

**Land south of Jacqueline Road, Markfield,
Leicestershire**

Travel Plan

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Markfield, Leicestershire

Travel Plan

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Appendices

Appendix A Indicative Site Masterplan

1.0 INTRODUCTION

1.1 This Travel Plan (TP) has been prepared by David Tucker Associates (DTA) on behalf of Taylor Wimpey (UK) Limited, in respect of the proposed residential development to provide up to 150 dwellings on the land south of Jacqueline Road and east of Ratby Lane, Markfield, Leicestershire. A plan of the proposed site layout is held in **Appendix A**.

1.1 A TP is a term used for a package of measures aimed at promoting sustainable transport, with the main aim of reducing travel by single occupancy vehicles. TPs are site specific and are dependent upon not only the location of the site but the size and type of development located there. They also require continuous monitoring and refinement in order to be successful.

1.2 This TP therefore sets out the initiatives that will be put in place to encourage non car use by residents. The overall objectives of the TP are to:

- Reduce the traffic generated by the development to a significantly lower level of car trips than would be predicted for the site without the implementation of the Travel Plan;
- Promote healthy lifestyles and a sustainable community;
- Encourage good urban design principles that open up the permeability of the development for walking and cycling; and
- Provide safe and easy access to the site for residents and visitors, with increasing awareness of choice of travel mode to encourage the use of more sustainable modes of transport.

1.3 The TP includes:

- A strategy for setting target modal share for access to the site;
- A strategy for achieving the target;
- A process for monitoring progress towards achieving the target.

- Public transport initiatives;
- Cycling incentives and facilities; and
- Walking incentives.

- 1.4 In producing the residential TP, reference has been made to 'Making residential travel plans work: good practice guidelines' published by the Department for Transport (DfT) in September 2005 and the DfT's 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (2009). This document considers the TP as a 'pyramid of measures and actions'.
- 1.5 At the base of the pyramid is the choice of location. The TP considers the site location in detail including all aspects of accessibility of the site and its proximity to existing facilities and services. The next level of the pyramid comprises the fundamental characteristics that need to be incorporated into the design of the site from an early stage. Details of design measures incorporated into the development masterplan are also considered.
- 1.6 The resource required to facilitate and develop the measures featuring in the final levels of the pyramid and the individual measures designed to build upon the advantages of the location in order to encourage more sustainable travel are described.
- 1.7 Finally, the TP provides a strategy for marketing and promotion of the TP to ensure adequate take up of the measures put forward.

2.0 EXISTING CONDITIONS

2.1 Introduction

- 2.1.1 The overall objective of the TP is to reduce the proportion of people travelling to and from the site, and in particular single occupancy car use. This chapter reviews the overall impact travel planning could have at reducing car mode share.

2.2 Outcomes

- 2.2.1 The Good Practice Guidelines identifies that good practice has evolved from previous guidance into a single main approach to travel planning. It states that:

"The 'outcomes' approach, specifies outcomes linked to specific targets that can also be strengthened with sanctions if these are not met. This approach is distinct from that which focuses wholly on the establishment of a list of measures, e.g. the provision of a shuttle bus or cycle shelter. Many, if not the majority of, travel plans combine the two approaches, depending upon the type of travel plan and what it is designed to achieve. However, the establishment of outcomes is important."

- 2.2.2 With the outcomes approach, the focus is placed on ensuring the performance of the TP – for example, meeting modal shift targets. The applicant/ developer is then required to commit to meeting these targets, and agrees to a monitoring and review process.

2.3 Highway Network

- 2.3.1 Ratby Lane is a single carriageway road with an approximate width of 6m which the proposed development would be accessed off. It is subject to a 30mph speed limit. There are lit footways on both sides of the road. Ratby Lane runs between the A50 Leicester Road to the north and Markfield Road to the south.
- 2.3.2 Launde Road is a single carriageway road with an approximate width of 6m which widens in areas with a pedestrian crossing island in the road. It is subject to a 40mph speed limit. There are lit footways on both sides of the road with a grass verge

between the footway and the road. Launde Road runs north-south between the A50 Leicester Road and Ratby Lane.

2.3.3 The A50 Leicester Road is a dual carriageway road with an approximate width of 19m including an approximate 5.5m wide central reservation. It is subject to a 40mph speed limit with speed cameras which increases to 50mph when exiting Markfield. Whilst there are no footways on the road itself, there are lit footways on Leicester Road which runs parallel to the A50 Leicester Road. There are also designated crossing places across the A50 Leicester Road. The A50 runs between Leicester and the M1 J22.

2.3.4 The M1 J22 is 2.5km west of the proposed site. The M1 runs between London and Leeds giving future residents a larger choice of commuting locations. The M1 Junction 22 roundabout had improvement works carried out on it in 2017. These improvements included permanent traffic signals on the busiest 4 of the 5 arms and a 50mph speed limit introduced on the run-up to the lights. The carriageway was also widened in places to increase the approach lanes from 2 to 3 on major routes. This has increased the capacity of the roundabout decreasing the congestion.

2.4 Pedestrian and Cyclist Provisions

2.4.1 Pedestrian facilities are good in the local area with lit footways on most local roads. These lead to all local facilities which are in walking distance. There are also a number of Public Rights of Way (PROWs) in the area. PROW R21 runs along the southern edge of the site. The locations of them can be seen below on **Image 1**.

2.4.2 The site is also situated approximately 3.5km from National Cycle Route 63. This is a route between Burton-on-Trent and Wisbech, passing through Leicester, Stamford and Peterborough.



Rail

- 2.5.2 The proposed site is approximately 14km from Leicester Railway Station. Leicester Railway Station has storage facility for 222 cycles. There are also 500 car parking spaces provided for rail users plus 15 for disabled users.
- 2.5.3 Most services are provided by East Midlands Railway, with CrossCountry operation on the Birmingham to Stansted Airport corridor.
- 2.5.4 Routes run north to south through Leicester on the Midland Main Line, south to Kettering, Bedford, Luton and London, and north to Derby, Nottingham, Lincoln, Sheffield and Leeds. Junctions north and south of the station serve the east-west cross-country route, going east to Peterborough, Cambridge and Stansted Airport, and west to Nuneaton and Birmingham New Street.

2.6 **Base Mode Share**

- 2.6.1 The 2011 Census Journey to Work data suggests that of those who live and work in the 'Hinckley and Bosworth 001' Middle Super Output Area containing the site, 8.1% walk, 2.3% use public transport, and 78.9% are car drivers. The mode share is summarised below in **Table 2**.

Table 2 - Travel to Work Modal Splits

Method of Travel to Work	Percentage
Underground, metro, light rail or tram	0.0%
Train	0.3%
Bus, minibus or coach	2.0%
Taxi	0.1%
Motorcycle, scooter or moped	0.8%
Driving a car or van	78.9%
Passenger in a car or van	7.6%
Bicycle	1.6%
On foot	8.1%
<i>Other method of travel to work</i>	<i>0.5%</i>

2.7 Targets

- 2.7.1 A 10% mode shift reduction target in car use has been set against a baseline mode share of 78.9%. This is to be achieved over a five-year implementation period as can be seen in **Table 3**, through the implementation of measures set out in **Chapter 4**.

Table 3 - Car Driver Mode Share Target

Car Driver Modal Share*					
Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
78.9%	76.9%	74.9%	72.9%	70.9%	68.9%

**to be reviewed following travel survey*

3.0 TRAVEL PLAN OBJECTIVES AND TARGETS

3.1 Indicators

3.1.1 The Good Practice Guidelines highlights the importance of distinguishing between outcome targets and indicators. Whereas the target for the proposed development is focussed on reducing the number of car trips, the indicators are used to monitor how the site is being accessed and how effectively different modes are meeting travel needs. This information can subsequently be used to identify where the greatest potential for mode shift may lie and to inform the implementation strategy for the TP over the coming year.

3.1.2 A number of indicators will be measured at the proposed development. The responsibility for measuring these indicators lies with the Travel Plan Coordinator (see **Section 4.2**), and will include the following:

- % walking;
- % cycling;
- % using public transport;
- % driving; and
- % car sharing.

3.2 Objectives

3.2.1 The overarching objectives of this TP are to:

- 1) Reduce the need for unnecessary travel to and from the development and assist those who need to travel to do so by sustainable modes;
- 2) Achieve a minimum number of car traffic movements to and from the development;
- 3) Encourage those travelling to and from the development to use public transport, cycle, walk and car share in a safe and secure manner;
- 4) Provide adequately for those with mobility difficulties; and
- 5) Promote healthy lifestyles and sustainable, vibrant local communities by extending the benefits of the Travel Plan through the local area where possible.

4.0 TRAVEL PLAN MANAGEMENT

4.1 Introduction

4.1.1 This section of the TP reviews implementation and management and provides a toolkit of measures for facilitating and encouraging travel by sustainable modes. The list of measures provided is not exhaustive and the occupiers may find their own unique ways of helping to deliver the targets set within this TP.

4.2 Travel Plan Coordinator

4.2.1 Three months prior to first occupation, the developer will appoint a Travel Plan Coordinator (TPC) to implement the TP. The TPC would be in place for a minimum of five years following 100% occupation of the development, with contact details provided to Leicestershire County Council once appointed.

4.2.2 The TPC would be responsible for:

- Explaining and marketing the TP;
- Arranging promotional events;
- Ensuring the health, wealth and environmental benefits of sustainable travel are publicised;
- Producing questionnaires, promotional and informative material;
- Liaising with Leicestershire County Council and external stakeholders as appropriate; and
- Organising annual surveys, analysing these and the presenting the results externally.

5.0 TRAVEL PLAN MEASURES

5.1 Introduction

5.1.1 The Good Practice Guidelines refers to 'hard measures' as the "*provision of infrastructure and improvements to highways and public transport networks, including those to benefit pedestrians, cyclists and other road users*", and 'soft measures' as the "*provision of services and information to encourage the use of sustainable transport. These include new public transport services, changes to working practices, provision of information and/or a travel plan co-ordinator to promote a travel plan for a particular use*".

5.1.2 This section of the TP details 'hard' and 'soft' measures to be implemented for the site.

5.2 Walking and Cycling

5.2.1 The site will be designed to facilitate foot and cycle movements along the internal roads. This will include a good level of street and path lighting and tactile and coloured surfacing in line with the DfT's MfS and MfS2. The existing public footpath will also be maintained as part of the proposals.

5.2.2 Cycle parking will be provided within the confines of a garage/ shed, or alternatively provided in secure, well lit, covered cycle storage facilities.

5.3 Car Parking Provision

5.3.1 Parking for the site will be calculated using the Department for Communities and Local Government's (DCLG) method for calculating total demand for parking for a proposed housing development. This method considers a number of factors including:

- Car ownership levels;
- Size and type of housing (that is owner-occupied, rented and so on); and
- Whether the parking spaces are to be allocated to particular houses or unallocated.

5.4 Initial Marketing

5.4.1 Residents need to be made aware of the available travel and access options at the site from the onset. The accessibility benefits of the site in terms of the availability of public transport and the proximity of facilities alongside the provision of personalised travel planning advice will be actively marketed within sales literature and by sales staff.

5.4.2 This initial marketing will help potential residents consider their travel options with knowledge of the wider choices available to them.

5.5 Sustainable Travel Pack

5.5.1 A sustainable travel information pack will be provided to all new households which will contain specific information on the location of facilities, bus services and walking/cycling routes. This is to be presented in a clear and concise format with the aim of providing an initial overview of travel choices available to residents and an ongoing reference guide.

5.5.2 The information will include:

- Bus network map with details of bus number, hours of operation and frequency;
- Bus and rail timetables;
- Map of bus stop locations;
- Pedestrian and cycle routes to the site indicating shared and dedicated facilities; and
- Car sharing information.

5.5.3 This information will be kept up-to-date by the TPC and circulated as and when services change.



5.6 Personalised Travel Planning

- 5.6.1 Sales staff will offer each household the opportunity to receive personalised travel advice soon after moving into the new house.
- 5.6.2 This will be undertaken by the TPC with a questionnaire to be completed and personal travel options and benefits researched and supplied in return with the aim of influencing resident's travel habits in view of meeting the long term targets for the site.
- 5.6.3 After two years, each household within the development will be contacted again and offered a further opportunity to receive personalised travel advice.

6.0 TRAVEL PLAN MONITORING AND AUDIT

- 6.0 As stated within the DfT's Good Practice Guidelines, Travel Plans are living documents that need to be updated regularly and implementing a Travel Plan involves "a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances".
- 6.1 The TPC will be responsible for monitoring progress in implementing the TP. This would include collating the monitoring data for analysis and summarising this information for submission to Leicestershire County Council.
- 6.2 The TP will be monitored for a period of five years following 100% occupation of the development. An initial (baseline) survey will be undertaken upon occupation of 50% of the development. Further surveys will be undertaken at Years 3 and 5 with an automatic traffic counter placed at the site access at record vehicular flows during the survey period.
- 6.3 The results of the surveys will be analysed and reported within three months of the survey being undertaken. The survey results will be compared against the baseline and previous years' survey results and used to assess whether targets have been met.

Appendix A

Site Masterplan