

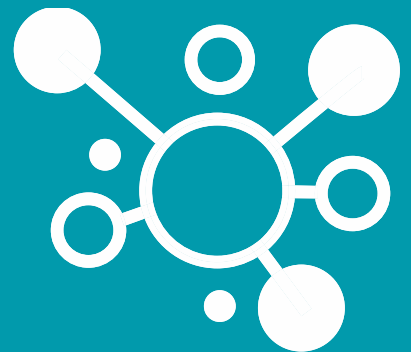
Client:
Richborough

Project:
**Land North of A47 Normandy Way and West of A447 Ashby Road
Hinckley**

Project No:
T23548
Report Title:
Travel Plan

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Rev:	B
Date:	04/03/2024

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**Land North of A47 Normandy Way and
West of Ashby Road, Hinckley**

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1.0 Introduction

Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Richborough to provide transport advice for a proposed residential development on Land North of A47 Normandy Way and West of A447 Ashby Road, Hinckley; this forms part of a wider development, linking with another proposed residential development on land east of Stoke Road.
- 1.2 It is intended that the site will provide up to 415 residential dwellings; the site location is shown on **Figure 1.1**

Structure of the Report

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

Limitations of the Report

- 1.5 This report has been undertaken at the request of Richborough, 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.
- 1.6 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 Policy Review and Travel Plan Objectives

Central Government Policy

- 2.1 In April 2009, the DfT published its document relating to the requirements for and contents of Travel Plans, called 'Good Practice Guidelines: Delivering Travel Plans Through the Transport System'. This document was archived in March 2014 and superseded by the Department for Communities and Local Government (DCLG) Planning Practice Guidance.
- 2.2 Planning Practice Guidance discusses the role of Travel Plans in decision-taking. It states that Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process.
- 2.3 The guidance also states that where possible, Travel Plans should be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.
- 2.4 The proposed development will comprise of up to 415 dwellings and is ideally suited to the preparation of a full Travel Plan.

Leicestershire County Council's Travel Plan Guidance

- 2.5 The relevant document for the design and layout of residential roads is the 'Leicestershire Highway Design Guide', 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, for example parking provision.
- 2.6 Personal Travel Plans are also being launched by the county and city council through the 'Choose How You Move' campaign to help reduce traffic congestion and boost sustainable travel in and out of Leicester, supported by the Sustainable Transport Access Fund. The aim is to encourage residents to learn more about sustainable travel, help tackle congestion and encourage more active lifestyles.
- 2.7 The scheme will involve residents being asked about their travel patterns and being given advice accordingly about alternative options such as walking, cycling, public transport, smart driving and car sharing. Incentives such as discounts on public transport and at local cycle stores, as well as opportunities to attend cycle training courses will be made available to encourage the use of more sustainable modes of transport.
- 2.8 More information on the 'Choose How You Move' campaign can be found at www.choosehowyoumove.co.uk.

Hinckley and Bosworth Local Plan (2006-2026)

- 2.1 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. The local plan is currently under review, with an updated local plan to be subsequently provided in due course to cover the period 2020 to 2039.
- 2.2 With regards to new development proposals, Local Plan Policy DM17 states that:

'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 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.'

2.3 Paragraph 14.69 of the DPD refers to developments that generate significant movement and states that:

'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 through the 6Cs Design Guide on the development thresholds for the submission of transport assessments, transport statements, travel plans and their scope.'

2.4 In regard to paragraph 14.69 of the DPD as referred to above, it should be noted that Leicestershire County Council no longer refer to the 6Cs Design Guide and instead have their own Design Guide, the 'Leicestershire Highway Design Guide', as referred to previously in this report.

2.5 The emerging local also states under policy HT01 that all proposals for new development, where appropriate, should provide a Travel Plan.

Travel Plan Objectives

2.6 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.

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Methodology for Formulating the Travel Plan

2.7 A detailed timetable is provided in **Section 5.0**, however the implementation process for the Travel Plan, once the site is close to first occupation, is likely to be as follows:

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

3.0 Sustainable Travel Options

Introduction

- 3.1 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

- 3.2 In addition to the IHT guidance, Manual for Streets (MfS) and the National Design Guide (2021) 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.
- 3.3 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.
- 3.4 Table NTS0303 of the 2022 National Travel Survey (released August 2023) indicates that the average walk trip distance in 2022 was 0.7 miles or 1.12km.
- 3.5 The 2022 National Travel Survey also states that walking was the most frequent mode used for short trips, with 83% of trips under one mile being undertaken by foot in 2022; this is a slight increase compared to 2021 (82%) and 2019 (80%).
- 3.6 There is also 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.
- 3.7 The CIHT Planning for Cycling document (2014) states that *"The majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a)"*.
- 3.8 The DfT Cycling and Walking Investment Strategy (2017) also refers to the threshold of 5 miles (or 8km), stating that *"Two out of every three personal trips are within five miles - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking"*.
- 3.9 In terms of the 2022 National Travel Survey, Table NTS0303 indicates that the average cycle trip distance (for all purposes) in 2022 was 3.6 miles or 5.76km; therefore, it is reasonable to consider cycling as a viable mode of travel for distances up to 8km.

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Local Facilities

- 3.10 The surrounding local facilities in the area are shown in **Figure 3.1** and are listed in **Table 2**; distances have been taken from the centre of the proposed development site via available walking routes.

Table 2 – Distance to Local Services

Amenity	Distance
Fields Health and Fitness Club	600m
McDonald's	700m
Barleyfield/Maizefield Industrial Estate	750m
Bright Horizons Hinckley Day Nursery	950m
Morrisons Supermarket and Petrol Station	1.0km
Milestone Hinckley Public House	1.2km
Play Park	1.2km
Green Towers Hinckley Club 4 Young People	1.2km
Halfords and Wickes	1.3km
Dorothy Goodman School (Primary Site)	1.3km
St Francis Community Centre	1.3km
Hinckley and Bosworth Community Hospital	1.3km
Tudor Road Fish and Chip Bar	1.4km
Redmoor Academy	1.5km
Richmond Primary School	1.5km
Dovetree Primary School	2.0km
Battling Brook Community Primary School	2.1km
Hinckley Town Centre	2.5km
Hollycroft Medical Centre and Chemist	2.8km

- 3.11 **Table 2** demonstrates that the site is well located to make use of a wide range of local facilities in the area within a comfortable walking distance.

Walk

- 3.12 A segregated off-road footway/cycleway is located on the southern side of the A47 in the vicinity of the site. The footway/cycleway routes around the outside of the A47/Stoke Road roundabout junction with informal crossings located on all arms of the junction apart from Stoke Road.
- 3.13 Informal crossing points will be provided across the site access junction, in order to allow pedestrians and cyclists to access the footway/cycleway along the A47 from the development; in addition, a toucan crossing will be provided along the A47 to the west of the site access junction, providing a further crossing point for pedestrians and cyclists in the direction of key local facilities.

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- 3.14 There are various Public Rights of Way (PRoWs) throughout Hinckley which residents will be able to use as traffic-free walking routes, as well as throughout the surrounding countryside which will allow residents to go for leisure walks.
- 3.15 A plan showing the 800m, 1.2km and 2.0km walk distances from the site can be seen in **Figure 3.2**.

Cycle

- 3.16 An off-road segregated footway/cycleway is located to the south of the A47 carriageway, the track is clearly marked and dropped kerbs are provided at crossing points along the route. This route continues northeast to Earl Shilton and southwest to Harrowbrook Industrial Estate.
- 3.17 Recommended cycle routes are referred to on LCC's Hinckley Cycle Map, which is included as **Appendix A**. A shared use footway/cycleway is provided along Stoke Road and Hollycroft which provides a link towards the centre of Hinckley. South of the Hollycroft/Lismore Drive junction cyclists are directed along Hollycroft Crescent which provides links to routes which run through Hollycroft Park.
- 3.18 There is a National Cycle Network (NCN) route c.6.5km to the west of the site; NCN Route 52 provides a cycle route towards Coalville and Market Bosworth to the north, and Nuneaton and Coventry to the south.
- 3.19 A plan showing the 5.0km and 8.0km cycle distances from the site, as well as NCN Route 52, is provided as **Figure 3.3**.

Bus

- 3.20 The nearest bus stop is located along Ashby Road, c.750m from the centre of the site.
- 3.21 Each bus stop along Ashby Road consists of a flagpole stop, with service and timetable information provided, and are served by the 148 and 158 services.
- 3.22 In addition, there are bus stops along Stoke Road, c.1.3km from the centre of the site; each of these bus stops consist of a flagpole stop, with service and timetable information along with sheltered seating, and are served by the 6 service.
- 3.23 A summary of each bus service can be seen in **Table 3**.

Table 3 4– Local Bus Services

Service No.	Bus Stop Location	Route	Frequency (approx.)		
			Mon - Fri	Sat	Sun
6	Stoke Road	Burbage – Hinckley – Stoke Golding – Higham-on-the-Hill – Nuneaton	Hourly (07:14-18:13)	Hourly (09:11-17:13)	N/A
148	Ashby Road	Nuneaton – Hinckley – Barwell – Earl Shilton - Leicester	Half Hourly (05:42-23:57)	Half Hourly (06:37-23:57)	Hourly (08:12-18:57)
158	Ashby Road	Nuneaton – Hinckley – Barwell – Earl Shilton - Leicester	20 Minutes (05:29-22:54)	Half Hourly (06:17-22:54)	Hourly (08:46-18:46)

- 3.24 **Table 3** demonstrates that there are frequent bus services in close proximity to the site for residents to use for work, education and/or leisure purposes, towards key urban destinations including Hinckley Town Centre, Nuneaton and Leicester.

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Rail

- 3.25 The nearest station is Hinckley Railway Station, located c.4.0km from the centre of the site.
- 3.26 Residents would be able to access Hinckley Railway Station via cycle (c.10-15 minute journey time), bus (c.25-30 minute journey time via the 6 bus service), and car (c.10 minute journey time).
- 3.27 The station benefits from 63 car parking spaces, 2 of which are accessible, and 16 cycle storage spaces.
- 3.28 Services from Hinckley Railway Station run towards:
- Birmingham New Street (via Nuneaton, Coleshill Parkway and Water Orton)
 - Cambridge (via Narborough, Leicester, Melton Mowbray, Oakham, Stamford, Peterborough, March and Ely)
 - Leicester (via Narborough)
- 3.29 Overall, there are viable rail services which residents will be able to utilise towards key regional and national destinations, particularly via multi-modal forms of travel (e.g. cycle/rail).

Summary of Baseline Conditions

- 3.30 The above review demonstrates that the site is readily accessible by a variety of modes of transport that have the potential to reduce the reliance upon the private car. 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.

4.0 Travel Plan Targets

Baseline Data - Method of Travel to Work

- 4.1 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.
- 4.2 Targets will be used to assess the effectiveness of the Travel Plan initiatives and measures which are outlined in **Section 5.0**, with the overall goal of meeting the Travel Plan aims and objectives which are stated in **Section 2.0**.
- 4.3 The modal split for travel to/from the site has been derived from local Census data and has been used to set the baseline mode share against which targets have been set. The baseline targets will be replaced once resident surveys have been completed following occupation.
- 4.4 Journey to Work (JTW) data from the 2011 Census indicates the following modal split for JTW trips from the ward of Hinckley and Bosworth, Super Output Area – Lower Layer 008C, 009B and 009C. The census data is summarised in **Appendix B**.
- Driving a car or van = 79.8%;
 - Passenger in a car or van = 5.4%;
 - Taxi = 0.1%;
 - Train = 1.0%;
 - Bus, minibus or coach = 1.4%;
 - Motorcycle, scooter or moped = 0.9%;
 - Bicycle = 3.5%;
 - On foot = 7.3%;
 - Other methods of travel to work = 0.4%.

Targets

- 4.5 It is likely that the modal split for the proposed residential development will be similar to the observed existing data for the area outlined above. However, baseline data will be obtained from the first set of travel surveys at the site.
- 4.6 In order to ensure that the targets are both realistic and achievable, it is proposed that these are set following the first set of travel surveys at the site.
- 4.7 Notwithstanding the above, an appropriate (5-year) target for the site is likely to be a reduction in peak hour car trips of 10% (i.e. 10% of 79.4%, or 8.0% in absolute terms), to be transferred to other modes.
- 4.8 It is envisaged that the 10% reduction in single occupancy car trips will be achieved through increasing walking, cycling and bus trips to and from the site. The multi modal targets are set out below:

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- Bus Travel – increase from 1.5% to 3.5%. This will be achieved by provision on new bus stops on Stoke Road (north of the A47) and the A47. These will be secured through an appropriate mechanism and will be agreed with LCC. Furthermore, timetable information will be made available as part of the travel pack and public transport vouchers will be offered to each dwelling.
- Bicycle – Increase from 3.6% to 7.6%. This will be achieved by provision of shared use footway/cycleways within the site and along Stoke Road and the A47. Toucan crossings will also be provided across the A47 to facilitate safe access across the road and connect to existing cycle facilities in the area. On plot cycle parking will be provided at each dwellings and details regarding local cycle routes will be provided within the resident travel packs.
- Walk – Increase from 6.9% to 10.9%. This will be achieved by provision of safe walking routes connecting the site to existing infrastructure within Hinckley. This will involve provision of two Toucan Crossings on the A47 in the vicinity of the site. Provision of walking maps will also be provided within the resident travel packs.

4.9 These targets are likely to provide a challenging but achievable target for the site, as a modal transfer of 4% to walking (for example) would equate to a 58% increase in walking over 5 years.

4.10 Remedial actions if targets are not met are set out at the end of this Travel Plan.

5.0 Travel Plan Measures and Initiatives

Introduction

- 5.1 The TA for this site considers, amongst other transport issues, the traffic impacts of the proposal to develop dwellings on the site and identifies relatively low traffic impacts.
- 5.2 Although the traffic impacts of the proposed residential development are minimal, it is considered that the developer of the site should seek to further minimise any traffic impacts, where possible, by promoting sustainable modes of transport.
- 5.3 There are also further, equally important, reasons for promoting sustainable travel such as: travel choice, environment, need, and health benefits.

Promotion of Sustainable Modes of Travel

- 5.4 Residents of the site will be encouraged to travel via sustainable modes, particularly walking and cycling, for environmental and health reasons and to minimise traffic impacts of the development on the local area; this will be done through the following sustainable travel initiatives:
 - Promote walking to/from the development by:
 - Providing a map of local walking routes from the site to key local facilities.
 - Promoting the health benefits of walking: <https://walk4life.info/>
 - Ensure the provision of appropriate pedestrian linkages to/from the site, including the provision of a toucan crossing along the A47;
 - Encourage cycling to/from the site by:
 - Providing secure on-plot cycle storage.
 - Providing maps of the designated local cycle routes within vicinity of the site.
 - Promoting cycling information websites for the local area
 - Promoting the health benefits of cycling.
 - Providing links to the existing cycle network.
 - 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 public transport vouchers to each dwelling, equivalent to 3 x 4 week Leicester and Derby Zone Plus tickets at a cost of £219 per dwelling.
 - Encourage sustainable car journeys by:
 - Raising awareness of car ownership costs through the Travel Packs.
 - Promote the benefits of car sharing and provide links to appropriate car sharing websites.
 - Providing an electric vehicle charging point at each dwelling.
 - Promote the Travel Plan and its measures by:

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- Publicising the Travel Plan on the development website.
- Preparing and distributing Travel Packs to every household on occupation.

Action Plan

5.5 **Table 5** details the action plan for the implementation of the proposed measures and initiatives.

Table 5 – Action Plan

Travel Mode	Initiative	Target Date	Person Responsible	Other Delivery Partners
Walking	Provide a map of local walking routes to the site from key areas such as the local residential areas	At occupation	TPC	
	Promote the health benefits of walking	At occupation	TPC	
	Ensure the provision of appropriate pedestrian linkages from the site	Prior to occupation	Developer	LCC
Cycling	Providing secure on-plot cycle storage	At occupation	Developer	
	Providing maps of the designated local cycle routes within vicinity of the site.	At occupation	TPC	
	Promote the health benefits of cycling	At occupation	TPC	
	Providing links to the existing cycle network	Prior to occupation	Developer	LCC
Public Transport	Providing detailed public transport information, including timetables and fares in Travel Packs provided to residents on occupation	At occupation	TPC	LCC and Local Public Transport Providers
	Promote the benefits of multi-modal travel through Travel Packs	At occupation	TPC	
	Providing public transport vouchers to each dwelling for the use of local bus services	At occupation	TPC	Public Transport Providers
	Provision of new bus stops on Stoke Road and A47	At Occupation	Developer	LCC
Sustainable Car Journeys	Make residents aware of car share schemes through the Travel Packs.	At occupation	TPC	
	Raising awareness of car ownership costs through the Travel Packs	At occupation	TPC	
	Provision of EV charging point at each dwelling	Prior to occupation	Developer	
Promoting the Travel Plan	Publicise the Travel Plan on the occupiers' website	Prior to occupation	TPC and Developer/ Occupier	
	Provide updates of any ongoing measures and initiatives to these websites	At occupation	TPC and Developer/ Occupier	

6.0 Implementation and Surveys

Travel Packs

- 6.1 A key aspect in achieving the Travel Plan measures and initiatives will be the distribution of travel information to residents once the development starts to be occupied.
- 6.2 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.
- 6.3 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.
- 6.4 The packs will also include maps giving details of safe pedestrian and cycle routes to and from the site, together with fare, contact and timetable information for public transport services.
- 6.5 A simple statement outlining the benefits of sustainable and multi-modal 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 Co-ordinator (TPC)

- 6.6 A fundamental aspect of any Travel Plan is the identification and appointing of a TPC for the site. It will be the responsibility of the developer to identify a TPC, which is likely to be a member of the on-site sales team whilst the development is being built out and occupied.
- 6.7 It is essential that the TPC can dedicate sufficient time to developing the initiatives and implementing an overall strategy for the development.
- 6.8 The TPC will have a sound knowledge of the local transport in the area and should wholeheartedly believe in the strategy to be implemented for the site. They should be approachable, amenable to suggestions and possess a high level of interpersonal skills, as they will be required to converse with outside bodies such as public transport operators and the local authority.
- 6.9 It is envisaged that the TPC will be responsible for setting up, promoting, and monitoring the following schemes:
 - Travel Plan promotion and awareness, including information campaigns throughout the site; and,
 - Consultation with bus operators and the local authority, to provide up-to-date information on services and facilities.
- 6.10 The TPC will, as the site develops, communicate on a regular basis with the local authority and they will ensure that information about sustainable modes of transport is freely available for residents.
- 6.11 Following site occupation, the developer and TPC will ensure that residents are aware of the aims and objectives of the Travel Plan by publishing information on the developer's website and within the sales office.

- 6.12 The TPC will be responsible for the monitoring of the Travel Plan and to continue to help promote sustainable modes of travel for a period of no less than 5 years.
- 6.13 If the targets set out in **Section 5.0** are not met, the TPC will be responsible for implementing more personalised and specific travel planning measures for households. Details of which will be a product of the residents' travel surveys. Some measures that could be implemented should the targets not be met include:
- Increase the intensity of the marketing and promotion of the TP and travel options;
 - Implement a site specific car sharing database;
 - Implement a Personal Travel Planning (PTP) Programme for the development; and
 - Further promote bus ticketing incentives for the development.

Travel Surveys

- 6.14 Travel surveys will be produced for the new residents to complete; at this stage, it is considered that the surveys should be undertaken within the first 12 months of first occupation at the site and then subsequent surveys annually after this.
- 6.15 The first travel survey will seek to identify the measures and initiatives which residents would find the most practical in terms of reducing single occupancy car journeys.
- 6.16 The travel surveys will derive the initial modal split and thus facilitate the setting of true targets.
- 6.17 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.
- 6.18 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.

Monitoring

- 6.19 Modeshift STARS will be used to undertake the Travel Plan monitoring into the future. They are also the preferred producer of Travel Plan Surveys for occupiers.
- 6.20 The ongoing monitoring of the Travel Plan will be the responsibility of the TPC in conjunction with Modeshift STARS under the guidance of LCC staff.
- 6.21 The monitoring programme will be implemented for a minimum of 5-years.

Remedial Action if Targets Not Met

- 6.22 If the targets set out in **Section 4.0** are not met, the following remedial measures will be carried out:
- A marketing campaign will be carried out to make all residents aware of the public transport vouchers available to them. All households that have not yet taken up their voucher offer will be encouraged to redeem it.
 - Personal travel planning assistance will be offered to all residents and will be undertaken by the Travel Plan Coordinator.
 - Updated public transport information will be posted to all residents reminding them of options available to them.

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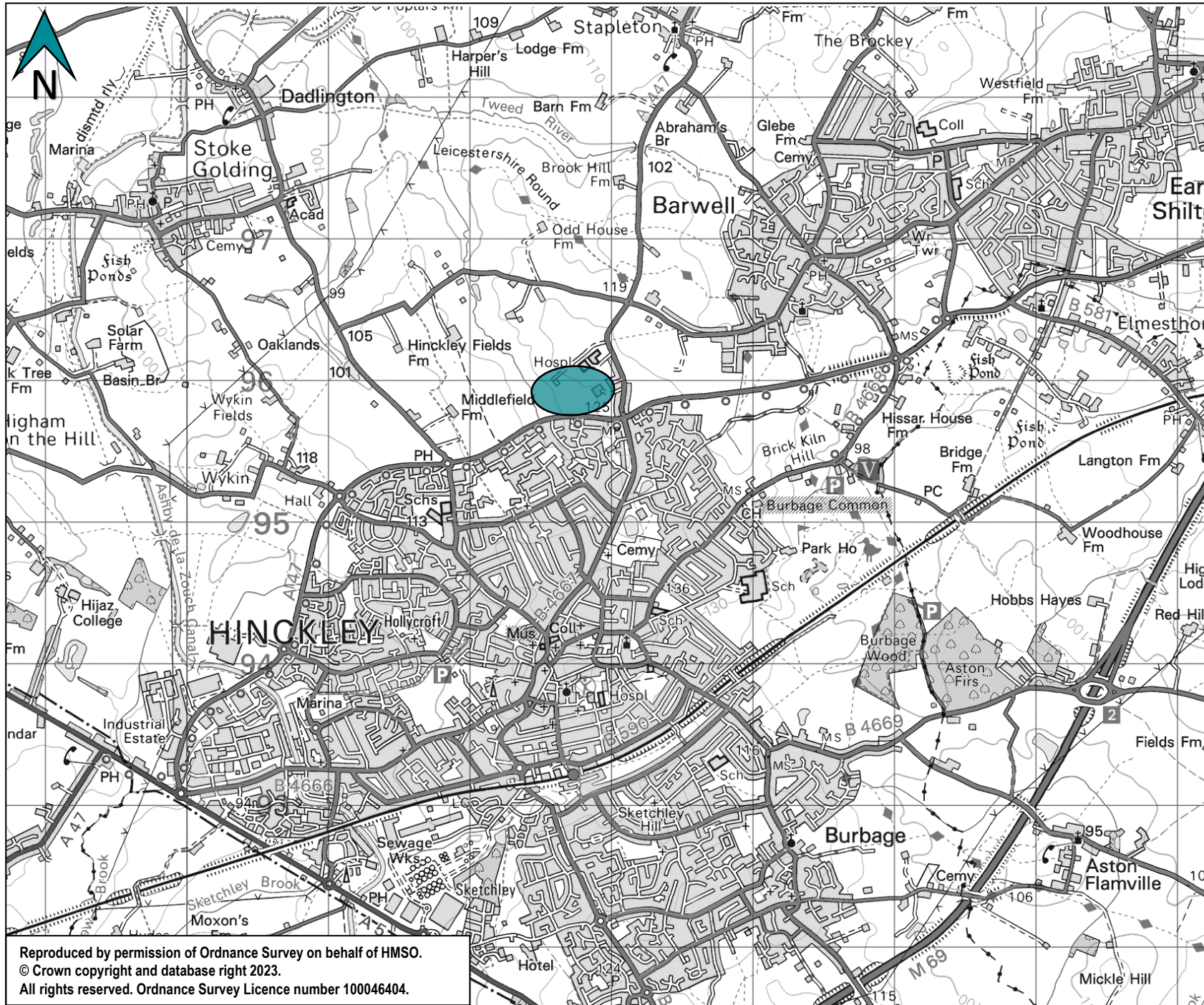
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Figures



Legend

● Site



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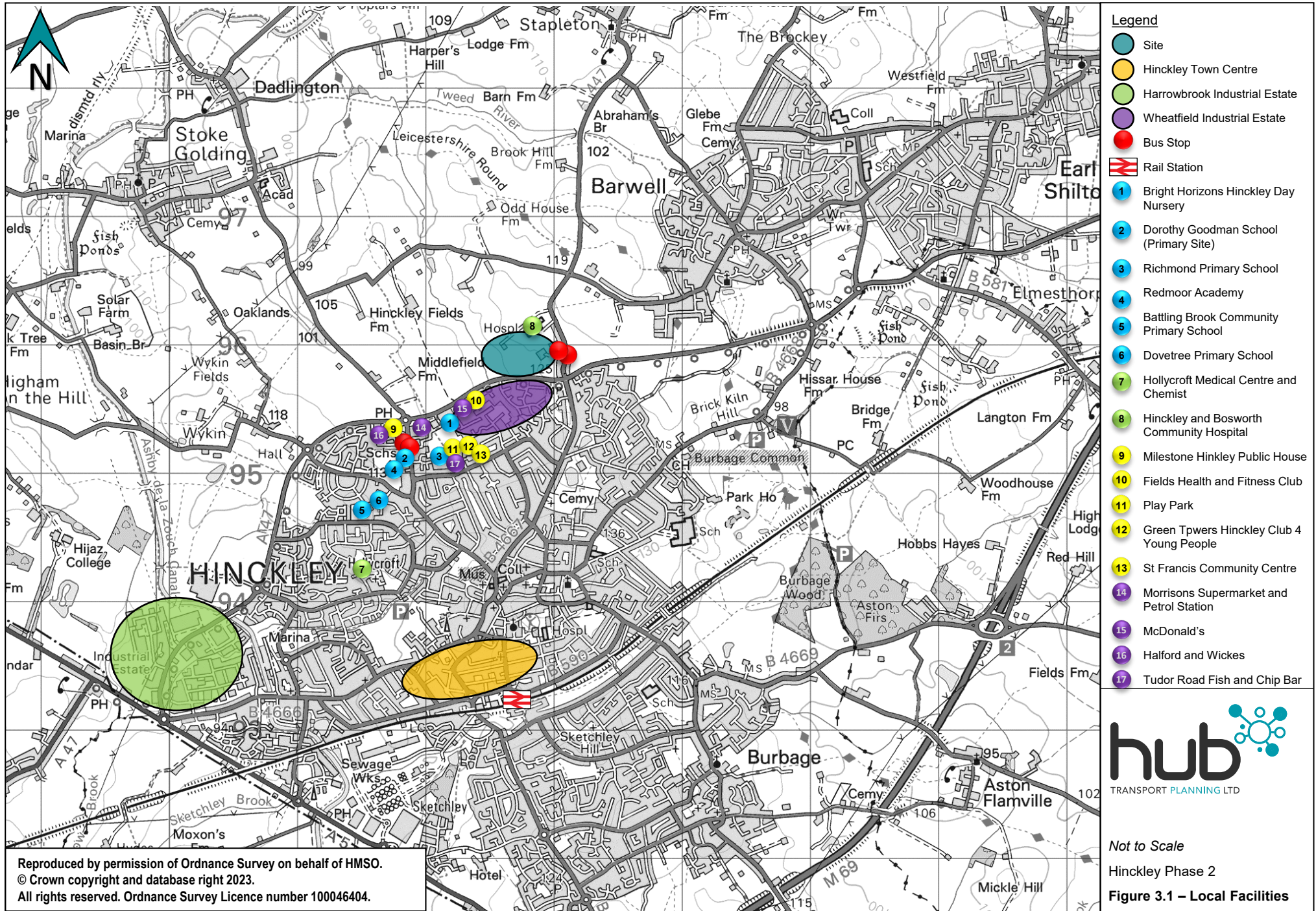
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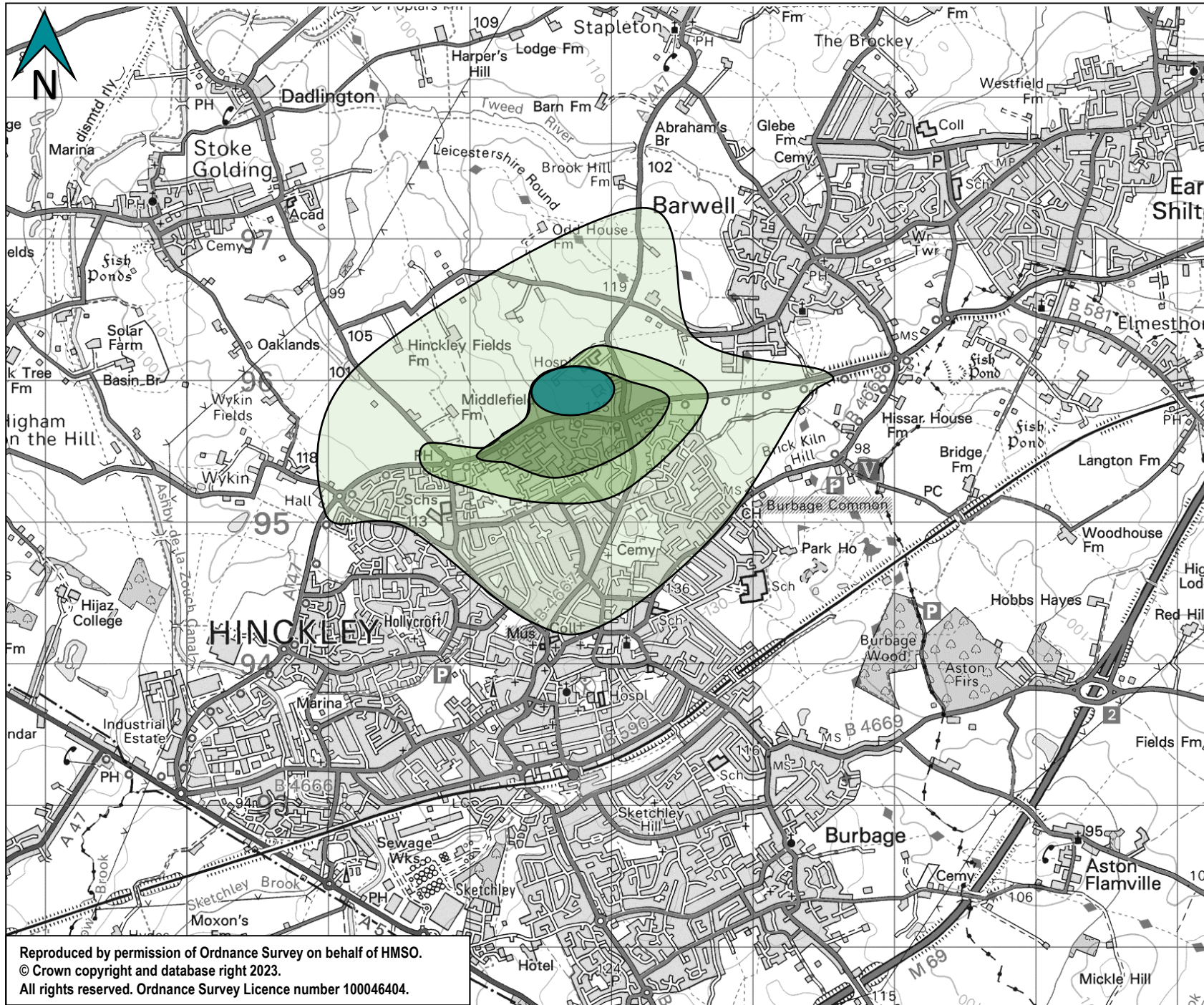
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North Hinckley

Figure 1.1 – Site Location Plan

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Legend

- Site
- 800m Walk Distance
- 1.2km Walk Distance
- 2.0km Walk Distance



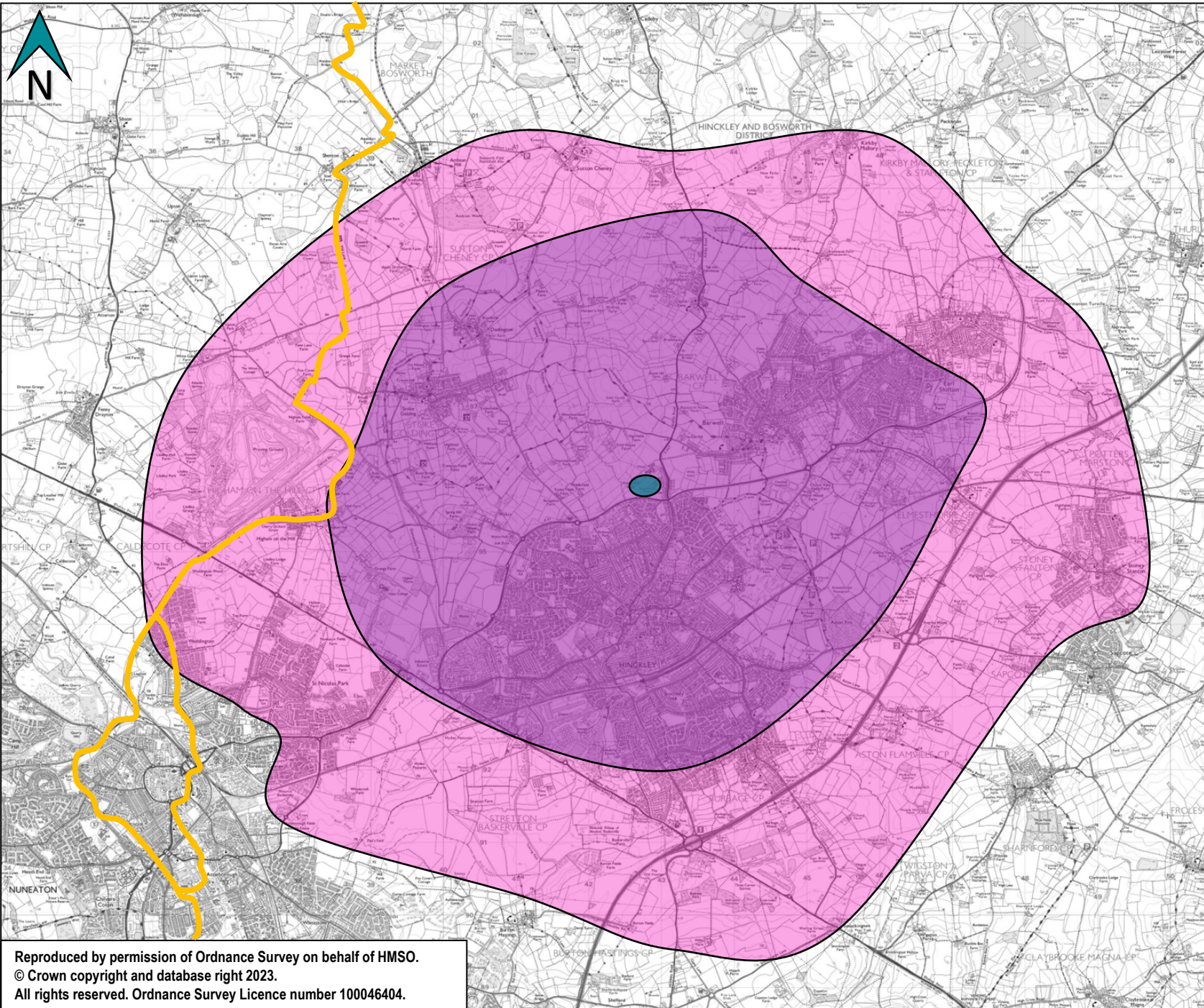
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Not to Scale

Hinckley Phase 2

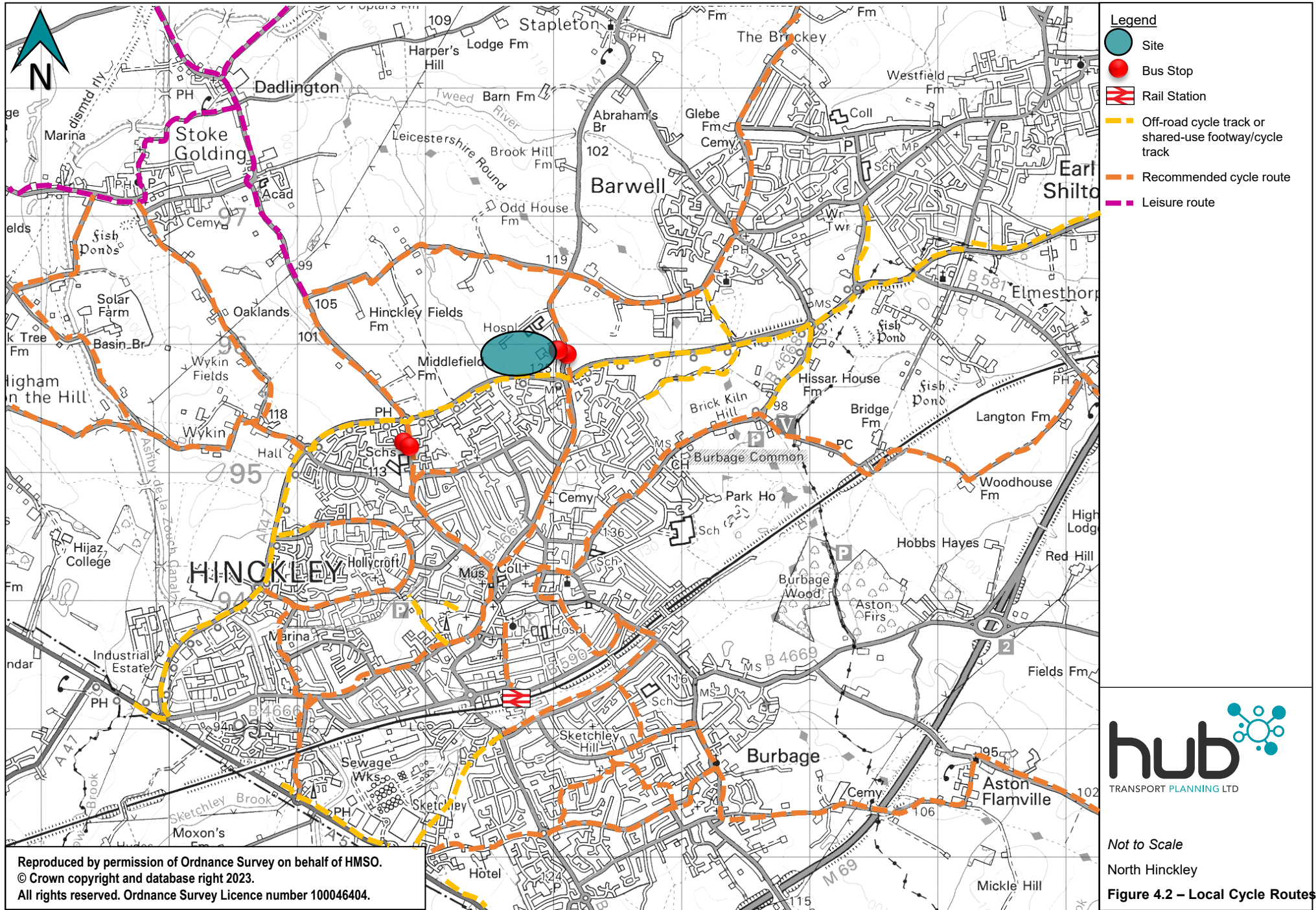
Figure 3.2 – Walk Distances

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Legend

- Site
- 5.0km Cycle Distance
- 8.0km Cycle Distance
- NCN Route 52



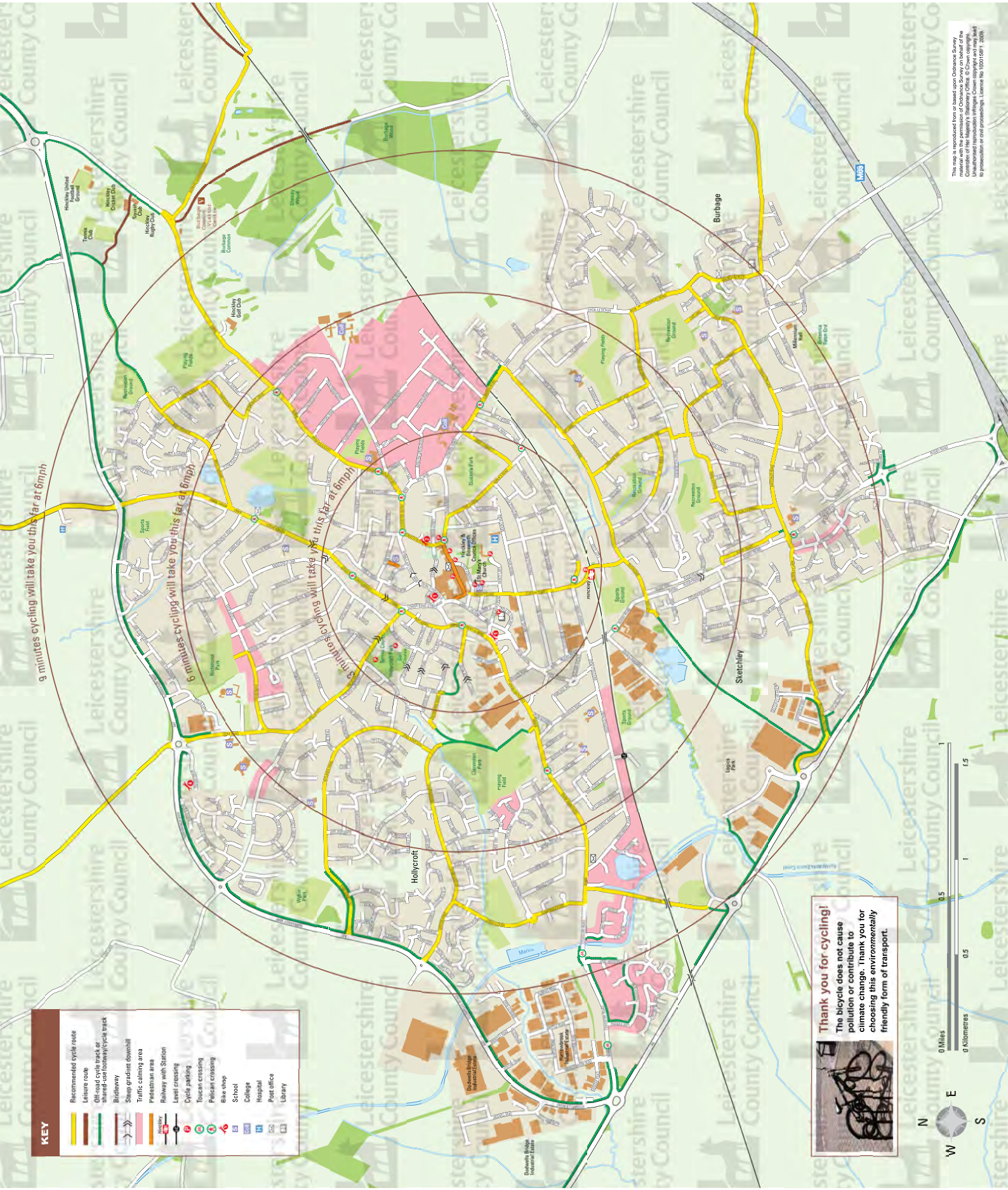
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**Land North of A47 Normandy Way and
West of Ashby Road, Hinckley**



Appendix A

Hinckley Cycle Map



KEY

- Recommended cycle route
- Leisure route
- Off-road cycle track or shared-use footway/cycle track
- Bridleway
- Steps gradient downhill
- Traffic calming area
- Footway in use
- Railway with Station
- Level crossing
- Cycle parking
- Toucan crossing
- Pelican crossing
- Blue stop
- School
- College
- Hospital
- Post office
- Library

Thank you for cycling!

The bicycle does not cause pollution or contribute to climate change. Thank you for choosing this environmentally friendly form of transport.



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**Land North of A47 Normandy Way and
West of Ashby Road, Hinckley**



Appendix B

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
date 2011
rural urban Total

Method of Travel to Work	E01025864 : Hinckley and Bosworth 008C	E01025860 : Hinckley and Bosworth 009B	E01025861 : Hinckley and Bosworth 009C	TOTAL	%
Underground, metro, light rail, '	0	3	0	3	0.1%
Train	8	5	13	26	1.0%
Bus, minibus or coach	13	12	10	35	1.4%
Taxi	1	0	2	3	0.1%
Motorcycle, scooter or moped	11	5	7	23	0.9%
Driving a car or van	637	662	682	1,981	79.8%
Passenger in a car or van	44	41	49	134	5.4%
Bicycle	34	20	32	86	3.5%
On foot	72	37	73	182	7.3%
Other method of travel to work	1	6	3	10	0.4%
TOTAL	821	791	871	2,483	100%

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.