

P e l l F r i s c h m a n n

Normandy Way, Hinckley

Travel Plan

109523

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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 Highway Network.....	7
3.4	Local Facilities and Sustainable Travel	8
3.5	Summary	13
4	Proposed Development and Access Proposals	14
4.1	Introduction	14
4.2	Plot 1 Access.....	14
4.3	Plot 2 Access.....	14
4.4	Sustainable Travel Connections.....	15
4.5	Parking Provision.....	15
4.6	Servicing	16
5	Targets	17
5.1	Introduction	17
5.2	Travel Survey	17
5.3	Modal Split.....	17
5.4	Vehicle Trip Generation.....	17
5.5	Person Trip Generation	18
5.6	Target/s	19
6	Aspirational Goals	21
7	Measures and Incentives	23
7.1	Introduction	23
7.2	Measures and Incentives – Promotion and Awareness Raising	23
7.3	Measures and Incentives – Encouraging Other Modes	24
7.4	Long Term Measures	25
8	Implementation and Monitoring	26
8.1	Implementation	26
8.2	Monitoring	26
8.3	Travel Plan Review.....	27
9	Action Plan	28

Figures

Figure 1. Site Location.....	4
Figure 3. Local Highway Network.....	8
Figure 4. 2km Pedestrian Catchment	10
Figure 5. 8km Cycle Catchment	11
Figure 6. Cycle Map Extract - LCC.....	12
Figure 7. Junction 1 - Plot 1 Access - Layout.....	14
Figure 8. Junction 2 - Plot 2 Access - Layout.....	15

Tables

Table 1. Local Amenities	9
Table 2. Summary of Bus Services (Approx.)	13
Table 3. Minimum Residential Parking Standards – LCC Highway Design Guide	16
Table 4. Method of Travel to Work	17
Table 5. Proposed Site Vehicle Trip Generation	18
Table 6. Multi- Modal Trip Generation - Plot 1.....	18
Table 7. Multi-Modal Trip Generation - Plot 2.....	18
Table 8. Multi-Modal Trip Generation - Total Development	19
Table 9. Initial Target Vehicle Trip Generation	20
Table 10. Potential SMART Target Split - Plot 1	20
Table 11. Potential SMART Target Split - Plot 2	20
Table 12. Potential SMART Target Split - Total Development	20
Table 13. Modal Split - 2030 Aspirational Goal	21
Table 14. Multi-Modal Trip Generation - Plot 1 2030 Aspirational Goal	21
Table 15. Multi-Modal Trip Generation - Plot 2 2030 Aspirational Goal	22
Table 16. Multi-Modal Trip Generation - Total Development 2030 Aspirational Goal	22
Table 17. Action Plan.....	28

Appendices

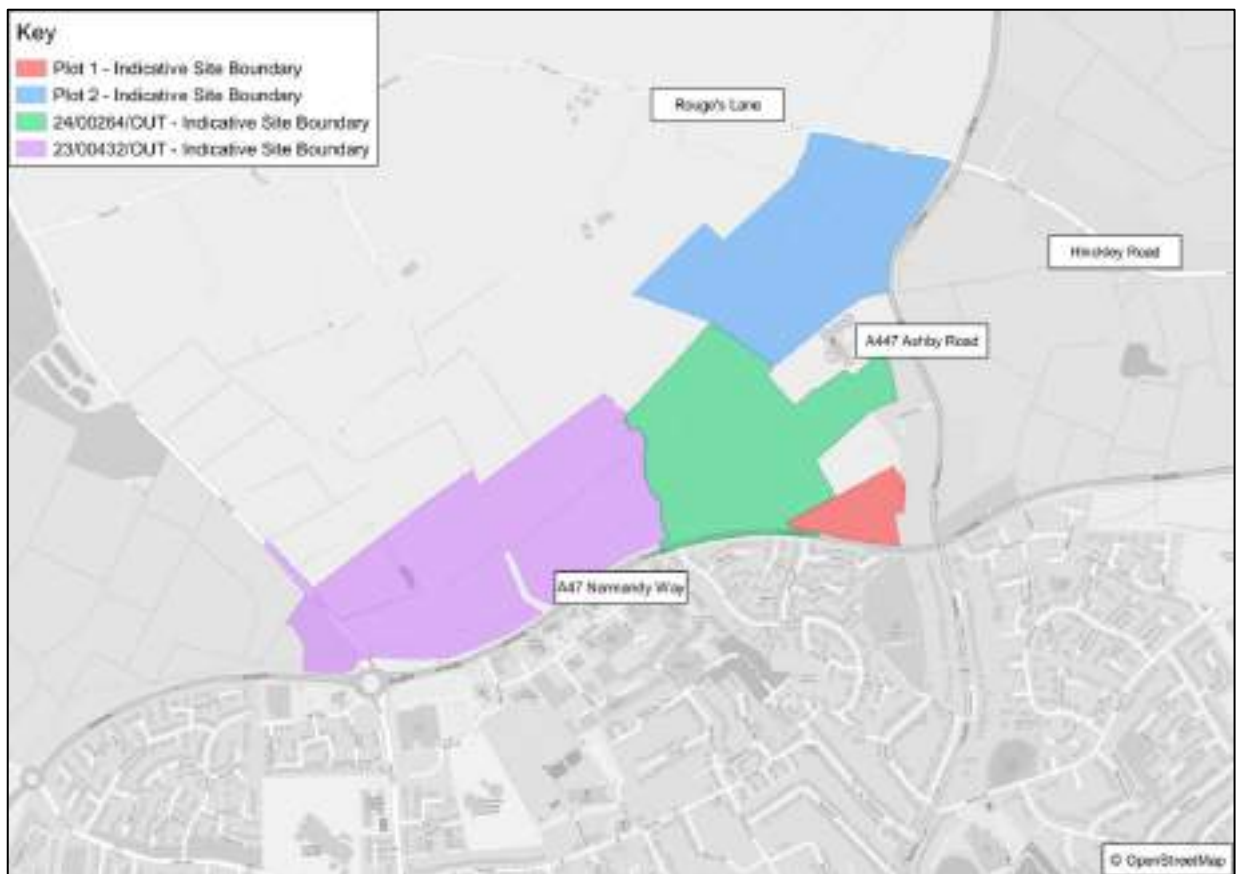
Appendix A: Site Layout Plan

1 Introduction

1.1 Instruction

- 1.1.1 Pell Frischmann (PF) has been instructed by Miller Homes (the Client) to provide transport planning and highway consultancy services in connection with two residential-led developments on sites located to the north of the A47 Normandy Way in Hinckley, Leicestershire. The development proposals are to provide up to approximately 460 dwellings. Plot 1 is to provide up to 60 dwellings and Plot 2 is for up to 400 dwellings. This Travel Plan (TP) is for both land parcels.
- 1.1.2 The location of the site is shown in **Figure 1**.

Figure 1. Site Location



- 1.1.3 The local Planning Authority is Hinckley and Bosworth Borough Council (HBBC) and the Local Highway Authority is Leicestershire County Council (LCC).
- 1.1.4 This report presents the 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.
- 1.1.5 This TP outlines the proposed targets and measures aimed at managing and reducing car travel for residents at the development through the promotion of sustainable alternatives.
- 1.1.6 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 user;
 - 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 residents 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, site wide Travel Plan Co-ordinator (SWTPC) will also be appointed to manage the overall Travel Plan process on the site, Travel Plan Coordinators (TPC's) appointed for each plot of land.

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.

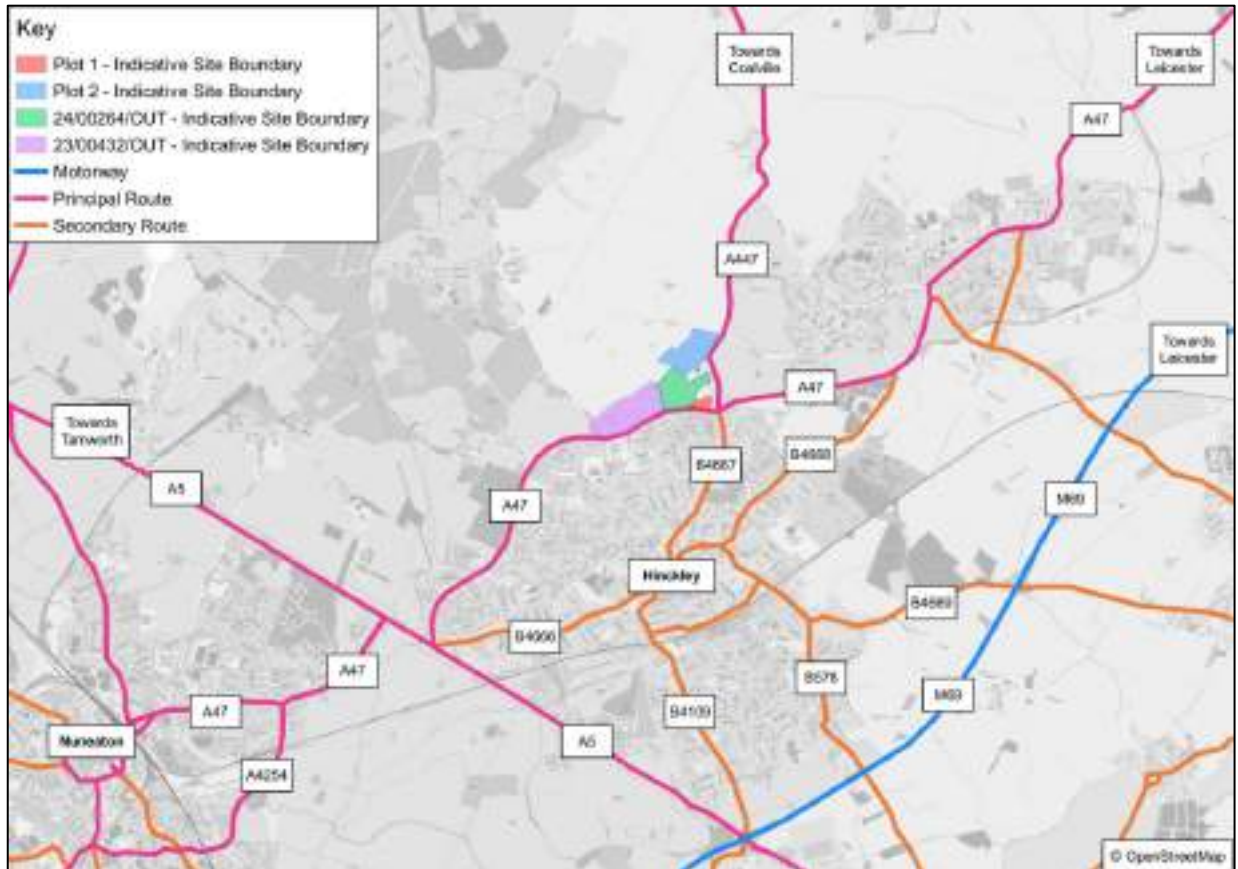
3.2 Site Location

- 3.2.1 The proposed site at Plot 1, is located on the northern edge of Hinckley and forms several agricultural fields with access via a gravel entry access off Rogue's Lane at the northern side of the site. The A447 runs along the site's eastern boundary. Plots 1 & 2 are separated by Hinckley & Bosworth Community Hospital as well as existing dwellings.

3.3 Local Highway Network

- 3.3.1 The A447 routes from the centre of Hinckley and into northwest Leicestershire. The section of the A447 adjacent to the site is Ashby Road in which the speed limit changes between 40mph and 50mph. This change in speed happens on the northern side of the A447/Hinckley Road/Rogue's Lane crossroads and the carriageway of the A447 is approximately 7.3m wide.
- 3.3.2 Rogue's Lane runs along the site's northern frontage between the A447/Hinckley Road/Rogue's Lane crossroads and Stoke Road. Rogue's Lane is de-restricted and is approximately 6m wide next to the site's existing access.
- 3.3.3 The A47 is a single-carriageway road that provides a link between the A5 on the western side of Hinckley and Leicester City Centre in the east. Within the vicinity of the development, the A47 is subject to speeds of 40mph but does vary between 30mph and 60mph.
- 3.3.4 Stoke Road is a single-carriageway de-restricted road that links the northern section of Hinckley and the southern end of Stoke Golding. Stoke Road routes off the A47 via a five-arm roundabout with the A47, Stoke Road and Sword Drive.
- 3.3.5 The A5 can be accessed to the southwest of the site via the A47/B4666/A5 roundabout (Dodwells Roundabout). The A5 provides a link between Luton to the south and into Wales to the northwest. Within the vicinity of the site, the A5 is a single-carriageway road subject to speeds of 40mph and 50mph.
- 3.3.6 The M69 Motorway can be accessed southeast of the site at Junction 2 for northbound traffic only and Junction 1 to the south of the site for travel in both directions. The M69 forms a strategic link north/south in the direction of Leicester and Coventry, respectively. Locally, the M69 is a six-lane de-restricted motorway.
- 3.3.7 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



3.4 Local Facilities and Sustainable Travel

Local Facilities

- 3.4.1 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.
- 3.4.2 The majority of the local facilities are located in Hinckley, especially around the A47 to the south of the site. Pedestrians can also make use of public right of way (PROW) U43 to reach the various facilities within Barwell. Facilities within Hinckley include education, retail, employment, health and recreation facilities.
- 3.4.3 **Table 1** displays a sample of key facilities near the site.

Table 1. Local Amenities

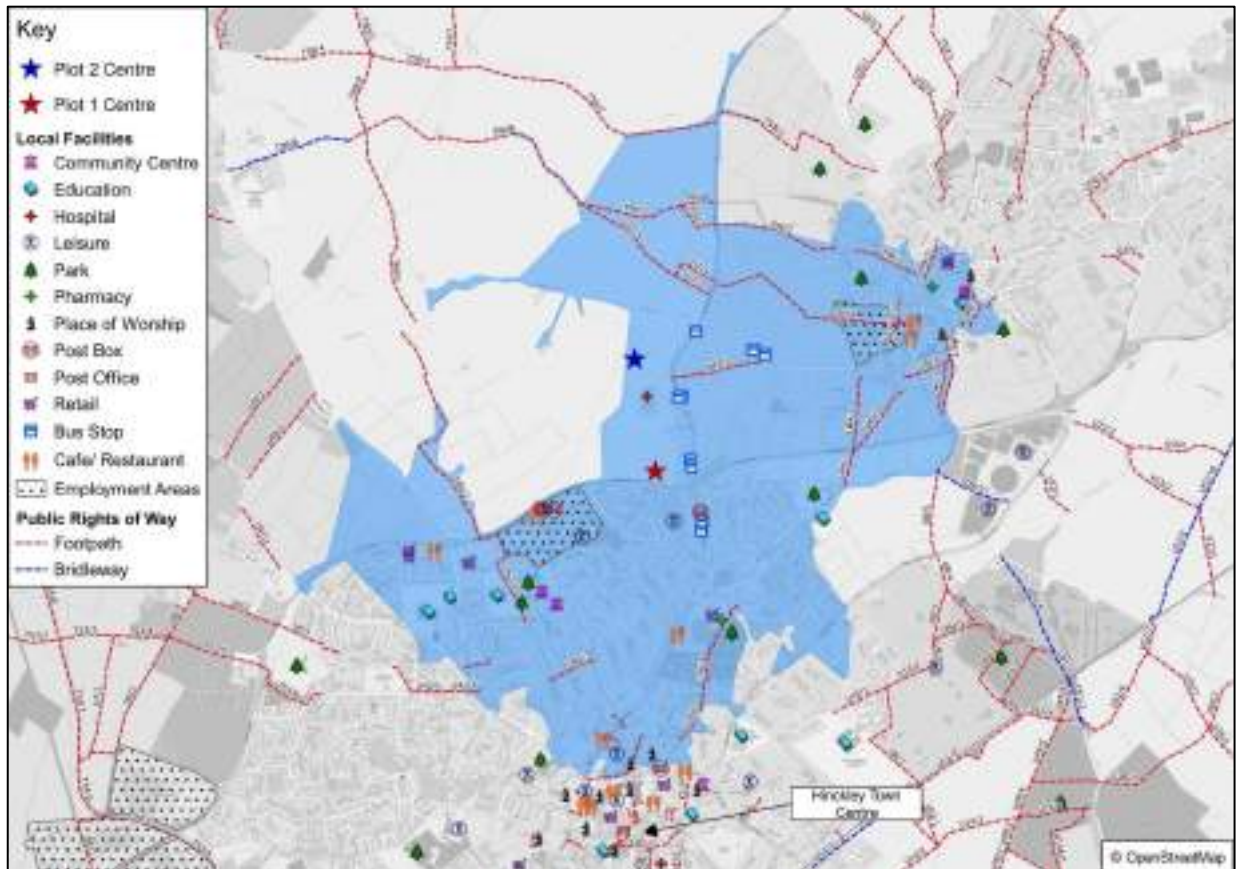
Amenity Type	Amenity	Approximate Walking Distance (metres)	Approximate Walking Time	Approximate Cycle Time
Health	Hinckley and Bosworth Community Hospital	475m	5 ½ minutes	1 ½ minutes
Education	Primary School (Proposed and safeguarded as part of application 23/00432/OUT)	850m	10 minutes	2 ½ minutes
Employment	Mill Street Industrial Estate	1,365m	16 ½ minutes	4 minutes
Recreation	Ashby Road Sports Club	1,445m	17 minutes	4 ½ minutes
Recreation	Field Health & Fitness Club	1,605m	19 minutes	5 minutes
Retail	Barnwell High Street	1,685m	20 minutes	5 minutes
Employment	Barleyfield Industrial Estate	1,765m	21 minutes	5 ½ minutes
Recreation	McDonald's	1,765m	21 minutes	5 ½ minutes
Education	Dorothy Goodman Secondary School	1,765m	21 minutes	5 ½ minutes
Recreation	The George Ward Centre	2,000m	24 minutes	6 minutes

3.4.4 **Table 1** shows that a range of amenities are within walking/cycling distance of the site.

Existing Opportunities for Pedestrian Travel

- 3.4.5 The Guidelines for Providing for Journeys on Foot document describes 'acceptable' walking distances for pedestrians without mobility impairment. It suggests that the maximum walking distance is generally accepted to be 2km.
- 3.4.6 **Figure 3** shows a 2km walking distance centred at the development site. It should be noted that depending on the actual location of dwellings within the site, some will be located slightly closer and some further away from the identified facilities.

Figure 3. 2km Pedestrian Catchment

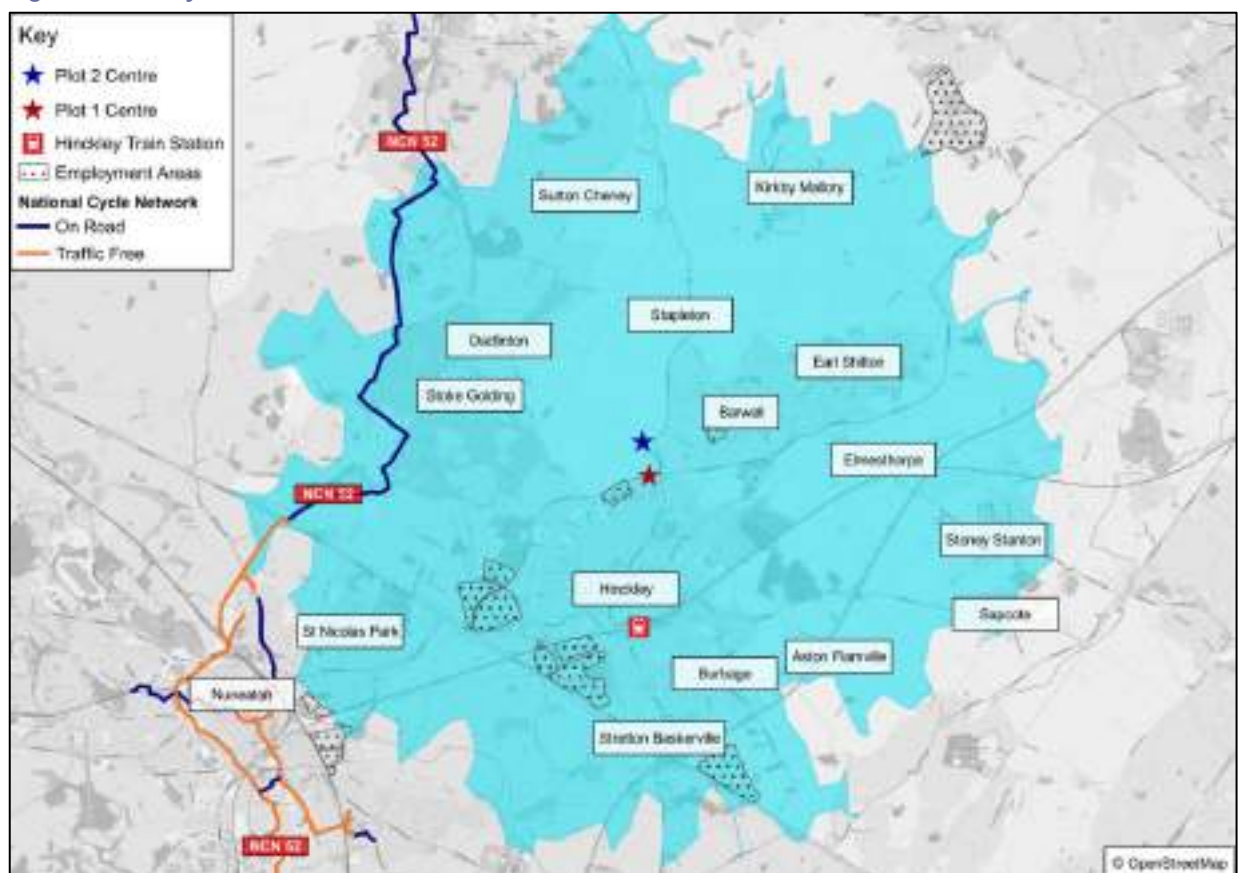


- 3.4.7 **Figure 3** shows that the northern section of Hinckley and the western area of Barwell which includes the main high street of the village is within a 2km walk of the site.
- 3.4.8 Throughout the main urban area of Hinckley, most roads are restricted to 30mph except for the A47 which is limited to 40mph. These benefit from footways on both sides of the road with street lighting and dropped kerb crossing points across side roads to facilitate pedestrian travel.
- 3.4.9 A street lit footway is available on the A447 which varies between the eastern and western sides of the road. PROW Footpath U43 routes east off this footway to Hinckley Road. This footway also continues north on the A447 to the crossroads in order to supply the several bus stops adjacent to the junction. This footway connects into the A47 and its various pedestrian provisions.
- 3.4.10 Along the majority of the A47 is a segregated footway/cycleway as well as a few small sections of shared footway/cycleways. Both sets of infrastructure are street lit and benefit from dropped kerbs across side roads, with tactile paving present at crossing points west of Cornfield.
- 3.4.11 On all four arms of the A447/A47/B4667 are crossing points that requires pedestrians to cross safely between traffic phases. These crossings all have a central pedestrian refuge as well as being supported by dropped kerbs and tactile paving.
- 3.4.12 Furthermore, a number of Public Right of Way (PROW) routes are present across Hinckley and Barwell. These include PROW Footpath U43 which provides a connection between the A447 adjacent to the site and Hinckley Road. The majority of the PROW's occur towards the centre of the urban areas of Hinckley and Barwell. These are also shown in **Figure 3**.

Existing Opportunities for Cycle Travel

- 3.4.13 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.
- 3.4.14 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.
- 3.4.15 **Figure 4** presents the 8km cycle catchment from the site. It shows that most of southwestern Leicester are within a reasonable cycle distance of the site. **Figure 4** also shows local cycle infrastructure in the area. This includes National Cycle Network (NCN) Route 52 which routes along the western side of the 8km catchment between the villages of Higham on the Hill and Shenton. The entirety of NCN Route 52 between these villages is on-road.

Figure 4. 8km Cycle Catchment



- 3.4.16 **Figure 5** shows an extract of an LCC cycle map for Hinckley (produced by ChooseHowYouMove) within the vicinity of the development.

Figure 5. Cycle Map Extract - LCC



- 3.4.17 The cycle infrastructure within the vicinity of Hinckley allows for cyclists to reach important employment centres, such as Barleyfield Industrial Estate and Hinckley Retail Park. The majority of this infrastructure comes in the form of shared and segregated footway/cycleways along the A47, which also provides additional routes to further amenities closer to Hinckley Town Centre via shared footway/cycleways along various sections.
- 3.4.18 The above demonstrates that the development is within a convenient walking / cycle distance of key destinations including retail, education and employment opportunities.

Active Travel Audit

- 3.4.19 Pell Frischmann undertook an Active Travel Audit of walking and cycling routes to / from and through the site on 24/02/25 during daytime hours. This audit included both walking and cycling key routes within the vicinity of and through the site.
- 3.4.20 As part of this audit, Pell Frischmann undertook a detailed Walking Route Audit Tool (WRAT) and a Cycling Level of Service (CLOS) with the guidance set out within LTN 1/20 as well as Active Travel England's Planning Application Assessment Toolkit. The outputs of which are presented within an Active Travel Strategy Technical Note. This also includes the distribution and assignment of pedestrian and cyclist trips to key local facilities. This is shown within Appendix E of the TA.

Existing Bus Services

- 3.4.21 The nearest bus stop to the proposed development is located approximately a 335m walk southeast of the centre of the site on the A447. The bus stop on the eastern side of the A447 are provided with a shelter, flagpole and timetable information. The bus stop on the western side has a flagpole and timetable information.
- 3.4.22 **Table 2** sets out the typical weekday and weekend bus services near the site.

Table 2. 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
148: Coventry - Leicester	06:01	22:40	30 minutes	06:06	22:40	30 minutes	08:13	17:13	60 minutes
148: Leicester - Coventry	05:41	00:07	30 minutes	07:50	00:07	30 minutes	10:05	19:05	60 minutes
158: Nuneaton - Leicester	04:27	23:14	30 minutes	05:37	23:14	30 minutes	08:44	18:44	60 minutes
158: Leicester - Nuneaton	05:11	23:37	30 minutes	06:35	23:38	30 minutes	09:35	20:35	60 minutes
LC6: Coalville - Hinckley	07:54	18:14	4 per day	07:54	18:14	4 per day	-	-	-
LC6: Hinckley - Coalville	08:20	18:40	4 per day	08:20	18:40	4 per day	-	-	-

Note: Timetable information obtained April 2026. First/last service based on time service arrives/leaves the nearest bus stop to the development site (Community Hospital Bus Stop)

Existing Rail Services

- 3.4.23 The nearest station is Hinckley Railway Station, approximately 3.2km south of the site. The station is managed by East Midlands Railway, which provides direct and frequent services to Coleshill Parkway, Cambridge and Stansted Airport.
- 3.4.24 Parking facilities at the station include 16 secure, sheltered cycle stands. There are also 63 spaces at the station's main car park and 10 spaces in a short-stay car park. Local bus and taxi services are provided at the station. This provides people with the opportunity should they want to continue their multi-modal journey.

3.5 Summary

- 3.5.1 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 the A47 in Hinckley. The site also benefits from nearby bus services with frequent services to Leicester where the majority of trip demand outside of Hinckley is located.

4 Proposed Development and Access Proposals

4.1 Introduction

4.1.1 Pell Frischmann (PF) has been instructed by Miller Homes (the Client) to provide transport planning and highway consultancy services in connection with two residential-led developments on sites located to the north of the A47 Normandy Way in Hinckley, Leicestershire. The development proposals are to provide up to approximately 460 dwellings. Plot 1 is to provide up to 60 dwellings and Plot 2 is for up to 400 dwellings.

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

4.2 Plot 1 Access

4.2.1 Vehicle access to Plot 1 is proposed to be taken in the form of a ghost island right turn served from the A47 Normandy Way along the southern edge of the Plot 1. The existing refuge island will be moved outside of the right-turn storage to the east. The access road is proposed to be 6m with 6 m radii. Visibility splays of 2.4m x 120m has also been plotted for the proposed access. Footways will front the site on both sides. The design also includes for a toucan crossing facility to the west of the proposed access that will connect the new footway on the northern side of the A47 Normandy Way to the shared facility on the south. There is a 55.7m stagger distance between the proposed access and Drake Way. **Figure 6** shows a snapshot of the access design.

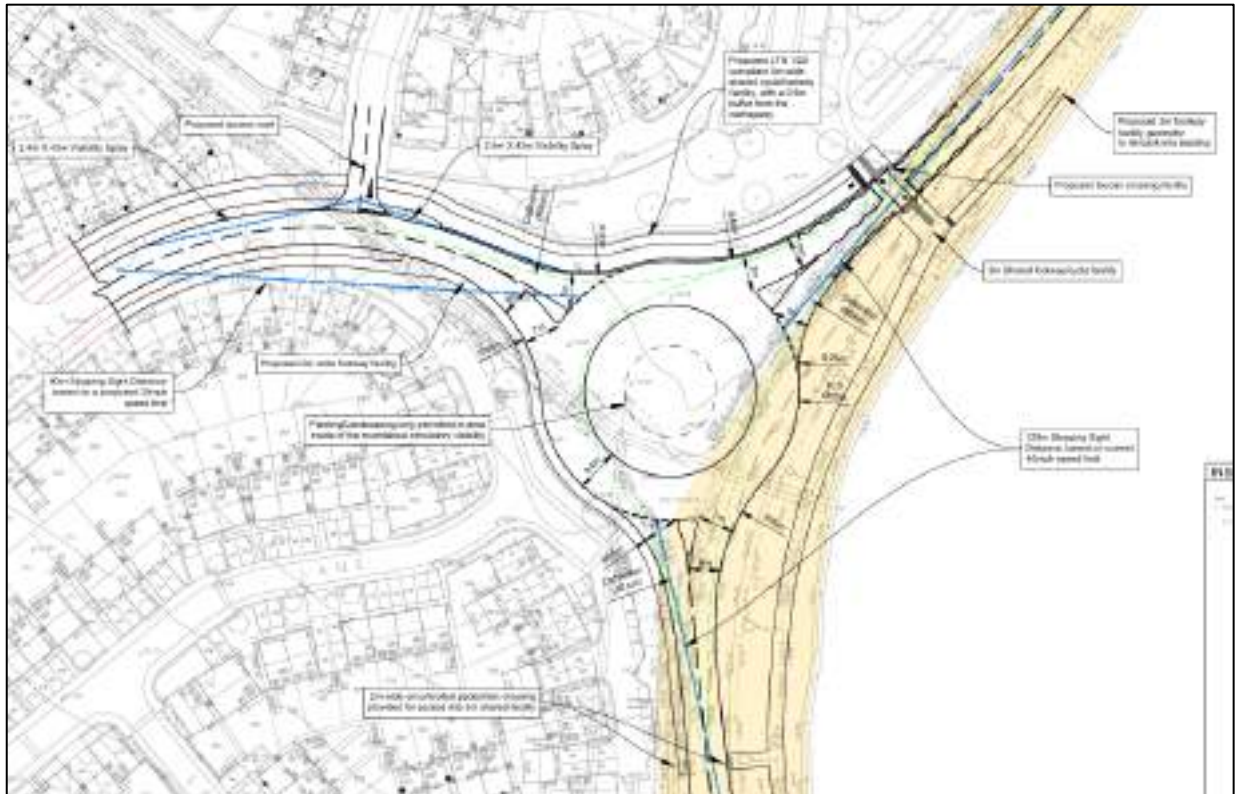
Figure 6. Junction 1 - Plot 1 Access - Layout



4.3 Plot 2 Access

4.3.1 Vehicle access to Plot 2 is proposed to be taken in the form of a three-arm roundabout served from the A447 Ashby Road along the eastern edge of the Plot 2. The access road is proposed to be 6.75m wide and the main roundabout 50m ICD. This width is in line with the minimum carriageway width for 'Major Residential Access Roads (Primary Streets)' as stated in LCC's Highway Design Guide. The design also includes for a toucan crossing facility on the roundabout's northeastern arm. **Figure 7** shows a snapshot of the access design.

Figure 7. Junction 2 - Plot 2 Access - Layout



4.4 Sustainable Travel Connections

- 4.4.1 As part of the proposed three-arm roundabout on the A447 Ashby Road, a 5m wide LTN 1/20 compliant shared footway / cycleway with a 0.5m buffer from the carriageway on the northern side of the access. There will also be a 2m wide footway on the southern side of the access.
- 4.4.2 A toucan crossing will be installed across the re-aligned A447 Ashby Road on the roundabout's northeastern arm, linking the 5m wide shared footway / cycleway to a 2m wide footway. When on the eastern side of the A447 Ashby Road, users routing north will have a new 2m wide footway that ties back into the existing footway. Those travelling south will benefit from a 3m wide shared facility that will continue south along the eastern boundary of the roundabout, and then south along the A447 Ashby Road.
- 4.4.3 Users will be provided with an uncontrolled crossing to the south of the roundabout to connect the shared facility to the footway, to replace the existing unofficial crossing point. Further south of this crossing is a new toucan crossing where users cross the A447 and the shared facility will continue along the western side of the A447 Ashby Road. The shared facility on the western side will use the existing tarmac surface.
- 4.4.4 Both Hinckley Community Hospital bus stops have been redesigned, with the bus lay-bys reduced to 1.5m. These have been narrowed due to highway constraints to provide sufficient space for the 3m wide shared facilities, while still allowing vehicles to pass the lay-bys, even when a bus is present. The eastern bus stop has been moved north of the hospital access to accommodate the toucan crossing, The proposals route down to the A47, then safe crossing of the A47 is provided via signal control, the proposals then tie into the existing shared provision that provides a continuous journey into Hinckley Town Centre.

4.5 Parking Provision

- 4.5.1 The proposed development is within the Hinckley and Bosworth Local Authority area. Hinckley and Bosworth Bough Council's (HBBC) good design guide published in February 2020, 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. The relevant parking guidance is subsequently set out in **Table 3**.

Table 3. Minimum Residential Parking Standards – LCC Highway Design Guide

Bedrooms	LCC Highway Design Guide (Spaces)
Up to 3 Bedroom Dwellings	2 parking spaces per dwelling
4+ Bedroom Dwellings	3 parking spaces per dwelling
Visitor	0.25 parking spaces per dwelling (on street)

- 4.5.2 The proposed parking is set out in the Masterplan included within **Appendix A**. This includes a mixture of on plot parking as part of allocated spaces in tandem/parallel layouts as well as provision for visitor parking.
- 4.5.3 The LCC Highway Design Guide states that there should be one cycle space for every bedroom, in which the parking must be under cover and secure. This is also the same as that stated in LTN 1/20.
- 4.5.4 The parking provision is provided as stated above. The proposed provision will ensure that an adequate level of parking is provided for the residents and visitors.

4.6 Servicing

- 4.6.1 Appropriate turning heads will be provided in line with LCC's Highway Design Guide within the site to ensure a refuse vehicle can successfully and safely manoeuvre the site access arrangements and 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 travel habits being confirmed, this section identifies some indicative targets based on Census travel to work data (2011).
- 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 occupants 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 6 months of first occupation of the site 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 has been taken from the local Census journey to work data for the resident population ('Hinckley and Bosworth 007' & 'Hinckley and Bosworth 009'). An average between the two Middle Super Output Areas (MSOA) was calculated for each dataset. Work from Home has been excluded. The results are shown in **Table 4**.

Table 4. Method of Travel to Work

Method of Travel to Work	2011 (Dataset WP703EW)	2021 (Dataset TS061)	Average
Car Driver	73.1%	80.9%	77.0%
Pedestrian	11.2%	8.0%	9.6%
Car Passenger	7.4%	4.9%	6.1%
Bus	3.4%	1.9%	2.7%
Bicycle	3.1%	2.0%	2.5%
Motorcycle	0.9%	0.5%	0.7%
Other	0.4%	1.0%	0.7%
Train	0.4%	0.4%	0.4%
Taxi	0.2%	0.3%	0.3%
Light Rail	0.0%	0.1%	0.0%
Total	100%	100%	100%

- 5.3.2 **Table 4** indicated that currently approximately 3.1% of trips are made using public transport and 12.2% are walking/cycling trips.

5.4 Vehicle Trip Generation

- 5.4.1 **Table 5** displays the forecast trip generation of the site based on the trip generation from the TA. It should be noted that that actual trip generation will be lower than these figures, but this will be confirmed by a survey shortly after occupation.

Table 5. Proposed Site Vehicle Trip Generation

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Plot 1 – 60 Dwellings	9	26	35	25	15	40	132	131	283
Plot 2 – 400 Dwellings	59	170	229	164	98	262	882	873	1,755

5.5 Person Trip Generation

5.5.1 The modal splits outlined in **Table 4** have been combined with the vehicle trip generation in **Table 5** to calculate the two-way person trips associated with Plot 1 and Plot 2 shown in **Table 6** and **Table 7** respectively.

Table 6. Multi- Modal Trip Generation - Plot 1

Time Period	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrival	Departure	Two-way	Arrival	Departure	Two-way	Arrival	Departure	Two-way
Car Driver	9	26	35	25	15	40	132	131	263
Pedestrian	1	3	4	3	2	5	17	16	33
Car Passenger	1	2	3	2	1	3	11	10	21
Bus	0	1	1	1	1	2	5	5	10
Bicycle	0	1	1	1	0	1	4	4	8
Motorcycle	0	0	0	0	0	0	1	1	2
Other	0	0	0	0	0	0	1	1	2
Train	0	0	0	0	0	0	1	1	2
Taxi	0	0	0	0	0	0	0	0	0
Light Rail	0	0	0	0	0	0	0	0	0
Total	11	33	44	32	19	51	172	169	341

5.5.2 For Plot 1, it is anticipated that there could be approximately 6 additional two-way sustainable trips (walking/cycle/public transport) during the AM peak, 8 two-way trips in the PM highway peak and 53 two-way trips across the day.

Table 7. Multi-Modal Trip Generation - Plot 2

Time Period	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrival	Departure	Two-way	Arrival	Departure	Two-way	Arrival	Departure	Two-way
Car Driver	59	170	229	164	98	262	882	873	1755
Pedestrian	7	21	28	21	12	33	110	109	219
Car Passenger	5	14	19	13	8	21	70	70	140
Bus	2	6	8	6	3	9	31	30	61
Bicycle	2	6	8	5	3	8	29	29	58
Motorcycle	1	1	2	1	1	2	7	7	14
Other	1	2	3	2	1	3	8	8	16
Train	0	1	1	1	0	1	4	4	8
Taxi	0	1	1	1	0	1	3	3	6
Light Rail	0	0	0	0	0	0	1	1	2
Total	77	222	299	214	126	340	1145	1134	2279

- 5.5.3 For Plot 2, it is anticipated that there could be approximately 45 additional two-way sustainable trips (walking/cycle/public transport) during the AM peak, 51 two-way trips in the PM peak and 348 two-way trips across the day.
- 5.5.4 The person trip generation for Plot 1 shown in **Table 6** and for Plot 2 in **Table 7** have been combined to calculate the two-way person trip generation for the development, shown in **Table 8**.

Table 8. Multi-Modal Trip Generation - Total Development

Time Period	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrival	Departure	Two-way	Arrival	Departure	Two-way	Arrival	Departure	Two-way
Car Driver	68	196	264	189	113	302	1,014	1,004	2,018
Pedestrian	8	24	32	24	14	38	127	125	252
Car Passenger	6	16	22	15	9	24	81	80	161
Bus	2	7	9	7	4	11	36	35	71
Bicycle	2	7	9	6	3	9	33	33	66
Motorcycle	1	1	2	1	1	2	8	8	16
Other	1	2	3	2	1	3	9	9	18
Train	0	1	1	1	0	1	5	5	10
Taxi	0	1	1	1	0	1	3	3	6
Light Rail	0	0	0	0	0	0	1	1	2
Total	88	255	343	246	145	391	1317	1303	2620

- 5.5.5 Overall, it is anticipated that there could be approximately 51 additional two-way sustainable trips (walking/cycle/public transport) during the AM peak, 59 two-way trips in the PM peak and 401 two-way trips across the day.

5.6 Target/s

- 5.6.1 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 15% reduction in car driver modal share within the Travel Plan monitoring period;
- Target 2 – Following Target 1, there will be an equal proportionate increase in the uptake of walking, cycling and public transport use;
- Target 3 – All residents and users of the site will be made aware of the Travel Plan

- 5.6.2 With regards to Target 1, the number of car driver trips will be reduced by 15%, based on the forecast number of car drivers in **Table 5**. This will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing travel modes. This 15% reduction is to ensure targets are ambitious as possible in accordance with the Good Practice Guidelines: Delivering Travel Plans document.

- 5.6.3 **Table 9** identifies the resulting 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.

Table 9. Initial Target Vehicle Trip Generation

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Plot 1 – 60 Dwellings	8	22	30	21	13	34	112	111	223
Plot 2 – 400 Dwellings	50	145	195	139	83	222	750	742	1492

- 5.6.4 With regards to Target 2, achieving an equal proportionate increase among walking, cycling and public transport following the reduction in car drivers from Target 1. **Table 10** shows what split of uses may look like to achieve such proportion for Plot 1.

Table 10. Potential SMART Target Split - Plot 1

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Walking	1	3	4	3	1	4	13	13	26
Cycling	0	0	0	0	0	0	3	3	6
Public Transport	0	1	1	1	1	2	4	4	8
Total	1	4	5	4	2	6	20	20	40

- 5.6.5 **Table 11** shows what split of uses may look like to achieve such proportion for Plot 2.

Table 11. Potential SMART Target Split - Plot 2

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Walking	6	16	22	16	10	26	83	82	165
Cycling	1	4	5	4	2	6	22	22	44
Public Transport	2	5	7	5	3	8	27	27	54
Total	9	25	34	25	15	40	132	131	263

- 5.6.6 The potential SMART Target for Plot 1 shown in **Table 10**, and for Plot 2 in **Table 11** have been combined to calculate the number proportion of walking, cycling, public transport trips following reduction in car drivers from Target 1

Table 12. Potential SMART Target Split - Total Development

Mode	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Walking	7	19	26	19	11	30	96	95	191
Cycling	1	4	5	4	2	6	25	25	50
Public Transport	2	6	8	6	4	10	31	31	62
Total	10	29	39	29	17	46	152	151	303

- 5.6.7 It should be noted that the target relates to the total and not the specific modes which are shown indicatively as the principles of the FTP is to encourage modal shift to sustainable modes, no matter which form that takes.

6 Aspirational Goals

- 6.1.1 The Second Cycling and Walking Investment Strategy (CWIS2) sets out Active Travel England's aim that that by 2030, *"50% of all journeys in towns and cities should be by active travel modes"*. Subsequently, as an aspirational aim, the potential walking and cycling trips resulting from the development in 2030 should be 50% of all trips.
- 6.1.2 NTS data sets provide a more robust dataset for travel trips to other destinations such as education and leisure trip destinations. These data sets such as NTS0502a (Trip start time by trip purpose) and NTS0409a (Average number of trips by purpose and main mode) have been utilised in order to produce the aspiration modal split for a 50% active travel modal share, shown in **Table 13**.

Table 13. Modal Split - 2030 Aspirational Goal

Method of Travel to Work	Modal Split – Plot 1	Modal Split – Plot 2	Average
Pedestrian	40.2%	39.5%	39.9%
Bicycle	9.8%	10.5%	10.1%
Car Driver	39.1%	39.2%	39.2%
Car Passenger	6.2%	6.1%	6.2%
Motorcycle	0.6%	0.6%	0.6%
Bus	2.9%	2.7%	2.8%
Train	0.6%	0.4%	0.5%
Ligh Rail	0.0%	0.1%	0.0%
Taxi	0.0%	0.3%	0.1%
Other	0.6%	0.7%	0.6%
Total	100%	100%	100%

- 6.1.3 Based on the person trip generation for Plot 1 and Plot 2 in **Table 6** and **Table 7** respectively, the forecast person trip generation for the 2030 aspirational aim is shown for Plot 1 in **Table 14** and for Plot 2 in **Table 15**.

Table 14. Multi-Modal Trip Generation - Plot 1 2030 Aspirational Goal

Time Period	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrival	Departure	Two-way	Arrival	Departure	Two-way	Arrival	Departure	Two-way
Pedestrian	6	12	18	12	10	22	70	68	138
Bicycle	0	4	4	4	0	4	16	17	33
Car Driver	5	14	19	13	8	21	67	67	134
Car Passenger	1	2	3	2	1	3	11	10	21
Motorcycle	0	0	0	0	0	0	1	1	2
Bus	0	1	1	1	1	2	5	5	10
Train	0	0	0	0	0	0	1	1	2
Light Rail	0	0	0	0	0	0	0	0	0
Taxi	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	1	2
Total	12	33	45	32	20	52	172	170	342

Table 15. Multi-Modal Trip Generation - Plot 2 2030 Aspirational Goal

Time Period	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrival	Departure	Two-way	Arrival	Departure	Two-way	Arrival	Departure	Two-way
Pedestrian	30	86	116	86	50	136	453	448	901
Bicycle	9	25	34	21	13	34	119	119	238
Car Driver	30	86	116	83	50	133	449	444	893
Car Passenger	5	14	19	13	8	21	70	70	140
Motorcycle	1	1	2	1	1	2	7	7	14
Bus	2	9	10	6	3	9	31	30	61
Train	0	1	1	1	0	1	4	4	8
Light Rail	0	0	0	0	0	0	1	1	2
Taxi	0	1	1	1	0	1	3	3	6
Other	1	2	3	2	1	3	8	8	16
Total	78	225	303	214	126	340	1,145	1,134	2,279

6.1.4 The aspirational person trip generation for Plot 1 shown in **Table 14** and for Plot 2 in **Table 15** have been combined to calculate the total two-way person trip generation for the development, shown in **Table 16**.

Table 16. Multi-Modal Trip Generation - Total Development 2030 Aspirational Goal

Time Period	AM Peak (08:00 – 09:00)			PM Peak (17:00 – 18:00)			Daily		
	Arrival	Departure	Two-way	Arrival	Departure	Two-way	Arrival	Departure	Two-way
Pedestrian	36	98	134	98	60	158	523	516	1,039
Bicycle	9	29	38	24	13	37	135	136	271
Car Driver	35	100	135	96	58	154	516	511	1,027
Car Passenger	6	16	22	15	9	24	81	80	161
Motorcycle	1	1	2	1	1	2	15	15	30
Bus	2	10	12	7	4	11	36	35	71
Train	0	1	1	1	0	1	5	5	10
Light Rail	0	0	0	0	0	0	1	1	2
Taxi	0	1	1	1	0	1	3	3	6
Other	1	2	3	2	1	3	9	9	18
Total	90	258	348	245	146	391	1,324	1,311	2,635

7 Measures and Incentives

7.1 Introduction

- 7.1.1 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 SWTPC prior to occupation in terms of their appropriateness and effectiveness and will be refined, if required, subject to analysis of the monitoring results.
- 7.1.2 Following occupation of each property, every household will be issued with a 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.
- 7.1.3 The potential hours of work for residents should be considered in the TP 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.
- 7.1.4 To provide accurate and clear timescales for the implementation of the TP, 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.
- 7.1.5 These TP measures will be facilitated by several hard measures in the form of improvements to local active travel infrastructure which will benefit both existing users and future residents. Wider improvements as part of the development include the proposed shared footway / cycleway along the A447 Ashby Road as well as associated and uncontrolled crossings in the vicinity of accesses to plots.

7.2 Measures and Incentives – Promotion and Awareness Raising

- 7.2.1 As detailed above, the site is accessible to pedestrian, cycle, and public transport users. Therefore, the TP will focus on the promotion of the existing travel opportunities to and from the site, including the key and improved pedestrian and cycle routes to key destinations. It is essential that the travel opportunities be clearly highlighted and promoted to all residents and visitors and therefore descriptions and maps of the key routes will be provided.

TP1: Appointment of Travel Plan Co-ordinators

- 7.2.2 The first stage will be the appointment of the SWTPC (from commencement of construction) and individual TPC's for each plot of land. Each TPC will be in the role until their plot is complete. Then responsibility for onward monitoring falls to the SWTPC. The role of the SWTPC and TPC are detailed later within this TP.
- 7.2.3 The TPC's 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 TP process.
- 7.2.4 The TPC's will also make themselves available to provide personalised travel advice to the residents if required. To facilitate continued promotion and awareness raising, the TPC's will also act as a point of contact for all residents requiring information. The TPC's will promote national events, such as national bike to work/school week and walk to work day.

- 7.2.5 Contact details for the SWTPC and all the TPC's will be provided to HBBC, LCC and residents as appropriate upon appointment. Until such a time that TPC's are appointed, this role will revert to the developer/agent.

TP2: Travel Welcome Pack

- 7.2.6 All residents will be provided with detailed information about the transport facilities to and from the site through Travel Welcome Packs issued by the TPC's upon occupancy. 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.
- 7.2.7 Sustainable travel initiatives, such as the promotion of the 'Betterpoints' app, provision of bike loans and potential led walks/ride events will be investigated by the TPC's to potentially included in the Welcome Pack.
- 7.2.8 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.
- 7.2.9 LCC also require the creation of the new home travel pack. LCC can produce these at a cost of £52.85. If the applicant creates their own welcome pack, proof would need to be sent to LCC and would incur a cost of £500.

TP3: General Travel Plan Awareness

- 7.2.10 The TPC's 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.
- 7.2.11 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.

7.3 Measures and Incentives – Encouraging Other Modes

TP4: Provision of Motorcycle and Cycle Facilities and Infrastructure Provision

- 7.3.1 Parking for motorcycles and cycles will be accommodated on site prior to occupation.
- 7.3.2 Wider infrastructure provision as part of the proposals, such as cycle/walking routes for residents will also be provided on site as required.

- 7.3.3 To encourage walking and cycling, the health benefits of travelling by these modes would be published in the Welcome Packs.

TP5: Green Travel Vouchers

- 7.3.4 To encourage use of sustainable modes of travel, the developer will investigate provision of a Green Travel Voucher (GTV) contribution per household, the sum and use of which will be agreed with the council prior to occupation (understood to be at a cost of £360 per 6-month pass). 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.
- 7.3.5 The GTV's would 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.

7.4 Long Term Measures

TP6: Travel Plan Management

- 7.4.1 To ensure the continuation of the TP, 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.
- 7.4.2 All residents will be encouraged to promote sustainable transport ideas and share any information or new ideas they may have to improve the TP with the TPC's. By encouraging everyone to take an active role in the implementation of the TP, people are more likely to make changes to their travel habits and be conscious of the travel choices.
- 7.4.3 The TPC's 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: Car Sharing

- 7.4.4 In addition to advertising lift sharing websites, residents will be made aware of local Leicestershire and national car share websites, e.g. <https://gocarshare.com/> & www.share-a-lift.co.uk
- 7.4.5 TPC will also investigate the opportunity to provide for discounted/promotional membership with the Car-Club operator.

TP8: Ev's

- 7.4.6 All new homes will be fitted with appropriate EV charging points in line with standards.

TP9: Work from Home

- 7.4.7 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.

8 Implementation and Monitoring

8.1 Implementation

- 8.1.1 In order to implement the TP, a SWTPC will be appointed who will be in charge of overseeing the TPC's which individually review and are specific to each plot of land. Contact details of the TPC's will be provided to the local authority on appointment. The SWTPC will be responsible for the implementation and maintenance of the TP including all promotion, consultation, monitoring and review.
- 8.1.2 The role will require part time involvement and will be appointed from when construction first begins on site, for a period of five years from within six months of first occupation of the site. Hence, the initial implementation of the TP would involve a time commitment from the TPC's prior to the occupation and during the first few months of occupation of the building as they undertake the tasks set out within this TP. However, on a day-to-day/week-to-week basis administering the TP would not be a time intensive task. The SWTPC will be employed throughout the full period of the TP monitoring.
- 8.1.3 The role of the TPC's will be to:
- Oversee the development, promotion, and implementation of the TP measures and incentives. This includes the content of the Travel.
 - Design and implement continuous, effective marketing and awareness raising strategies to promote the TP 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 TP – explaining the purpose and the opportunities on offer.
 - Secure any necessary funding to support the TP and ensure its efficient and effective use.
 - The TPC's will review and agree the measures.
 - The TPC's will review and agree the TP targets, the measures and incentives, the methods for implementing and monitoring the Travel Plan, and the successes and failures.
- 8.1.4 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 LCC.

8.2 Monitoring

- 8.2.1 The TPC's will be responsible for undertaking surveys to monitor the progress of the TP against its targets. Repeating these surveys over time will show whether the TP is succeeding in encouraging a greater number of residents to travel by more sustainable travel modes. Once monitoring of each plot of land is complete, responsibility for onward monitoring falls to the SWTPC providing updates on progress of each plot of land in terms of occupation etc. Monitoring surveys will need to be sent to LCC within the first month of completion. Surveys will need to be done on site to understand existing current travel habits.
- 8.2.2 This TP is not intended to be a static document but is intended to be updated as required through its lifetime. The responsibility for the maintenance of the TP lies with the SWTPC who is to be supported by the individual TPC's. The SWTPC will undertake on-going monitoring and evaluation of site travel patterns, to review and develop the TP, and report back to LCC.
- 8.2.3 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 TP. The TPC's will be responsible for ensuring that the TP is being delivered to greatest effect and that targets are being met. The monitoring report should be completed each year.
- 8.2.4 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.

8.2.5 A five-year monitoring plan is proposed with surveys being carried out within the first six months of first occupancy and the report produced within 3 months after the survey.

8.2.6 Following an initial multi-modal survey to help set the TP targets, the TPC's will organise further annual multi-modal surveys to be undertaken to establish the modal split and review how this 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.

8.2.7 The SWFTPC will also explore the potential to install pedestrian/cycle counters along the main walking and cycling route through the development site. This would assist with annual multimodal survey and the overall monitoring process.

8.2.8 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.

8.3 Travel Plan Review

8.3.1 The TP will be reviewed regularly against the targets. If the targets are not met and aspects of the TP are seen to be underperforming, the SWTPC and TPC's will review the measures in place and revise them where appropriate in consultation with the local authority.

8.3.2 Mitigation measures such as increasing transport information provision and promotional material or providing incentives will be considered in consultation with the local authority. The TPC's will work closely with the local authority to ensure that all national and local sustainable travel initiatives are promoted within the site.

9 Action Plan

9.1.1 The initial action Plan is set out in **Table 17**.

Table 17. Action Plan

Measure	Description	Timeframe	Responsibility
General			
Appointment of Travel Plan Coordinator's	Part time role	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	TPC
Newsletters	Newsletters to be issued to households detailing upcoming sustainable travel events & updates on changes to sustainable options	Ad-hoc through TP operational period (minimum one per year)	TPC
Green Travel Vouchers	Green Travel Vouchers are to be distributed to each household	First occupation	TPC
EV's	Provide EV infrastructure as required	First occupation	Developer
Walking			
Promotion of health benefits of walking	Promoted via welcome packs, newsletters and induction sessions	First occupation, annually (minimum) & ad-hoc	TPC's
Residents informed of safe walking routes	Welcome packs, newsletters and induction sessions	First occupation, annually (minimum) & ad-hoc	TPC's
Pedestrian infrastructure links incorporated	On-site and off-site improvements to pedestrian network completed	Construction Phase (Pre-occupation)	Developer
Cycling			
Provision of cycle route maps including related nearby infrastructure	Welcome packs, newsletters and induction sessions	First occupation, annually (minimum) & ad-hoc	TPC's
Provision of cycle parking	On-site cycle provision to be complete	Construction Phase (Pre-occupation)	Developer
Bus			
Residents informed of nearby bus services	Welcome packs, newsletters and induction sessions	First occupation, annually (minimum) & ad-hoc	TPC

Appendix A: Site Layout Plan



Key

Application boundary

Existing vegetation to be retained

Indicative proposed planting (refer to detailed landscape plan)

Proposed bin storage point

Proposed bin collection point

1.8m high close boarded timber gate with security fittings

1.8m high timber fence

1.8m high screen wall

0.9m high feature wall

Timber knee rail

Space within rear garden for cycle storage

Affordable dwelling

Equipped play/LEAP

Children's play (LAP)

Children's play (NEAP)

Children's play (MUGA)

Rev	Date	Comments
Rev	Date	Comments

0 10 50 m
1:1250N**millerhomes****nineteen47**CHARTERED TOWN PLANNERS
& URBAN DESIGNERSProject
Land off Ashby Rd and Normandy Way,
HinckleyDrawing Title
Presentation Planning Layout

Project Code	Drawing Nr	Rev	Drawing Scale
n2583	008-02	-	1:1,250 @ A1