

Client:
Richborough Estates Ltd/Mr & Mrs Adcock

Project:
**Land East of Stoke Road
Hinckley**

Project No:
T19595
Report Title:
Travel Plan

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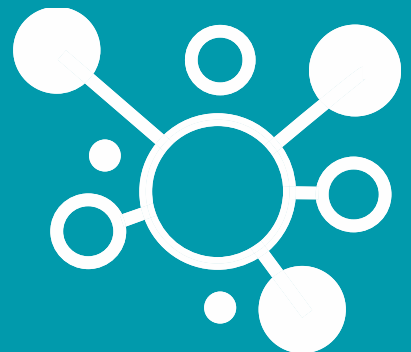


TABLE OF CONTENTS

1.0	INTRODUCTION	1
2.0	POLICY REVIEW AND TRAVEL PLAN OBJECTIVES	2
3.0	SUSTAINABLE TRAVEL OPTIONS	5
4.0	TRAVEL PLAN TARGETS	10
5.0	TRAVEL PLAN MEASURES AND INITIATIVES	12
6.0	IMPLEMENTATION AND SURVEYS	15

FIGURES

Figure 1.1	Site Location Plan
Figure 3.1	Local Facilities Plan
Figure 3.2	Cycle Facilities Plan
Figure 3.3	Bus Route Plan

APPENDICES

Appendix A	Leicestershire County Council Hinckley Cycle Map
Appendix B	2011 Census – Method of Travel to Work Data

1.0 Introduction

Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Richborough Estates Ltd and Mr and Mrs Adcock, to provide transport advice for a proposed residential development on land to the north of Hinckley. The land in question is located to the north of the A47 and east of Stoke Road.
- 1.2 The outline planning application is for the erection of up to 475 dwellings, including public open space, land reserved for a primary school together with future expansion land (Use Class F1(a)), landscaping, drainage and associated infrastructure.
- 1.3 The site location is shown on **Figure 1.1**.

Structure of the Report

- 1.4 This report is a Travel Plan (TP) to encourage sustainable travel to and around the proposed development. 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. This TP focuses on the residential element of the proposals, however a specific TP for the school will be required in due course and should be conditioned as part of the planning application.
- 1.5 Following this introduction, the report is set out as follows:
 - Chapter 2.0 – Policy Review and Travel Plan Objectives;
 - Chapter 3.0 – Sustainable Travel;
 - Chapter 4.0 – Travel plan Targets;
 - Chapter 5.0 – Travel Plan Measures and Initiatives;
 - Chapter 6.0 – Implementation and Surveys.

Limitations of the Report

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

2.0 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 475 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.

Methodology for Formulating the Travel Plan

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

T19595
North Hinckley

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- 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 The proposed development is located directly north of the A47 and is bounded to the west by Stoke Road and to the east and north by open fields. Existing access to the land is provided from Stoke Road via a field gate.

Local Highway Network

- 3.2 Stoke Road which runs along the western frontage of the site takes the form of a single carriageway road and is subject to the national speed limit. To the north, Stoke Road provides access towards Stoke Golding and Market Bosworth.
- 3.3 To the south of the site, Stoke Road forms a five-arm roundabout junction with the A47 and Sword Drive. All approach arms have two lane entries with the exception of A47 Eastern arm which has three lane entries. To the south of the roundabout Stoke Road provides access to residential areas and Hinckley Town Centre. Sword Drive gives access to a residential estate and Halfords and Wickes retail outlets.
- 3.4 The A47 is a wide single-carriageway road subject to a 40mph speed limit. To the west the A47 meets the A5 at a four-arm signalled roundabout to the southwest of Hinckley. The A47 then continues southwards towards Nuneaton via the signalled Longshoot junction. To the northeast, the A47 provides a route towards Barwell and Earl Shilton (effectively bypassing both settlements) and onwards to Leicester. The Ashby Road junction with the A47 takes the form of a four-arm traffic signal junction. Each arm of this junction has two-lane entries.

National Guidelines

- 3.5 It is generally accepted that walking and cycling provide important alternatives to the car and should also be encouraged to form part of longer trips 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 walking distances to common facilities is presented in **Table 1**.

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

- 3.6 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.
- 3.7 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.
- 3.8 In respect of walking, Table NTS0303 of the latest National Travel Survey (released August 2022) indicates that the average walk trip distance in 2021 was 0.8 miles or 1.28km.

- 3.9 As such, it is reasonable to assume that the average person will walk between 800m and 2.0km to a defined destination (such as local facilities), but also being mindful of the 1.28km average walk distance.
- 3.10 The CIHT document Planning for Walking also states that ‘across Britain about 80 per cent of journeys shorter than 1 mile are made wholly on foot – something that has changed little in thirty years’.
- 3.11 In respect of cycling, Table NTS0303 indicates that the average cycle trip distance in 2021 was 3.6 miles or 5.76km.
- 3.12 There is potential for short car trips to be substituted for cycle trips, and for longer trips to be substituted by a combination of cycle and public transport trips. Guidance suggests that 5km is a useful benchmark for a commutable distance by cycle, which is broadly in line with the NTS average cycle trip distance.
- 3.13 The following sections consider the opportunities for sustainable travel that are available in the vicinity of the site.

Accessibility on Foot

- 3.14 A number of retail, educational, leisure, and employment opportunities, lie directly to the south of the proposed development and south of the A47. The facilities are described in **Table 2** below and their location can be identified on **Figure 3.1**. In addition, the table refers to the other facilities typically used on a day-to-day or weekly basis by residents. The distances listed in the table below are taken from the centre of the site and directed across the A47 via the proposed pedestrian crossings which are described in more detail later in this report.

Table 2 - Distance to Local Services

Amenity	Distance
Morrisons Supermarket and Petrol Station	430m
Fields Health and Fitness Club	450m
Bright Horizons Hinckley Day Nursery	550m
McDonald's	525m
Barleyfield/Maizefield Industrial Estate	550m
Milestone Hinckley Public House	600m
Halfords and Wickes	730m
Play Park	730m
Dorothy Goodman School (Primary Site)	760m
Green Towers Hinckley Club 4 Young People	820m
Redmoor Academy	910m
Richmond Primary School	940m
Tudor Road Fish and Chip Bar	970m
St Francis Community Centre	1.0km
Dovetree Primary School	1.5km
Battling Brook Community Primary School	1.5km
Hinckley and Bosworth Community Hospital	1.6km

Hollycroft Medical Centre and Chemist	2.0km
Hinckley Town Centre	2.3km

- 3.15 **Table 2** demonstrates that the site is well located to make use of a wide range of local facilities in the area. Within an 800m walk of the site residents will be able to access Morrisons Supermarket, a public house and restaurants, primary schools and recreations areas. It should also be noted that in 2022, planning permission was granted for a free standing coffee shop with drive through facility within the Morrisons car park.
- 3.16 The remaining facilities are all located within a 2km walking distance of the site and therefore are within the MfS and former PPG13 suggested upper limit. These facilities include; a senior school, medical practice and chemist.
- 3.17 A Public Right of Way (PRoW) runs north-south through the site and provides a connection to the A47 approximately 90m west of Clover Field. An existing pedestrian splitter island is located across the A47 at this point, however the development proposals include plans to improve this crossing facility to provide a signalised Toucan crossing. Further details are provided later in this report.
- 3.18 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.
- 3.19 To the north of the roundabout the footway/cycleway extends part way up Stoke Road. On the eastern side of the road the footway/cycleway extends approximately 40m north of the roundabout junction, whilst on the west side it extends approximately 100m north of the junction. As part of the development proposals, the footway/cycle infrastructure will be extended up to the proposed site access junction and into the development. it is also proposed to improve the existing footway provision along the western side of Stoke Road between the site and Stoke Golding.
- 3.20 To the south of the A47/Stoke Road junction the segregated footway/cycleway heads south along Stoke Road before turning into a shared use facility. The footway continues in a southerly direction towards Hinckley Town Centre.
- 3.21 A PRoW also runs along Clover Field, through Richmond Park and provides a link to Tudor Road.

Accessibility by Cycle

- 3.22 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.
- 3.23 Recommended cycle routes are referred to on LCC's Hinckley Cycle Map (included as **Appendix A**); those in the vicinity of the site have been included on **Figure 3.2**. 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.
- 3.24 Based on the average cycle trip of 5.76km as per the 2021 National Travel Survey, residents would be able to access a number of employment opportunities by bicycle, including the Triumph Factory and Phoenix Business Park as well as those in the centres of Hinckley, Barwell and Earl Shilton.

Accessibility by Bus

- 3.25 The closest bus stops from the centre of the site are located approximately 610m to the southwest of the site on Stoke Road; these stops benefit from shelters and are served by the number 6 bus service.
- 3.26 Further stops are located on Tudor Road, approximately 960m to the south measured from the centre of the site, and are served by the number 1 and 2 bus services.
- 3.27 Bus stops are also located on Ashby Road, on the eastern boundary of the site, and are served by the number 48 and 158 bus services.
- 3.28 **Table 3** provides a summary of the destinations and frequencies of these services; the routes of these services in the vicinity of the site are shown on **Figure 3.3**.

Table 3 - Local Bus Services

Service No.	Bus Stop Location	Route	Frequency (approx.)		
			Mon - Fri	Sat	Sun
1	Tudor Road	Earl Shilton – Hinckley	1 morning and 3 Afternoon Services	1 morning and 3 Afternoon Services	N/A
2	Tudor Road	Barwell – Hinckley	3 morning and 4 Afternoon Services	2 morning and 3 Afternoon Services	N/A
6	Stoke Road	Burbage – Hinckley – Stoke Golding – Higham-on-the-Hill – Nuneaton	Hourly (07:16-19:57)	Hourly (09:04-17:06)	N/A
48L	Ashby Road	Coventry – Bishopgate – Longford – Exhall – Bedworth – Nuneaton – Hinckley – Barwell – Earl Shilton – Leicester	Every 20mins (06:11-20:50)	Every 20mins (06:11-19:12)	Hourly (08:29-16:22)
158	Ashby Road	Nuneaton – Hinckley – Barwell – Earl Shilton – Leicester	Every 20mins (06:25-22:50)	Every 20mins (06:25-22:50)	Hourly (08:40-18:40)

- 3.29 Overall, there is a very good level of bus service on offer in the vicinity of the site for residents travelling for work, education and/or leisure purposes. The stops serving these services are located within a reasonable walking distance of the site and suitable walking routes to these stops will be delivered as part of the development proposals.

Accessibility by Rail

- 3.30 Hinckley Rail Station is located approximately 3.4km south of the site and can be accessed by the 6-bus service (c.20-minute journey time) which stops directly adjacent to Hinckley Rail Station, by cycle (c.10 to 15-minute journey time), or by car (c.7 to 10 minute journey time).
- 3.31 The station benefits from 16 cycle parking spaces and 63 car parking spaces, with two accessible spaces.
- 3.32 The station provides services between Leicester (c.20-minute journey time) and Birmingham New Street (c.40-minute journey time), with services in either direction running approximately every half hour during peak times and hourly otherwise.

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- 3.33 Overall, there is a realistic option for residents to travel by a combination of cycle/rail, bus/rail or car/rail within a reasonable journey time for work, education or leisure purposes.

Summary of Baseline Conditions

- 3.34 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 **Chapter 5.0**, with the overall goal of meeting the Travel Plan aims and objectives which are stated in **Chapter 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 = 79.9%;
 - Passenger in a car or van = 5.6%;
 - Taxi = 0.1%;
 - Train = 1.1%;
 - Bus, minibus or coach = 1.5%;
 - Motorcycle, scooter or moped = 0.9%;
 - Bicycle = 3.6%;
 - On foot = 6.9%;
 - Other methods of travel to work = 0.3%.

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 5% (i.e. 5% of 79.9%, or 4.0% in absolute terms), to be transferred to other modes.
- 4.8 It is envisaged that the 5% 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:

- Bus Travel – increase from 1.5% to 2.5%. 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 5.6%. 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 8.9%. 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 2% to walking (for example) would equate to a 29% 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;
 - Provision of two Toucan crossings and associated footway/cycleway connections across the A47.
 - Extension of existing footway/cycleway along Stoke Road to connect to the proposed site access junction.
 - 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 on Stoke Road and the A47.
 - 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.
 - Provision of new bus stops on Stoke Road (north of the A47). These will be secured through a suitable mechanism and agreed with LCC.

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

Action Plan

5.5 **Table 4** details the action plan for the implementation of the proposed measures and initiatives.

Table 4 – 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 including two Toucan Crossings on the A47 and footway/cycle links to Stoke Road	Prior to occupation	Developer	LCC
	Footway improvements along western side of Stoke Road between site and Stoke Golding	A suitable trigger point to be agreed	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 on Stoke Road and the A47.	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	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.	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	

T19595
North Hinckley

	Provide updates of any ongoing measures and initiatives to these websites	At occupation	TPC and Developer/ Occupier	
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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.
- 6.13 If the targets set out in **Chapter 4.0** 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 six months after 50% occupation at the site and then subsequent surveys annually after this.
- 6.15 The travel surveys will derive the initial modal split and thus facilitate the setting of true targets.
- 6.16 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.
- 6.17 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.

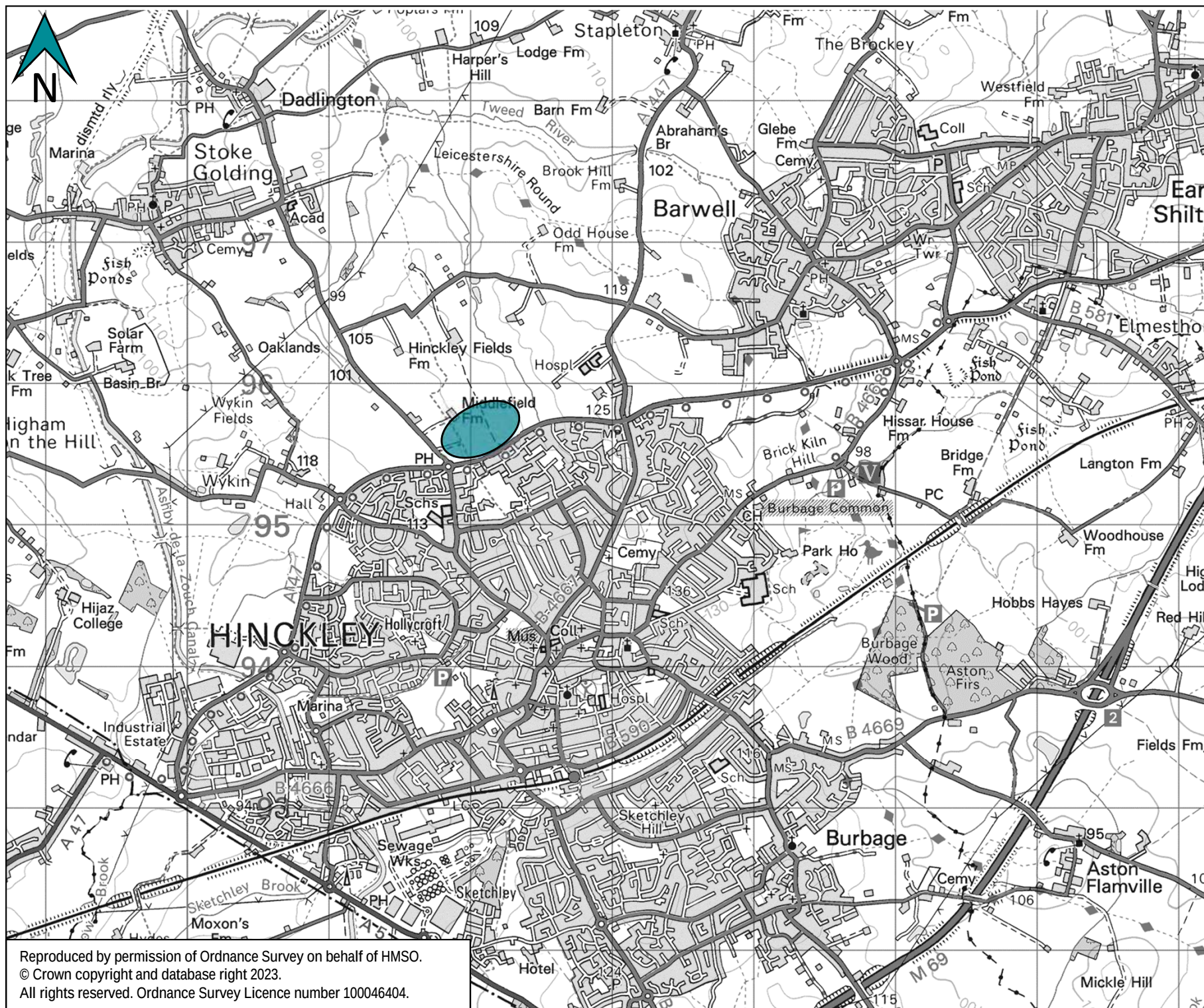
Monitoring

- 6.18 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.
- 6.19 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.
- 6.20 The monitoring programme will be implemented for a minimum of 5-years.

Remedial Action if Targets Not Met

- 6.21 If the targets set out in Chapter 4 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.

Figures



Legend

Site



hub
TRANSPORT PLANNING LTD

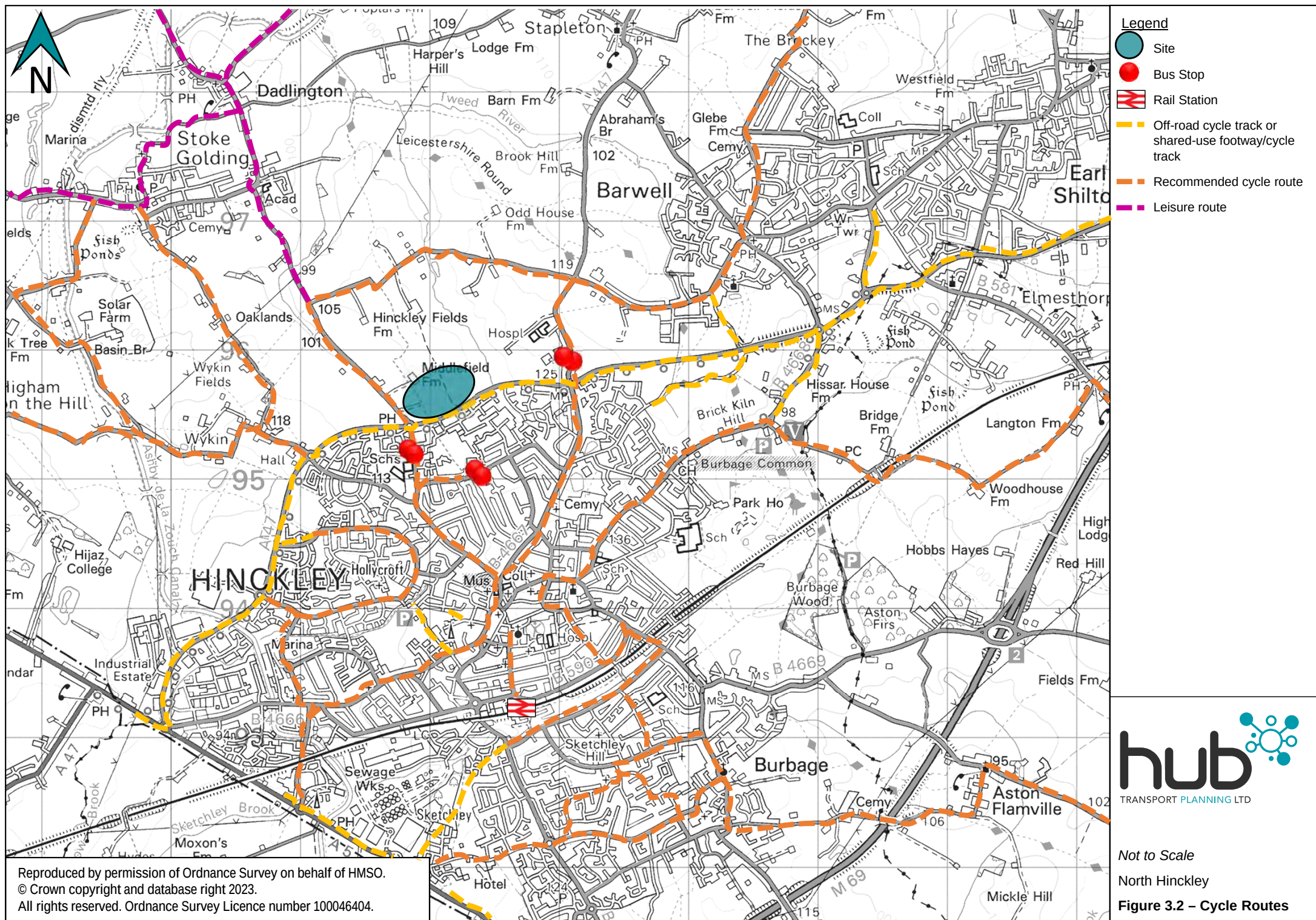
Not to Scale

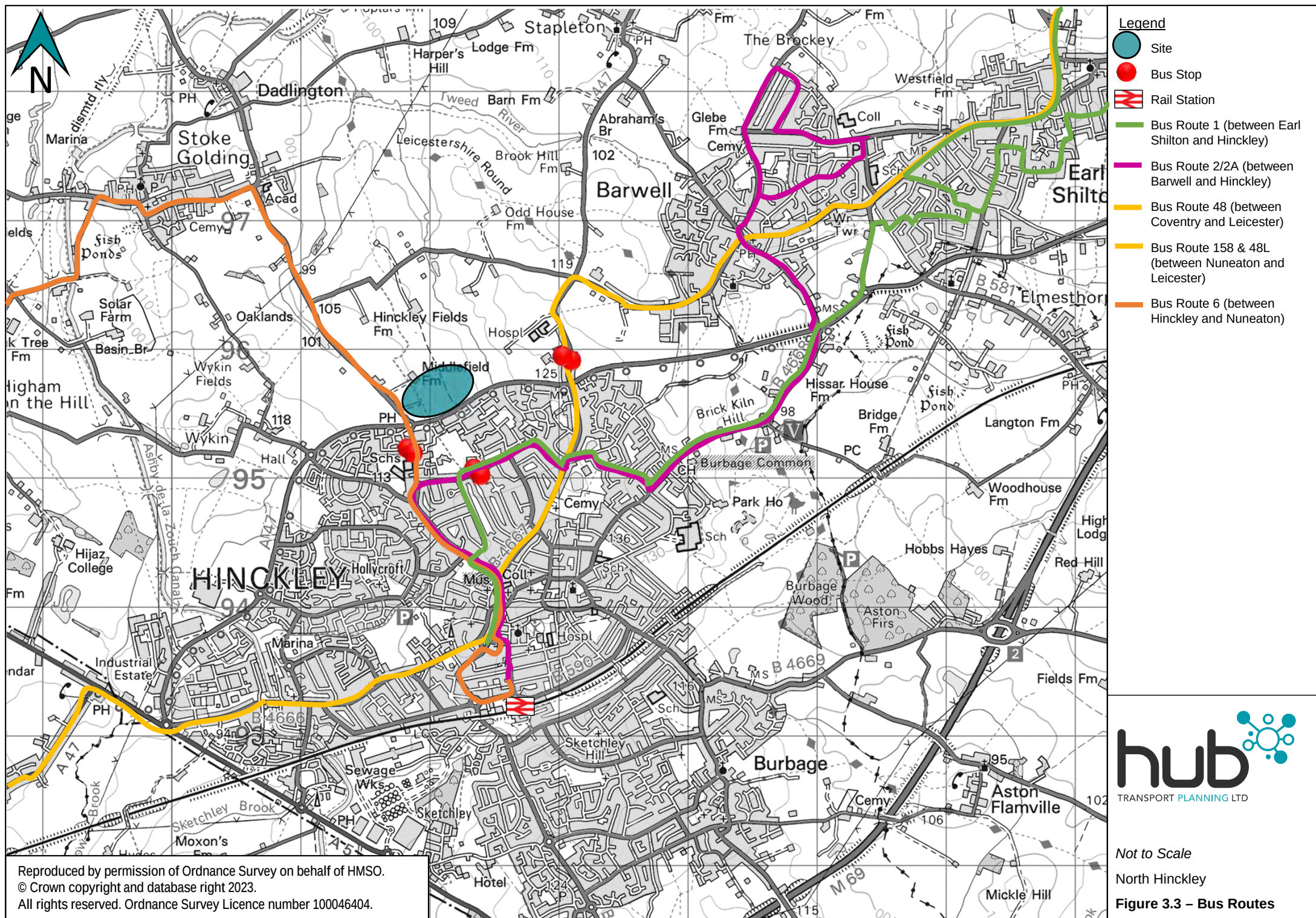
North Hinckley

Figure 1.1 – Site Location Plan

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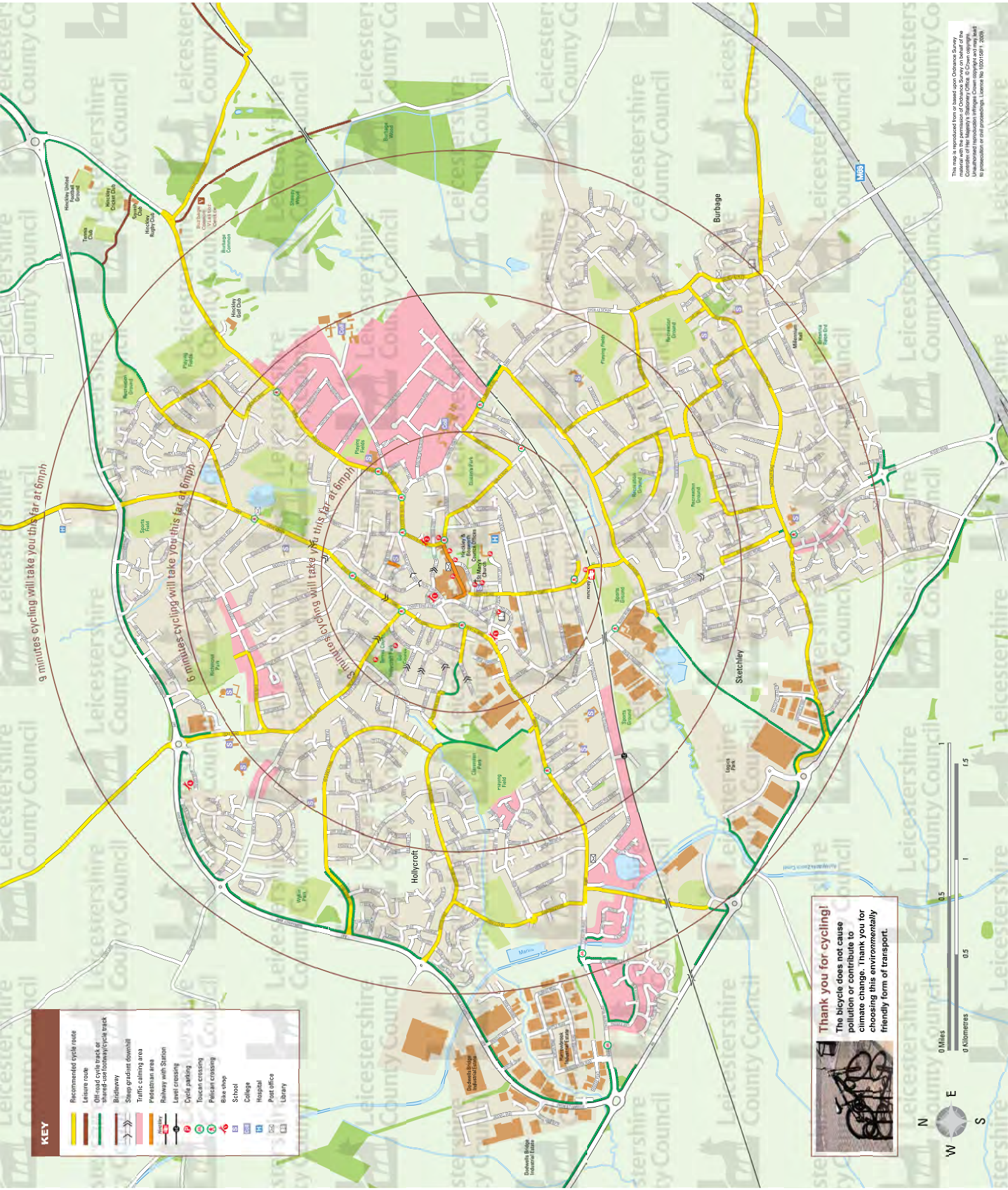






Appendix A

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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Appendix B

2011 Census – Method of Travel to Work Data

QS703EW - Method of Travel to Work (2001 specification)

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population All usual residents aged 16 to 74
units Persons
date 2011

Method of Travel to Work	E01025864 : Hinckley and Bosworth 008C	E01025860 : Hinckley and Bosworth 009B	E01025861 : Hinckley and Bosworth 009C	Total	%
Work mainly at or from home	102	86	61 NA		
Underground, metro, light rail	0	3	0	3	0.1%
Train	8	5	13	26	1.1%
Bus, minibus or coach	13	12	10	35	1.5%
Taxi	1	0	1	2	0.1%
Motorcycle, scooter or moped	10	5	7	22	0.9%
Driving a car or van	603	631	656	1,890	79.9%
Passenger in a car or van	42	41	49	132	5.6%
Bicycle	33	19	32	84	3.6%
On foot	58	34	71	163	6.9%
Other method of travel to work	1	4	2	7	0.3%
Not in employment	290	276	374 NA		
				2,364	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.