

P e l l   F r i s c h m a n n

Land West of Ratby

Framework Travel Plan

109003

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## Contents

1	Introduction .....	4
1.1	Instruction .....	4
2	Background .....	5
2.1	Definition of a Travel Plan .....	5
2.2	Travel Plan Objectives and Benefits .....	5
2.3	Introduction to this TP.....	5
3	Existing Conditions .....	7
3.1	Introduction .....	7
3.2	Site Location .....	7
3.3	Local Planning Approval.....	7
3.4	Local Highway Network .....	7
3.5	Local Facilities and Sustainable Travel .....	9
3.6	Summary .....	14
4	Development and Access Proposals.....	15
4.2	Markfield Road Access.....	15
4.3	Desford Road Access.....	16
4.4	Phase 1 Access.....	16
4.5	Internal Spine Road, Active Travel & Phasing .....	17
4.6	Parking Provision.....	17
4.7	Servicing.....	17
5	Targets .....	18
5.1	Introduction .....	18
5.2	Travel Survey .....	18
5.3	Modal Split.....	18
5.4	Target/s .....	19
6	Measures and Incentives .....	21
6.1	Introduction .....	21
6.2	Measures and Incentives – Promotion and Awareness Raising .....	21
6.3	Measures and Incentives – Encouraging Other Modes .....	22
6.4	Long Term Measures .....	23
7	Implementation and Monitoring .....	24
7.1	Implementation .....	24
7.2	Monitoring .....	24
7.3	Travel Plan Review.....	25
8	Action Plan .....	26

## Figures

Figure 1. Site Location .....	4
Figure 2. Local Highway Network .....	8
Figure 3. 2km Pedestrian Catchment .....	10
Figure 4. Local PROW Routes .....	11
Figure 5. Routes from Site to Ratby Centre .....	12
Figure 6. 8km Cycle Catchment .....	13
Figure 7. Adjacent Approval Western Footpath Route (Extract) .....	16

## Tables

Table 1. Local Amenities .....	9
Table 2. Acceptable Walking Distances Guidance Table .....	10
Table 3. Summary of Bus Services (Approx.) .....	13
Table 4. Parking Guidance (Minimum) .....	17
Table 5. Method of Travel to Work .....	18
Table 6. Method of Travel to School .....	19
Table 7. Proposed Site Vehicle Residential Trip Generation (509 Units) .....	19
Table 8. Proposed Site Educational Vehicle Trip Generation (210 off-site students) .....	19
Table 9. Proposed Total Off-Site Vehicle Trip Generation .....	19
Table 10. Initial Target Residential Vehicle Trip Generation (509 dwellings) .....	20
Table 11. Initial Target Educational Vehicle Trip Generation (210 off-site students) .....	20
Table 12. Initial Target Total Vehicle Trip Generation .....	20
Table 13. Action Plan .....	26

## Appendices

Appendix A: Concept Masterplan

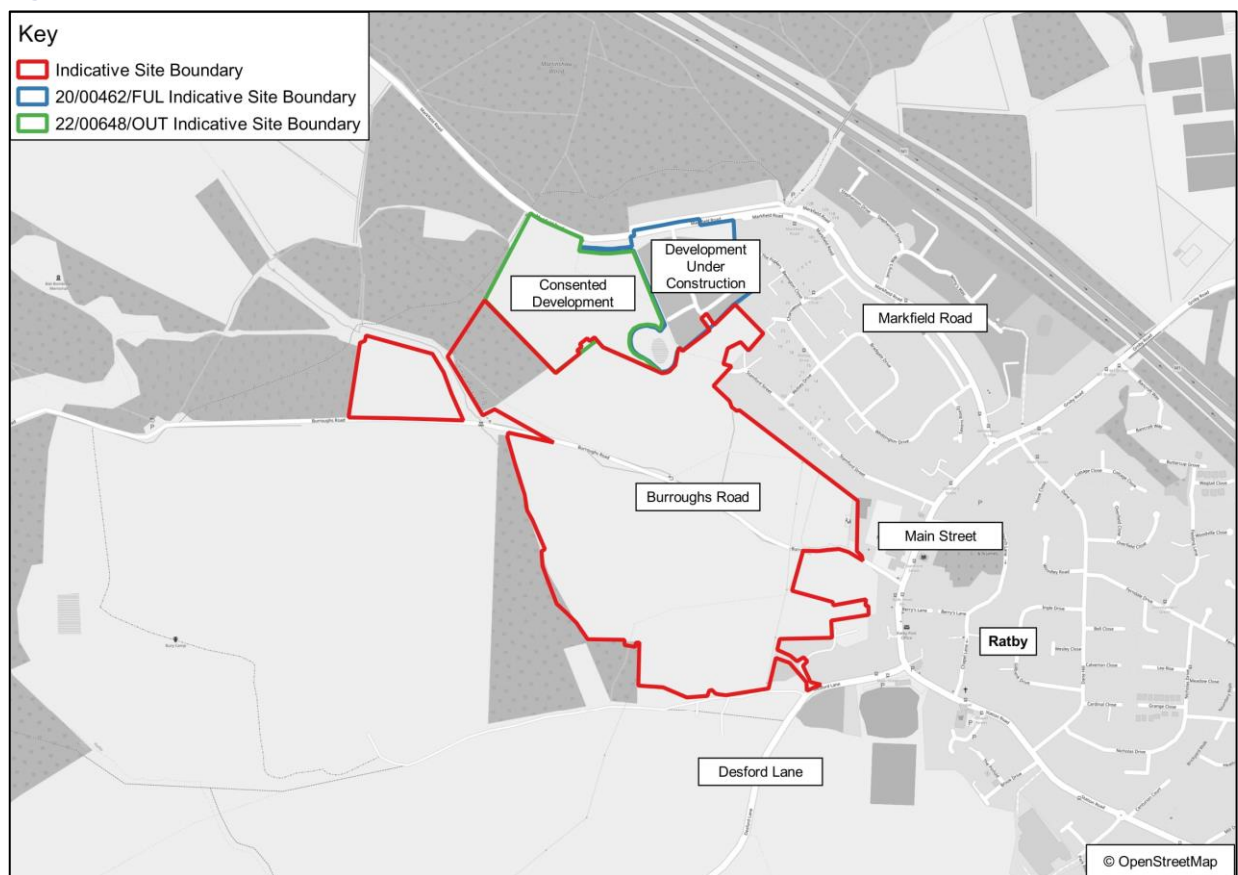
# 1 Introduction

## 1.1 Instruction

1.1.1 Pell Frischmann (PF) has been instructed by Lagan Homes (the Client) to provide highways and transport advice and prepare a Framework Travel Plan (TP) report to support an outline planning application (with all matters reserved apart from access) for a phased, mixed-use development comprising about 470 dwellings (Use Class C3) or, in the alternative, up to about 450 dwellings and care home (Use Class C2). Provision of land for community hub (Use Class F2); provision of land for 1FE primary school (Use Class F1); and associated operations and infrastructure including but not limited to site re-profiling works, sustainable urban drainage system, public open space, landscaping, habitat creation, internal roads/routes, and upgrades to the public highway.

1.1.2 **Figure 1** shows the location of the proposed development.

**Figure 1. Site Location**



1.1.3 This report presents the Framework TP (TP) for the development and can be read in conjunction with the Transport Assessment (TA) which has been produced separately to accompany the planning application.

1.1.4 This TP outlines the proposed targets and measures aimed at managing and reducing car travel for residents, students, staff and visitors at the development through the promotion of sustainable alternatives.

1.1.5 A copy of the concept masterplan is included within **Appendix A**.

## 2 Background

### 2.1 Definition of a Travel Plan

- 2.1.1 As quoted in Department for Transport's (DfT) guidance, 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".
- 2.1.2 Travel Plans involve the development of agreed targets and outcomes which are linked to an appropriate package of measures that aim to reduce the need to travel; encourage more sustainable journeys, and reduce single occupancy car use, for all trips associated with the development. The Travel Plan process also includes continuous monitoring, review, and refinement with travel survey data used to better understand trends in travel patterns. The Travel Plan is therefore a living document that will be continually updated.

### 2.2 Travel Plan Objectives and Benefits

- 2.2.1 The National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG) set out in detail the Central Government Guidance with respect to Travel Plans.
- 2.2.2 Travel Plans aim to meet the objectives contained within the above documents and to achieve the minimum number of single occupancy car movements to and from a site. This could have positive effects such as:
- Reducing pressure on the surrounding highway capacity, particularly at peak times, cutting carbon emissions and their contribution to climate change;
  - Reducing road danger and protecting vulnerable road users;
  - Reducing the cost of works on the highway or other transport infrastructure;
  - Encouraging more active travel with associated health gains;
  - Improving local air quality;
  - Reducing noise pollution;
  - Address the access needs of site users, by supporting walking, cycling and public transport and;
  - Provide adequately for those with mobility difficulties.
- 2.2.3 A Travel Plan also aims to:
- Deliver a focused approach to encourage alternative travel behaviour for residents associated with the site;
  - Encourage and facilitate the use of safe and viable alternatives to single occupancy car travel to and from the site;
  - Increase resident's awareness of the potential for, and advantages of, travelling by sustainable modes of travel, including walking, cycling, public transport, and car sharing for all journeys;
  - Inform residents of the social, environmental, and economic costs of their travel choices;
  - Provide practical information on how residents can travel by more sustainable transport modes, including car sharing, with integration between different transport modes for all journeys;
  - Provide practical initiatives based on regular appraisal of travel patterns;
  - Achieve more attractive environments that contribute to regeneration and renewal initiatives;
  - Represent good practice and provide an educational tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist.

### 2.3 Introduction to this TP

- 2.3.1 This TP outlines the proposed targets and measures aimed at reducing car travel for users of the site to and from the proposed development by encouraging travel by sustainable modes.

- 2.3.2 Management of the TP represents an important element in pursuing the overall objective and aims of the Travel Plan. Hence, a site wide Travel Plan Co-ordinator (SWTPC) will also be appointed to manage the overall Travel Plan process on the site, with individual Travel Plan Coordinators (TPC's) appointed for each specific land use. Should multiple developers bring forward the residential element, then there may be multiple TPC's for this element reporting to the SWTPC.

## 3 Existing Conditions

### 3.1 Introduction

- 3.1.1 This chapter details the existing, or baseline, transport conditions including public transport, walking, cycling, highways and traffic conditions. A review of road safety within the vicinity of the site has also been undertaken and is included further within this chapter.
- 3.1.2 It is important that baseline conditions are accurately established so that the context of any potential future development at the site, and its potential impact on the surrounding transport and highway networks, can be fully understood.

### 3.2 Site Location

- 3.2.1 The proposed site is located on the western edge of Ratby and forms several agricultural fields with access via a gated farm access via Desford Lane at the southern side of the site. Burroughs Road runs through the centre of the site. The northern end of the proposed development abuts the southern end of the consented development. **Figure 1** displays the indicative location of the proposed development.

### 3.3 Local Planning Approval

- 3.3.1 An outline planning application (22/00648/OUT) was approved in September 2023 for 75 dwellings. This site is located along the northern boundary of the site., The proposed development site will use this developments access road to the off Markfield Road to access the site from the north. At the time of writing, no dwellings have been constructed.
- 3.3.2 Adjacent to the north-eastern boundary of the site, planning application 20/00462/FUL for 90 dwellings was approved (subject to conditions) in May 2020. Access to the site is to be made via a new priority junction with ghost island right turn lane off Markfield Road. At the time of writing, construction has commenced with a number of dwellings being occupied.
- 3.3.3 Approximately 500m to the east of the proposed development site, planning application 19/00680/OUT for approximately 168 dwellings was approved subject to conditions in June 2019. Access to the scheme is taken via a priority access between 76-82 Markfield Road. At the time of writing, the site appeared to be approaching completion.
- 3.3.4 Planning Application 21/01295/OUT, on Desford Lane, approximately 1km southeast of the proposed development site, was granted outline planning permission in February 2024 after going through an appeal for the construction of up to 225 dwellings.

### 3.4 Local Highway Network

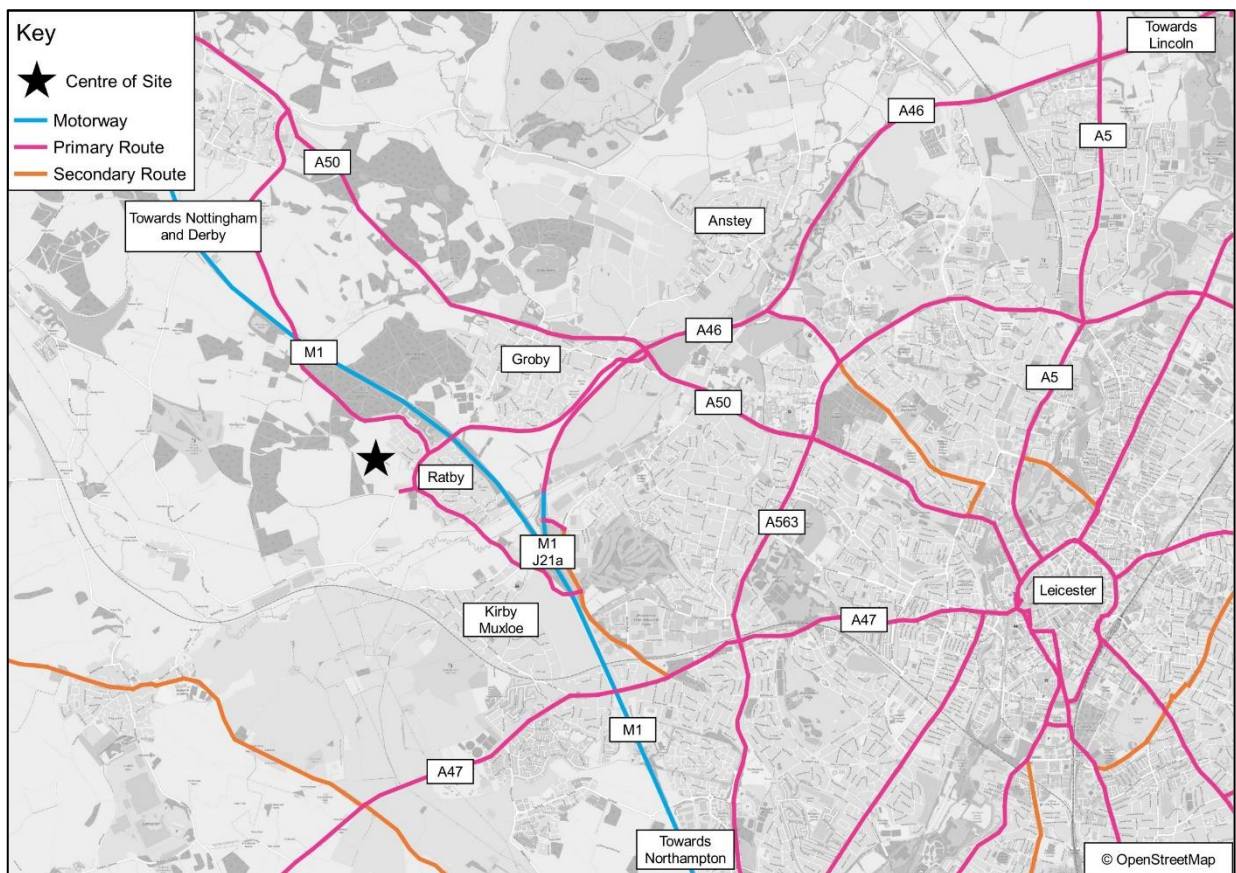
- 3.4.1 Burroughs Road is a rural lane that serves farmland access to Burroughs Wood to the west. Then to the east, Burroughs Road is restricted to 30mph and is street lit up to the Plough Inn. Immediately after the access to Ratby Primary school, there is a warning signage for pedestrians in the carriageway. In the vicinity of the Main Street/Burroughs Road junction, it is lightly trafficked with a small park and short section of parking next to The Bulls Head. There is also a vehicles access to the playing fields adjacent to a PROW.
- 3.4.2 Markfield Road provides a link north towards Markfield and south into Ratby. In the vicinity of the site, Markfield Road measures approximately 6m wide and is de-restricted. Approximately 70m east of the consented access, Markfield Road is restricted to 30mph.
- 3.4.3 Desford Lane forms a link north-east to Ratby and south-west towards Desford. In the vicinity of the site access, Desford Lane is approximately 6.5m wide with street lighting and is de-restricted. Approximately



35m to the east of the site access, Desford Lane is subject to a 30mph speed limit where a raised table access is located. As part of planning application 20/00786/FUL, the existing 30mph signage is to be re-located to the west of its existing position. It is anticipated this will be located to tie in with the proposals as part of Planning Application 21/01295/OUT.

- 3.4.4 At its southern end, Markfield Road forms a mini-roundabout with Groby Road/Main Street, while a simple priority-controlled T-junction is present at its northern end with Thornton Lane.
- 3.4.5 At the northern end of Desford Lane is a simple priority junction with Main Street/Station Road. There is also a simple priority junction at the southern end of Desford Lane, with Desford Lane continuing east towards Kirby Muxloe and west to Desford.
- 3.4.6 Main Street/Groby Road is a local distributor route providing access north-east via Groby towards Leicester (A50) and the Leicester Western Bypass. To the south-east, Main Street routes towards southern Leicester and the M1 Motorway. Main Street/Groby Road is subject to a 30mph speed limit within Ratby, changing to 40mph east of the bridge over the M1.
- 3.4.7 The M1 Motorway can be accessed southeast of the site at Junction 21a and Junction 22 to the north-west of the site at Markfield via the A50. The M1 forms a strategic link north/south in the direction of Sheffield and London, respectively.
- 3.4.8 The site is therefore considered to be very well connected to the local and regional highway network. A detailed plan of the local highway network is shown in **Figure 2**.

**Figure 2. Local Highway Network**



## 3.5 Local Facilities and Sustainable Travel

### Local Facilities

- 3.5.1 The majority of trips that will be made by sustainable modes are for the purpose of commuting, short shopping trips, access to leisure facilities, trips to school and other destinations. Of particular interest are the levels of facilities and services that can be accessed locally.
- 3.5.2 The site is located approximately a 450m walk from the centre of the village north of Main Street where the majority of local facilities are located. Using Burroughs Road, there are alternative routes that can be taken to reach the centre of Ratby, these involve various PROWs routing off Burroughs Road. Facilities within the centre of Ratby include education, retail, employment and leisure facilities.
- 3.5.3 **Table 1** displays a sample of key facilities near the site.

**Table 1. Local Amenities**

Amenity Type	Amenity	Approximate Walking Distance (metres)	Approximate Walking Time	Approximate Cycle Time (minutes)
Recreation	Burroughs Wood	330	4 minutes	1 minute
Retail	Main Street Retail Units	450	5 1/2 minutes	1 1/2 minutes
Education	Ratby Library	450	5 1/2 minutes	1 1/2 minutes
Education	Ratby Primary School	450	5 1/2 minutes	1 1/2 minutes
Retail	Ratby Post Office	450	5 1/2 minutes	1 1/2 minutes
Recreation	Ratby Town Cricket Club	965	11 1/2 minutes	3 minutes
Retail	Co-op Supermarket	965	11 1/2 minutes	3 minutes
Employment	Pear Tree Office Park	1,125	13 1/2 minutes	3 1/2 minutes
Health	Surgery	1,290	15 1/2 minutes	4 minutes
Employment	Park Road Employment	1,450	17 1/2 minutes	4 1/2 minutes
Recreation	Ferndale Recreation Ground	1,450	17 1/2 minutes	4 1/2 minutes

- 3.5.4 **Table 1** shows that a range of amenities are within a short walking/cycle distance of the site.
- 3.5.5 All of the amenities that are within an approximate distance of 1km, help to make up Ratby village.
- 3.5.6 It is worth noting that a primary school and community hub that will be coming forward as part of this development.

### Walking / Cycling

- 3.5.7 The Guidelines for Providing for Journeys on Foot<sup>1</sup> document describes the 'maximum', 'acceptable' and 'desirable' walking distances. It suggests that in terms of commuting, walking to school and recreational journeys; walk distances up to 2,000 metres can be considered, with the 'desirable' and 'acceptable' distances being 500 and 1,000 metres respectively.
- 3.5.8 For non-commuter journeys, the guidance suggests that a walk distance of up to 1,200 metres can be considered, with the 'desirable' and 'acceptable' distances being 400 metres and 800 metres respectively.
- 3.5.9 **Table 2** summarises the broad walking journey times that can fall under each category.

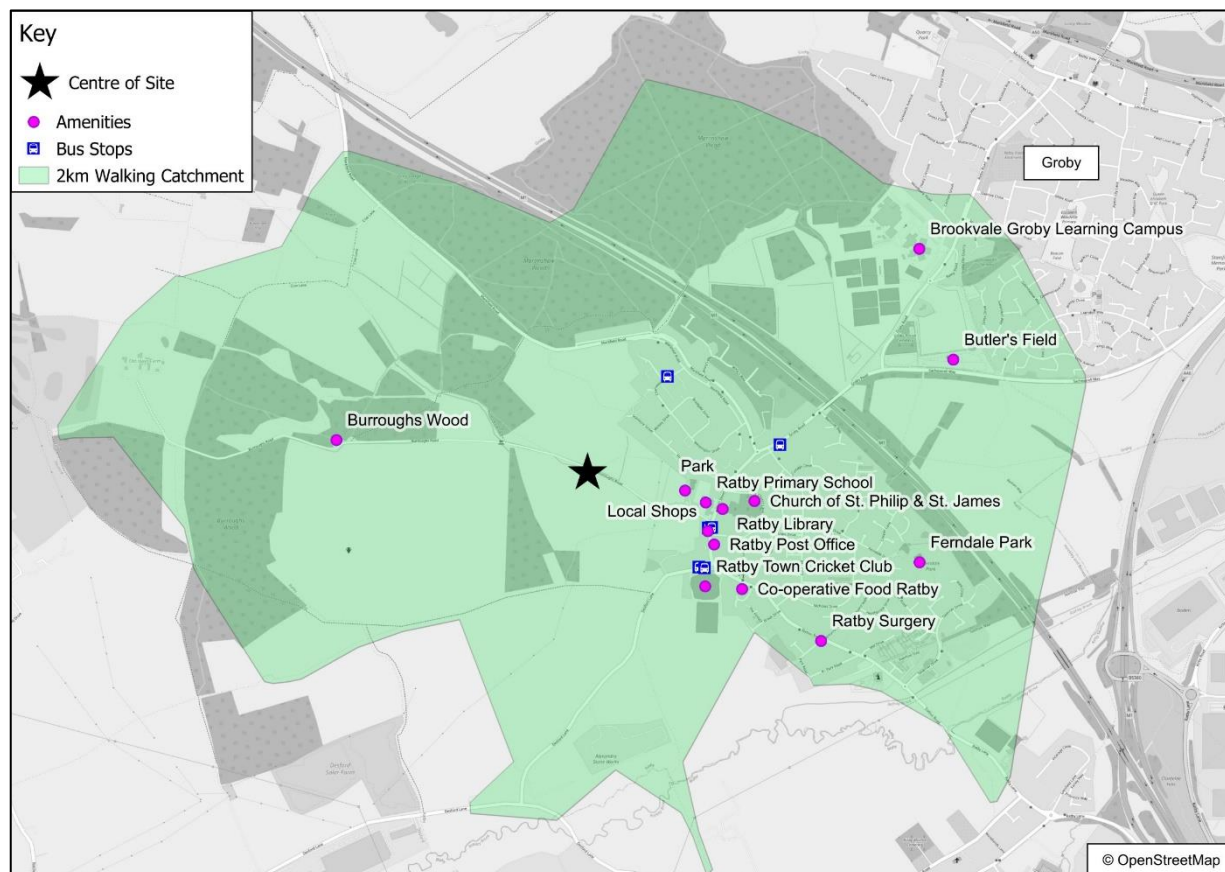
<sup>1</sup> Guidelines for Providing for Journeys on Foot, Chartered Institution of Highways and Transportation

**Table 2. Acceptable Walking Distances Guidance Table**

Journey Purpose	Suggested Acceptable Walking Distance (Meters)		
	Town Centres	Commuting/School/Sight-Seeing	Elsewhere
Desirable	200	500	400
Acceptable	400	1,000	800
Maximum	800	2,000	1,200

3.5.10 **Figure 3** identifies a 2km catchment and the associated locations of various local facilities.

**Figure 3. 2km Pedestrian Catchment**



3.5.11 **Figure 3** shows that all of Ratby is within a 2km walk of the site.

3.5.12 Throughout the main urban area of Ratby, most roads are restricted to 30 mph and benefit from footways on both sides of the road with street lighting and dropped kerb crossing points across side roads to facilitate pedestrian travel.

3.5.13 A street lit footway is proposed on Markfield Road immediately adjacent to the site access off Markfield Road as part of application 22/00648/OUT. This footway will link with existing infrastructure constructed as part of as part of planning approval 20/00462/FUL. Footways are then available on both sides of Markfield Road to connect with footways running along Main Street, providing a route to Ratby village centre as well as Brookvale Learning Campus and Groby.

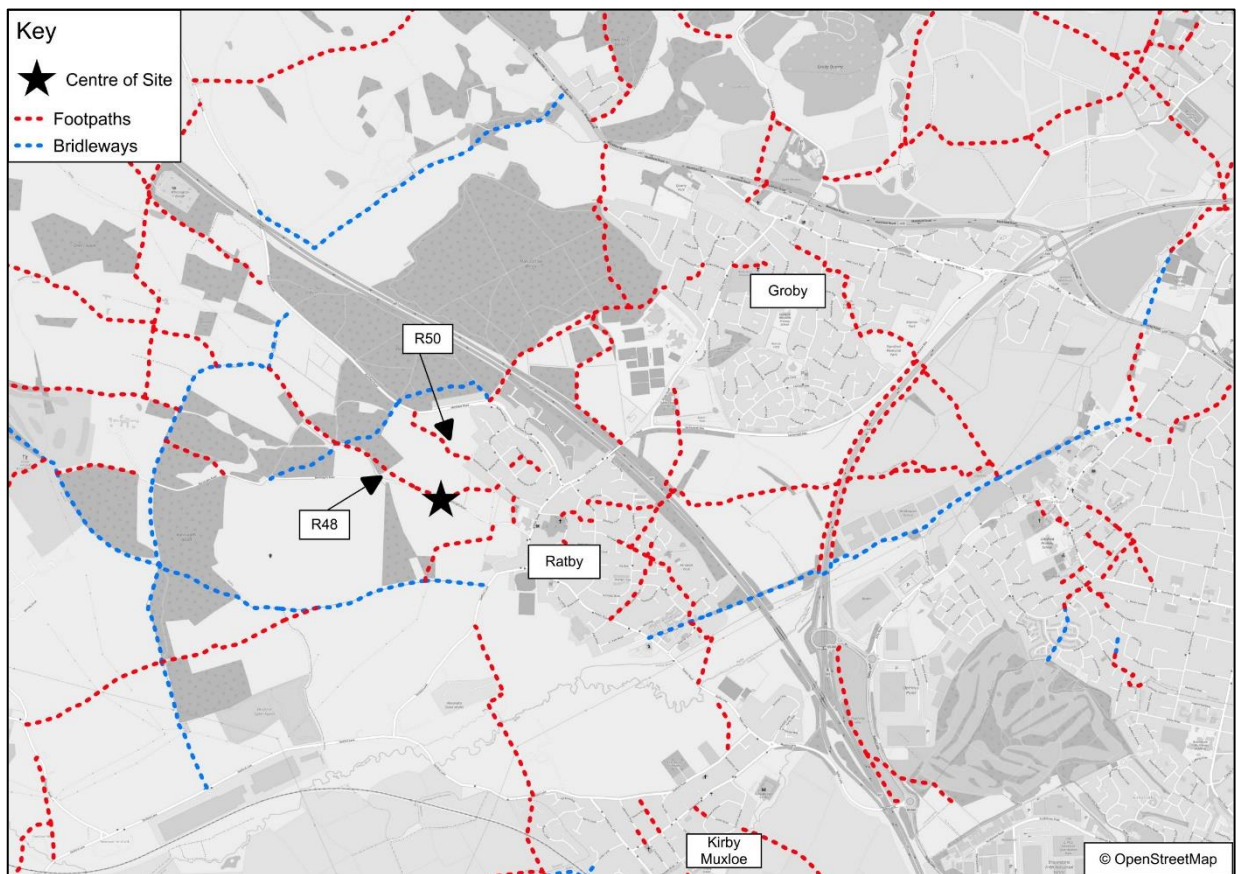
3.5.14 A street lit footway is available on the northern side of Desford lane which extends from Main Street to the site access up into Pear Tree Business Park. As part of planning application 21/01295/OUT, a 3m shared footway/cycleway on the southern side of Desford Lane, extending up to the Ratby Medical Centre raised table access. There is also a proposed toucan crossing immediately to the west of the Desford



Lane access to Pear Tree Office Park as well as a 3m wide shared footway/cycleway from west of the access. Cyclists will then be discharged into the carriageway by Ratby Medical Centre.

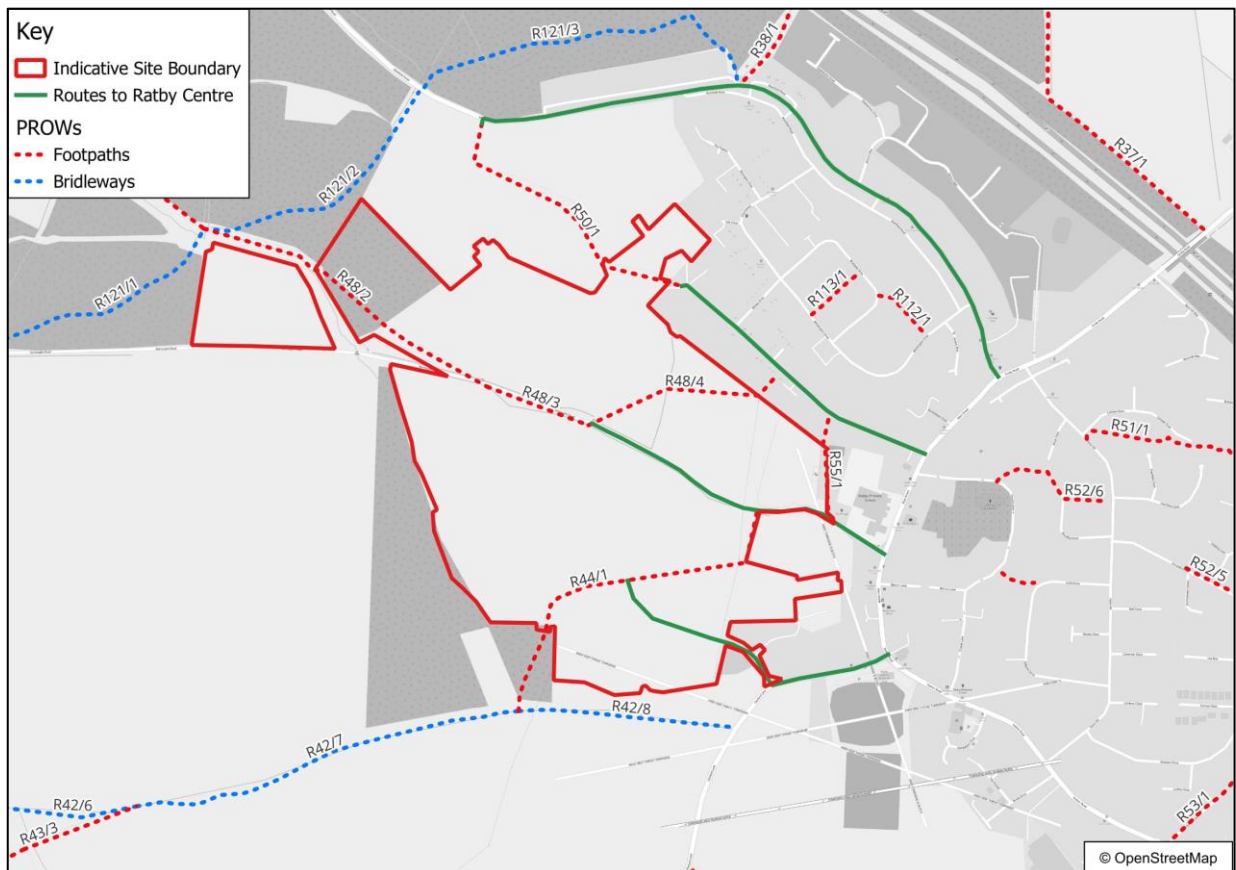
- 3.5.15 Uncontrolled pedestrian crossing points are incorporated into each arm of the Markfield Road/Grobby Road mini roundabout to enhance pedestrian accessibility at the location. Each of the uncontrolled crossing points provide dropped kerbs, tactile paving, and a central pedestrian refuge. A further crossing facility, in the form of a zebra crossing, is provided along Main Street, directly adjacent to Ratby Primary School. The zebra crossing includes dropped kerbs, tactile paving, and guard railings.
- 3.5.16 Furthermore, a number of Public Right of Way (PROW) routes are present across the village. These include PROW Footpath R50 which provides a connection between the site and Stamford Street. To the west of the existing site access, an informal walking route can be seen routing west between PROW R50 and NCN 63. Stamford Street benefits from footways on both sides of the road and provides a more direct connection to Main Street in central Ratby. Burrows Road, which in part forms PROW R48, also routes a short distance from the southern boundary of the site, providing further access to Main Street.
- 3.5.17 **Figure 4** shows the local PROW routes within the vicinity of the proposed development site.

**Figure 4. Local PROW Routes**



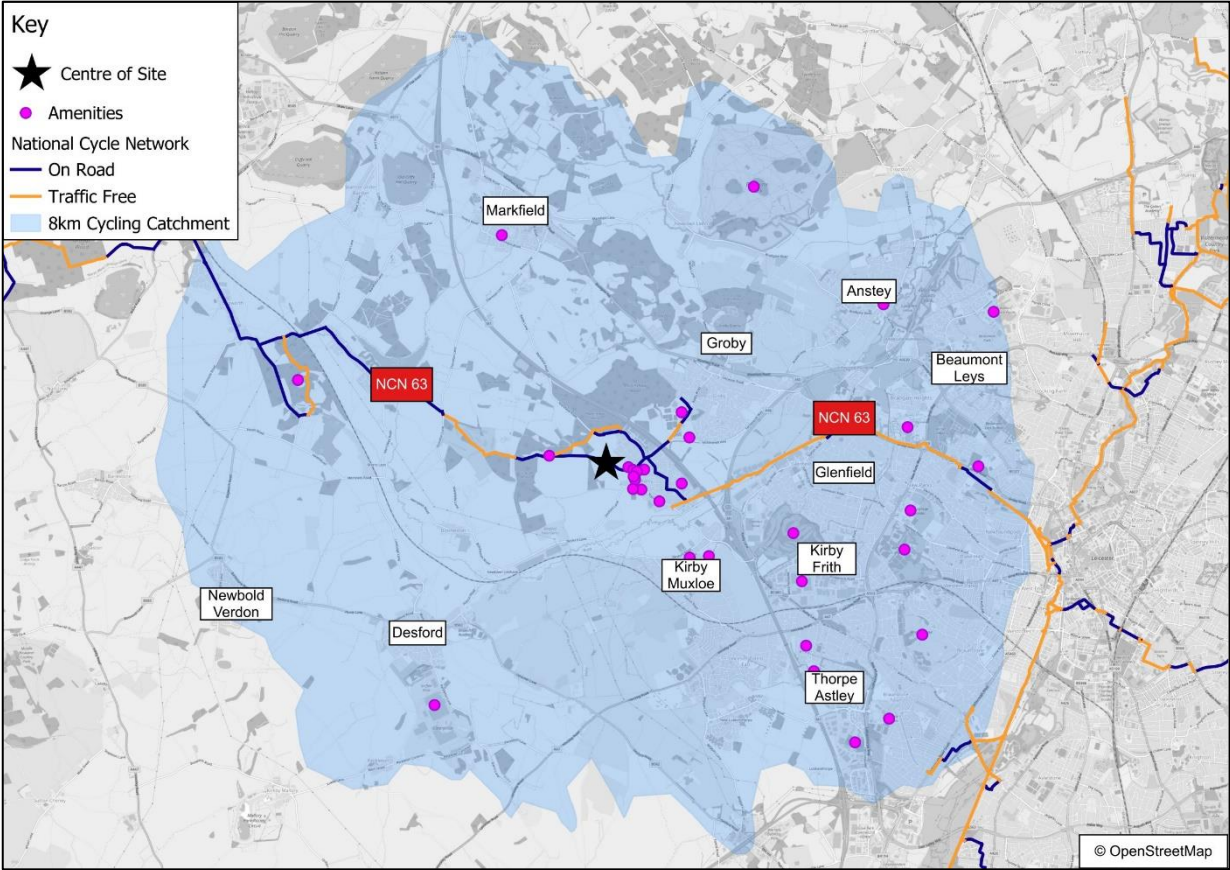
- 3.5.18 **Figure 5** shows the location of these labelled PROWs within the site along with routes leading from them to reach the centre of Ratby. There are four main routes into the centre of Ratby that continue from the PROWs. These routes are distributed across the entire length of the site that collectively make use of PROW R44, R48 and R50.

**Figure 5. Routes from Site to Ratby Centre**



- 3.5.19 Local Transport Note (LTN) 1/04 states that there are limits to the distances generally considered acceptable for cycling. The mean average length for cycling is 4km (2.4 miles), although journeys of up to three times this distance are not uncommon for regular commuters. It is widely considered that cycling has the potential to substitute for short car trips, particularly those under 5km, and form part of a longer multi modal journey by public transport.
- 3.5.20 LTN 1/20 states “Recent growth of cycling recorded in central London and other towns and cities following programmes of investment have illustrated that there is significant potential for change in travel behaviour and that more people cycle for everyday journeys where acceptable conditions are provided. Two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking. For schoolchildren the opportunities are even greater: three quarters of children live within a 15-minute cycle ride of a secondary school, while more than 90% live within a 15-minute walk of a primary school”. Cycling is therefore an important journey to work mode that has the potential to substitute for short car journeys.
- 3.5.21 **Figure 6** presents the 8km cycle catchment from the site. It shows that all of Ratby, western Leicester are within a reasonable cycle distance of the site. **Figure 6** also shows local cycle infrastructure in the area. This includes National Cycle Network (NCN) Route 63 which route along the western border of the site through to Markfield Road and Ratby before continuing in the direction of Leicester. This also shows that an off-road cycle route is present adjacent to Groby Road/Ratby Road from Bancroft Way to Brookvale Groby Learning Campus.
- 3.5.22 The cycle infrastructure within the vicinity of Ratby allows for cyclists to reach important employment centres, such as Mill Lane Industrial Estate and Braunstone Frith Industrial Estate. Using NCN63/Ivanhoe Trail off Station Road, cyclists can travel to both employment sites. Between the two sites, cyclists use a mixture of shared and segregated footway/cycleways almost all of the route, except for Ratby Lane, south of Kirby Lane where cyclists are forced to join the carriageway.

Figure 6. 8km Cycle Catchment



3.5.23 The above demonstrates that the development is within a convenient walking/cycle distance of key destinations including retail, education and employment opportunities.

Public Transport Services

3.5.24 The nearest bus stop to the proposed development is located approximately a 650-700m walk south/east of the centre of the site on Markfield Road, Charnwood Road and Main Street. Each named bus stop below are provided with a flagpole and timetable information.

3.5.25 **Table 3** sets out the typical weekday and weekend frequent bus services near the site.

Table 3. Summary of Bus Services (Approx.)

Service Number and Route	Weekday			Saturday			Sunday		
	First Service	Last Service	Approx. Freq	First Service	Last Service	Approx. Freq	First Service	Last Service	Approx. Freq
27: Ratby - Leicester	10:03	16:07	60 Minutes	10:03	16:07	60 Minutes	-	-	-
28: Leicester - Coalville	06:31	18:44	60 Minutes	08:29	18:44	60 Minutes	-	-	-

Note: Timetable information updated May 2024. First/last service based on time service arrives/leaves the nearest bus stop to the development site.

3.5.26 The nearest station is Leicester Railway Station, approximately 9km east of the site. The station is managed by East Midlands Railway, which provides direct and frequent services to Nottingham, Birmingham New Street, Sheffield, and London St. Pancras. The station is accessible directly via the 27 and 28 bus services, which provides people with the opportunity to continue their multi-modal journey.



- 3.5.27 Parking facilities at the station include 222 secure, sheltered cycle spaces in a selection of compounds and stands. There are also 488 spaces at the station's main car park and 10 spaces in a short-stay car park.
- 3.5.28 Overall, there are frequent buses servicing the village and routing to key local destinations in Leicester, where a variety of further employment opportunities (and additional facilities) are located, as well as rail services that can be used as part of a sustainable multi-modal journey.

## 3.6 Summary

- 3.6.1 The above demonstrates that the site is in a sustainable location within walking and cycling distance of the local services and amenities given its close proximity to central Ratby (Main Street). The site also benefits from nearby bus services with frequent services to Leicester where the majority of trip demand outside of Ratby is located.

## 4 Development and Access Proposals

- 4.1.1 The development is understood to form an outline planning application (with all matters reserved apart from access) for a phased, mixed-use development comprising about 470 dwellings (Use Class C3) or, in the alternative, up to about 450 dwellings and care home (Use Class C2). Provision of land for community hub (Use Class F2); provision of land for 1FE primary school (Use Class F1); and associated operations and infrastructure including but not limited to site re-profiling works, sustainable urban drainage system, public open space, landscaping, habitat creation, internal roads/routes, and upgrades to the public highway.
- 4.1.2 It is proposed that there will be three points of vehicle access to the site. The primary site accesses will be made via simple priority junctions off of Markfield Road and Desford Lane, with a third access via an extension from Phase 1 into parcel D.

### 4.2 Markfield Road Access

- 4.2.1 It is proposed that vehicle access to the site would be achieved through Phase 2 via an extension to the spine road accessed from the proposed simple priority junction off Markfield Road, which forms part of approved Outline Planning Application 22/00648/OUT. The access off Markfield Road has been designed with a 5.5m wide access and 6m radii. However, this access will widen to 6.75m within the Phase 2 land. A 2m wide footway will also be implemented along the southern side of Markfield Road to link with existing infrastructure proposed as part of as part of planning approval 20/00462/FUL, which is currently being built out. Planning approval site 22/00648/OUT will also link into the proposed shared footpath/cycle-path as part of planning approval 20/00462/FUL.
- 4.2.2 The site access design and speed measures at Markfield Road have been subject to an independent Stage 1 (S1) Road Safety Audit (RSA) which was approved as part of application 22/00648/OUT.
- 4.2.3 Planning approval site 22/00648/OUT will also link into the proposed shared footpath/cycle-path as part of planning approval 20/00462/FUL (extract shown in **Figure 7**).



Figure 7. Adjacent Approval Western Footpath Route (Extract)



4.2.4 A new 3m wide shared footpath/cycle-path will also be provided as part of planning approval 22/00648/OUT, formalising the existing informal east/west link from PROW R50 towards National Cycle Route 63.

4.2.5 It should be noted that while there will be an intensification of use of this access, based on the development proposals and size of development with additional access points including the main spine road continuing to Desford Road, the existing proposals for the Phase 2 access spine road are considered sufficient.

### 4.3 Desford Road Access

4.3.1 It is proposed that there will be a second vehicle access to the south of the site, via an extension to the existing access from Desford Lane adjacent to Pear Tree Office Park.

4.3.2 The existing 6.75m wide access forms a simple priority junction onto Desford Lane, in line with Residential Access Road specification within LCC Highway Design Guide.

4.3.3 The existing 2m wide footway on the eastern side of the access will be widened to 3m to form a shared footway/cycleway and will also link in with the proposed infrastructure as part of approved planning application 21/01295/OUT.

### 4.4 Phase 1 Access

4.4.1 It is proposed that there will be an additional vehicle access into Parcel D north-east of the site, via an extension to the existing access from the Phase 1 development as part of approved planning application 20/00462/FUL currently being built out.

4.4.2 The existing 5.5m wide access forms a priority junction with ghost island arrangement off Markfield Road, with the proposals forming an extension to the southern end into the site.

## 4.5 Internal Spine Road, Active Travel & Phasing

- 4.5.1 The internal spine road will form a 5.5m road from the northern access and a 6.75m wide road from the southern access. At an appropriate position, likely within the Phase 2 development, a transition will be implemented. This spine road should result in a betterment in terms of traffic volumes along Main Street through central Ratby as well as other local roads in the area.
- 4.5.2 Burroughs Road will form the primary active travel corridor into the proposed development site from central Ratby (Main Street) where most of the facilities and amenities are located. It is proposed that immediately to the west of the playing fields access on the southern side of the road near the Plough Inn, a new turning head is implemented and the remaining section is stopped up to motor traffic.
- 4.5.3 To the west, Burroughs Road will form a shared footway/cycleway which will be overlooked with light spillage from adjacent development (it is proposed to maintain the existing form of Burroughs Road). Where Burroughs Road adjoins to the proposed spine road, a new junction will be formed with access to Burroughs Road west being maintained towards the existing farm and woodland.
- 4.5.4 Pedestrian and cyclist trips will disperse across the site from the spine road which benefits from a 3m wide shared footway cycleway extending from the southern access from Desford Lane north past Burroughs Road and the proposed School. Onward connections are then available to individual parcels through the site.

## 4.6 Parking Provision

- 4.6.1 The proposed development is within the Hinckley and Bosworth Local Authority area. Hinckley and Bosworth Borough Council's (HBBC) good design guide published in February 2020 and local plan sets out that parking standards should follow in line with those set out within LCC's Highway Design Guide sets out the parking guidance for the county.
- 4.6.2 The relevant parking guidance is subsequently set out in **Table 4**.

**Table 4. Parking Guidance (Minimum)**

Bedrooms	LCC Highway Design Guide (Spaces)	NWLDC Good Design (Spaces)
4+	3	3
3 or less	2	2

- 4.6.3 The design guidance also strongly encourages developers to provide additional unallocated parking for visitors and overflow.
- 4.6.4 It is anticipated that on-site parking will be provided in line with local standards to ensure there is no overspill onto the local public highway network. Cycle parking can also be provided within the curtilage of dwellings in secure covered areas (i.e. sheds/garages etc).
- 4.6.5 The exact level of parking will be considered as part of future reserved matters applications.

## 4.7 Servicing

- 4.7.1 Refuse vehicle will enter the site via an extension to the existing Desford access and approved phase 2 access from Markfield Road. It should be noted that refuse vehicle movements will be infrequent in nature and likely undertaken outside of peak highway periods.
- 4.7.2 Appropriate turning heads will be provided within the site to ensure a refuse vehicle can successfully and safely manoeuvre within the site.

## 5 Targets

### 5.1 Introduction

- 5.1.1 Targets are a way of monitoring the success of the final Travel Plan, so as to maximise its impact. Whilst it is difficult to set definitive targets prior to resident/occupant travel habits being confirmed, this section identifies some indicative targets based on Census travel to work data (2011) and National Travel survey data.
- 5.1.2 The targets of the Travel Plan for the proposed residential site will be Specific, Measurable, Achievable, Realistic, and Time-Constrained (SMART). At the planning application stage such targets are difficult to define without the undertaking of resident surveys. Therefore, site specific targets will be defined once initial travel surveys are undertaken and included in an updated Travel Plan, as appropriate.

### 5.2 Travel Survey

- 5.2.1 It is essential to conduct travel behaviour questionnaires with residents once the site is occupied. This information will then act to confirm the baseline situation against which any progress towards the future mode share targets can be measured.
- 5.2.2 Multi Modal Travel Surveys will be conducted within 3 months of 50% occupation of each parcel (and within 3 months of opening of the school) and annually thereafter for a period of five years.

### 5.3 Modal Split

- 5.3.1 As travel surveys are not yet available for the site, the following baseline mode share for the residential element has been taken from the Census Journey to Work data for people traveling to work within the 'Hinckley and Bosworth 003' Middle Super Output Area.
- 5.3.2 The method of travel data to work for the 2011 Census has been examined and modal splits calculated, the results are summarised below in **Table 5**.

**Table 5. Method of Travel to Work**

Method of Travel to Work	Modal Split
Car Driver	73%
Walking	8%
Bus	8%
Car Passenger	7%
Cycle	3%
Motorbike	1%
<b>Total</b>	<b>100%</b>

Source: Nomis 2011 – Office for National Statistics

- 5.3.3 **Table 5** indicated that currently 8% of trips from the site could be made using public transport and 11% by walking and cycling.
- 5.3.4 For the school, the initial indicative method of travel has been calculated based on the multi-modal TRICS assessment.

**Table 6. Method of Travel to School**

Method of Travel to Work	Modal Split
Pedestrian	34%
Car Driver	33%
Car Passenger	29%
Bus	3%
Cycle	1%
<b>Total</b>	<b>100%</b>

Source: Nomis 2011 – TRICS

5.3.5 **Table 6** indicated that currently 3% of trips to/from the school could be made using public transport and 35% by walking and cycling, with 29% as passengers within a car as part of an onward journey. It should also be noted that the proposals now are for a one form school which it is likely the site will accommodate. As such, the sustainable journeys will likely be much higher with most journeys forming sustainable trips and the car journeys (passengers) forming linked trips as part of an onward journey.

5.3.6 Whilst the development proposals for the site is for a maximum of 470 dwellings, for the purpose of the following trip generation assessment is based off a total of up to 509 dwellings for consistency with the Transport Assessment and agreed PRTM assessment as a robust assessment. However, it should be noted that the actual trip generation will be lower. As part of the TP process, surveys will be undertaken confirming the actual trip generation and modal split of the site once occupied/operational, as discussed later within this report.

5.3.7 **Table 7** displays the forecast residential vehicle trip generation of the site.

**Table 7. Proposed Site Vehicle Residential Trip Generation (509 Units)**

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
<b>Car Driver</b>	89	232	321	224	111	335

5.3.8 **Table 8** displays the forecast proposed primary school vehicle trip generation of the site.

**Table 8. Proposed Site Educational Vehicle Trip Generation (210 off-site students)**

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
<b>Car Driver</b>	79	67	146	3	5	8

5.3.9 **Table 9** displays the total off-site vehicle trip generation from the site. The residential trip generation in **Table 7** has been combined with the vehicle trips associated with the primary school in **Table 8**.

**Table 9. Proposed Total Off-Site Vehicle Trip Generation**

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
<b>Car Driver</b>	168	299	467	227	116	343

## 5.4 Target/s

5.4.1 The target for the Travel Plan is therefore as follows:

- Target 1 - The development will promote the opportunities and benefits of sustainable modes of travel, with the aim to achieve a 10% reduction in car driver modal share within the travel plan monitoring period
- Target 2 – All residents and users of the site will be made aware of the Travel Plan

5.4.2 With regards to Target 1, the number of car driver trips will be reduced by 10%, based on the forecast number of car drivers in **Table 7**. This will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing travel modes.

5.4.3 **Table 10** identifies the resulting number of residential car trips to the site as a result of the 10% reduction, this will be superseded once travel surveys are undertaken to identify the actual base modal share.

**Table 10. Initial Target Residential Vehicle Trip Generation (509 dwellings)**

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
<b>Car Driver</b>	80	209	289	202	100	302

5.4.4 **Table 11** identifies the resulting number of educational car trips to the site as a result of the 10% reduction, this will be superseded once travel surveys are undertaken to identify the actual base modal share.

**Table 11. Initial Target Educational Vehicle Trip Generation (210 off-site students)**

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
<b>Car Driver</b>	71	60	131	3	5	8

5.4.5 **Table 12** identifies the resulting total number of car trips to the site as a result of the 10% reduction, this will be superseded once travel surveys are undertaken to identify the actual base modal share. The total target trip generation is a combination of the target residential vehicle trip generation in **Table 10** and the target educational trip generation in **Table 11**.

**Table 12. Initial Target Total Vehicle Trip Generation**

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
<b>Car Driver</b>	151	269	420	205	105	310

5.4.6 In terms of Target 2, this will be accomplished through the distribution of welcome packs to all units as well as periodic newsletters and awareness campaigns within the school.

## 6 Measures and Incentives

### 6.1 Introduction

- 6.1.1 This section identifies the initiatives and measures that will be implemented to achieve the TP targets including responsibilities and timescales for implementation. The measures will be reviewed by the Site Wide Travel Plan Co-ordinator (SWTPC) prior to occupation in terms of their appropriateness and effectiveness and will be refined, if required, subject to analysis of the monitoring results.
- 6.1.2 Following occupation of each property, every household will be issued with a Residents' Welcome Pack providing details of facilities within the local area. This will also provide residents with an understanding of the TP process and background information on the access to the facilities, as outlined in the following sections.
- 6.1.3 The potential hours of work for residents should be considered in the travel plan as the working hours has an influence on the transport mode they may choose to take. For example, late working hours will incline workers to use a car more as public transport does not often run as frequently at night or after dark. Again, during the day, it also is more likely for people to choose public transport during rush hour periods to avoid being caught in traffic, or walking/cycling off the roads to avoid vehicle fumes/emissions.
- 6.1.4 To provide accurate and clear timescales for the implementation of the Travel Plan, its associated measures and targets are linked to the construction and occupation of the new residential plots. These measures relate to the potential for reducing the need to travel, and where travel is necessary, and promoting active and shared transport methods, such as carpooling, walking, cycling, and public transport among all residents and visitors.

### 6.2 Measures and Incentives – Promotion and Awareness Raising

- 6.2.1 As detailed above, the site is accessible to pedestrian, cycle, and public transport users. Therefore, the Travel Plan will focus on the promotion of the existing travel opportunities to and from the site. It is essential that the travel opportunities be clearly highlighted and promoted to all residents and visitors.

#### **TP1: Appointment of a Travel Plan Co-ordinators**

- 6.2.2 The first stage will be the appointment of a SWTPC (from commencement of construction on site until construction is complete) and individual TPC's for each parcel of the site. Each TPC will be in the role until their parcel is complete. Then responsibility for onward monitoring falls to SWTPC. The role of the SWTPC and TPC are detailed later within this Travel Plan.
- 6.2.3 The Travel Plan Co-ordinator has responsibility for the management and implementation of the process of engaging with future residents and visitors to the site as part of the commitment to the Travel Plan process.
- 6.2.4 Contact details for the SWTPC and individual TPC's will be provided to the local authority and residents as appropriate once agreed.

#### **TP2: Travel Welcome Pack**

- 6.2.5 All residents will be provided with detailed information about the transport facilities to and from the site through Travel Welcome Packs issued by the Travel Plan Co-ordinator prior to them starting their residency. The content of the welcome pack will include:
- Pedestrian and cycle route map, with key locations (such as transport interchanges, local facilities, short-cuts etc) and the distances and journey times to key destinations;



- Information on local bus routes, services timetables, stop locations and fares;
- Contact details for the TPC;
- Public transport information, including a bus and train route map and the latest timetable information. The welcome pack will include full details of the range of tickets available; contact details of relevant car share schemes (including Liftshare <http://www.choosehowyoumove.co.uk/everyday/driving/>); and
- Provide details of mobile phone apps that provide up to date information on travel options.

6.2.6 Welcome packs will be available for new residents for up to three tenures per dwelling throughout the 5-year TP period. Spare copy's will also be retained and promoted within the onsite sales office throughout construction.

### **TP3: General Travel Plan Awareness**

6.2.7 The Travel Plan Co-ordinator will investigate running their own promotional Travel Plan events, such as 'Bikers Breakfast' for anyone who cycles to work, or car sharing events, to publicise car sharing and highlight the social element. These events will be advertised through a newsletter detailing upcoming events, including any key details from the welcome packs (updated as appropriate) which will be distributed periodically on an ad-hoc basis to residents.

6.2.8 By implementing the above measures, all residents will have the necessary information about the cycle and pedestrian routes, public transport services and car sharing opportunities, to allow them to realistically consider the use of these modes of travel. This will allow all perspective residents and visitors to have knowledge of the sustainable options to travel to the development, the facilities at the site to aid sustainable travel and the measures available.

## **6.3 Measures and Incentives – Encouraging Other Modes**

### **TP4: Provision of Cycle Facilities.**

6.3.1 Parking for cycles will be accommodated on site prior to occupation.

6.3.2 To encourage walking and cycling, the health benefits of travelling by these modes would be published in the welcome packs.

### **TP5: Green Travel Vouchers**

6.3.3 To encourage use of sustainable modes of travel, the developer will provide a Green Travel Voucher (GTV) contribution per household, the sum and use of which will be agreed with the council prior to occupation. The GTV is likely to focus on bus and/or cycle travel and the use will be agreed between the local authority and the TPC prior to first occupation.

6.3.4 Based on the adjacent Phase 2 contributions, it is assumed that two six-month bus passes at an assumed average cost of £360 per pass will be offered and available for new residents.

6.3.5 The GTV's are to be offered to the occupants first occupying each and every dwelling and where occupation of the dwelling changes during the Monitoring Period. Notification is to be given to the new occupants of the dwelling on a maximum of a further two occasions and whereby the occupants who take up the voucher are repaid by the Developer who match funds expenditure incurred by the occupier of the relevant dwelling in adopting sustainable travel patterns in up to the maximum value of the GTV and to be administered.

## 6.4 Long Term Measures

### **TP6: Travel Plan Management**

- 6.4.1 To ensure the continuation of the Travel Plan, measures would be reviewed and updated as required. This will ensure effective measures are promoted, less effective measures are stopped or improved, and new measures are implemented.
- 6.4.2 All residents will be encouraged to promote sustainable transport ideas and share any information or new ideas they may have to improve the Travel Plan with the Travel Plan Co-ordinator. By encouraging everyone to take an active role in the implementation of the Travel Plan, people are more likely to make changes to their travel habits and be conscious of the travel choices.
- 6.4.3 The Travel Plan Co-ordinator will contact the Local Authorities Travel Plan Officer to ask for advice regarding travel measures, discuss any new measures that are being implemented and discuss any changes to the transport facilities within the vicinity of the development.

### **TP7: Work from Home**

- 6.4.4 The site will provide high speed broadband to each dwelling to help those able to work from home. This will reduce the need for residents to travel in the first instance.



## 7 Implementation and Monitoring

### 7.1 Implementation

7.1.1 In order to implement the Travel Plan, a SWTPC will be appointed who will be in charge of overseeing the TPC's which individually review and are specific to each development land use and development parcel. Contact details of the TPC's will be provided to the local authority on appointment. The SWTPC will have overall responsibility for the implementation and maintenance of the Travel Plan including all promotion, consultation, monitoring and review.

7.1.2 The role will require part time involvement and will be appointed from when construction first begins on site, for a period of five years following 50% occupancy (and within 3 months of opening of the school) plus 3 months. Hence, the initial implementation of the Travel Plan would involve a time commitment from the Travel Plan Co-ordinator prior to the occupation and during the first few months of occupation of the building as they undertake the tasks set out within this RTP. However, on a day-to-day/week-to-week basis administering the Travel Plan would not be a time intensive task.

7.1.3 The role of the Travel Plan Co-ordinator will be to:

- Oversee the development, promotion, and implementation of the Travel Plan measures and incentives. This includes the content of the Travel.
- Design and implement continuous, effective marketing and awareness raising strategies to promote the Travel Plan measures and distributing incentives.
- Act as a point of contact for all residents requiring information. In doing so, they will represent the 'human face' of the Travel Plan – explaining the purpose and the opportunities on offer.
- Secure any necessary funding to support the Travel Plan and ensure its efficient and effective use.
- The Travel Plan Co-ordinator will review and agree the measures.
- The Travel Plan Co-ordinator will review and agree the Travel Plan targets, the measures and incentives, the methods for implementing and monitoring the Travel Plan, and the successes and failures.

7.1.4 It will be the role of the TPC's to monitor and review the progress of the TP and report the findings back to the SWTPC who will collate findings for issue to the local authority.

### 7.2 Monitoring

7.2.1 The SWTPC will be responsible for coordinating surveys to monitor the progress of the TP against its targets. Repeating these surveys over time will show whether the Travel Plan is succeeding in encouraging a greater number of residents to travel by more sustainable travel modes.

7.2.2 Where progress towards targets is slow, the monitoring process allows this to be easily identified. It may be possible to determine particularly effective / ineffective measures, and thereby identify remedial action to ensure the continued success of the Travel Plan. The SWTPC will be responsible for ensuring that the Travel Plan is being delivered to greatest effect and that targets are being met. The monitoring report should be completed each year.

7.2.3 The monitoring report will include the following:

- Details of the methodology used in undertaking the surveys;
- Details of response rates and a summary of findings;
- A review of the findings of the surveys in the context of the objectives and targets; and
- An action plan (strategy), together with updated targets and objectives for the forthcoming year.

- 7.2.4 A five-year monitoring plan is proposed with surveys being carried out within the first 3 months of 50% of occupancy of each land parcel/phase (and within 3 months of opening of the school) and the report produced within 3 months after the survey.
- 7.2.5 Following an initial multi-modal survey to help set the TP targets, the SWTPC will coordinate further annual multi-modal surveys to be undertaken to establish the modal split and review how these changes over time. In addition to the surveys, the SWTPC will also consider the use of qualitative surveys to gauge understanding of the underlying reasons, opinions, and motivations with regards to travel to and from the site.
- 7.2.6 The STARSfor (Sustainable Travel Accreditation and Recognition Scheme) will be used as part of the monitoring process. STARSfor allows users to collect data and information linked to a site or a collection of sites and to input into the system.

### 7.3 Travel Plan Review

- 7.3.1 The Travel Plan will be reviewed regularly against the targets. If the targets are not met and aspects of the Travel Plan are seen to be underperforming, the SWTPC will review the measures in place and revise them in coordination with the individual TPC's where appropriate in consultation with the local authority.
- 7.3.2 Mitigation measures such as increasing transport information provision and promotional material or providing incentives will be considered in consultation with the local authority. The SWTPC will work closely with the local authority to ensure that all national and local sustainable travel initiatives are promoted within the site.

## 8 Action Plan

8.1.1 The initial action Plan is set out in **Table 13**.

**Table 13. Action Plan**

Measure	Description	Timeframe	Responsibility
<b>General</b>			
Appointment of a Travel Plan Coordinators	Part time roles	Appointment prior to construction	Developer
Welcome Packs	All new residents to be issued with Welcome Packs detailing sustainable options for traveling to/from the site	First occupation	TPCs
Newsletters	Newsletters to be issued to households and site users (including staff and students) detailing upcoming sustainable travel events & updates on changes to sustainable options	Ad-hoc through TP operational period (minimum one per year)	TPCs
Green Travel Vouchers	Green Travel Vouchers are to be distributed to each household	First occupation	TPCs
<b>Walking</b>			
Promotion of health benefits of walking	Promoted via welcome packs, newsletters and induction sessions	First occupation, annually (minimum) & ad-hoc	TPCs
Site users informed of safe walking routes	Welcome packs, newsletters and induction sessions	First occupation, annually (minimum) & ad-hoc	TPCs
Pedestrian infrastructure links incorporated	On-site and off-site improvements to pedestrian network completed	Construction Phase (Pre-occupation)	Developer
<b>Cycling</b>			
Provision of cycle route maps including related nearby infrastructure	Welcome packs, newsletters and induction sessions	First occupation, annually (minimum) & ad-hoc	TPCs
Provision of cycle parking	On-site cycle provision to be complete	Construction Phase (Pre-occupation)	Developer

Appendix A: Concept Masterplan





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- Site Boundary
- Existing Context Buildings
- Residential
- Primary School
- Community Hub
- Extra Care/Care Home
- Section of Burrough's Road for Pedestrian/Cycle Access Only
- Green Infrastructure  
Includes: Retained hedgerows, trees and watercourses, new woodland, hedgerows, tree planting, play, grassland, drainage basins and recreational routes.
- Existing Vegetation
- New Planting & Green Space
- Play Areas
- Drainage Basins
- Additional Pond
- Recreation Routes  
(Indicative Locations)
- Existing Public Rights of Way

NOTES

The Illustrative Masterplan demonstrates how the detailed layout of development blocks, streets, buildings and green space could come forward based upon the land use areas defined Development Framework Plan. Rather than identifying individual plots for 450-470 houses - which is a matter for the detailed reserved matters stage - the masterplan represents the design approaches envisaged to include the general arrangement of buildings and building frontages.

