



Client:

Richborough

Project:

**Brascote Lane,
Newbold Verdon**

Project No:

T24516

Report Title:

Travel Plan

Prepared by:

JR

Authorised by:

GM

Rev:

B

Date:

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

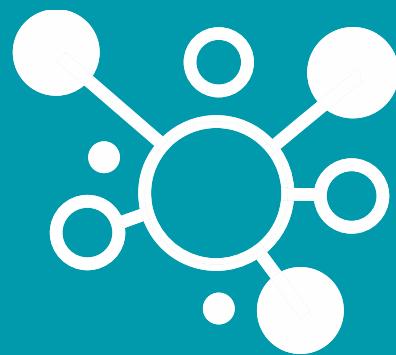


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1.0 Introduction

Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Richborough to provide transport advice for a proposed residential development off Brascote Lane, Newbold Verdon.
- 1.2 This report addresses the travel planning needs of phase 2 of the residential development on land to the east of Brascote Lane. The Phase 1 application was for 239 dwellings and the illustrative layout for Phase 2 indicates 135 dwellings to the north of Phase 1. 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. It sets out a package of measures which are designed to increase the use of sustainable modes of transport and minimise single-occupancy car journeys.
- 1.4 Following this introduction, the report is set out as follows:
 - Section 2.0 – Background Information;
 - Section 3.0 – Policy Review and Travel Plan Objectives;
 - Section 4.0 – Sustainable Travel;
 - Section 5.0 – Travel Plan Targets;
 - Section 6.0 – Travel Plan Measures and Initiatives; and
 - Section 7.0 – Travel Plan Implementation and Monitoring.

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 Background Information

Site Location and Highway Network

- 2.1 The proposed development is located to the south of Newbold Verdon, on the eastern side of Brascote Lane. Phase 2 development is located immediately to the south of existing dwellings on Arnold's Crescent. The site is currently in agricultural use.
- 2.2 The carriageway of Brascote Lane is some 6.0m-6.2m wide along the site frontage and is subject to the national speed limit (60mph for cars) with a 30mph limit just to the north of the allotments. Although Brascote Lane along the site frontage is within the national speed limit, it is lit.
- 2.3 A footway is present running along the eastern side of the Brascote Lane carriageway. This footway measures c.2.0m in width and provides continuous access along the site frontage from The Windmill Inn northwards into Newbold Verdon. In addition, a public right of way (PROW) runs along the eastern boundary of the proposed development, PROW S26, which connects to Alan's Way. PROW S27 also connects S26 to Barbara Avenue nearby, allowing points of access for pedestrians onto Arnold's Crescent.
- 2.4 The highway network throughout the village is two-lane single carriageway, is lit and, generally, has footways on either side of the carriageway apart from short sections of Dragon Lane and Main Street where a footway is present on only one side of the carriageway.
- 2.5 The village is linked to the B582 and wider highway network via simple priority junctions at; Dragon Lane, Mill Lane, and Main Street. The B582 is subject to a 40mph speed limit through Newbold Verdon.

3.0 Policy Review and Travel Plan Objectives

Leicestershire Local Transport Plan

3.1 Leicestershire County Council (LCC) have produced the Leicestershire Local Transport Plan 3 (LTP), which sets out the aims and objectives for transport within the county for the period 2011 to 2026.

3.2 With regards to working through the planning system to seek to reduce the need to travel, the LTP states:

'We will do this by:

- a) *Seeking to promote and support land-use planning policies that are developed by others that aim to reduce the need for existing residents to travel outside their local area.*
- b) *Maximising the use of our existing transport system by seeking to deliver new developments in areas that are already able to be well served by walking, cycling and public transport.*
- c) *Seeking to ensure that new development proposals put forward by others are either supported by an appropriate range of facilities that reduce the need to travel off-site or, where it is necessary to travel off-site, travel distances are minimised and genuine, safe high quality choices are available (or can be provided) for people to walk, cycle and use public transport to access facilities and services nearby.*
- d) *Encouraging high quality, safe facilities in new developments for pedestrians, cyclists and public transport users.*
- e) *Seeking to ensure that new development proposals put forward by others are supported, as appropriate, by travel plans.*
- f) *Using wider planning policies to promote and help enable travel by walking, cycling and public transport.'*

Leicestershire County Council's Travel Plan Guidance

3.3 The relevant document for the design and layout of residential roads is the Leicestershire Highway Design Guide (LHDG), within which Travel Plans are referred to as being important documents in promoting sustainable travel and should be referred to when considering various aspects of development proposals.

3.4 The LHDG highlights that travel plan information can be found at www.choosehowyoumove.co.uk; the website provides a significant resource in respect of a "smarter way to travel in Leicester and Leicestershire", providing information and links in respect of:

- Walking:
 - Walking Routes, Walking Maps, Walk Inspiration, Guided Walks, Walking Group, Public Rights of Way (PRoW); and Walking Events.
- Cycling:
 - Cycle Maps, Cycle Courses, Cycle Parking, Bike Shops, 'Wheels to Work', Cycling Clubs and Guided Rides; and Electric Bikes.

- Public Transport:
 - Bus Service Updates, Bus Routes and Timetables, Bus Fares, Tickets and Passes, Train, Community Transport; and Demand Responsive Transport.
- Driving and Car Sharing:
 - Car Sharing, Road Safety, Parking, Planned Roadworks; and Electric Vehicles.

3.5 The website also provides a resource for businesses and schools in preparing Travel Plans.

Hinckley and Bosworth Local Plan

3.6 The Hinckley and Bosworth Local Plan: Site Allocations and Development Management Policies DPD was adopted in July 2016 and covers the period 2006 to 2026.

3.7 With regards to new development proposals, Local Plan Policy DM17 states:

"Development proposals will be supported where they:

- a) *Seek to make the best use of existing public transport services and, where appropriate, provide opportunities for improving and sustaining the viability of those services;*
- b) *Seek to ensure that there is convenient and safe access for walking and cycling to services and facilities;*
- c) *Demonstrate that there is not a significant adverse impact upon highway safety; and in the case of development that generates significant movement;*
- d) *That the development is located where the need to travel will be minimised and the use of sustainable transport modes can be maximised;*
- e) *Where it can be demonstrated that the residual cumulative impacts of development on the transport network are not severe.*

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

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

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

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

Draft Newbold Verdon Neighbourhood Plan 2021

3.9 The draft neighbourhood plan Aims to reflect the wishes of the community and improve services that are important to village life and ensure development is compliant with the NPPF. In particular, this aims to tackle Spatial Objective 13: Transportation and Transport Needs, where it seeks to reduce a reliance on cars; to secure improvement in public transport and promote walking and cycling

The neighbourhood plan consists of 3 main policies which include:

3.10 *"Policy: T1: TRAVEL REQUIREMENTS FOR NEW DEVELOPMENT - 'The provision of travel packs to new residents to include information on cycling and walking routes, public transport timetables and a 6 months' free bus pass per adult should be provided on developments of more than 5 dwellings in accordance with Leicestershire County Council's policy on Developer Contributions*

3.11 *Policy T2: TRAFFIC MANAGEMENT – To improve access both to and from the village via the B582 and B585*

3.12 *Policy: T1: TRAVEL REQUIREMENTS FOR NEW DEVELOPMENT - 'The provision of travel packs to new residents to include information on cycling and walking routes, public transport timetables and a 6 months' free bus pass per adult should be provided on developments of more than 5 dwellings in accordance with Leicestershire County Council's policy on Developer Contributions demonstrate that: (amongst other things) pedestrian and cycle routes are incorporated or improved to serve the development, where necessary and appropriate, to provide safe, convenient and attractive routes to shops, employment, schools and community facilities; and which are integrated into wider networks. The improvement of shared vehicular, cycle and pedestrian routes where practicable, is supported. Developments of 3 or more houses will be required to include pavements that directly link into the existing pedestrian infrastructure for the village."*

Travel Plan Aims

3.13 A Travel Plan is defined as a package of measures intended to encourage sustainable travel choices and reduce the reliance on the private car, this effectively requires identifying and implementing a set of interconnected measures and initiative which reduce the environmental impact of the travel associated with a development, particularly through a switch to use of public transport, walking, cycling, and indeed increased home working.

3.14 Generally, a Travel Plan should incorporate the following:

- A site audit to identify all existing transport links to the site and any initiatives that are already in place;
- Identification of the primary objectives of the plan, through which the scope of the plan can be developed and against which the performance of the plan can be measured;
- Identification of measures and initiatives that achieve these objectives;
- A methodology for formulating the plan, incorporating implementation processes and the roles/responsibilities of all parties involved; and
- A monitoring programme, entailing an assessment of the aims and objectives, measures, targets, and communication strategy.

Travel Plan Objectives

3.15 The specific aim of the Travel Plan is to promote and facilitate sustainable travel choices, particularly to reduce single-occupancy car use. This links to the principal transport aim for the site, which is to make it, within reason, as sustainable as possible in terms of people's movements to and from the site.

3.16 The primary objectives of the plan for the proposed development are as follows:

- To reduce the reliance on the private car and to minimise the number of single occupancy car traffic movements to/from the site;
- To encourage the use of sustainable modes of travel, particularly walking and cycling to nearby destinations;
- To encourage car sharing between residents of the site by raising awareness of its benefits;
- To minimise, where possible, the impact of the site on the local area.

Methodology for Formulating the Travel Plan

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

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

4.0 Sustainable Travel

Sustainable Transport Accessibility

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

Table 1 – Suggested Walking Distances (IHT Guidelines)

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

4.2 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.

4.3 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.

4.4 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.

4.5 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 walks in 2022; this is a slight increase compared to 2021 (82%) and 2019 (80%).

4.6 The Town and Country planning Association (TCPA) has published its '20-Minute Neighbourhoods' document (March 2021). The document has been signed up to by various local authorities, professional consultancies, Department for Education, Sustrans, Sport England, etc. The 20-Minute Neighbourhood equates to a 1.6km walking distance.

4.7 The document makes it clear in the preamble to Section 4 that that urban and rural areas will require different approaches. At 4.3 the document deals specifically with applying the 20-minute neighbourhood idea to villages and rural centres. This section of the document indicates a growing awareness about active travel in being difficult in rural areas – e.g. no footways, absence of lighting, etc and talks about the need for investment to overcome these issues. However, in this instance good quality, lit footways are present for the walk into Newbold Verdon and no issue is taken with the safety of the route.

4.8 This report demonstrates that many facilities are within a suitable walking distance of the site.

4.9 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.

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- 4.10 In respect to cycling, Table NTS0303 indicates that the average cycle trip distance in 2022 was 3.6 miles or 5.76km, which is broadly in line with the benchmark distance for commuting.
- 4.11 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.
- 4.12 The following sections consider the opportunities for sustainable travel that are available in the vicinity of the site.

Pedestrian Accessibility

- 4.13 Pedestrian access to the site will be provided via 2.0m footways on either side of the western site access off Brascote Lane, connecting to the existing provision on the easter side of the carriageway. In addition, a public right of way (PROW) runs along the eastern boundary of the proposed development, PROW S26, which connects to Alans Way. PROW S27 also connects S26 to Barbara Avenue nearby, allowing multiple points of access for pedestrians onto Arnold's Crescent.
- 4.14 The majority of the streets within the village are residential in nature and well-lit. Routes to local facilities and services are safe and appropriate for pedestrian use.
- 4.15 The proposed development site is located within comfortable walking distance of several local facilities on Main Street and around the village. The key local facilities in the vicinity of the site are listed in **Table 2** and can be identified in **Figure 4.1**.

Table 1 – Local Facilities

Facility	Distance (Approx.)
The Windmill Inn	450m
Newbold Verdon Methodist Church	600m
Church of St. James	800m
Newbold Verdon Baptist Church	650m
Main Street Local Centre (Incl. Convenience Stores, Cafés, Hairdressers, Public House, Inn, Nisa Local, Bakery, Co-op, Sports and Social Club and Takeaways)	500m – 900m
Newbold Verdon Primary School	900m
Newbold Verdon Cricket Club	200m
Heathbrook Pharmacy	200m
The Co-Op Food	500m
Newbold Verdon Library	600m
Kareem's Balti	500m
Lotus House	1.1km
Newbold Verdon Medical Practice	1.4km
Newbold Verdon Equestrian Centre	1.3km

- 4.16 Most of the facilities listed above are located within the NTS 2022 average walking distance of 1.12km, particularly along Main Street and all are comfortably within the MfS suggested upper limit, referenced in the

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former PPG13 guidance, of 2km and, indeed, all are within one mile (1.6km) which the NTS references as 83% of all trips being made on foot and the 20-minute walkable neighbourhood equivalent to 1.6km.

- 4.17 The site benefits from being near the local centre on Main Street with numerous cafes, hairdressers, bakeries and convenience stores as well as a medical centre slightly further in proximity and north of Main Street.
- 4.18 A plan of the local area showing 800m, 1.2km, and 2.0km walk distances from the site can be seen in **Figure 4.2**. These are the walk distances set out in the IHT guidance.
- 4.19 It is considered the site is appropriately located for accessing a range of local facilities on foot. A wider range of facilities can be accessed within the neighbouring larger urban areas via bus services, which are outlined below.

Cycling Accessibility

- 4.20 Brascote Lane north of the site access is subject to a 30mph speed limit, as are all the roads within Newbold Verdon, therefore can be considered suitable for use by cyclists.
- 4.21 South of the access, Brascote Lane is subject to the National Speed Limit. However, it is a lightly trafficked rural lane that is suitable for cycling. This continues into the surrounding countryside.
- 4.22 National Cycle Network (NCN) Route 52 and Route 63 can be accessed from near Market Bosworth and Bagworth, respectively. These are both more than 5.0km from the site but may be used as part of long distance leisure trips.
- 4.23 A plan of the local area showing the 5.0km cycling distance around the site can be seen in **Figure 4.3**.

Bus Accessibility

- 4.24 The nearest bus stops to the site are located on Main Street at the junction with Brascote Lane c.700m north of the site. The eastbound stop provides a small shelter, whilst the eastbound stop takes the form of flagpole stops both of which are served by the number 153 Arriva Midlands bus service.
- 4.25 A summary of the frequency and destinations is provided in **Table 3** below. Up-to-date timetables can be found at the Traveline website (traveline.info).

Table 2 – Local Bus Services

Service No.	Route	Frequency (approx.)		
		Mon - Fri	Sat	Sun
153	Market Bosworth – Newbold Verdon – Desford – Leicester	Every 60 mins (07:49–21:19)	Every 60 mins (07:59–20:57)	N/A

- 4.26 **Table 3** demonstrates that there is a regular bus service during the day for those residents travelling between Market Bosworth and Leicester via Newbold Verdon.

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Table 4 – Local Bus Weekday Timetable

Stop	153	153	153	153	153	153	153	153	153	153	153	153	153	153	153
Leicester St Margaret's Bus Station (Stand SM)			0640	0745	0855	0955	1055	1155	1255	1355	1615	1715	1815	1915	2015
West End, opp Mostyn Street			0648	0756	0905	1005	1105	1205	1305	1405	1627	1727	1827	1925	2025
Leicester Forest East, adj Kings Drive			0657	0808	0913	1013	1113	1213	1313	1413	1635	1735	1835	1933	2033
Desford, opp Main Street			0712	0823	0928	1028	1128	1228	1328	1428	1650	1750	1850	1948	2048
Newbold Verdon, outside Old White Swan			0721	0830	0935	1035	1135	1235	1335	1435	1659	1759	1859	1954	2054
Market Bosworth, adj The Square			0733	0845	0945	1045	1145	1245	1345	1455	1709	1809	1909	2004	2104
Barlestone, opp Manor Road			0740	0852	0952	1052	1152	1252	1352	1505	1716	1816	1916	2012	2112
Newbold Verdon, opposite Old White Swan			0749	0859	0959	1059	1159	1259	1359	1512	1724	1824	1924	2019	2119
Desford, adj Main Street	0600	0700	0800	0910	1010	1110	1210	1310	1410	1525	1732	1832	1930	2025	2125
Leicester Forest East, opp Kings Drive	0613	0713	0815	0925	1025	1125	1225	1325	1425	1540	1746	1846	1944		
West End Mostyn Street (adjacent)	0621	0721	0825	0930	1035	1135	1235	1335	1435	1555	1754	1854	1952		
Leicester St Margaret's Bus Station (Stand SM)	0633	0733	0840	0948	1048	1148	1248	1348	1448	1610	1807	1907	2005		

4.27 **Table 4** demonstrates the service in Newbold Verdon provides a viable journey to and from Leicester for commuting and other journey purposes, and the last bus to arrive in Newbold Verdon is at 20:54, from Leicester.

4.28 Weekday early morning services to Leicester depart at 07:49, arriving at Leicester St. Margaret's Bus station at 08:40.

4.29 The latest service from the final destination stop of Leicester Bus Stand to return to the site is at 20:15, arriving to Newbold Verdon outside the Old White Swan at 20:54.

4.30 These services allow residents from the site to travel to Leicester for education, employment, and leisure purposes via sustainable means.

Rail Accessibility

Hinckley Railway Station

4.31 Hinckley Railway Station is located c.14km to the south of the site and can be accessed by bus (c.45-minute journey), or by car (c.20 to 25-minute journey).

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- The station benefits from 16 cycle parking spaces and 63 car parking spaces. There are 105 car parking spaces around Hinckley town centre and High Street to the north of the station too.
- Services from this station run to:
 - Birmingham New Street (via Nuneaton, Coleshill Parkway, and Water Orton);
 - Cambridge (via Narborough, Leicester, Melton Mowbray, Oakham, Stamford, Peterborough, March, and Ely).

Hinkley Railway Station

4.32 Hinckley Railway Station is located c.14km to the south of the site and can be accessed by car (c.20 to 25-minute journey).

- The station benefits from 16 cycle parking spaces and 63 car parking spaces with two accessible spaces.
- Services from this station run to:
 - Birmingham New Street (via Nuneaton, Coleshill Parkway, and Water Orton);
 - Cambridge (via Narborough, Leicester, Melton Mowbray, Oakham, Stamford, Peterborough, March, and Ely).

Leicester Railway Station

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

- The station benefits from 224 cycle parking spaces and 488 car parking spaces with 20 accessible spaces available.
- Services from this station run to:
 - London St Pancras (via Market Harborough and Kettering);
 - Sheffield (via Derby and Chesterfield);
 - Birmingham New Street (via Nuneaton and Coleshill Parkway);
 - Nottingham (Via Loughborough, East Midlands Parkway, and Beeston); and
 - Cambridge and Stansted Airport (via Melton Mowbray, Oakham, Stamford, Peterborough, March, and Ely).

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

Summary

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

4.36 It is therefore considered that residents will have a real choice about how they travel and that the proposals therefore accord with the guiding principles of the NPPF.

5.0 Travel Plan Targets

Method of Travel to Work

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

Targets

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

6.0 Travel Plan Measure and Initiatives

Introduction

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

Promotion of Sustainable Modes of Travel

- 6.3 The residents will be encouraged to travel via sustainable modes, particularly walking and cycling, to minimise traffic impacts of the site on the local area; this will be done through the following sustainable travel measures and initiatives:
 - Encourage cycling to/from the site by:
 - Providing secure on-plot cycle storage; and,
 - Providing maps of the designated local cycle routes within vicinity of the site including NCN Route 63.
 - Promoting cycling information websites, e.g., <https://www.leicestershire.gov.uk/roads-and-travel/cycling-and-walking/where-to-cycle-in-leicestershire>, <https://www.choosehowyoumove.co.uk/cycling/>
 - Promoting the health benefits of cycling.
 - Promote LCWIPs Local Cycling and Walking Infrastructure Plans
 - Promote Bikeability Cycle Training
 - Promote walking to/from the development by:
 - Providing a map of local walking routes from the site to key local facilities and the village centre; and,
 - Promoting the health benefits of walking, e.g. <https://www.choosehowyoumove.co.uk/walking/>, <https://walk4life.info/>.
 - Promote the use of public transport through:
 - Providing detailed public transport information, including timetables and fares, in Travel Packs provided to residents on occupation;
 - Providing each dwelling with a 6-month 'taster' bus pass (6 x 4-week Leicester Zone 2 travelcard);
 - Encourage sustainable car journeys by:
 - Making residents aware of car club and car share schemes, such as liftshare.com;
 - Raising awareness of car ownership costs through the Travel Packs.
 - Providing EV charging infrastructure at each dwelling
 - Promote the Travel Plan and its measures by:

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- Publicising the Travel Plan on the development website; and,
- Preparing and distributing a Welcome Travel Pack to every household on occupation.

7.0 Travel Plan Implementation and Monitoring

Travel Plan Information Packs

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

Travel Plan Contributions

- 7.6 To encourage sustainable travel to/from the site, 1 x Travel Pack (currently £52.85 per pack) including provision of bus vouchers for two people for six months. The method for delivery of these vouchers will be discussed with the highway authority to ensure efficient delivery. As an example vouchers for 12 x 4-week bus travelcards (currently totalling £1,104 for 6 x 4-week Arriva Hinckley & Lutterworth Zone travelcard), could be provided to each dwelling upon occupation, or equivalent provision for two people for six months.

Travel Plan Co-ordinator (TPC)

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

T24516**Brascote Lane, Newbold Verdon****Table 3 – Action Plan**

Travel Mode	Initiative	Target Date	Person Responsible	Other Delivery Partners
Cycling	Providing residents with secure cycle storage	Prior to occupation	Housebuilder	
	Providing details of local cycle routes to key facilities	At occupation	TPC	
	Promoting cycling information websites such as https://www.leicestershire.gov.uk/roads-and-travel/cycling-and-walking/where-to-cycle-in-leicestershire	At occupation	TPC	
	Promote LCWIPs Local Cycling and Walking Infrastructure Plans	At occupation	TPC	
	Promote Bikeability Cycle Training As seen here: Bikeability cycle training Leicestershire County Council	At occupation	TPC	
Public Transport	Provision of detailed public transport information, including appropriate bus/rail services and fares	At occupation	TPC	Public transport providers
	Provision of 6 x 4-week vouchers for bus travelcards for each dwelling the provision of a 6-month free bus pass per adult	At occupation	TPC	Public transport providers
Walking	Providing a map of local walking routes to key local facilities	At occupation	TPC	
	Providing appropriate pedestrian linkages to/from the existing footway network	Prior to occupation	Housebuilder	
Encouraging Sustainable Car Journeys	Promoting the benefits of car sharing to residents at the site	At occupation	TPC	
	Promote car sharing schemes using Liftshare	At occupation	TPC	
	Provision of EV charging points	At occupation	TPC	
Promoting the Travel Plan	Publicising the Travel Plan on the development website	Prior to occupation	TPC	
	Preparation of resident Travel Packs	At occupation	TPC	

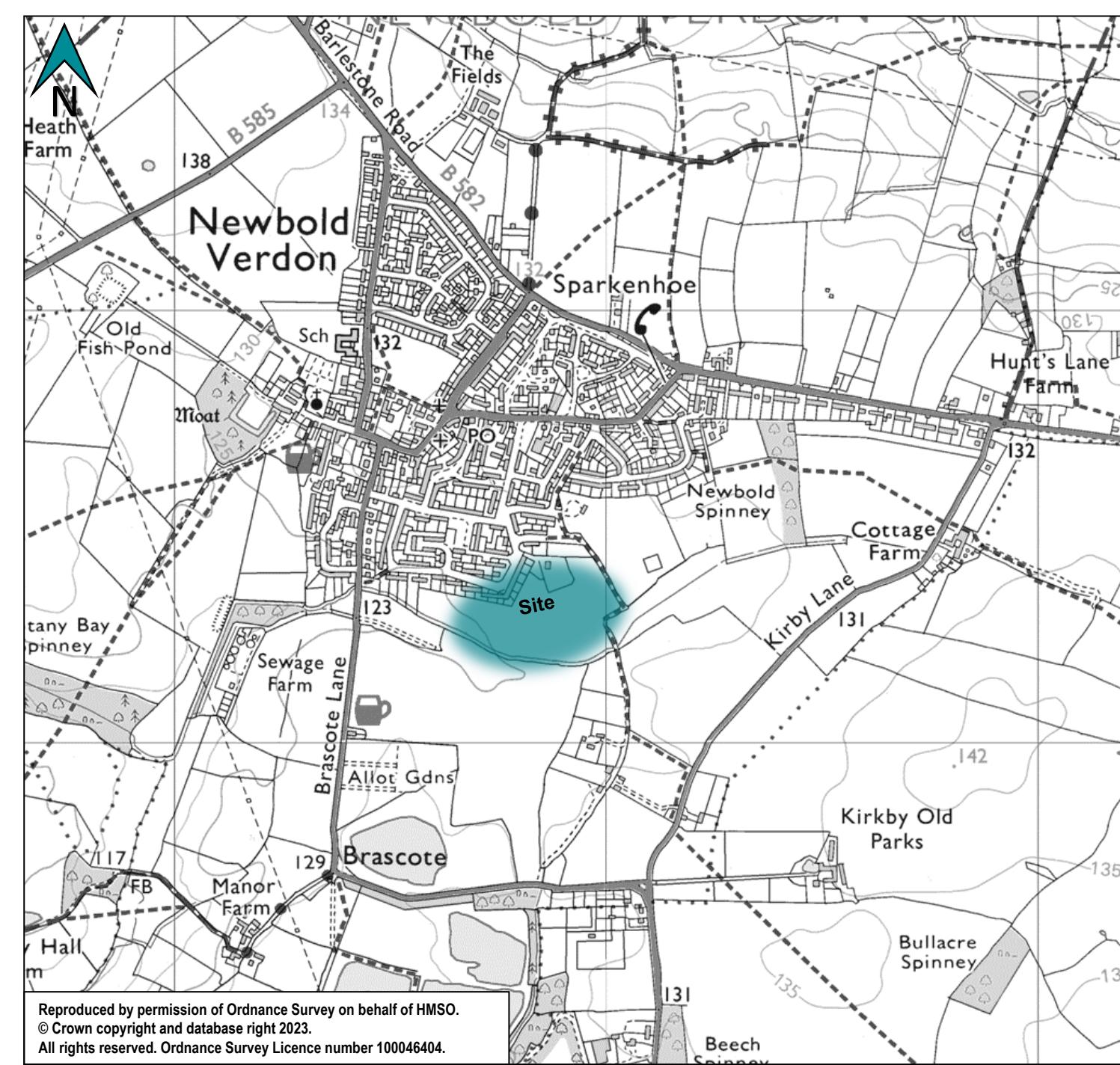
Travel Surveys

7.11 Travel surveys will be produced for the new residents to complete; at this stage, it is considered that the surveys should be undertaken within six months of first occupation at the site.

- 7.12 The travel surveys will derive the initial modal split and thus facilitate the setting of realistic targets.
- 7.13 The surveys will then be undertaken on an annual basis, avoiding holiday periods, for a period of five years to monitor the effectiveness of initiatives.
- 7.14 The Travel Plan and its objectives will be reviewed by the TPC on an annual basis, the survey results summarised and then discussed with the local highway authority.

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Figures



Legend



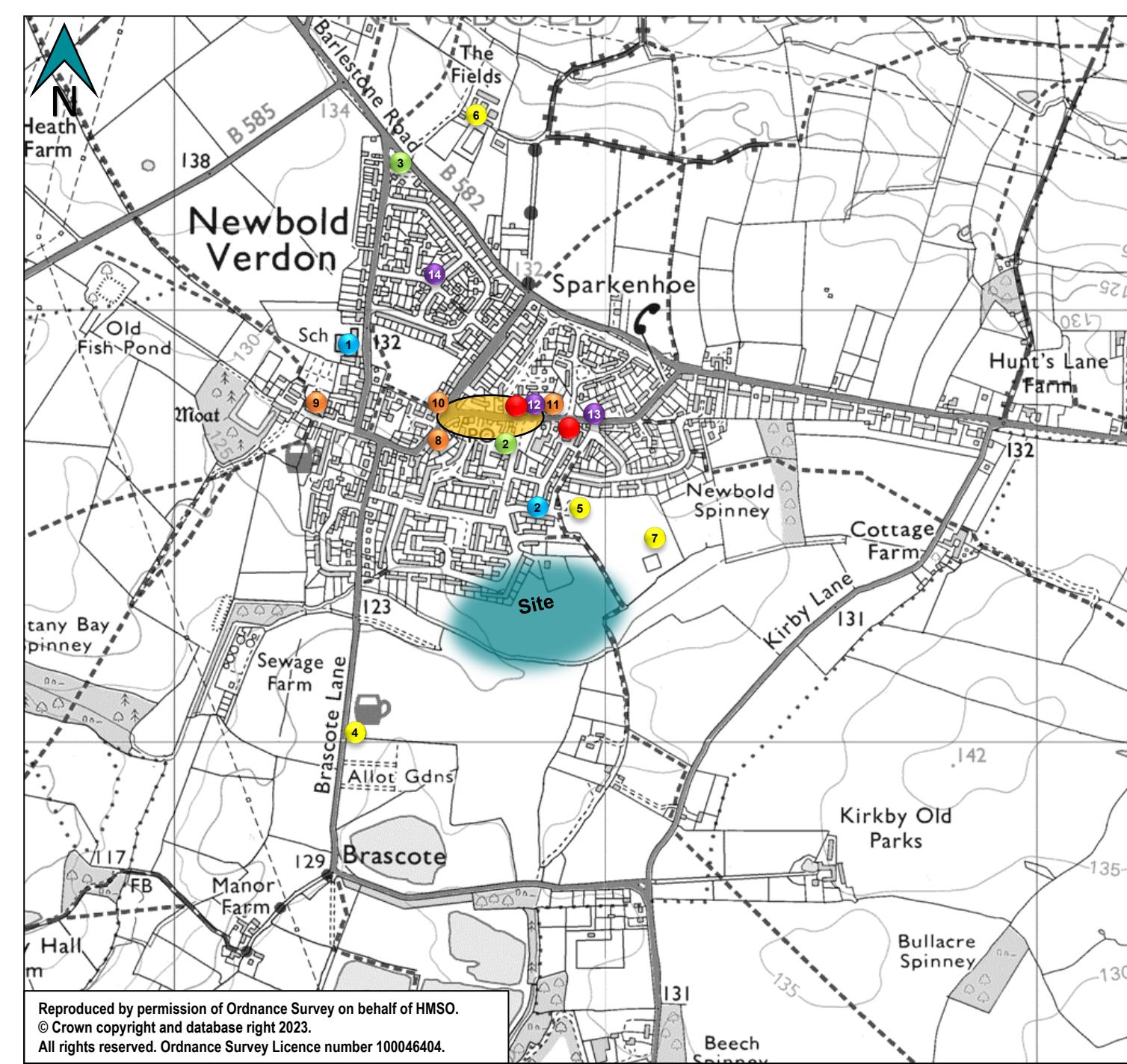
TRANSPORT PLANNING LTD

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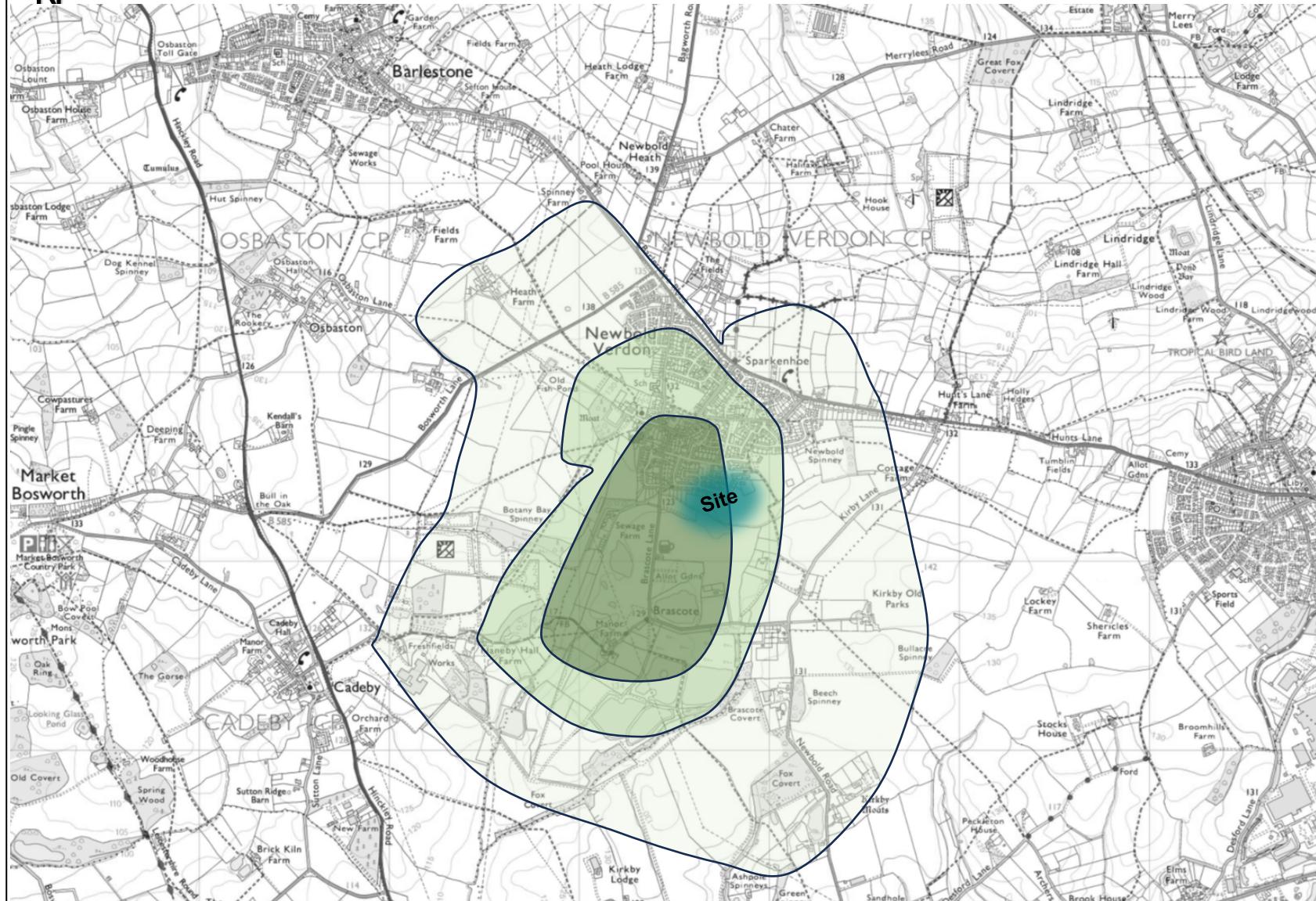
Brascote Lane

Newbold Verdon Phase 2
Phase 2

Figure 1.1 – Site Location



Not to Scale
 Brascole Lane
 Newbold Verdon Phase 2
Figure 4.1 – Local Facilities



Legend

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



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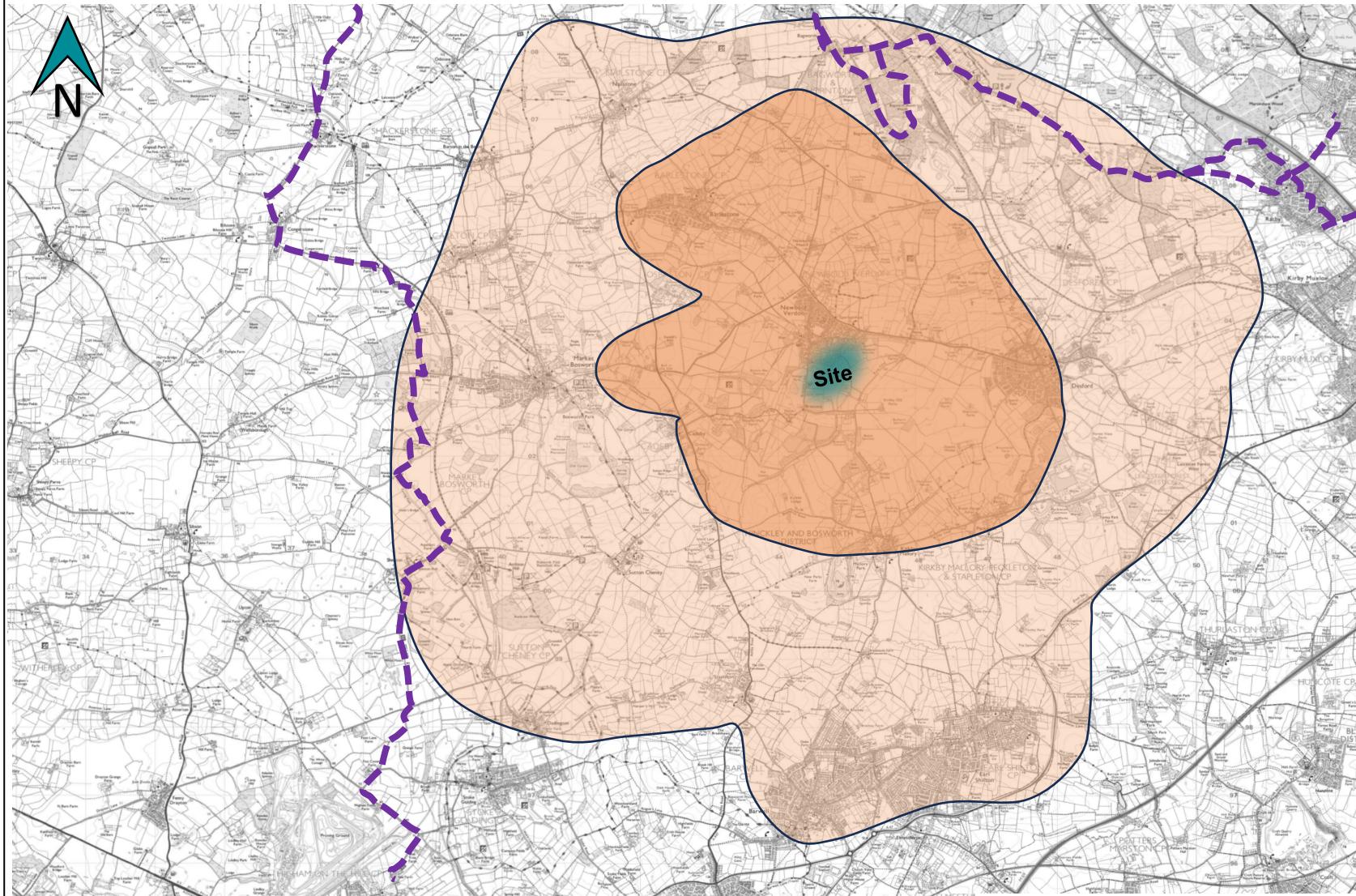
Brascote Lane

Newbold Verdon Phase 2

Figure 4.2 – Walk Distances

Legend

- Site
- 5.0km
- 8.0km
- NCN



Not to Scale

Brascote Lane

Newbold Verdon Phase 2

Figure 4.3 – Cycle Distances

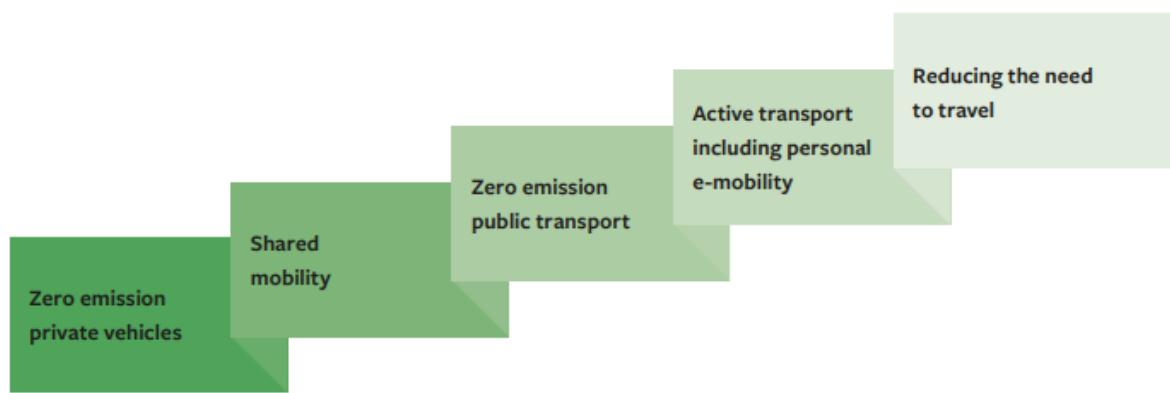


Figure 2.9 Travel Hierarchy from Leicester Transport Plan Draft released in 2021.

T24516

Brascote Lane, Newbold Verdon



Appendix A

2011 Census – Method of Travel to Work Data

QS701EW - Method of travel to work

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

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

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