



TRAVEL PLAN

PROPOSED CARE HOME DEVELOPMENT
LEICESTER ROAD, MARKFIELD

DOCUMENT CONTROL

project number: ADC2643 report reference: ADC2643-RP-C				
version	date	author	reviewer	comments
1		Keith Gamblen	Matt Tatler	internal draft
2	29/06/2023	Keith Gamblen	Matt Tatler	first issue to the client team
3	20/07/2023	Keith Gamblen		updated following comments
4	20/02/2024	Keith Gamblen	Matt Tatler	updated following LCC comments

CONTENTS

1.0	INTRODUCTION	4
2.0	EXISTING CONDITION	5
	Site location and existing use	5
	Local highway network	6
	Opportunities for pedestrian travel.....	7
	Opportunities for cycle travel	8
	Opportunities for bus travel.....	9
	Summary	10
3.0	PROPOSED DEVELOPMENT.....	11
	Development proposals	11
	Access	11
	Car and cycle parking.....	11
	Accessibility	12
4.0	TRIP GENERATION.....	13
	Trip generation.....	13
	Modal split and person trip generation	13
	Proposed targets	13
5.0	MEASURES	15
	Visitors	16
6.0	IMPLEMENTATION, MONITORING AND REVIEW	17
	Monitoring	17
	Remedial measures	19

APPENDICES

Appendix A Development masterplan

1.0 INTRODUCTION

- 1.1 Charterpoint (LE67) Limited commissioned ADC Infrastructure Limited to produce a Transport Assessment and Travel Plan in support of a full planning application for the development of a care home on land to the north of Leicester Road, Markfield.
- 1.2 The development proposals comprise up to 72 care home beds and the development would be accessed from Leicester Road.
- 1.3 To support the planning application, ADC produced a Transport Assessment (document ref. ADC2643-RP-A-V3). In accordance with Government Guidance, a planning application for a care home development of over 50 beds needs to be accompanied by a Travel Plan. A Travel Plan is *“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.”*
- 1.4 A Travel Plan is therefore a living document that sets out ways in which an organisation can reduce the number of vehicle trips to their site by promoting more sustainable travel options and healthy transport modes. It is site specific and considers the unique needs and interests of employees, occupiers and in the context of the local environment and transport network.
- 1.5 A Travel Plan typically involves the development of agreed targets and outcomes which are linked to an appropriate package of measures aimed at reducing the need to travel, encouraging more sustainable travel, and reducing single occupancy car use, for all trips to and from the care home by staff and visitors. The Travel Plan process also includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns. A Travel Plan is therefore a living document that will be continually updated.
- 1.6 However, given the nature of the development as a care home, and thus the health and mobility of residents, this Travel Plan predominantly focuses on staff and visitor travel. It focuses on providing information on the opportunities for travel to and from the care home by sustainable modes, to empower staff and visitors alike to take ownership and make informed decisions about their travel choices.
- 1.7 A Travel Plan Co-ordinator will be appointed at the care home to promote measures amongst staff and visitors.
- 1.8 This Travel Plan is structured as follows:
 - Section two details the site location and existing opportunities for travel to and from the site.
 - Section three describes the care home including the number of staff, the number of bedrooms, the number of car parking spaces, and the on-site facilities available for staff, including cycle parking, showers, and lockers.
 - Section four details the measures and incentives to reduce the number of car trips, and thus the demand for car parking generated by staff and visitors and proposed targets.
 - Section five includes measures to be implemented at the site,
 - Section 6 includes methods for implementing, monitoring and reviewing the Travel Plan and the travel patterns of the development. It provides a contact name for the interim Travel Plan Co-ordinator and provides details on the Travel Plan Co-ordinator role. It also proposes remedial action in the event that the Travel Plan targets are not met.

2.0 EXISTING CONDITION

Site location and existing use

- 2.1 The site is located to the north of Leicester Road and on the northeastern edge of Markfield. Leicester Road represents the administrative boundary between Charnwood Borough Council and Hinckley and Bosworth Borough Council. The site lies within Charnwood but the access off Leicester Road is situated within the jurisdiction of Hinckley and Bosworth. An aerial photograph of the site is presented in **Figure 2**.

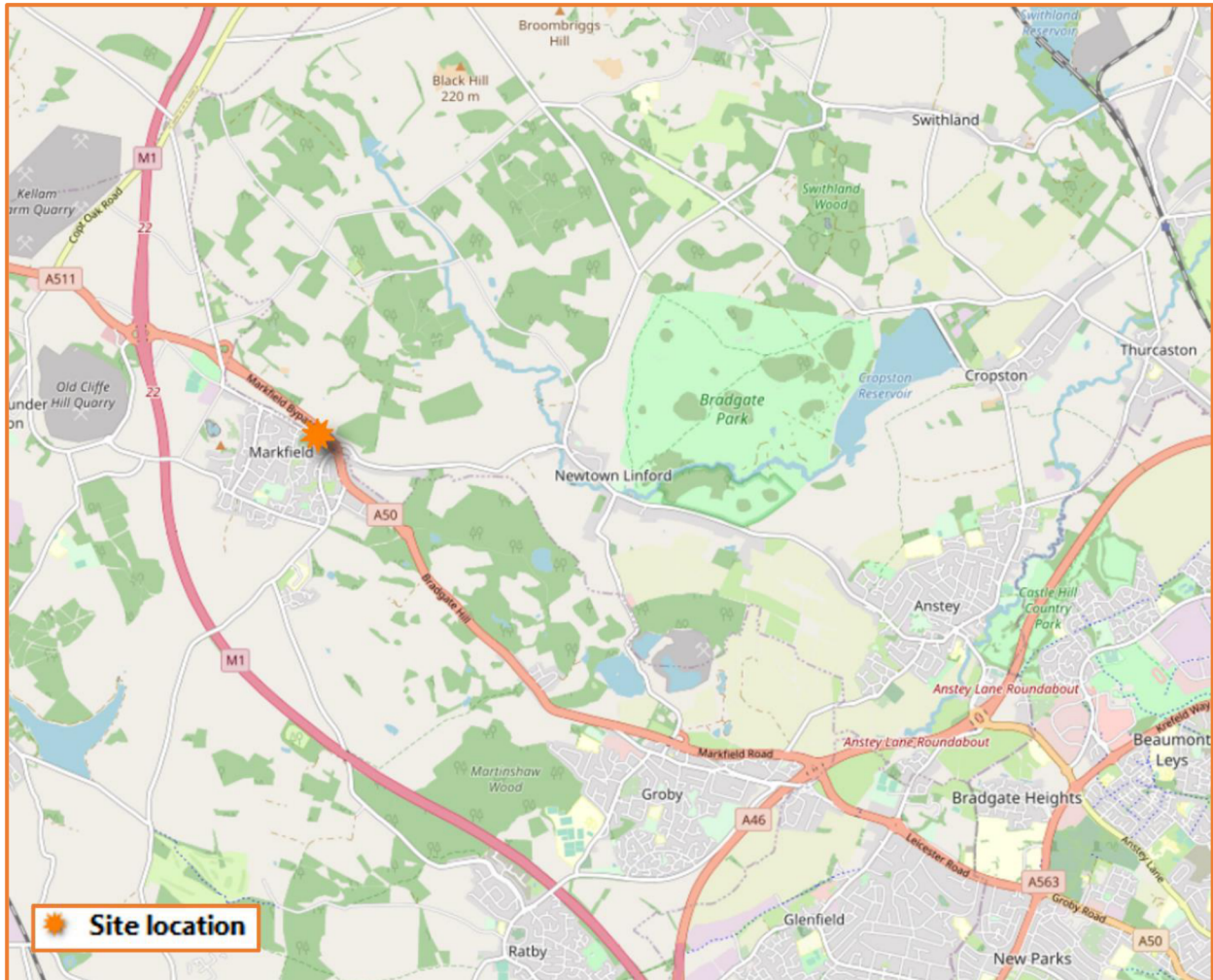
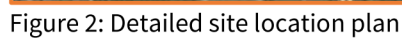


Figure 1: General site location plan



- ## Local highway network

- 6

Opportunities for pedestrian travel

- 2.6 *Guidelines for Providing for Journeys on Foot* describe acceptable walking distances for commuters, where up to 500 metres is the desirable walking distance, up to 1,000 metres is an acceptable walking distance, and up to 2,000 metres is the preferred maximum walking distance. **Figure 3** shows the pedestrian catchment area based on a 2,000 metres walking distance from the centre of the site. The catchment area covers the residential areas of Markfield and Field Head to the south of the site.

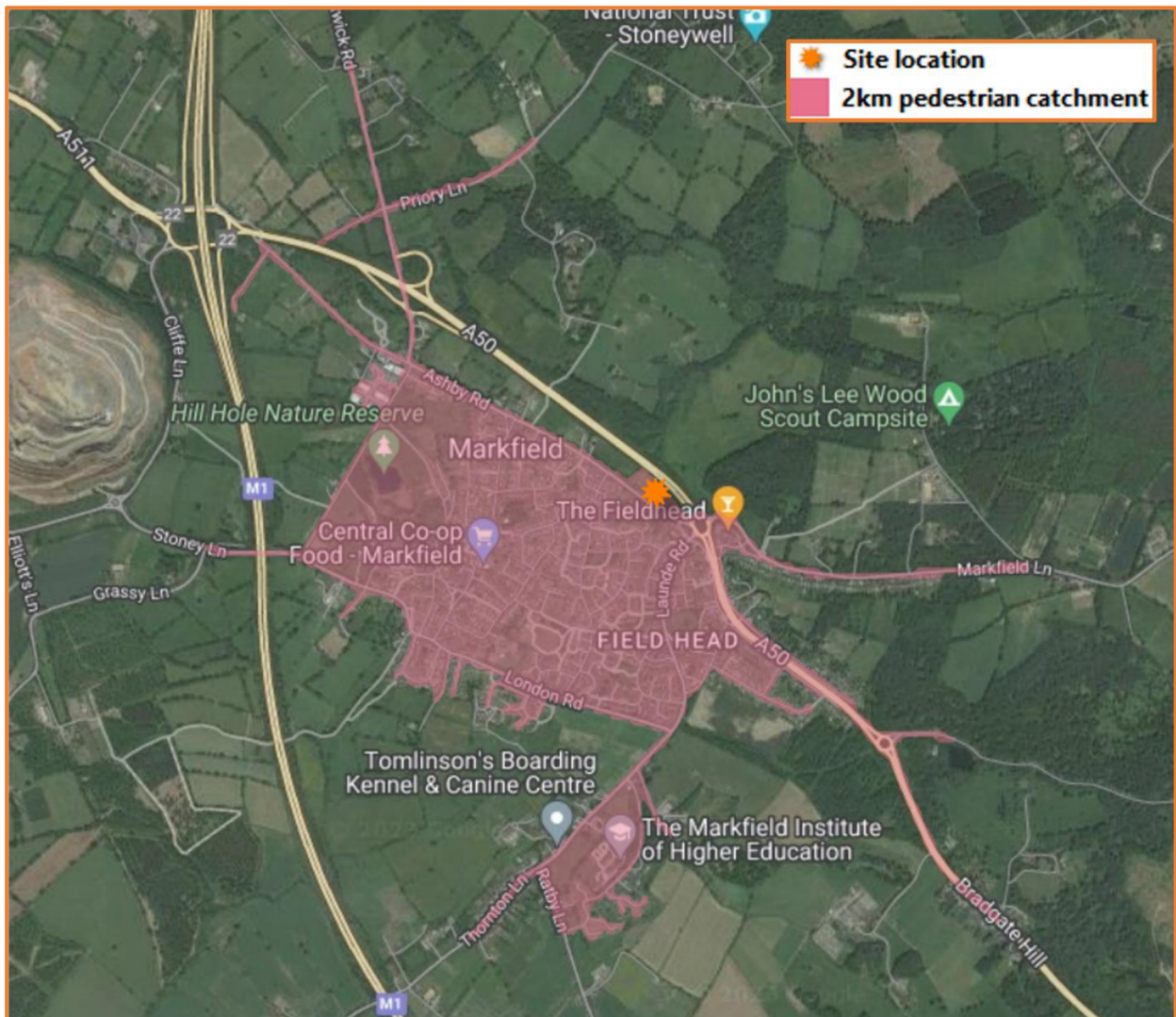


Figure 3: Pedestrian catchment area

- 2.7 With regards to pedestrian infrastructure, there is no footway on the northern side of Leicester Road either side of the proposed site access. However, approximately 12m to the south of the site access, there is a 1.8m wide footway on the northern side of Leicester Road which runs along the layby of the adjacent bus stop. On the northern end of the layby, there is an uncontrolled crossing point to the footway on the southern side of the Leicester Road.
- 2.8 To the east of the proposed site access, the footway extends to the junction with Chitterman Way as well as the Field Head roundabout. There are street-lit footways on both sides of Chitterman Way and enable connectivity to the eastern parts of Markfield. At the Field Head roundabout, there are street-lit footways on both sides of Launde Road which enables pedestrian access to Field Head.

- ## Opportunities for cycle travel

-
- The map displays the Markfield area in Leicestershire, with a 5km cycle catchment area highlighted in pink. The site location is marked with an orange dot in Markfield. The map includes labels for various locations such as Abbots Oak, Copt Oak, Markfield, Field Head, and Groby. It also shows major roads like the M1 and A50, and landmarks like the Lingdale Golf Club and Forest Hill Golf & Conference Centre. A legend in the bottom right corner identifies the pink area as the '5km cycle catchment' and the orange dot as the 'Site location'.

2.11 **Figure 5** shows an extract of LCC's cycle map for the Markfield area. It highlights in yellow that Launde Road and London Road are both classified as quieter routes and, therefore, suitable for cycling. The routes provide connectivity to Field Head as well as the southern parts of Markfield and Stanton under Bardon. In addition, Leicester Road which abuts the southern boundary of the site is a wide single carriageway road and would be suitable for more experienced cyclists. Chitterman Road and Main Street to the south of Leicester Road are quiet residential roads and would be suitable for cyclists. In combination, Chitterman Road and Main Street provide connectivity to the residential areas within Markfield.



Figure 5: local cycle routes

Opportunities for bus travel

- 2.12 As shown in **Figure 6**, the nearest bus stops are on Leicester Road and are within 45m walking distance from the proposed site access. The eastbound bus stop consists layby and a shelter whilst the westbound bus stop is a flag and pole arrangement. The bus stops serve the 29, 29A and 29B bus routes.
- 2.13 The 29 and 29B route around Markfield and provide a service between Leicester and Swadlincote. The 29 route provides a service at 0656 hours and then an hourly service between 0846 and 2341 hours on weekdays and Saturdays. On Sundays, there is a service at 0721 hours, and a service every two hours between 0838 and 1658 and then an hourly service between 1758 and 2244. The 29B provides a service every two hours on a Sunday between 0958 and 1558.
- 2.14 The number 29A route extends from Leicester to Swadlincote and provides an hourly service between 0815 and 1833 hours on weekdays (between 0816 and 1833 on Saturdays) as well as a service every two hours on a Sunday between 0958 and 1558.

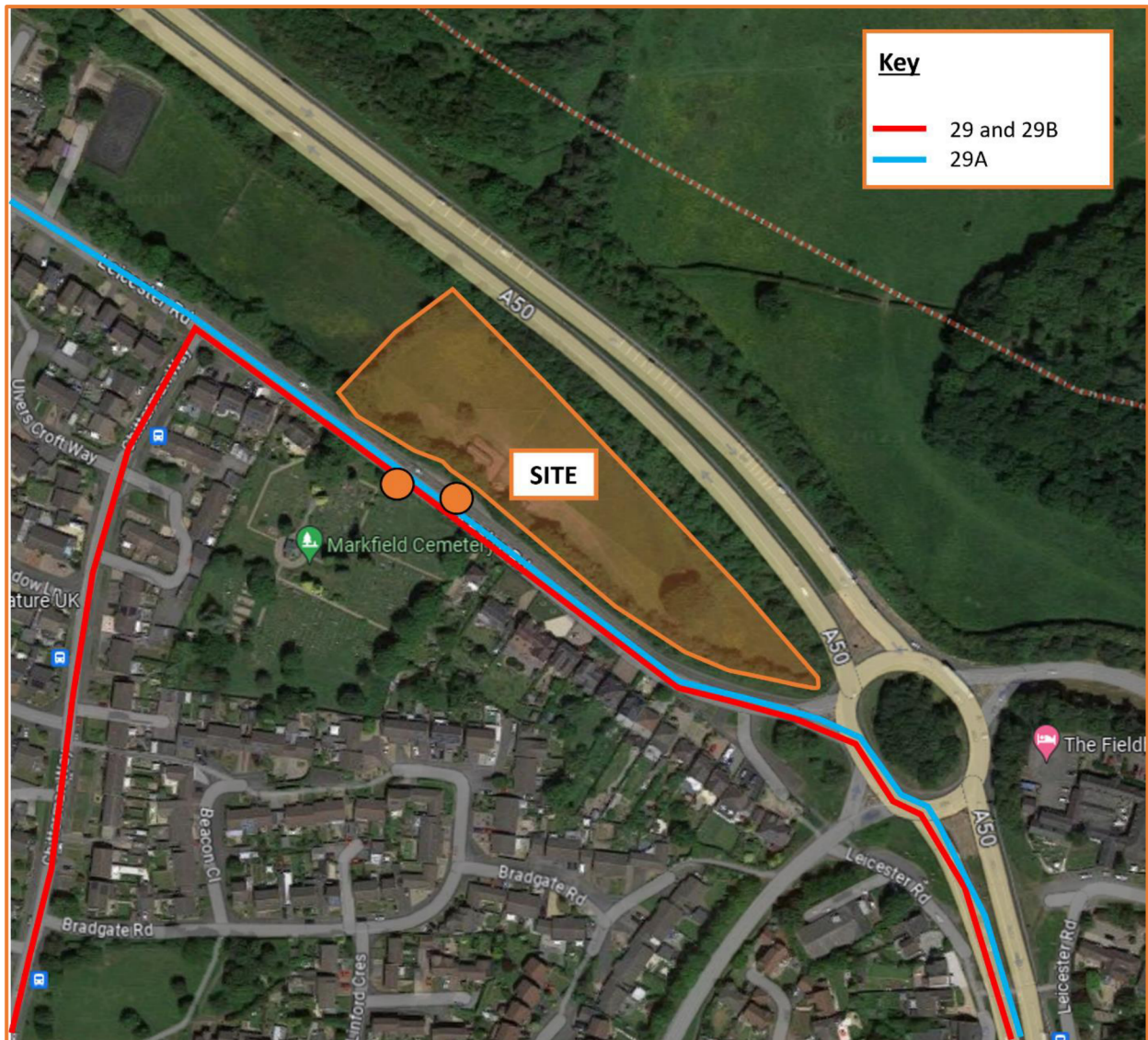


Figure 6: local bus map

Summary

- 2.15 The site measures approximately 1.1ha and is currently vacant. There are good road links to Leicester via the A50 which also enables connectivity with the M1. It has good pedestrian, cycle and public transport opportunities and is therefore well located for the development.

3.0 PROPOSED DEVELOPMENT

Development proposals

- 3.1 The development proposals comprise 72 care home beds to be accessed via a new priority-controlled simple T-junction off Leicester Road. A copy of the development masterplan is contained in **Appendix A** whilst an extract of the layout is shown in **Figure 7** below.



Figure 7: extract of development layout

Access

- 3.2 The proposed development would be accessed via a new priority-controlled simple T-junction off Leicester Road. A 6m wide carriageway would be provided as well as 6m kerb radii at the bellmouth. A footway has been provided on the southern side of the junction to provide connectivity to the existing footway on the northern side of Leicester Road adjacent to the nearest bus stop to the site. For an alternative pedestrian access into the site, a designated pedestrian access is proposed adjacent to the existing bus shelter on the northern side of Leicester Road. A swept path analysis has been undertaken at the site access and demonstrates a large refuse vehicle can enter and exit the site in both directions.
- 3.3 Regarding visibility, it was confirmed during the pre-application stage that given the 40mph speed limit on Leicester Road, visibility splays of 2.4 x 65m would be required, in accordance with LCC's Highway Design Guide. The required visibility splays are achievable within the public highway.

Car and cycle parking

- 3.4 Regarding car parking, 34 car parking spaces would be provided including four disabled spaces and three motorcycle spaces.
- 3.5 In terms of cycle parking, six cycle parking spaces would be provided in the form of three Sheffield cycle stands which would be secure and undercover.

Accessibility

- 3.6 To encourage pedestrian travel, an uncontrolled crossing point would be provided within the site to enable connectivity to the proposed 2m wide footway on the southern side of the site access carriageway. A footway would also be provided to the south of the site access to provide connectivity to the existing footway on the northern side of Leicester Road adjacent to the nearest bus stop. For an alternative pedestrian access into the site, a designated pedestrian access is proposed adjacent to the existing bus shelter on the northern side of Leicester Road.

4.0 TRIP GENERATION

Trip generation

- 4.1 The trip rates and resultant traffic generation outlined in the Transport Assessment has been extracted and shown in the table below.

proposed vehicle trip rates and traffic generation		arrive	depart	two-way
trip rates (per bed)	AM peak hour	0.081	0.058	0.139
	PM peak hour	0.038	0.073	0.111
vehicle trips (72 beds)	AM peak hour	6	4	10
	PM peak hour	3	5	8

- 4.2 As shown, care homes do not have a significant impact on the operation of the highway network during the typical weekday morning and evening peak hours, as staff typically operate in shifts and travel to and from the development outside of peak hours.

Modal split and person trip generation

- 4.3 The Transport Assessment forecasts the following modal split and person trip generation, based on travel patterns of existing staff in the area (from 2011 Census data) and the vehicle trip generation calculations shown above.

	on foot	bicycle	bus	train	m/cycle	car driver	passenger	taxi
modal split	9.0%	3.0%	3.5%	0.1%	1.1%	75.7%	7.6%	0.1%
AM peak	1	0	0	0	0	10	1	0
PM peak	1	0	0	0	0	8	1	0

- 4.4 The proposed development would generate approximately one pedestrian trip in a peak hour.
- 4.5 In the Transport Assessment, it details the existing infrastructure in the vicinity of the site, and the proposed infrastructure, including dedicated pedestrian access to the development and secure covered cycle parking, would be provided for staff and visitors to use.
- 4.6 It is concluded that the existing and proposed infrastructure has the capacity to accommodate the above additional trips, and no further infrastructure is required.

Proposed targets

- 4.7 Guidance states that once the baseline modal split has been established, i.e. the modal split that would occur if there was no Travel Plan in place, the next step is to establish how the Travel Plan could reduce car use and therefore car mileage.
- 4.8 The guidance notes that a strong relationship exists between the potential for changes to the modal split and the measures and incentives proposed in the Travel Plan, and therefore provides guidance on the setting of appropriate and realistic targets. The relationship is as follows:
- A plan containing only marketing and promotion is unlikely to achieve any modal split.
 - A plan with the above plus car sharing and cycle measures could achieve a 3-5% reduction in drive alone commuting.

- A plan with the above measures plus discounts on public transport could achieve around a 10% reduction.
- The combination of all of the above measures plus disincentives to car use could achieve a 15-30% reduction in drive alone commuting.

4.9 The guidance notes that “*only in very exceptional cases will the reduction be greater than this*”.

4.10 Therefore, the following targets are proposed:

- **Target One** - achieve 100% Travel Plan awareness amongst staff. Every member of staff is to be made aware of the Travel Plan, and how to contact the Travel Plan Co-ordinator. This target will be achieved within one month of the appointment of the Travel Plan Co-ordinator and will be monitored via the staff travel surveys.
- **Target Two** - The opportunities and benefits of sustainable modes of travel will be promoted, with the aim to achieve a 10% reduction in the proportion of staff travelling to and from work as a single occupancy vehicle car driver, within five years of the first occupation of the care home.

4.11 In addition, the following targets are proposed for visitors:

- **Target Three** - opportunities for sustainable travel to and from the care home will be actively explained and promoted to all regular visitors on their first trip, in order to minimise the number of car trips and car parking demand.

4.12 Most visitors are likely to live locally and possibly travel with friends or family to see relatives. Therefore, the number of single occupancy car trips will be low and alternative modes of travel encouraged.

4.13 With regards to Target One, every member of staff is to be aware of the objective of the Travel Plan, how to contact the Travel Plan Co-ordinator, and that the Travel Plan Co-ordinator can advise staff on alternative travel options for all types of journeys, within two weeks of moving to the development.

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

4.15 To quantify, a reduction in the 68.1% single occupancy vehicle car driver modal share will equate to a 6.8% reduction, and thus a single occupancy car driver modal share of 61.3%.

4.16 In terms of vehicle trip generation, a 10% reduction in the number of single occupancy car trips will equate to the following maximum number of single occupancy car trips being generated by the proposed development, calculated as follows:

average peak hour	Two-way trips
Vehicle trip generation from the table at paragraph 4.2 above	10
Number of vehicles with passengers	<u>-1</u>
Hence, the number of single occupancy vehicles	9
The number of single occupancy drivers shifted with 10% shift	1

4.17 The Travel Plan targets should not be changed or updated without discussion with and agreement of the local planning and local highway authorities.

5.0 MEASURES

5.1 The following measures will be implemented at the care home to achieve the targets. The Travel Plan Co-ordinator will be responsible for the development of the Travel Plan. Many of the Travel Plan measures are aimed at both staff and visitors. However, the following tables summarise the measures for each.

	Measure	Responsibility	Timescale
Travel Plan Co-ordinator	appoint a Travel Plan Co-ordinator (TPC) at the care home (see Section 5) who will be responsible for promoting and implementing the Travel Plan.	Occupier	prior to occupation until 5 years following first occupation
Travel Plan promotion	the Travel Plan will be promoted to all staff when they commence employment, and at regular staff meetings. This includes why the Travel Plan has been produced, what it aims to achieve, and what each staff member can do to support the Travel Plan.	TPC	upon occupation
	a 'how to find us' page will be included on the care home website, for visitors to see how they could reach the care home by walking, cycling and bus. This will also include references to the Travel Plan, including why it has been produced, what it aims to achieve, and how visitors can help achieve the targets of promotion of national liftshare week, bike week)	TPC	upon occupation
	Travel packs to be provided to staff on recruitment.	TPC	ongoing
Walking	promotion of Walk to Work month amongst staff	TPC	regularly
	promotion of area-wide walking events	TPC	regularly
Cycling	provision of adequate covered cycle parking provision to accommodate both staff and visitors. Usage of the cycle parking will be monitored and more will be provided if there is demand for it.	Developer	during construction/ prior to occupation
	dissemination of local cycle maps - display in the staff room and at the entrance to encourage visitors	TPC	on occupation and ongoing
	promotion of area wide cycling events and challenges	TPC	regularly
	Provision of showers, changing facilities and lockers for staff.	Developer	Prior to occupation
	promotion of the Cycle2Work Scheme amongst staff	TPC	regularly
Public Transport	active dissemination of public transport information by the Travel Plan Co-ordinator notably promoting the Choose How You Move website which enables access to a route planner as well as bus timetables.	TPC	on occupation and ongoing
	promotion of area wide bus events	TPC	regularly
	6-month bus passes will be provided to staff who request one	TPC	On occupation and ongoing

	bus timetables to be posted on travel information boards within staff rest areas and in the entrance area for visitors	TPC	regularly
	Promotion of the BetterPoints app which would allow employees to earn rewards in the form of high street vouchers in return for travelling by sustainable modes.	TPC	on occupation and ongoing
Car share	promotion of Leicestershire Liftshare database and site wide car sharing initiatives	TPC	on occupation and ongoing

Visitors

- 5.2 The following measures will be implemented by the Travel Plan Coordinator to address visitor travel to and from the site:

Timescale	Measure		
Prior to arrival	Promote the Travel Plan and the sustainable travel options on the development's website via a 'how to find us' page. The link to Choose How You Move will be provided to give up to date bus information as well as walking/cycling maps and a route planner. This will help achieve target three.	TPC	on occupation and ongoing
	Provide some staff with Travel Plan training, to allow them to offer smarter travel advice to visitors	TPC	on occupation and ongoing
	Include prominent travel displays in the reception, promoting sustainable travel options including cycle routes and bus timetables.	TPC	on occupation and ongoing

6.0 IMPLEMENTATION, MONITORING AND REVIEW

- 6.1 The Travel Plan Co-ordinator will be responsible for introducing the Travel Plan to the staff and visitors. The Travel Plan Co-ordinator role will ultimately be undertaken by a Manager at the care home, with senior management support. Full contact details of the Travel Plan Co-ordinator, including their name, addresses (postal and email) and telephone number, will be supplied to Leicestershire County Council (LCC) as soon as they are appointed. LCC will be informed of any changes to the Travel Plan Co-ordinator contact details, which may occur for whatever reason.
- 6.2 The Travel Plan Co-ordinator will be the care home manager, however, as this is unknown at the time of writing, the appointed Travel Plan Co-ordinator for the interim contact is:
Jon Bayley
Charterpoint (LE67) Limited
Email [REDACTED]
This will change once the building is occupied and in operation and LCC will be notified of the Travel Plan Co-ordinator contact details when confirmed.
- 6.3 The role of the Travel Plan Co-ordinator will be to:
- Oversee the development, promotion, and implementation of the measures in Section 4.
 - Design and implement continuous effective marketing and awareness raising strategies to promote sustainable travel. For example, they will be responsible for the effective display of information on the notice boards and website etc.
 - Act as a point of contact for all staff and visitors who require travel advice, or information about the Travel Plan.
 - Coordinate the necessary data collection exercise and monitoring procedures.
 - Secure a sufficient budget for the Travel Plan to ensure the measures can be implemented and promoted, and then ensure its efficient and effective use.
 - The TPC will continue to liaise with the local planning authority (Charnwood Borough Council) and the local highway authority (Leicestershire County Council).

Monitoring

- 6.4 LCC states in the Workplace Travel Plan guidance⁴ that information must be provided on how the document will be monitored, with details of when the review surveys will be undertaken. Therefore, this section provides details on the monitoring process.
- 6.5 The Travel Plan will be monitored for a period of five years following the first occupation of the development. Modeshift STARS (Sustainable Travel Accreditation and Recognition Scheme) (<https://www.modeshiftstars.org/>) is the national accreditation scheme which recognises organisations that have shown excellence in supporting cycling, walking and other forms of sustainable travel through the delivery of effective travel plans. The scheme can also be used as a system for monitoring Travel Plans, and therefore it is proposed that this should be used to enable appropriate monitoring of Target One (Travel Plan awareness), Target Two (reduction in single occupancy staff trips) and Target Three (Travel Plan awareness for visitors). A monitoring contribution will also be made to LCC as part of the development proposals.
- 6.6 The Modeshift STARS methods will determine: the level of Travel Plan awareness; the baseline modal split and travel patterns at the development; the uptake of any measures and incentives proposed in this Travel Plan; and help identify any further measures that need to be investigated and proposed.

- 6.7 The monitoring program will also consider the following ‘hard’ data recorded at 12 monthly intervals by the Travel Plan Co-ordinator:
- demand for the cycle parking spaces (number of spaces occupied) to identify whether more need to be provided;
 - the level of inquiry and use of the car share scheme;
 - demand for car parking and car share parking spaces (number of spaces occupied); and
 - informal comments made by employees and visitors regarding the operation of the Travel Plan.
- 6.8 The first travel surveys will take place within 3 months of site occupation. The survey results will be sent to LCC for approval prior to issue.
- 6.9 The results of the Modeshift STARS monitoring will be presented in a report to LCC for discussion and agreement within 1 month of the collation of the data. The Travel Plan Co-ordinator will be responsible for compiling the information and analysing the characteristics of their business.
- 6.10 The report would confirm the travel patterns of staff and visitors, using the survey results. Details would be provided on the survey collection method, including the number of people surveyed and the response rate. The survey would focus on:
- how people currently travel to the site;
 - how people would prefer to travel to the site; and
 - what would encourage staff and visitors to use more sustainable modes of travel.
- 6.11 The Travel Plan Co-ordinator will use the analysis and results of this initial monitoring process to inform and develop their own Travel Plan for their business, within one month of analysis of the first survey results.
- 6.12 The full Travel Plan will include the following sections:
- Introduction
 - A detailed description of the site, including the size and type of development, the site address, and a description of the existing transport links and infrastructure to support sustainable travel.
 - A description of the organisation, including the type of work undertaken, the number of staff, hours of operation, shift changeover times, number of visitors etc.
 - Details on existing travel patterns, including the modal split of staff and visitors (information gathered in the travel surveys), and existing transport facilities (such as the number of car and cycle parking spaces, lockers etc).
 - Potential to achieve modal transfer – details any opportunities for employees/visitors to switch their travel mode to a more sustainable mode.
 - Travel Plan targets.
 - Measures to be implemented in order to encourage modal transfer – with possible incentives identified in the travel surveys.
 - Plan administration – method for implementing the Travel Plan. This will be similar to the methods detailed above, with surveys and data collection.
 - Monitoring and review – method for monitoring and reviewing the success of the travel plan.

- 6.13 Every 12 months for a period of five years, an Annual Monitoring Report would be prepared by the Travel Plan Co-ordinator using the Modeshift STARS methodology and issued to LCC. The report will be structured as follows:
- Introduction and background – number of staff employed, working hours, number of parking spaces per unit etc. Results of surveys – The survey results will be sent to LCC for approval prior to issue. detail the results of the surveys that have been undertaken against indicators defined in the Travel Plan
 - Description of work undertaken over the past 12 months with evidence and examples.
 - Problems and issues encountered – detail of any problems encountered in implementing the Travel Plan, and any issues that have not yet been resolved.
 - Specific measures from the Travel Plan – detail how the measures from the Travel Plan have been implemented in terms of infrastructure, policy, and promotion for each specific travel mode and strategy (walking, cycling, public transport, car sharing, general measures, working practices etc), with evidence of how each measure has been implemented.
 - Summary – detail whether the site is on track to meet targets and if not, why not.
 - Plan for the next 12 months – details of any specific outcomes or desired results.
- 6.14 The Annual Monitoring Report would be made available to employees and visitors within the business. This could be either as a newsletter or email update and uploaded to the company's website for everyone to view. This is important so that individuals can see how their travel choices fit into the Travel Plan.
- 6.15 A three year review and evaluation of the Travel Plan should be undertaken with LCC.

Remedial measures

- 6.16 Remedial measures should be implemented in the event of a shortfall in the progress towards agreed targets. These could include extending the monitoring period and the role and responsibilities of the Travel Plan Co-ordinator; and a review and relaunching the Travel Plan; providing additional promotional activities to promote sustainable travel; and other Travel Plan measures.
- 6.17 However, such measures should not be required because, as detailed in Section 1, a Travel Plan is a living document, and therefore, in accordance with DfT's guidance, "*effective review mechanisms should enable the plan to be adjusted and avoid the need for invoking any default mechanisms or resorting to enforcement action*".

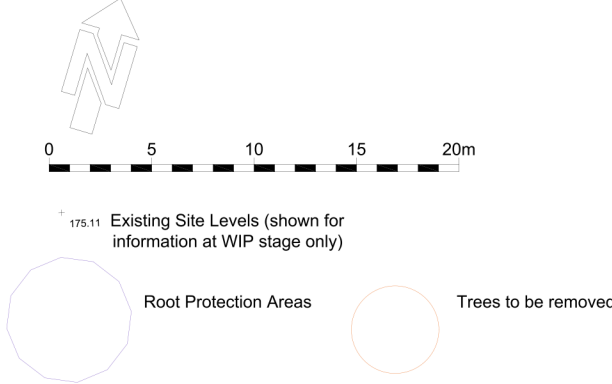
APPENDIX A

DEVELOPMENT MASTERPLAN



GIA
Basement : 397m2
GF : 1673m2
FF : 1673m2
Total: 3743m2
(52m2/bed)

Footprint: 1772m2



DRAWING STATUS
PLANNING APPLICATION - DRAFT

REV.	DATE:	DESCRIPTION:



**Edmund Williams
Architects**
Unit 6b Clapham North Art Centre
26-32 Voltaire Road
London
SW4 6DH
T: 0208 672 6238
www.edmundwilliams.com

PROJECT
**PROPOSED 70 BED CARE HOME
LEICESTER RD, MARKFIELD**
TITLE
PROPOSED SITE PLAN