefits from being near the local primary school and medical centre, as well as places of worship, leisure, and retail facilities.
- 4.14 A plan of the local area showing 800m, 1.2km, and 2.0km walk distances from the site can be seen in **Figure 4.2**. These are the walk distances set out in the IHT guidance.
- 4.15 It is considered the site is appropriately located for accessing a range of local facilities on foot. A wider range of facilities can be accessed within the neighbouring larger urban areas via bus services, which are outlined below.

Cycling Accessibility

- 4.16 Brascote Lane north of the site access is subject to a 30mph speed limit, as are all the roads within Newbold Verdon, therefore can be considered suitable for use by cyclists.
- 4.17 South of the access, Brascote Lane is subject to the National Speed Limit. However, it is a lightly trafficked rural lane that is suitable for cycling. This continues into the surrounding countryside.
- 4.18 National Cycle Network (NCN) Route 52 and Route 63 can be accessed from near Market Bosworth and Bagworth, respectively. These are both more than 5.0km from the site but may be used as part of long distance leisure trips.

4.19 A plan of the local area showing the 5.0km cycling distance around the site can be seen in **Figure 4.3**.

Bus Accessibility

- 4.20 The nearest bus stops to the site are located on Main Street at the junction with Brascote Lane c.700m north of the site. the eastbound stop provides a small shelter, whilst the eastbound stop takes the form of flagpole stops both of which are served by the number 153 and 159 bus services.
- 4.21 A summary of the frequency and destinations is provided in **Table 3** below. It should be noted that the bus times included below were sourced during the Covid-19 pandemic and could therefore be running to altered timetables at the time of writing this report as a result. Up-to-date timetables can be found at the Traveline website (traveline.info).

Table 3 – Local Bus Services

Service No.	Route	Frequency (approx.)		
		Mon - Fri	Sat	Sun
152/153	Market Bosworth – Newbold Verdon – Desford – Leicester	Every 60 mins (06:15–20:00)	Every 60-120 mins (07:50–18:30)	N/A
159	Hinckley – Market Bosworth – Newbold Verdon – Ibstock – Coalville	Every 90 mins (07:55–19:15)	Every 90 mins (07:55–18:15)	N/A

- 4.22 **Table 3** demonstrates that there is a regular bus services during the day for those residents travelling to the larger urban centres of Coalville and Leicester.
- 4.23 Morning services to Leicester depart from Main Street at 06:13 and 07:35, arriving at Leicester Savoy Street at 06:49 and 08:28; whilst morning services to Coalville depart from Main Street at 07:56, arriving at Hinckley at 08:25. Evening services return from Leicester and Coalville at 17:43 and 17:40, respectively.
- 4.24 These services allow for residents to travel to these major centres for education, employment, and leisure purposes via sustainable means.

Rail Accessibility

Hinckley Rail Station

- 4.25 Hinckley Rail Station is located c.14km to the south of the site and can be accessed by bus (c.45-minute journey), or by car (c.20 to 25-minute journey).
- The station benefits from 16 cycle parking spaces and 70 car parking spaces.
 - Services from this station run to:
 - Birmingham New Street (via Nuneaton, Coleshill Parkway, and Water Orton);
 - Cambridge (via Narborough, Leicester, Melton Mowbray, Oakham, Stamford, Peterborough, March, and Ely).

Leicester Rail Station

- 4.26 Leicester Rail Station is located c.18km to the southwest of the site and can be accessed by bus (c.45-minute journey), or by car (c.30 to 35-minute journey).

- The station benefits from 515 car parking spaces with 15 accessible spaces available.
- Services from this station run to:
 - London St Pancras (via Market Harborough and Kettering);
 - Sheffield (via Derby and Chesterfield);
 - Birmingham New Street (via Nuneaton and Coleshill Parkway);
 - Nottingham (Via Loughborough, East Midlands Parkway, and Beeston); and
 - Cambridge and Stanstead Airport (via Melton Mowbray, Oakham, Stamford, Peterborough, March, and Ely).

4.27 It can be considered that there is a realistic option for residents to travel by a combination of bus/train, or car/train to destinations further afield such as London and Birmingham. This can be achieved using either Hinckley Rail Station or Leicester Rail Station.

Summary

- 4.28 The above review demonstrates that the site is readily accessible by a variety of modes of transport that have the potential to reduce reliance upon the private car.
- 4.29 It is therefore considered that residents will have a real choice about how they travel and that the proposals therefore accord with the guiding principles of the NPPF.

5.0 Travel Plan Targets

Method of Travel to Work

- 5.1 A key measure of the success of the Travel Plan will be with respect to the level of reduction in single occupancy car journeys in favour of other sustainable modes of transport.
- 5.2 Targets will be used to assess the effectiveness of the Travel Plan initiatives and measures which are outlined in **Section 6.0**, with the overall goal of meeting the Travel Plan aim and objectives which are stated in **Section 3.0**.
- 5.3 The modal split for travel to/from the site has been derived from local Census data has been used to set the baseline mode share against which targets have been set. The baseline targets will be replaced once surveys have been completed following occupation.
- 5.4 Journey to Work (JTW) data from the 2011 Census provides a baseline modal split for JTW trips from the 2011 MSOA Hinckley and Bosworth 005.
- Car or Van driver = 76%
 - Car or Van Passenger = 4%
 - Taxi = 0%
 - Train = 0%
 - Bus, Minibus, or Coach = 3%
 - Underground, Metro, Light Rail, Tram = 0%
 - Motorcycle, Scooter or Moped = 1%
 - Bicycle = 2%
 - Walk = 6%
 - Work from Home (Mainly) = 7%
 - Other = 1%
- 5.5 The data is included as **Appendix A** to this report.

Targets

- 5.6 To ensure that the Travel Plan targets are both realistic and achievable, it is proposed that the targets are reviewed following the first set of mode share travel surveys at the site.
- 5.7 The site will seek to deliver a reduction of 5% in single occupancy car journeys within five years of full occupation. In real terms, this would seek to reduce the car driver trips by 3.8%, down to 72.2% from 76%.
- 5.8 This is likely to provide a challenging, but achievable, target for the site; the proximity of the bus stops and sustainability of the site should help the modal shift.

6.0 Travel Plan Measure and Initiatives

Introduction

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

Promotion of Sustainable Modes of Travel

- 6.3 The residents will be encouraged to travel via sustainable modes, particularly walking and cycling, to minimise traffic impacts of the site on the local area; this will be done through the following sustainable travel measures and initiatives:
- Encourage cycling to/from the site by:
 - Providing secure on-plot cycle storage; and,
 - Providing maps of the designated local cycle routes within vicinity of the site.
 - Promoting cycling information websites, e.g., <https://www.leicestershire.gov.uk/roads-and-travel/cycling-and-walking/where-to-cycle-in-leicestershire>, <https://www.choosehowyoumove.co.uk/cycling/>
 - Promoting the health benefits of cycling.
 - Promote walking to/from the development by:
 - Providing a map of local walking routes from the site to key local facilities and the village centre; and,
 - Promoting the health benefits of walking, e.g. <https://www.choosehowyoumove.co.uk/walking/>, <https://walk4life.info/>.
 - Promote the use of public transport through:
 - Providing detailed public transport information, including timetables and fares, in Travel Packs provided to residents on occupation;
 - Providing each dwelling with a 6-month 'taster' bus pass (6 x 4-week Leicester Zone 2 travelcard);
 - Encourage sustainable car journeys by:
 - Making residents aware of car club and car share schemes, such as liftshare.com;
 - Raising awareness of car ownership costs through the Travel Packs.
 - Promote the Travel Plan and its measures by:
 - Publicising the Travel Plan on the development website; and,
 - Preparing and distributing Travel Packs to every household on occupation.

7.0 Travel Plan Implementation and Monitoring

Travel Plan Information Packs

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

Travel Plan Contributions

- 7.6 To encourage sustainable travel to/from the site, 1 x 6-month bus pass (currently £360 for 6 x 4-week Arriva Leicester Zone 2 travelcard) and 1 x Travel Pack (currently £52.85 per pack), will be providing to each dwelling upon occupation.

Travel Plan Co-ordinator (TPC)

- 7.7 A fundamental aspect of any Travel Plan is the identification and appointing of a TPC for the site.
- 7.8 The TPC will be approachable, amenable to suggestions and possess a high level of interpersonal skills; they will be required to converse with outside bodies such as public transport operators and the local authority.
- 7.9 The TPC will be responsible for setting up, promoting, and monitoring most of the initiatives and schemes listed in **Table 4** below.
- 7.10 The management and implementation of the Travel Plan will be the responsibility of the housebuilder who will either appoint a member of their office team, or an external consultant, to be the TPC.

Table 4 – Action Plan

Travel Mode	Initiative	Target Date	Person Responsible	Other Delivery Partners
Cycling	Providing residents with secure cycle storage	Prior to occupation	Housebuilder	
	Providing details of local cycle routes to key facilities	At occupation	TPC	
	Promoting cycling information websites such as https://www.leicestershire.gov.uk/roads-and-travel/cycling-and-walking/where-to-cycle-in-leicestershire	At occupation	TPC	
Public Transport	Provision of detailed public transport information, including appropriate bus/rail services and fares	At occupation	TPC	Public transport providers
	Provision of 1 x 6-month bus passes for each dwelling	At occupation	TPC	Public transport providers
Walking	Providing a map of local walking routes to key local facilities	At occupation	TPC	
	Providing appropriate pedestrian linkages to/from the existing footway network	Prior to occupation	Housebuilder	
Encouraging Sustainable Car Journeys	Promoting the benefits of car sharing to residents at the site	At occupation	TPC	
Promoting the Travel Plan	Publicising the Travel Plan on the development website	Prior to occupation	TPC	
	Preparation of resident Travel Packs	At occupation	TPC	

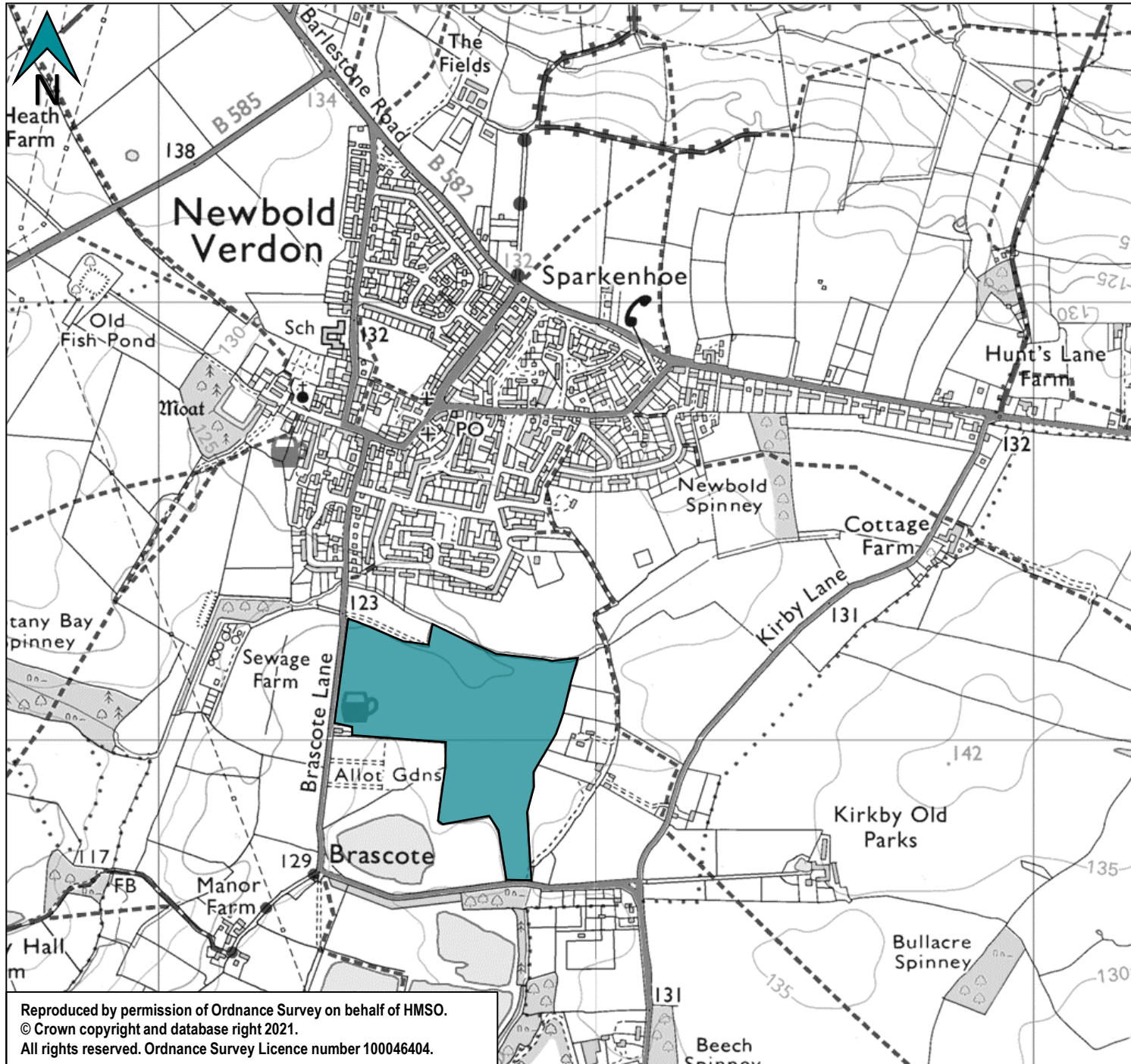
Travel Surveys

- 7.11 Travel surveys will be produced for the new residents to complete; at this stage, it is considered that the surveys should be undertaken within six months of first occupation at the site.
- 7.12 The travel surveys will derive the initial modal split and thus facilitate the setting of realistic targets.
- 7.13 The surveys will then be undertaken on an annual basis, avoiding holiday periods, for a period of five years to monitor the effectiveness of initiatives.
- 7.14 The Travel Plan and its objectives will be reviewed by the TPC on an annual basis, the survey results summarised and then discussed with the local highway authority.

T20517
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Figures



Legend

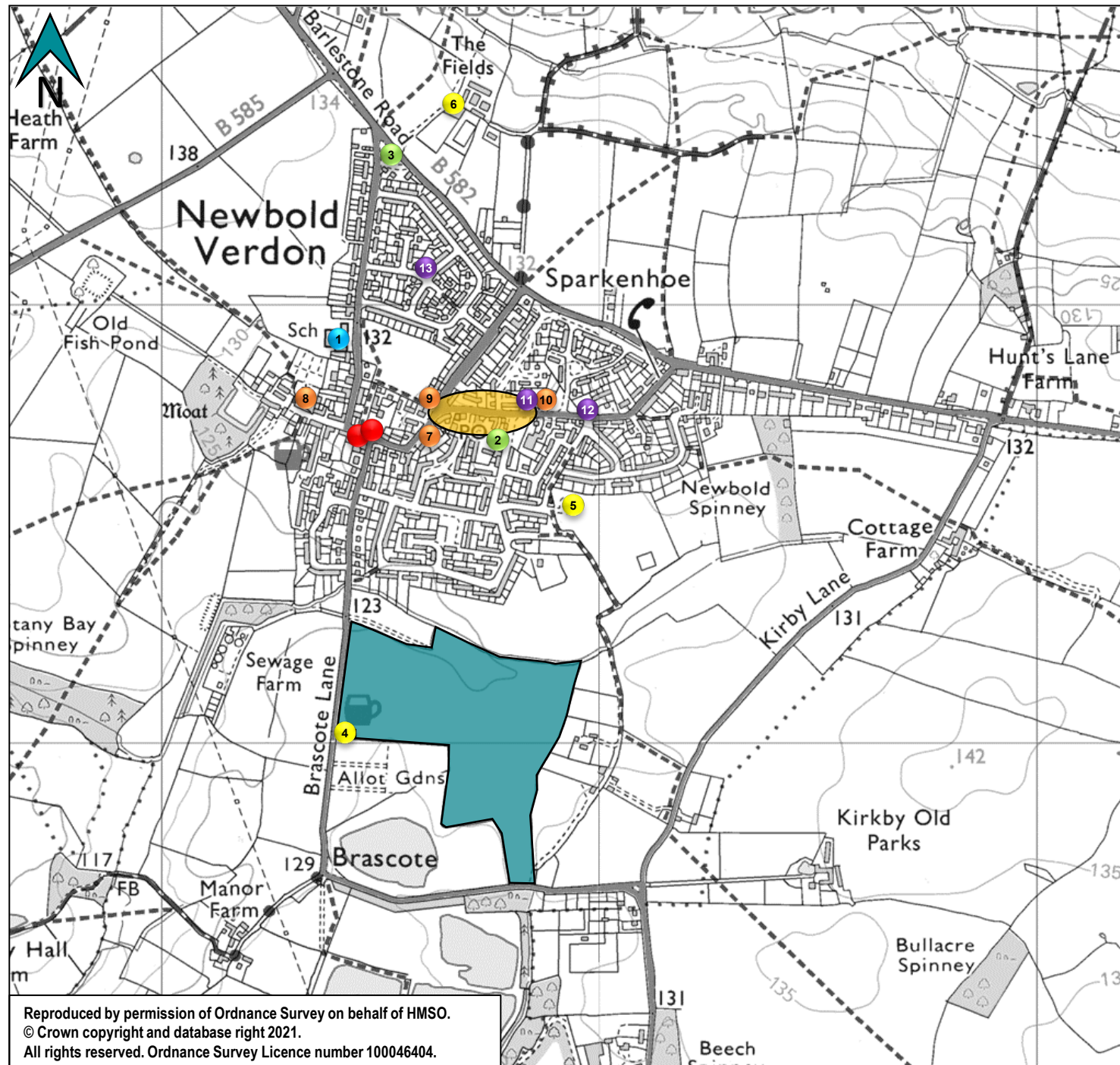


Not to Scale

Brascote Lane

Newbold Verdon

Figure 1.1 – Site Location



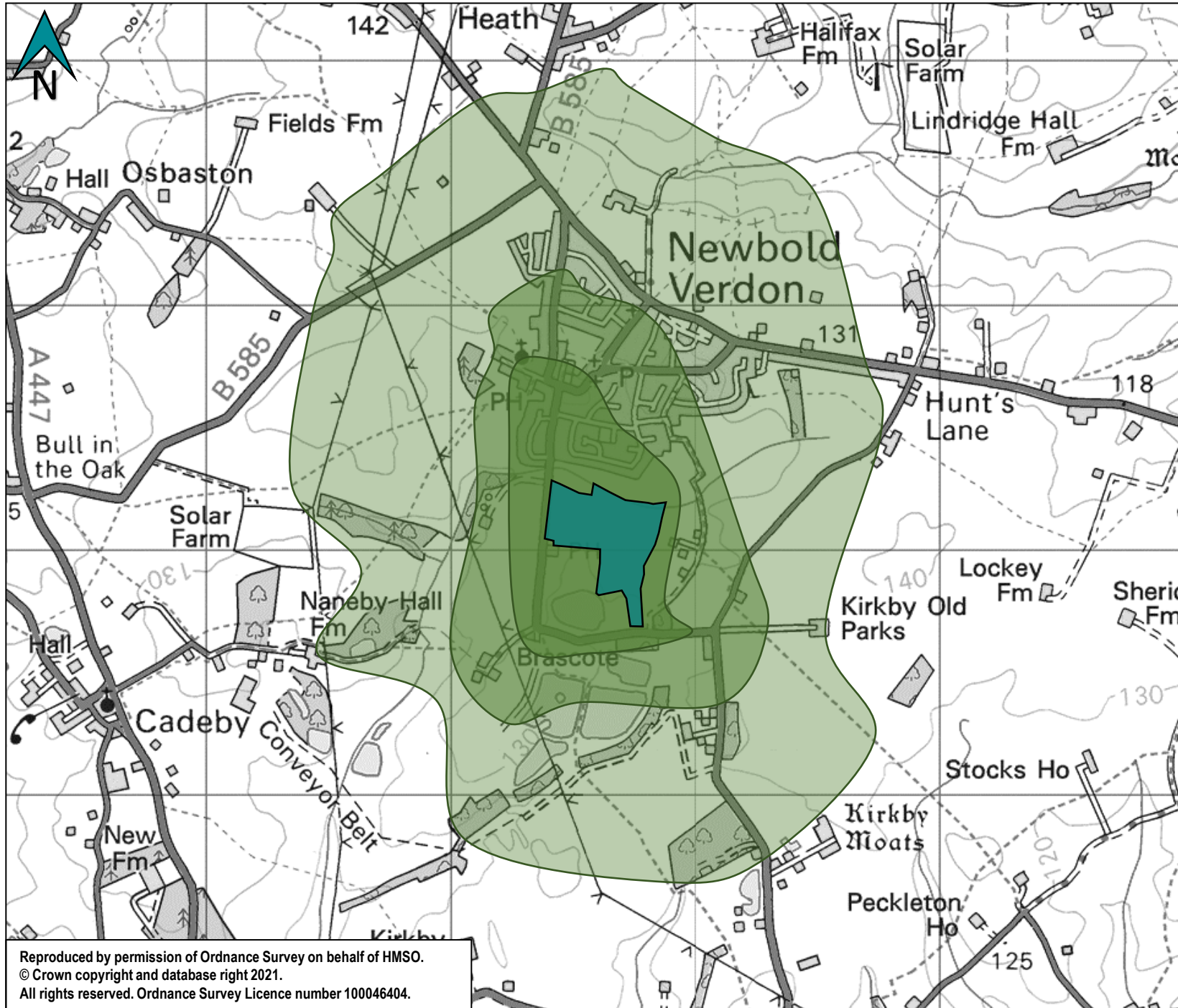
Legend

- Site
- Bus Stops
- Newbold Verdon Primary School
- Heathbrook Pharmacy
- Newbold Verdon Medical Practice
- The Windmill Inn
- Newbold Verdon Cricket Club
- Newbold Verdon Equestrian Centre
- Newbold Verdon Methodist Church
- Church of St. James
- Newbold Verdon Baptist Church
- Newbold Verdon Library
- The Co-Op Food
- Kareem's Balti
- Lotus House
- Main Street Facilities (Incl. Convenience Stores, Cafés, Hairdressers, Public House, and Takeaways)



Not to Scale
Brascote Lane
Newbold Verdon
Figure 4.1 – Local Facilities

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Legend

-  Site
-  800 Walk Distance
-  1.20km Walk Distance
-  2.0km Walk Distance

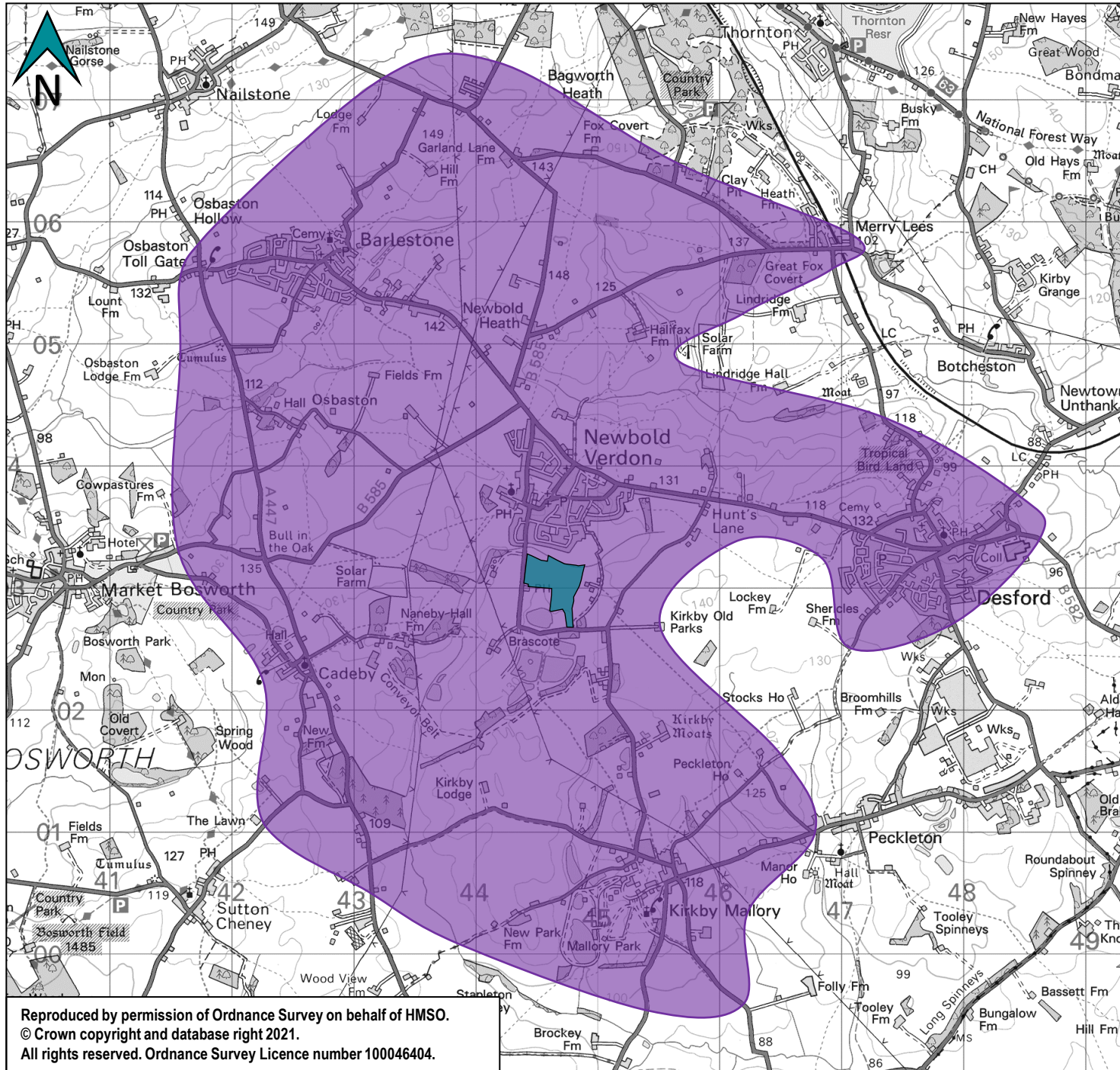


Not to Scale

Brascote Lane

Newbold Verdon

Figure 4.2 – Walk Distances



Legend



Site



5.0km Cycle Distance



Not to Scale

Brascote Lane

Newbold Verdon

Figure 4.3 – Cycle Distances

Appendix A

2011 Census – Method of Travel to Work Data

QS701EW - Method of travel to work

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population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - middle layer
area name	E02005381 : Hinckley and Bosworth 005
rural urban	Total

Method of Travel to Work	2011	%
Driving a car or van	3,071	76.2%
Work mainly at or from home	290	7.2%
On foot	240	6.0%
Passenger in a car or van	166	4.1%
Bus, minibus or coach	124	3.1%
Bicycle	55	1.4%
Other method of travel to work	32	0.8%
Motorcycle, scooter or moped	26	0.6%
Train	17	0.4%
Underground, metro, light rail, trolleybus	4	0.1%
Taxi	4	0.1%
	4,029	100.0%

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