

THE PALMER-TOMKINSON TRUST, COOPER FAMILY,
DAVIDSONS DEVELOPMENTS, BARWOOD HOMES

BROADNOOK
GARDEN SUBURB

FRAMEWORK TRAVEL PLAN

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EXECUTIVE SUMMARY

The development site is on the north side of Leicester, immediately north of the A46 and west of the A6. The Design and Access Statement includes the following vision for the development.

“Broadnook Garden Suburb will establish a new exemplar for how Garden City thinking can apply to the 21 Century reality. It delivers a new community of residents and employees that directly promotes health, wellbeing and an all-encompassing sense of community for all.”

Broadnook will be sustainable by providing complementary land uses such as allotments, sports facilities, a primary school, care village, retail centre and community facilities in addition to 1,950 houses and 50,000sqm of employment uses of different types. In this way, the need to travel will be limited. Significant landscaping and green space will be provided that would be managed and maintained by the Broadnook Trust, modelled on the Bournville Trust.

To support the hybrid planning application, a Transport Assessment has been produced to examine the impacts of the new development on the local transport infrastructure. This document is the Framework Travel Plan, which forms parts of the mitigation package for the development and will be used to manage a reduction in car use on an on-going basis post occupation of the development.

This document is a Framework Travel Plan, as it will set out the overarching principles to be met by the various housebuilders and employers that come to occupy Broadnook over the coming years. Each will be required to compile their own Travel Plan as part of their reserved matters applications, using this Framework as a starting point. The Government's definition of 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.”*

This Framework Travel Plan adopts the following targets:

- **Target 1** – all residents and employees will be aware of the Travel Plan that applies to them.
- **Target 2** – housebuilders and employers will appoint a Travel Plan Coordinator to promote the opportunities and benefits of sustainable modes of travel, with the aim to achieve a 10% reduction in the single occupancy vehicle car driver modal share by the end of the monitoring period. Coordination of Travel Plan Coordinators will be managed by the Broadnook Trust.

With regards to Target 1, at the time of the travel survey, three months post occupation, residents and employees will be asked whether they are aware of the Travel Plan, its objectives, and how to contact their Travel Plan Co-ordinator.

With regards to Target 2, the 10% reduction in the single occupancy vehicle trips will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing travel modes, and also by a reduction in overall travel. A 10% reduction in the 70.5% single occupancy vehicle car driver modal share will equate to a 7% reduction, which for the development as a whole would be a modal shift of 152 single occupancy car trips in the peak hours.

Housebuilders and employers will introduce various measures and incentives to encourage residents to change their travel habits, including Travel Packs. They will appoint a Travel Plan Co-ordinator who will be responsible for the Travel Plan and promote it to all prospective and new residents. The Broadnook Trust will establish a website for the development that will act as the hub for travel related matters.

A monitoring regime is outlined, that will be supported by Leicestershire County Council, the local highway authority, through the payment of a STARSfor contribution. The regime will allow the modal share to be measured over time through travel surveys. Hence the measures can be adjusted to ensure that individual Travel Plans continues to move toward and achieve their targets.

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1.0 INTRODUCTION

- 1.1 The development site is on the north side of Leicester, immediately north of the A46 and west of the A6. The Design and Access Statement includes the following vision for the development.
“Broadnook Garden Suburb will establish a new exemplar for how Garden City thinking can apply to the 21 Century reality. It delivers a new community of residents and employees that directly promotes health, wellbeing and an all-encompassing sense of community for all.”
- 1.2 Broadnook will be sustainable by providing complementary land uses such as allotments, sports facilities, a primary school, care village, retail centre and community facilities in addition to 1,950 houses and 50,000sqm of employment uses of different types. In this way, the need to travel will be limited. Significant landscaping and green space will be provided that would be managed and maintained by the Broadnook Trust, modelled on the Bournville Trust.
- 1.3 To support the hybrid planning application, a Transport Assessment has been produced to examine the impacts of the new development on the local transport infrastructure. This document is the Framework Travel Plan, which forms parts of the mitigation package for the development and will be used to manage a reduction in car use on an on-going basis post occupation of the development.
- 1.4 This document is a Framework Travel Plan, as it will set out the overarching principles to be met by the various housebuilders and employers that come to occupy Broadnook over the coming years. Each will be required to compile their own Travel Plan as part of their reserved matters applications, using this Framework as a starting point.
- 1.5 The Government’s definition of 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.”*

2.0 TRAVEL PLAN OBJECTIVE AND BENEFITS

Objective

- 2.1 The overall objective of this Framework Travel Plan is to minimise the number of new car trips generated by residents, employees and visitors travelling to and from the proposed development, by promoting and supporting the use of alternative modes of travel (walking, cycling, public transport and car sharing).

Benefits

- 2.2 There are various benefits that can be achieved when a Travel Plan is designed into a development from the start¹:
- a focused approach to influence the travel behaviour of residents, employees and visitors
 - the introduction of safe and viable alternatives to single-occupancy car travel, improving both the availability and choice of travel modes to the development, reducing the number of vehicle trips, and reducing vehicle mileage
 - increased awareness of the potential for, and advantages of, travelling by sustainable modes of travel, including walking, cycling, public transport, and car sharing
 - increased awareness of the social, environmental, and economic costs of individual travel choices
 - a positive change in attitudes towards the use of alternative travel modes
 - provision of practical information on how to travel by more sustainable transport modes, with integration between different transport modes
 - provision of practical initiatives, based on regular appraisal of resident's travel patterns
 - improved accessibility, safety, and security for people travelling to, from, and within the site, particularly vulnerable road users, such as children, the elderly, and disabled.
- 2.3 In addition to these benefits the Travel Plan will also seek the following outcomes^{2,2}.
- reduction in the overall need for travel to and from the site
 - reduction in the need for car use, with associated benefits in terms of reduced traffic, congestion, air pollution, and accidents
 - generation of only the minimum number of car movements to and from the development
 - more attractive environments
 - supporting the viability of local public transport services and helping reduce social exclusion
 - increased usage and safety of neighbourhood cycling and walking routes
 - opportunities provided to build healthy exercise into daily life
 - 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
 - increased marketability of the development as more households seek to change their travel behaviour.

¹ *Making Residential Travel Plans Work* (Department of Transport, 2005)

² *Good Practice Guidelines: Delivering Travel Plans through the Planning Process* (Department for Transport, April 2009)

3.0 AUDIT OF THE SITE'S EXISTING ACCESSIBILITY

Site location and existing use

- 3.1 The site is on the north side of Leicester, immediately north of the A46 and west of the A6. The Great Central Railway forms its western boundary and to the north is open space and a golf course, separating the development from Rothley (**Figure 1**).

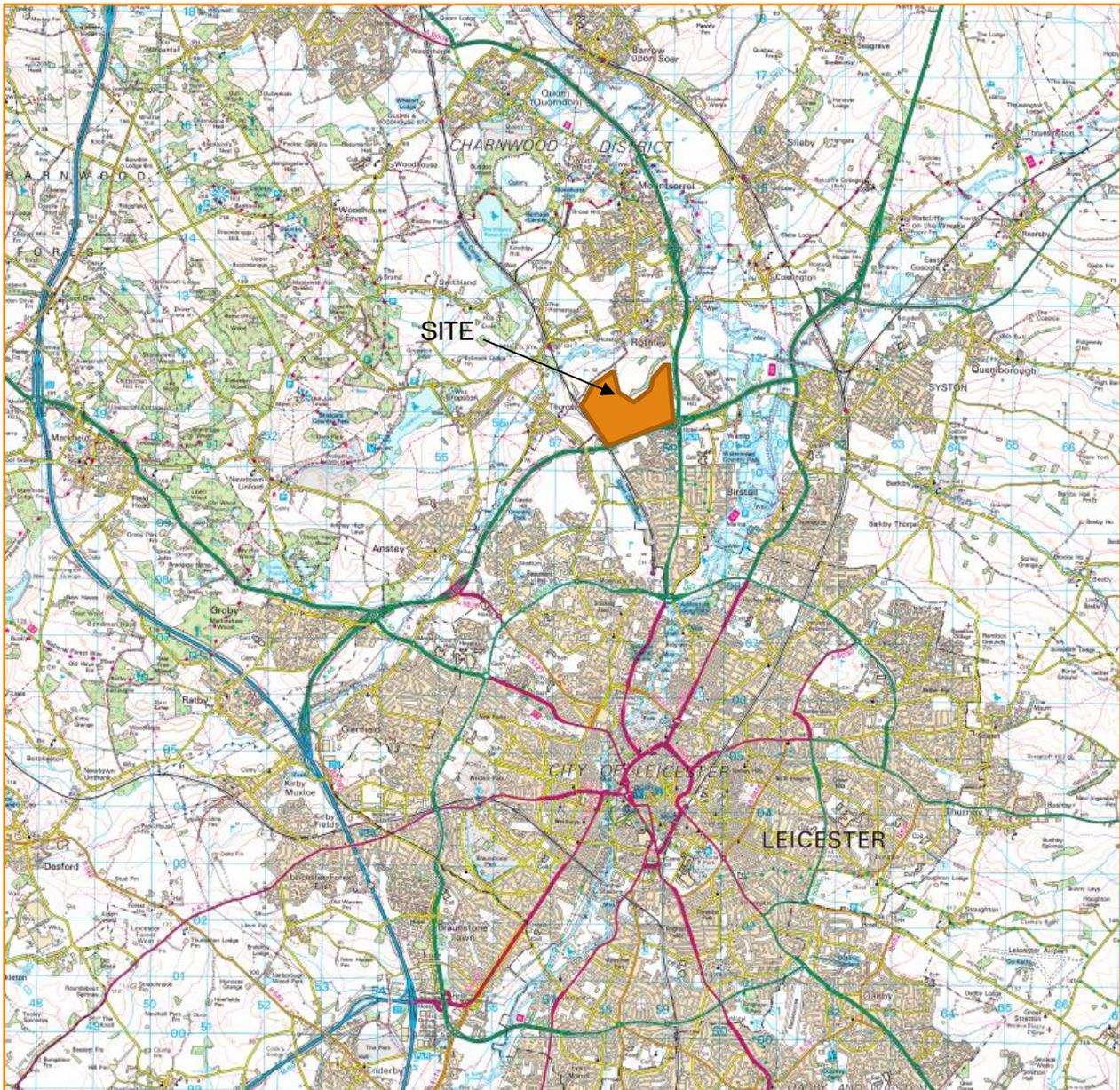


Figure 1: general location of the site.

- 3.2 Greater detail about the precise boundaries of the site and its existing uses can be found elsewhere in the application material. **Figure 2** shows the approximate boundaries of the site, although they are not the same as on the red line plan that also includes areas of road and other features.
- 3.3 The site is mostly greenfield and in agricultural use. There is a small amount of minor built development on the western edge of the A6, directly accessed from the A6. The land to the east of the A6 is part of the site but it will not take any built development. It may be used for construction purposes.

3.4 The A46 Leicester Western Bypass is part of the strategic road network and is a dual carriageway as it passes the site. The A6 is under LCC's authority and is a dual carriageway with a national speed limit as it passes the site. These two major roads come together at the signal controlled grade separated A46/A6 Birstall Interchange, where the A46 free flows under the A6. For northbound drivers on the A6 there is a slip road called Loughborough Road (part of the old A6) that is initially one-way northbound and takes drivers to the Rothley Crossroads (Hallfields Lane/Cossington Lane (**Figure 2**).



Figure 2: detailed location of the site (refer to red line plan for precise boundaries)

Accessibility for pedestrians

- 3.5 For commuters and school pupils without mobility impairment walking to local amenities, up to 500 metres is the desirable walking distance, up to 1,000 metres is an acceptable walking distance, and up to 2,000 metres is the preferred maximum walking distance³. The development includes residential and employment uses, so its catchment will include only places its residents can walk to, and also external residents that will walk to the new employment opportunities within the development.
- 3.6 The site itself is large, measuring 1.65km from west to east, and therefore the walking distance to and from surrounding locations will vary depending on the start and end point. To enhance its sustainability, the development will include a local centre with shops, a primary school and other facilities – the Broadnook Centre. Its location therefore forms a useful reference point from which to demonstrate the catchment of the site and **Figure 3** shows straight line pedestrian catchments of 1km and 2km from the Broadnook Centre.

³ *Guidelines for Providing for Journeys on Foot* (Institution of Highway and Transportation, 2000)

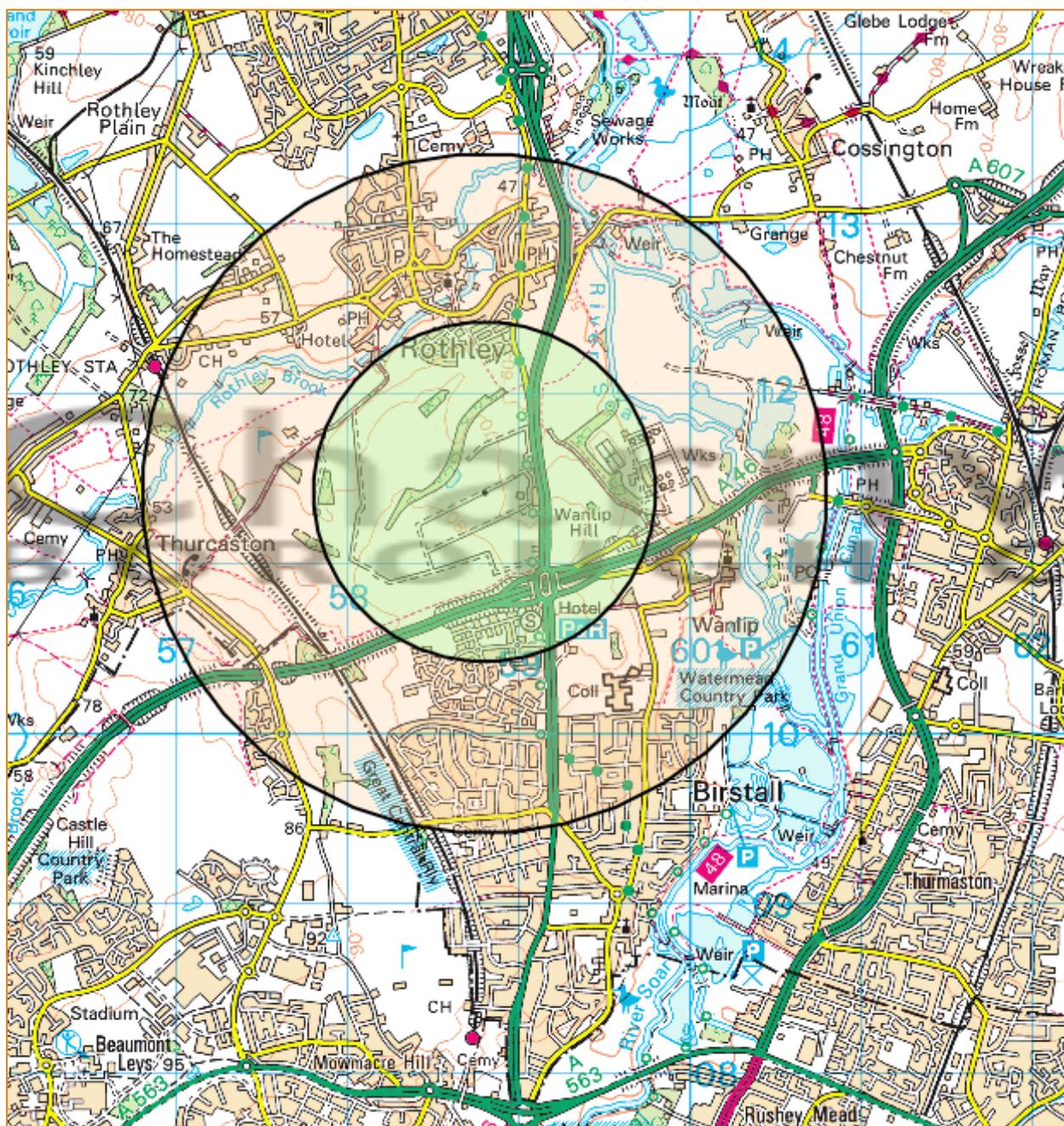


Figure 3: 1km and 2km walking catchment from the proposed local centre within the site

- 3.7 The catchments cover the village of Rothley, where there are various shops and amenities and a resident population that might walk to work at the development. Thurcaston would be within walking distance, especially for residents at the western end of the development. To the south of the A46 the catchment covers Wanlip and the northern part of Birstall, which includes the newly built employment and residential areas of Hallam Fields, the Birstall Services, the Park and Ride site, and Cedars Academy.
- 3.8 Within this catchment there is an existing network of pedestrian infrastructure. **Figure 4** shows the Public Rights of Way and there is a network of footways along the roads.
- 3.9 There are three routes over the Great Central Railway placing Thurcaston and areas to the west walking distance. There are footpaths along the northern edge of the site, that lead to Rothley. There is a footway along the western side of the A6 that runs continuously into the footway on the western side of Loughborough Road, switching over to the eastern side further north. That footway also provides a route to and from Rothley.

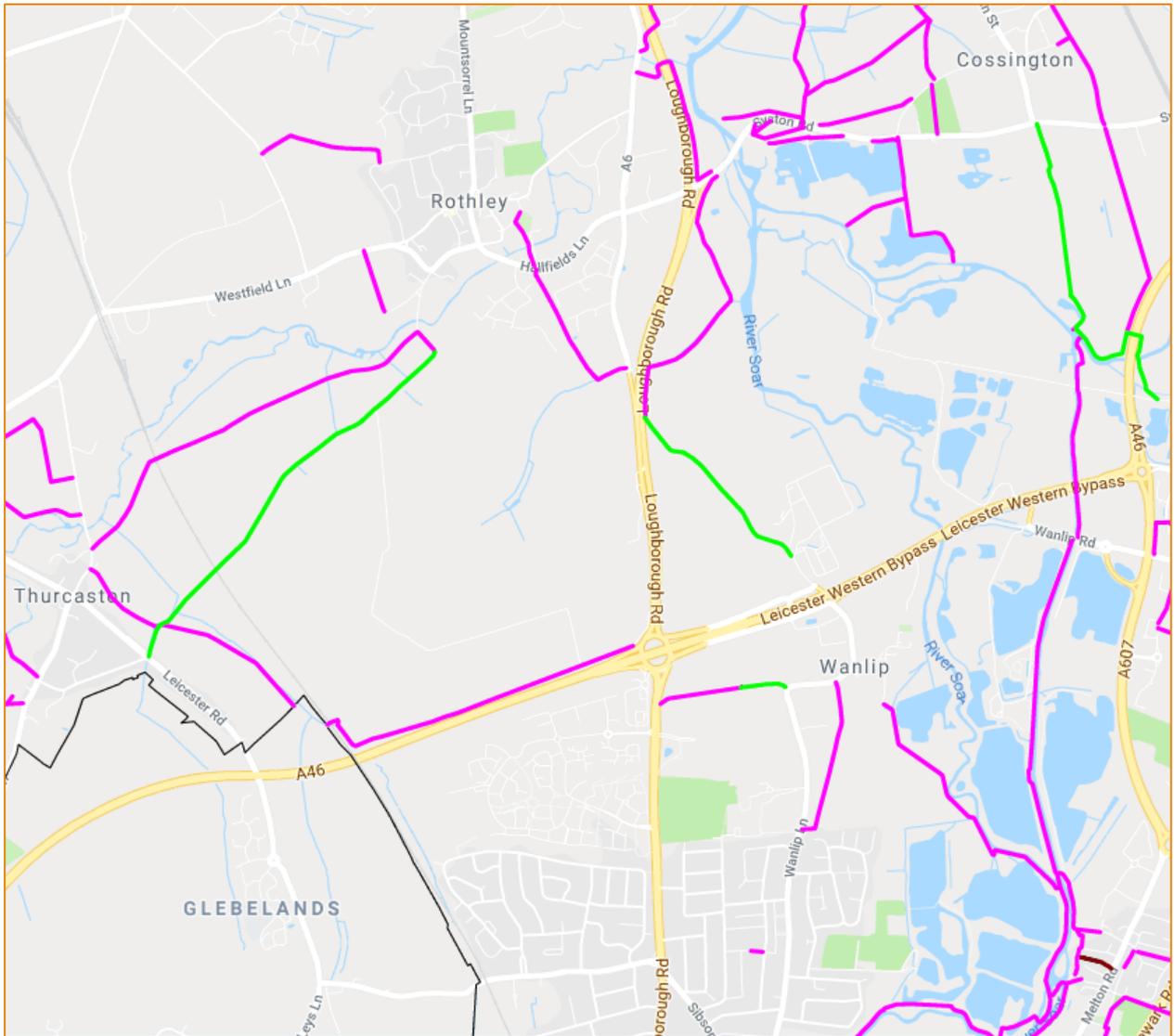


Figure 4: public rights of way showing footpaths (purple) and bridleways (green)

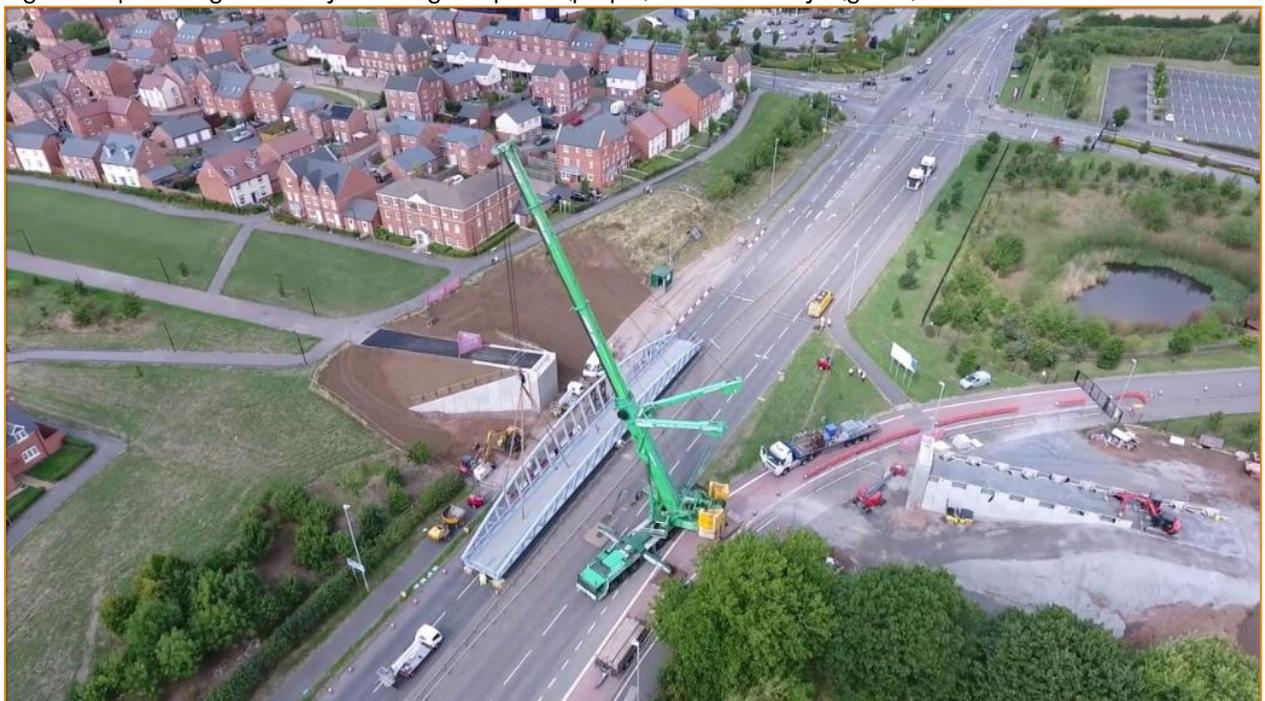


Figure 5: new Birstall footbridge being lifted in to place in August 2018

- 3.10 For journeys to the south, the A46 provides a barrier, although there are controlled pedestrian crossings across each part of the Birstall Interchange. There is a footway alongside the slip road that leads to Wanlip and a route under the A46.
- 3.11 Along the A6 in Birstall there are footways on both sides of the road and controlled pedestrian crossings at the junctions. In January 2019 a new footbridge over the A6 (50m long and 3.5m wide) was officially opened to connect the western side of the A6 to the Birstall Park and Ride and Cedars Academy, the nearest senior school to the site.
- 3.12 Cedars Academy is a 1.49km walk via the new footbridge. In the UK the statutory walking distance is used to determine if a pupil qualifies for free school transport, or if they're considered to live close enough to walk to school. The distance is calculated as the shortest route along which the pupil – accompanied if necessary – can walk with reasonable safety, so it includes pedestrian footpaths as well as roads. The distance is calculated from the child's permanent home to school. For children aged 8 or under the statutory walking distance is 2 miles. For children over 8 years old, the statutory walking distance is 3 miles. Moreover, according to the National Travel Survey, around 50% of 5 to 10 year olds walk to school, while the figure drops to 38% for 11 to 16 year olds, and 18% of car journeys on the roads around school start time in the morning are parents driving children to school. Hence, the school is within walking distance of the site and will be a significant destination for future residents.

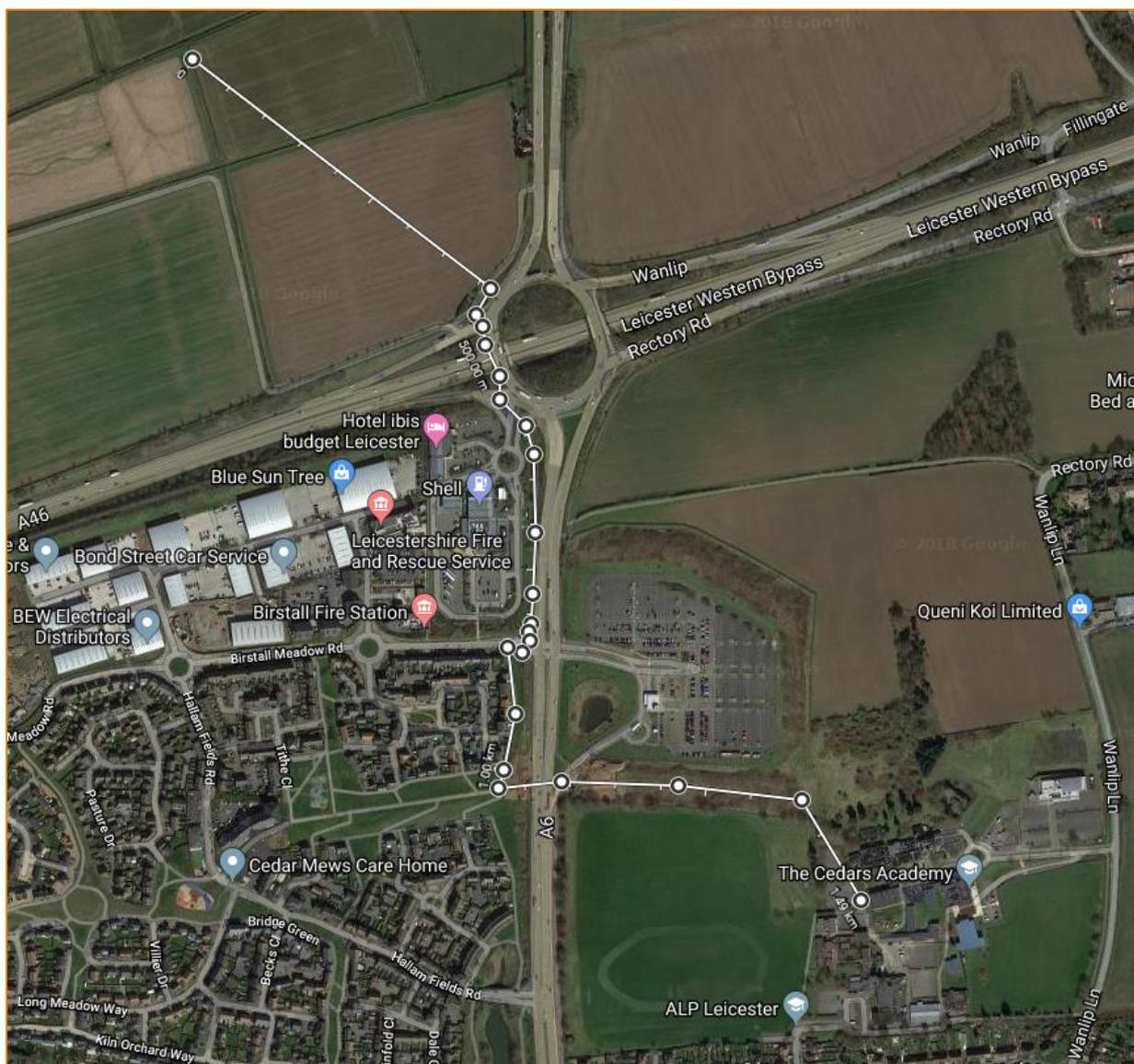


Figure 6: walking route of 1.49km from Broadnook Centre to Cedars Academy

Accessibility for cyclists

3.13 The National Travel Survey records an average cycling distance of over 5km for non-leisure journeys, such as those to school or work. A 5km cycle catchment includes Anstey, Cropston, Thurcaston, Rothley, Mountsorrel, Sileby, Syston, Thurmaston, Birstall and the northern parts of the city centre (**Figure 7**).

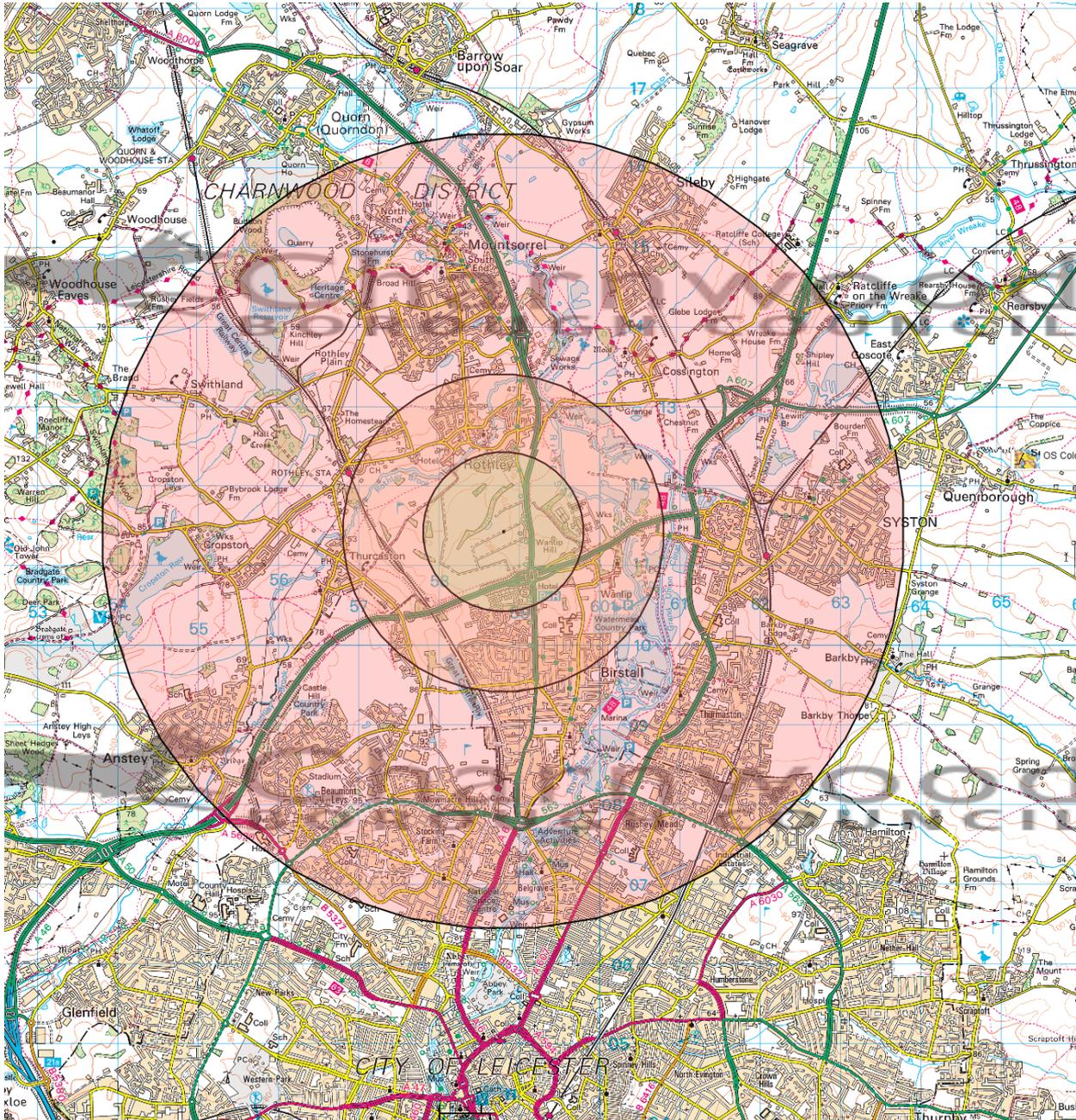


Figure 7: 5km cycle catchment from the Broadnook Centre

3.14 Within this catchment National Cycle Network route 6 runs along the border of the site linking Loughborough to Leicester. There is an off-road cycleway along the slip road to Wanlip and under the A46, that connects to further off-road routes through Watermead Country Park and destinations to the east. There are a large number of quieter roads that are designated as recommended routes (**Figures 8 and 9**).

3.15 The crossing facilities at the A46/A6 Birstall Interchange and along the A6 provide for cyclists and the new Birstall footbridge can be used by cyclists to cross the A6.



Figure 8: cycle map (north of site) showing recommended routes on quiet roads (yellow) and NCN route 6

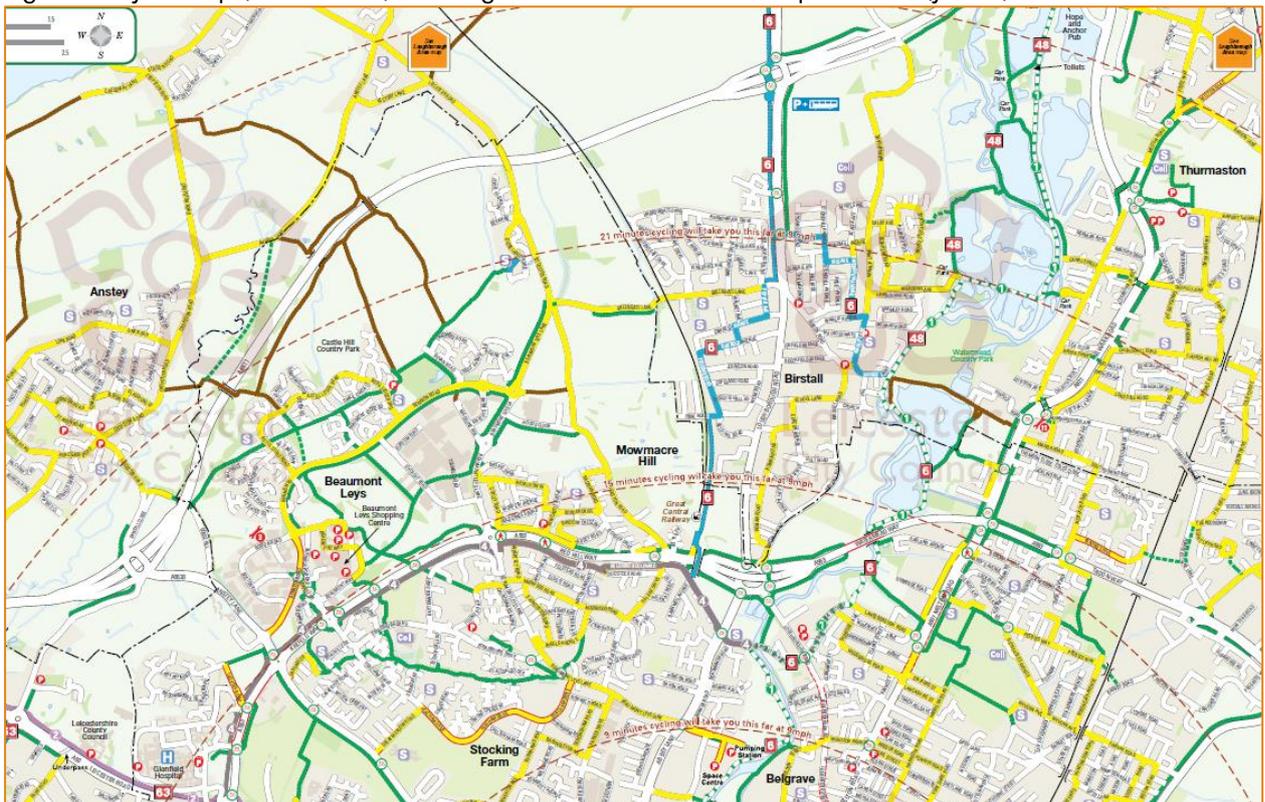


Figure 9: cycle map (south of site) showing recommended routes on quiet roads (yellow) and other paths

Accessibility by bus

3.16 National guidance suggests that ideally the maximum walking distance to a bus stop should not exceed 400 metres⁴. However, public transport users are prepared to walk further for more

⁴ *Guidelines for Planning for Public Transport in Developments* (Institution of Highways and Transportation, March 1999)

direct or more frequent services. The 400 metres walking distance should be “treated as guidance, to be achieved where possible by services that operate at regular frequencies and along direct routes. It is more important to provide services that are easy for passengers to understand and attractive to use than to achieve adherence to criteria for walking distance.”⁴

- 3.17 LCC’s own guidance states that “Generally walking distances to bus stops in urban areas should be a maximum of 400m and desirably no more than 250m. In rural areas the walking distance should not be more than 800m.”⁵
- 3.18 To the north, there are bus stops on Loughborough Road and Hallfields Lane. To the south there are bus stops in Birstall and at the Park and Ride. These would all be about 1km from the proposed Broadnook Centre. There are no bus stops on the A6.
- 3.19 The bus services in Greater Leicester largely run circular routes in and out of the city centre along arterial corridors to the urban edge and back. These are supplemented by longer distance services that run between the larger urban areas.
- 3.20 The A6 corridor is typical of this, with service 22 running along the A6 Loughborough Road before diverting along Birstall Road, looping around Birstall and returning. Route 22 ends at Birstall because that is the edge of the built up area. It runs via the train station and Haymarket bus station.
- 3.21 Longer distance routes 2, 126, 127, and Skylink run from Leicester, along the A6 and through the Birstall Interchange. Routes 126 and 127 then continue on the west side of the A6, routing through Rothley, Mountsorrel and Quorn to Loughborough. Route 2 runs to the east of the A6, through Rothley and then Barrow upon Soar to Loughborough. Skylink services run between Leicester, Loughborough, Derby and Nottingham, stopping at East Midlands Airport.
- 3.22 These bus services are shown on **Figure 10**. A summary of their timetables is shown in the table below. Further timetable detail for service 22 is shown in **Figure 11**.

service	route	frequency		
		Mon-Sat daytime	Mon-Sat evenings	Sundays
22A/B/C Centrebus	Evington – Leicester Station – Leicester Haymarket Bus Station - Birstall	20 mins	hourly	no service
303 P&R Roberts Coaches	Birstall – Byford Road – Haymarket Bus Station	15 mins	no service	no service
2 Kinchbus	Leicester – Barrow upon Soar - Loughborough	30 mins	hourly	hourly
126 Arriva	Leicester – Loughborough - Coalville	no service	hourly	no service
127 Arriva	Leicester – Loughborough – Shepshed	15 mins	infrequent	30 mins
Skylink Kinchbus	Leicester – Loughborough – EMA – Castle Donington – Derby	20 mins	hourly	30 mins
Skylink Trent Barton	Loughborough – EMA – Castle Donington – Long Eaton - Nottingham	hourly	no service	no service

⁵ Leicestershire Highway Design Guide paragraph 3.81



Figure 10: bus services (Greater Leicester Bus Map, April 2017, from www.choosehowyoumove)

Mondays to Fridays																						
	22A	22A	22B	22A	22A	22B	22A	22A	22A	22B		22A	22B	22A	22B		22B	22A	22B	22A		
Birstall, Harrowgate Drive	-	-	0705	-	-	0805	-	-	-	0910	then at these mins past	-	40	-	10	until	1310	-	1340	-		
Birstall, Wanlip Lane	0620	0650	-	0725	0742	-	0826	-	0856	-		26	-	56	-		-	-	1326	-	1356	-
Birstall, Sibson Rd/Beechfield Ave	0624	0654	0709	0729	0746	0809	0830	-	0900	0916		30	46	00	16		-	-	1316	1330	1346	1400
Loughborough Road, New Bridge	0628	0659	0714	0735	0753	0814	0834	-	0904	0921		34	51	04	21		-	-	1321	1334	1351	1404
Leicester, Charles St arr.	0639	0710	0725	0746	0805	0830	0845	-	0915	0931		45	01	15	31		-	-	1331	1345	1401	1415
Leicester, Charles St dep.	-	0716	0731	0751	0811	0834	0854	0906	0924	0936		54	06	24	36		-	-	1336	1358	-	1420
Leicester, Station	-	0719	0734	0754	0814	0837	0857	0909	0927	0939		57	09	27	39		-	-	1339	1401	-	1423
Mayflower Road	-	0726	0741	0802	0822	0844	0904	0916	0934	0946		04	16	34	46		-	-	1346	1408	-	1430
Evington, Downing Drive	-	0736	0753	0814	0833	0853	0913	0925	0943	0955		13	25	43	55		-	-	1355	1417	-	1439
	22B	22A	22A	22B	22A	22C	22A	22A	22B	22A		22A	22B	22A	22A		22A	22B	22A	22A	22A	22A
Birstall, Harrowgate Drive	1410	-	-	1510	-	-	-	-	1610	-	-	1716	-	-	-	1840	-	-	-	-		
Birstall, Wanlip Lane	-	1430	1450	-	1530	1530	-	1550	-	1630	1650	-	1740	-	1819	-	-	-	-	-		
Birstall, Sibson Rd/Beechfield Ave	1416	1434	1454	1514	1534	1534	-	1554	1616	1634	1654	1723	1744	-	1822	1846	-	-	-	-		
Loughborough Road, New Bridge	1421	1438	1458	1518	1538	-	-	1558	1621	1638	1658	1728	1748	-	1827	1851	-	-	-	-		
Abbey Lane, Thurcaston Rd	-	-	-	-	-	1539	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Abbey Park Road	-	-	-	-	-	1543	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Leicester, Charles St arr.	1431	1449	1510	1530	1549	1550	-	1610	1631	1650	1710	1738	1759	-	1837	1901	-	-	-	-		
Leicester, Charles St dep.	1440	1458	1520	1540	-	-	1600	1620	1640	1700	1720	1745	1805	1825	1845	-	1945	2045	2145	2245		
Leicester, Station	1443	1501	1523	1543	-	-	1603	1623	1643	1703	1723	1748	1808	1828	1848	-	1948	2048	2148	2248		
Mayflower Road	1450	1508	1530	1550	-	-	1611	1630	1650	1710	1730	1755	1815	1835	1855	-	1954	2054	2154	2254		
Evington, Downing Drive	1459	1519	1539	1559	-	-	1623	1639	1659	1719	1739	1804	1824	1844	1904	-	2001	2101	2201	2301		

Saturdays																				
	22A	22A	22A	22B	22A	22A	22B		22A	22A	22B		22B	22A	22A	22B	22A	22A	22B	22A
Birstall, Harrowgate Drive	-	-	-	0815	-	-	0915		-	-	15		1515	-	-	1615	-	-	1715	-
Birstall, Wanlip Lane	0615	0715	0745	-	0835	0855	-		35	55	-		-	1535	1555	-	1635	1655	-	1735
Birstall, Sibson Rd/Beechfield Avenue	0619	0719	0749	0821	0839	0859	0921		39	59	21		1521	1539	1559	1621	1639	1659	1721	1739
Loughborough Road, New Bridge	0623	0723	0753	0826	0843	0903	0926		43	03	26		1526	1543	1603	1626	1643	1703	1726	1743
Leicester, Charles St arr.	0635	0735	0805	0838	0855	0915	0938		55	15	38		1538	1555	1615	1638	1655	1715	1738	1755
Leicester, Charles St dep.	0645	0745	0815	0845	0905	0925	0945		05	25	45		1545	1605	1625	1645	1705	1725	1745	1805
Leicester, Station St.	0648	0748	0818	0848	0908	0928	0948		08	28	48		1548	1608	1628	1648	1708	1728	1748	1808
Mayflower Road	0655	0755	0825	0855	0915	0935	0955		15	35	55		1555	1615	1635	1655	1715	1735	1755	1815
Evington, The Common	0658	0758	0828	0858	0918	0938	0958		18	38	58		1558	1618	1638	1658	1718	1738	1758	1818
Evington, Downing Drive	0706	0806	0836	0906	0926	0946	1006		26	46	06		1606	1626	1646	1706	1726	1746	1806	1826
	22A	22A	22A	22A	22A	22A														
Birstall, Wanlip Lane	1815	-	-	-	-	-														
Birstall, Sibson Rd/Beechfield Avenue	1819	-	-	-	-	-														
Loughborough Road, New Bridge	1824	-	-	-	-	-														
Leicester, Charles St arr.	1840	-	-	-	-	-														
Leicester, Charles St dep.	-	1845	1945	2045	2145	2245														
Leicester, Station St.	-	1848	1948	2048	2148	2248														
Mayflower Road	-	1854	1954	2054	2154	2254														
Evington, The Common	-	1857	1957	2057	2157	2257														
Evington, Downing Drive	-	1901	2001	2101	2201	2301														

Figure 11: timetable details for bus service 22A/B/C

Park and Ride

3.23 There is a Park & Ride facility at Birstall, served by bus service 303 (**Figure 12**). A Park and Ride day ticket costs £3.50, or £4 for a group saver ticket for up to 5 people travelling in one vehicle. Children under the age of 5 travel free. Also offered are 10-day tickets for £31, 4-weekly tickets for £50, and long term saver tickets covering travel for up to 13, 26 or 52 weeks. Parking is free. The Park & Ride service is operated by Roberts Coaches on behalf of the city and county councils, running buses Mondays to Saturdays between 7am to 7pm on a 15 minute frequency. To ensure a fast journey, the bus stops only at Byford Road on the way into Leicester city centre, convenient for the National Space Centre as well as businesses in the area, and the Haymarket Bus Station.

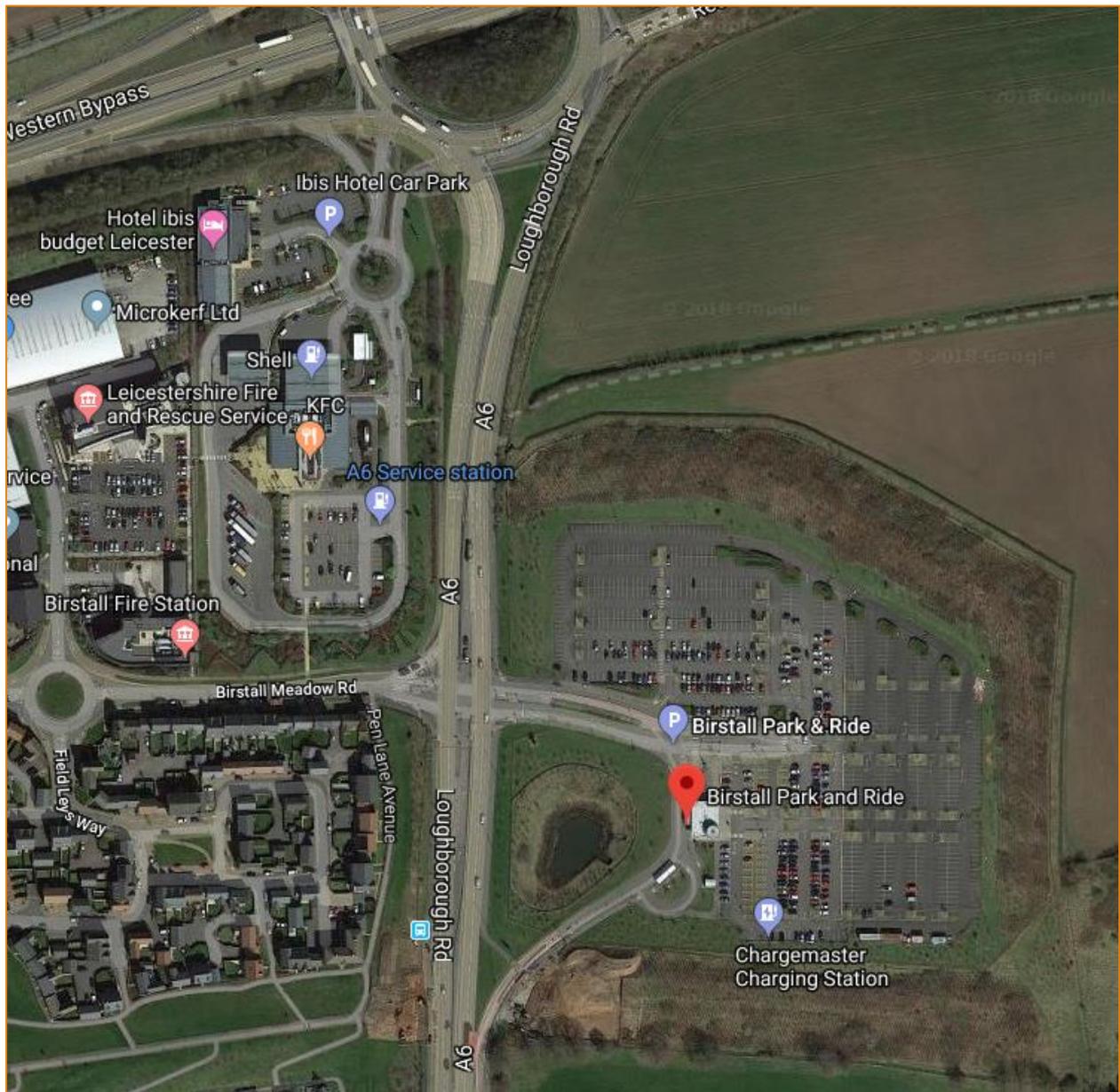


Figure 12: Birstall Park & Ride

Car sharing

3.24 A search on the car share database Leicestershare.com, using the postcode of the site, shows numerous people offering or seeking lifts, with destinations such as locally around Coalville, Burton, Nuneaton, Ashby, Loughborough, County Hall, Blaby, Desford, Meridian, and various parts of central Leicester such as Leicester University and De Monfort University.

4.0 PROPOSED DEVELOPMENT

Vision

- 4.1 The Design and Access Statement includes the following vision for the development.
“Broadnook Garden Suburb will establish a new exemplar for how Garden City thinking can apply to the 21 Century reality. It delivers a new community of residents and employees that directly promotes health, wellbeing and an all-encompassing sense of community for all.”
- 4.2 Broadnook will be sustainable by providing complementary land uses such as allotments, sports facilities, a primary school, and retail centre in addition to significant amounts of housing and different types of employment. Significant landscaping and green space will be provided that would be managed and maintained by the Broadnook Trust, modelled on the Bournville Trust.
- 4.3 Throughout the development there will be a comprehensive network of walking and cycling routes to enable active travel choices and deliver the vision. Those routes will connect to external provisions to enable sustainable journeys to and from external locations.

Masterplan

- 4.4 The illustrative masterplan for the development is a separate document and an extract is shown below (**Figure 13**).



Figure 13: extract from the illustrative masterplan by Define

- 4.5 A new three arm signal controlled roundabout would be provided on the A6, roughly where the existing northbound Loughborough Road slip road diverges from the northbound A6. That slip road will be reconnected to a new four arm priority controlled roundabout and become a two way road allowing access to and from Rothley to the north. The two southern arms of that roundabout will provide access to Broadnook.
- 4.6 The main roads within the development consist of two large loops, which overlap at the High Street. The employment loop is elongated on its north-south axis and primarily serves the employment areas at the eastern end of the development, abutting the A6. The residential loop is elongated around its west-east axis and primarily serves the residential area that extend to the western end of the site. For ease of reference, in a clockwise direction, the residential loop consists of the High Street, southern boulevard, western boulevard, northern boulevard.
- 4.7 North of the northern boulevard are the country park with its sports pitches and walking trails. Immediately west of the High Street is the Broadnook Centre, where the local retail centre, primary school and care village will be located.
- 4.8 The majority of the development is covered by an outline application, with all matters reserved except access, and would be developed as shown by the illustrative masterplan. To control that development, the application material includes documents showing how the Broadnook Centre is envisaged to come forward, and Street Typologies to dictate the road layouts and the boundaries between adopted highway and private space, either maintained by the Broadnook Trust or in individual ownerships.
- 4.9 The remaining parts of the development are the subject of a detailed application, and hence the overall application is a hybrid application. The detailed application seeks consent for the layout of two housing areas, west of the Broadnook Centre (**Figure 14**).

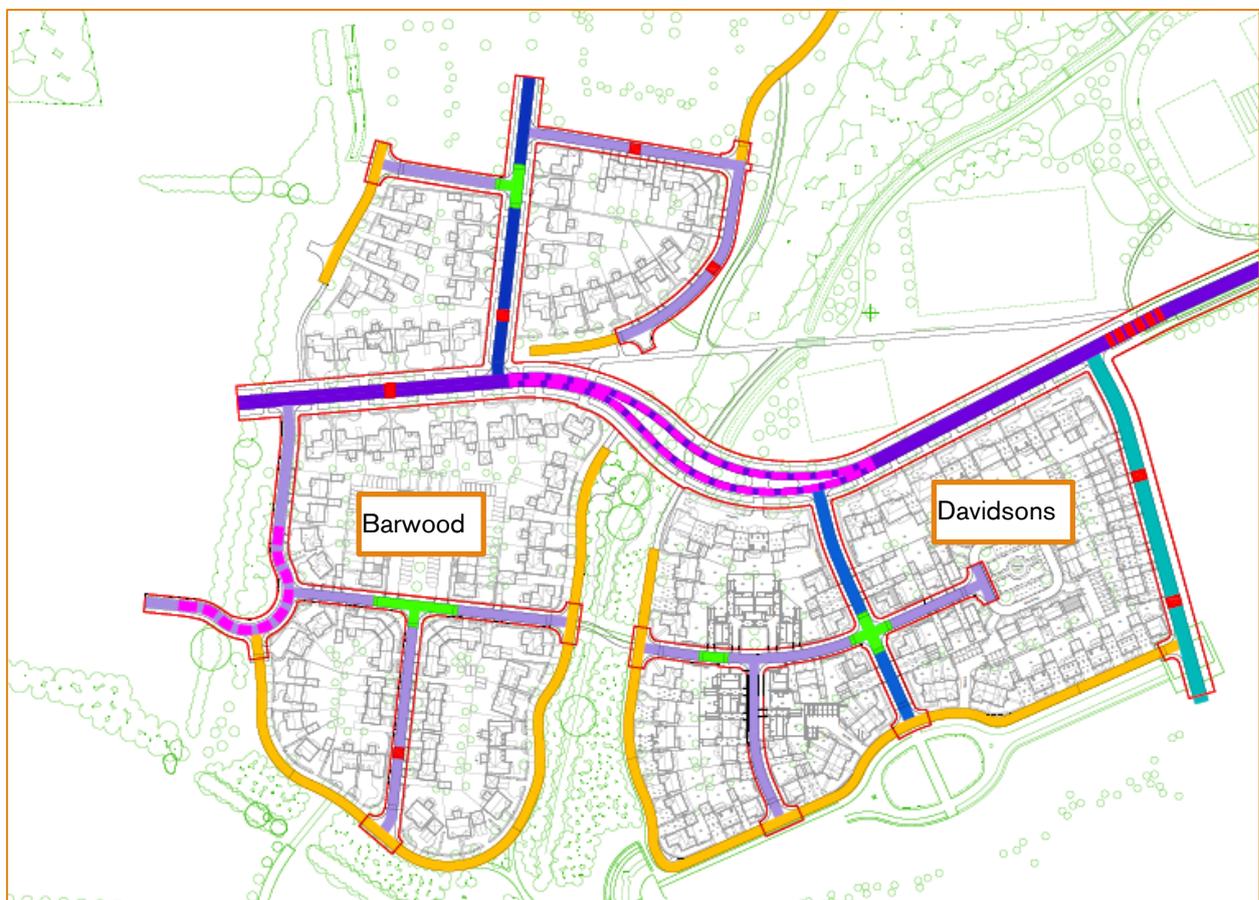


Figure 14: detailed layouts of the housing areas by Davidsons and Barwood

- 4.10 Davidsons' housing area is south of the northern boulevard and extends from the Broadnook Centre to the green corridor. Barwood's housing area is west of the green corridor and both north and south of the northern boulevard, as shown on Figure 14.
- 4.11 The residential areas subject to the detailed application must be accessible, and so the road network that extends from the access roundabouts to those areas has been designed in sufficient detail for their layout to be fixed and consent granted.
- 4.12 Detailed consent is also sought for the allotments and hence its access that extends from the northern tip of Barwood's housing area. Detailed consent is also sought for the country park and hence its access on the northern boulevard.

Traffic generating land uses

- 4.13 The table below shows the traffic generating land uses. The previous development proposal is shown, for shorthand referred to as the 1650 scenario. Also shown is the new proposal, for shorthand referred to as the 1950 scenario. The change responds to concerns raised by the City Council about employment use, and hence B1(b) use is dropped. It also responds to the need for greater numbers of residential units for viability purposes. B1(a) office use remains capped at 7,500sqm.

use	previous	new
C3 residential	1,650 dwellings	1,950 dwellings
B1(a) office	7,500sqm	7,500sqm
B1(b) research and development	17,500sqm	0
B1(c) light industry		17,500sqm
B2 general industry	10,000sqm	10,000sqm
B8 storage and distribution	15,000sqm	15,000sqm
primary school	420 pupils	420 pupils
A1 foodstore	1,600sqm	1,600sqm
non-food retail and other facilities	2,200sqm	2,200sqm
care home	70 beds	70 beds
C2 care village		160 units

Internal layout

- 4.14 As described above, extending from the two southern arms of the site access junction would be the internal road network. The key roads would be offered for adoption and be subject to a Section 38 agreement in due course.
- 4.15 The High Street area along the eastern edge of the Broadnook Centre is a key focus for future development and is expected to come forward early in the development programme. To assist with the design of the Broadnook Centre an illustrative design of how it might look has been produced. It shows bus stops, pedestrian crossings, parallel car parking, off-road cycle lanes and widened footways to cater for the various travel demands that would be focussed in this area.
- 4.16 The application material includes a Movement Parameter Plan by Define – an extract is below (**Figure 15**). It shows the pedestrian and cycle strategy and how a network of routes would be provided to allow access to all parts of the development. The strategy is set around the Principal Cycle Spine, a 5m wide shared cycle and pedestrian path along the Central Walk linking the Great Central Railway halt in the west to the employment area in the east. This Spine is segregated from vehicles and runs through the Broadnook Centre passing the primary school. Outlying residential areas would be fed in to the Spine with suitable crossings at conflict points

with traffic. A peripheral route would also be provided via a series of shared surface roads around the edge of the development, linking with the bridleway that parallels the A46 along the southern boundary of the development.

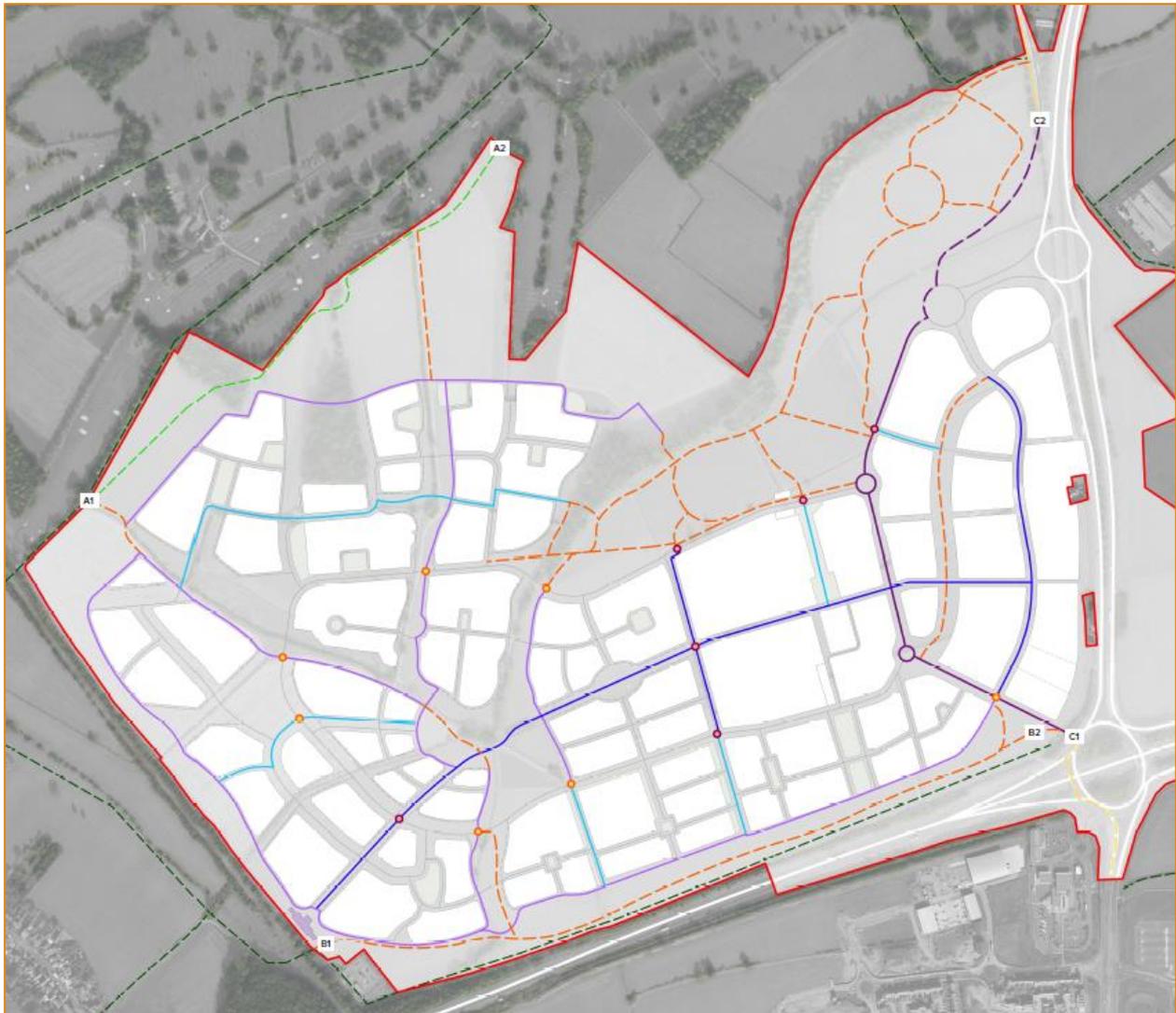


Figure 15: extract from Define's Movement Parameter Plan – pedestrian - cycle strategy (DE096-005E)

4.17 The Movement Parameters Plan shows a rerouting of National Cycle Network route 6, which currently runs along Loughborough Road and the western edge of the A6 to the Birstall Interchange. The proposal is that the route will instead come through the development on a new and wider segregated route that runs along the High Street before reconnecting with the Birstall Interchange. Along the High Street the route has been designed with reference to the stepped cycle lane that runs beside the A1307 Huntingdon Road in Cambridge (**Figure 16**). The cycle lane is beside the carriageway with the footway behind.



Figure 16: precedent example of a stepped cycleway along the A1307 Huntingdon Road in Cambridge

Bus strategy

- 4.18 The planning application submitted in 2016 envisaged a new bus gate at the A46/A6 Birstall Interchange. After considerable consultation, it has not been possible to agree that solution with LCC. Buses will therefore need to route in and out of the development via the new access on the A6.
- 4.19 Centrebus operate service 22A/B/C that currently loops from the city centre to Birstall and back (see Figure 10). They previously agreed to extend their services to route through the bus gate and loop around the development. Given the changed access proposal, Centrebus have been reconsulted. They confirmed they would still operate around the same loop, coming in

line on Figure 17. To cater for those buses, new northbound and southbound bus stops will be introduced on Loughborough Road.

- 4.22 Correspondence with Arriva, operator of the 126 and 127 service, has established that they would not be prepared to make a looped diversion within the development. Whether they will adjust their position once the development becomes sufficiently large to establish a revenue stream remains to be seen. Nevertheless, the infrastructure would be in place to allow it. A 400m walking distance catchment from the new bus stops on Loughborough Road will place the northern parts of the employment area within walking distance of a bus service. The Broadnook Centre would be within 800m walk, but the two initial housing phases would be beyond 800m.

Technology

- 3.25 The new houses and businesses will be provided with broadband connections. In this way, technology can be used to allow flexible working practices, and connections to internet resources such as car share databases, internet shopping deliveries, and other way that reduce the need to travel.

5.0 MODAL SHARE AND TARGETS

Modal share

- 5.1 As the site is not currently operational, no surveys have been carried out to determine the baseline modal split for the site. However, the Transport Assessment determined the amount of traffic forecast to be attracted to and from external locations.

traffic generation full development	AM peak hour (0800-0900hrs)			PM peak hour (1700-1800hrs)		
	arrive	depart	2way	arrive	depart	2way
cars	698	1,067	1,765	1,020	452	1,472
HGVs	19	8	27	5	16	21
total	717	1,075	1,792	1,025	468	1,493

- 5.2 The Transport Assessment also set out a baseline modal split, based on the 2011 Census Method of Travel to Work data for the resident population of the Birstall Wanlip Ward, as shown in the table below. For indicative purposes, the modal share has been combined with the traffic generation to give a forecast of the number of peak hour trips using each mode of travel.

Ward: E05005428 Birstall Wanlip	2011 Census figures	Census figures adjusted	modal split	applied to proposed development
work mainly at or from home	310			
underground, metro, light rail, tram	6	6	0.2%	5
train	16	16	0.6%	13
bus, minibus or coach	205	205	7.8%	167
taxi	6	6	0.2%	5
motorcycle, scooter or moped	21	21	0.8%	17
driving a car or van	2,013	2,013	76.3%	1643
passenger in a car or van	152	152	5.8%	124
bicycle	92	92	3.5%	75
on foot	127	127	4.8%	104
other method of travel to work	5		0.0%	
not in employment	1,197		0.0%	
all categories: Method of travel to work	4,150	2,638	100%	2,153

Targets

- 5.3 There is significant evidence to suggest that Travel Plans, and the promotion of sustainable travel modes, have a significant impact on the modal split of a development and the proportion of car trips.
- 5.4 Section Four of *Guidance on the Assessment of Travel Plans* (DfT, December 2005) is entitled *Developing credible Travel Plan targets*. Paragraph 4.4 then states that once the baseline modal split has been established, i.e. the modal split that would occur if there was no Travel Plan in place, the next step is to establish how the Travel Plan could reduce car use. The Guidance notes that a strong relationship exists between the potential for changes to the modal split and the measures and incentives proposed in the Travel Plan, and therefore provides guidance on the setting of appropriate and realistic targets. The relationship is as follows:
- a plan containing only marketing and promotion is unlikely to achieve any modal shift

- a plan with the above plus car sharing and cycle measures could achieve a 3% to 5% reduction in drive alone commuting
- a plan with the above measures plus discounts on public transport, works buses, additional public transport links, could achieve around a 10% reduction
- the combination of all of the above measures plus disincentives to car use could achieve a 15% to 30% reduction in drive alone commuting.

The Guidance notes that *“only in very exceptional cases will the reduction be greater than this”*.

5.5 A key finding from the more recent Sustainable Travel Towns programme was that car driver trips per resident of the three towns of Darlington, Peterborough, and Worcester together fell by 9% between 2004 and 2008, following the implementation of a set of measures that aimed to reduce car use.⁶

5.6 In line with the above research, this Framework Travel Plan adopts the following targets:

- **Target 1** – all residents and employees will be aware of the Travel Plan that applies to them.
- **Target 2** – housebuilders and employees will appoint a Travel Plan Coordinator to promote the opportunities and benefits of sustainable modes of travel, with the aim to achieve a 10% reduction in the single occupancy vehicle car driver modal share by the end of the monitoring period. Coordination of Travel Plan Co-ordinators will be managed by the Broadnook Trust

5.7 With regards to Target 1, at the time of the travel survey, three months post occupation, residents and employees will be asked whether they are aware of the Travel Plan, its objectives, and how to contact their Travel Plan Co-ordinator.

5.8 With regards to Target 2, the 10% reduction in the single occupancy vehicle trips will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing travel modes, and also by a reduction in overall travel.

5.9 To quantify, a 10% reduction in the 70.5% single occupancy vehicle car driver modal share (76.3%-5.8%) will equate to an 7% reduction, and thus a single occupancy car driver modal share of 63.5%.

5.10 For indicative purposes, to give a sense of scale for the development as a whole, a 10% reduction in the number of single occupancy car trips will equate to a modal shift of 33 single occupancy car trips in the peak hours, calculated as follows:

	av. peak hour
vehicle trip generation (includes vehicles with passengers)	1643
number of vehicles with passengers	<u>124</u>
number of single occupancy vehicles	1519
10% shift in single occupancy drivers	152
number of single occupancy vehicles with 10% reduction in place	1,367

⁶ *The Effects of Smarter Choice Programmes in the Sustainable Travel Towns* (DfT, March 2010)

5.0 MESURES AND INCENTIVES

Introduction

- 5.1 As determined in Section 3, the site is in a sustainable location, with opportunities for travel by foot, cycle and bus. Therefore the measures and incentives put in place to achieve this Framework Travel Plan's targets can focus on promoting all modes.
- 5.2 The measures focus on providing residents and employees with the appropriate information to allow them to take ownership and make informed decisions about their travel choices. This promotion will be undertaken in a sensitive manner, so that it is not viewed as oppressive, but rather as a helpful, informative process that allows them to make informed decisions based on the benefits of each mode.

House builder and employer commitments

- 5.3 The following measures will be funded and implemented by house builders and employers during the construction process and prior to occupation.
- A Travel Plan Co-ordinator will be appointed to co-ordinate the implementation and monitoring of the Travel Plan.
 - For house builders, the role will commence upon completion of the show home and continue until one year after the occupation of the final dwelling. The role will be undertaken by the sales team resident on site while houses are being sold, and thereafter by the office based sales team. The Travel Plan Co-ordinator will therefore be involved throughout the construction, marketing, sale/rent, and occupation processes.
 - For employers, the role will commence during negotiations about occupation. The role should be undertaken by a member of the senior management team to give the Plan sufficient authority and access to a budget.
 - A bespoke website will be created for the development that will be managed by the Broadnook Trust. Housebuilders and employers will be expected to provide material to support that website as well as linking their own websites to it.
 - The Travel Plan will be promoted in the marketing and promotion of the development, on websites and also through sales literature. Alternative means of travel will be sold as an attractive benefit for new residents and employees.
 - Provide funding for Travel Packs for each household or employee upon occupation, containing walking, cycling and public transport information, to promote the use of these modes, and also where possible to reduce the need to travel. The Travel Packs will be compiled by the Travel Plan Co-ordinator, or purchased from LCC, prior to first occupation and be issued to residents and employees on occupation.
 - Provide funding for a STARSfor monitoring fee. This will allow the Travel Plan Co-ordinator to use their monitoring portal.

Travel Plan Co-ordinator's role

- 5.4 The role of the Travel Plan Co-ordinator will be to:
- promote the Travel Plan to potential and confirmed residents and employees
 - act as a point of contact for all residents, employees and visitors requiring information
 - represent the 'human face' of the Travel Plan, explaining its purpose and the opportunities on offer
 - take a key role in the monitoring and review of the Travel Plan.
- 5.5 The Travel Plan Co-ordinator will be responsible for introducing the Travel Plan to the residents and employees. Full contact details of the Travel Plan Co-ordinator including their name,

addresses (postal and email), and telephone number will be supplied to LCC as soon as they are appointed. LCC will be informed of any changes to the Travel Plan Co-ordinator's contact details.

5.6 The Travel Plan Co-ordinator will also:

- liaise with housebuilder's sales and marketing staff regarding the Travel Plan, so that they can also promote it as a positive extra benefit for new residents
- liaise with sales and marketing staff so that they are fully informed each time a dwelling is sold or rented, and when the new householder will move in, so that an induction session can be arranged.
- With the aim of raising and maintaining awareness of the Travel Plan, each newly occupied home will receive an induction visit, at which the Travel Plan Co-ordinator will take the householders through the travel opportunities and explain the Travel Plan process.

5.8 The Travel Plan Co-ordinator will provide Travel Packs to residents upon occupation. These will be funded by the house builders and employers and be produced by either the Travel Plan Co-ordinator or LCC, and contain the following.

- promotional information on the benefits of walking, cycling, public transport use, and car sharing, and the social, environmental and economic costs of each mode
- a pedestrian route map to key destinations, such as local shops and schools, with distances and journey times
- a cycle route map to key destinations, with distances and journey times - the map will also show the location of any public cycle parking facilities
- public transport information, including a bus route map, the latest timetables, and ticket information
- contact details showing local car hire firms and taxi companies
- information about the benefits of car sharing, and references to the excel spreadsheet on www.cuttingyourcaruse.co.uk which calculates how much an individual spends on motoring, and how much they would save by car sharing
- details of relevant car share schemes, such as www.leicestershare.com, www.carshare.com, www.shareacar.com, and www.liftshare.com.
- contact details of local supermarkets and retail outlets that provide a home delivery service
- information about home working and home shopping
- reference to www.choosehowyoumove.co.uk that provides further advice and contact details.

5.9 Where necessary, the Travel Plan Co-ordinator will direct residents to contact LCC for further information and advice.

- **Travel Choice and Access Team**
c/o Customer Service Centre
Leicestershire County Council
Glenfield, Leicestershire, LE3 8RJ
Tel: 0116 305 0002
Email: customerservices@leics.gov.uk

Additional measures

5.10 As discussed in the introduction to this report, a Travel Plan is a living document that is regularly reviewed and monitored. If it is not achieving its targets, additional measures may be required to bolster those described above. There are many ways that travel can be influenced, and the extent and number of additional measures will depend upon the results of the monitoring.

5.11 Nevertheless, some of the potential measures that would help achieve the targets include:

- promotion of national events, such as national bike to work week and walk to work day

- inducements to promote cycling, such as cycle purchase discounts, collective schemes for cycle insurance, cycle training services, etc
- the provision of an individualised travel plan for any resident that requests one
- the setting up of a Car Club
- liaison with local schools and further education establishments, who are likely to have their own Travel Plan and travel plan co-ordinators, to encourage healthy journeys to and from school for children and families. As described above, school journeys can be a significant generator of traffic during peak periods and maximising the opportunities to work with local schools can bring about significant change and establish a sustainable travel culture for future generations.

6.0 IMPLEMENTATION AND MONITORING

- 6.1 This Travel Plan is not intended to be a static document, but is intended to be updated as required through its lifetime. It will be relied upon as a framework for Travel Plans by housebuilders and employers as they occupy the development. The responsibility for the maintenance of the Framework Travel Plan lies with the Broadnook Trust. Responsibility for each individual Travel Plan lies with each Travel Plan Co-ordinator. The Travel Plan Co-ordinator will undertake on-going monitoring and evaluation of site travel issues to review and develop the Travel Plan, and report back to LCC.
- 6.2 The majority of measures to reduce car use, and promote walking, cycling, public transport, and car sharing will be implemented during the construction process, or within one month of occupation. This will allow people to assess the potential to travel by alternative modes of travel, and allow a sustainable travel culture to emerge from the start.
- 6.3 To monitor the targets, a travel survey will be completed by each resident and employer within three months of their occupation. The surveys will be produced and issued by the Travel Plan Co-ordinator using the STARSfor system. The results of the surveys will be used to compile a Monitoring Report.
- 6.4 For each phase of housing development, a first Monitoring Report will be compiled by the Travel Plan Co-ordinator once 75% of the houses are occupied, and issued to LCC within two months, by collating all the responses received. The survey will be undertaken as part of a wider post-occupation survey process in which the housebuilder gathers feedback on the development from the new occupants.
- 6.5 The Monitoring Report will contain an analysis of the survey responses and determine the modal split for the development. It will describe the uptake of the measures and incentives proposed in this Travel Plan, and help identify any further measures that need to be investigated and proposed.
- 6.6 Follow up travel surveys would be conducted on an annual basis following the first Monitoring Report, until one year after the final dwelling is sold for housebuilders, or five years post occupation for employers.
- 6.7 The Monitoring Report will include:
- an introduction
 - the annual survey results including an analysis of trends against previous years
 - details of measures implemented throughout the year
 - an action plan of what is to happen the following year, including a marketing plan of how the initiatives will be promoted e.g. leaflets, newsletters, etc. with examples
 - up to date contact details for the TPC
 - appendices to contain any meeting notes, letters to residents, leaflets distributed, additional information, etc.
- 6.8 The Monitoring Reports and hence details of the survey results will be made available to the residents and employees by the Travel Plan Co-ordinator to ensure they are aware of the progress being made.
- 6.9 As the role of the Travel Plan Co-ordinator comes to an end, housebuilders and employers should attempt to find an individual or individuals that are willing to take an active involvement in the ongoing Travel Plan. This will feed in to a group established by the Broadnook Trust empowered with on-going community responsibility for sustainable travel, similar to a neighbourhood watch group. Representatives from LCC and the Parish Council would be invited to join.