

DAVID WILSON HOMES  
PROPOSED RESIDENTIAL DEVELOPMENT  
LAND WEST OF BARKBY ROAD, QUENIBOROUGH, LEICESTERSHIRE  
TRAVEL PLAN

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## EXECUTIVE SUMMARY

ADC Infrastructure Limited were commissioned by David Wilson Homes to provide transport advice in support of an outline planning application for a residential development on land west of Barkby Road in Queniborough, Leicestershire. A Transport Assessment has been produced to accompany the planning application. This report is the Travel Plan and builds on the information in the Transport Assessment.

A Travel Plan is defined as *“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.”*

The planning application is for up to 160 residential dwellings with associated parking. The development will be accessed via a new T-junction on Barkby Road.

The development site is accessible by a range of sustainable travel modes, and is therefore suitable for residential development. The facilities within Queniborough are within acceptable walking distance of the site, and given the existing pedestrian infrastructure, there are good opportunities for pedestrian travel. The proposed development will provide footways throughout the site whilst retaining the Public Right of Way footpath I84/1 that runs through the site. A new footway will also be provided along the western side of Barkby Road, to connect the proposed site access with the existing footway network. Similarly, given the areas contained within cycling distance, there are good opportunities for cycle travel between the development and the local area.

The nearest bus stops are on Syston Road, 380m from the proposed site access and consist of a flag and pole arrangement. The bus stops provides access to the number 5 bus service, which runs every twenty minutes from the centre of Leicester to East Goscote between Monday and Saturday. It runs every 30 minutes on Sundays.

The proposed development will generate up to 116 two-way traffic movements in a peak hour. It will generate nine pedestrian journeys, four cycle journeys, and six bus journeys in a peak hour.

The following targets are proposed:

- Target 1 - The residents of the development will be aware of the Travel Plan.
- Target 2 - The opportunities and benefits of sustainable modes of travel will be promoted, with the aim to achieve a 10% reduction in the residents' single occupancy vehicle car driver modal share, by the end of the five-year post occupation monitoring period.

Various measures and incentives are proposed to achieve these targets, including the appointment of a Travel Plan Co-ordinator to implement and monitor the Travel Plan process, and the provision of travel information via travel welcome packs. Financial incentives are also proposed, including two free three-month bus passes or a £50 voucher for cycling equipment for each household that purchases a dwelling. A monitoring fee would also be made to LCC to register the development on the Modeshift STARSfor system. An action plan including initiatives, promotions and incentives will be prepared and documented on the Modeshift STARSfor system.

A monitoring regime is proposed to ensure that the Travel Plan achieves the objective and targets, including annual resident travel surveys and the preparation of annual monitoring reports.

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## 1.0 INTRODUCTION

- 1.1 David Wilson Homes commissioned ADC Infrastructure Limited to produce a Transport Assessment and Travel Plan in support of an outline planning application for residential development on land to the west of Barkby Road in Queniborough (**Figures 1, 2 and 3**).
- 1.2 The development proposals comprise up to 160 houses with associated parking. The residential development will be accessed via a new priority controlled T-junction on Barkby Road. A copy of the illustrative masterplan is in **Appendix A**.

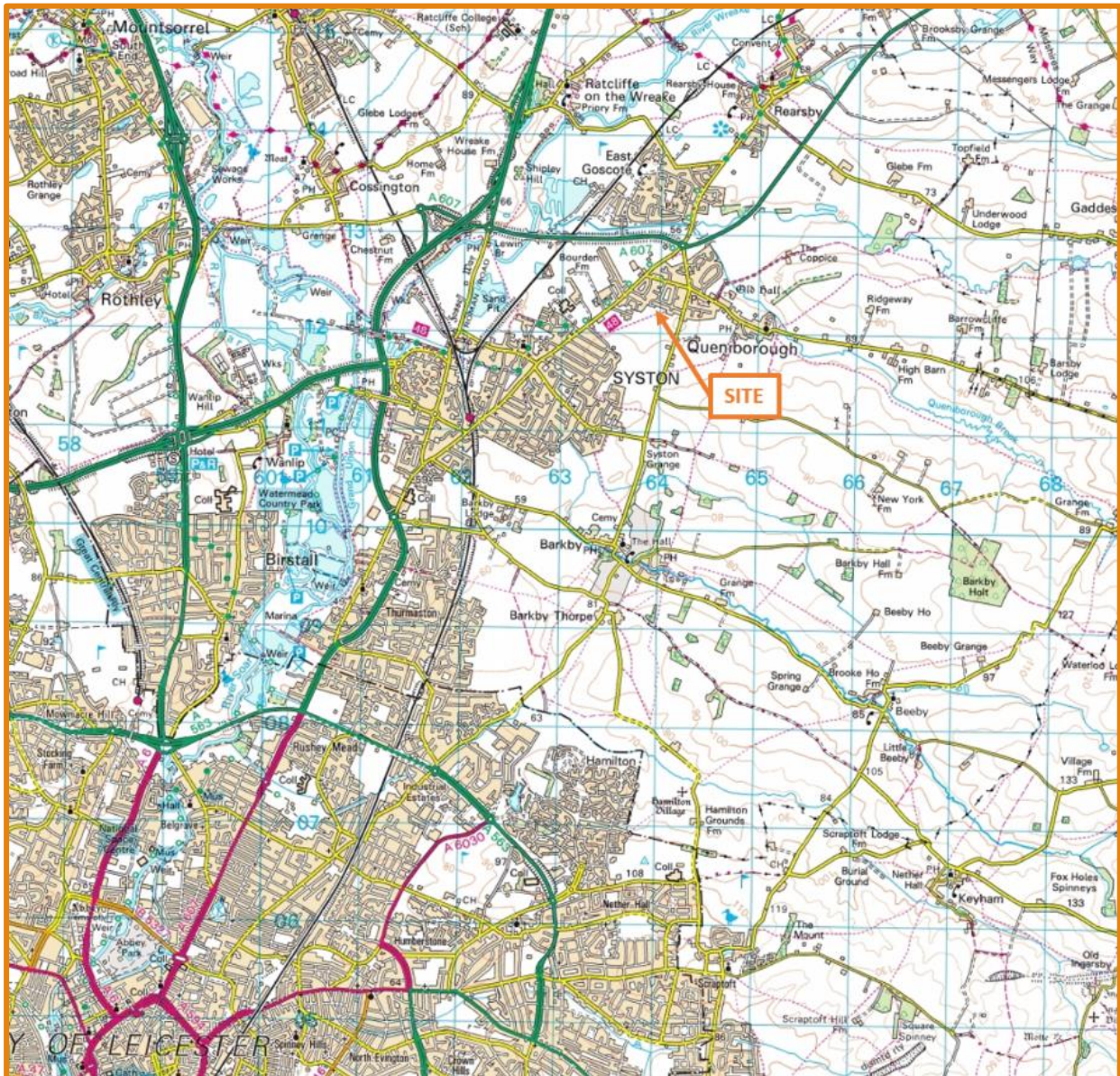


Figure 1: general site location



Figure 2: detailed site location



Figure 3: aerial photograph

1.3 A Travel Plan is required to support the planning application. A Travel Plan is defined as “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”<sup>1</sup>.

<sup>1</sup> Good Practice Guidelines: Delivering Travel Plans through the Planning Process, Department for Transport April 2009

- 1.4 A Travel Plan is therefore a living document that sets out ways to reduce the number of vehicle trips generated by a site. It involves the development of agreed targets and outcomes which are linked to an appropriate package of measures aimed at encouraging the use of more sustainable travel modes, whilst also reducing both the need to travel, and single occupancy car use, for all trips to and from the development. The Travel Plan process also includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns.
- 1.5 A residential Travel Plan is site specific and considers the unique needs and interests of residents, in the context of the local environment and transport network. Residential Travel Plans are concerned with origin-based travel, with journeys made from a single origin (home) to multiple and changing destinations, with the time and travel mode all varying. A successful residential Travel Plan has the potential to achieve a high proportion of trips by sustainable modes and reduce the number of single occupancy car trips generated by the site.
- 1.6 This Travel Plan includes all of the necessary contents and predominantly focuses on providing information on the opportunities for travel to and from the site by sustainable modes, to empower residents and visitors alike to take ownership and make informed decisions about their travel choices.

## 2.0 OBJECTIVE AND BENEFITS

### Objective

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

### Benefits and outcomes

- 2.2 *Making Residential Travel Plans Work*<sup>2</sup> details potential local benefits that can be achieved when a Travel Plan is designed into a residential development from the beginning. Some of the potential benefits that this Travel Plan will provide for the residents and visitors are listed below:
- a focused approach to influence the travel behaviour of residents and visitors;
  - the introduction of safe and viable alternatives to single-occupancy car travel, increasing the choice of travel modes to the site, 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; and
  - 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, in line with the *Delivering Travel Plans through the Planning Process – Good Practice Guidelines*, and the *Making Residential Travel Plans Work*, the Travel Plan will also seek the following outcomes:
- 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; and
  - increased marketability of the development as more households seek to change their travel behaviour.

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<sup>2</sup> Making residential Travel Plans work: good practice guidelines for new development, Department for Transport, September 2005

### 3.0 EXISTING CONDITIONS

#### Site location

3.1 As shown in **Figures 1 and 2**, the development site is to the west of Barkby Road, on the southern edge of the village of Queniborough and approximately 9 miles northeast of Leicester. It is bound by Queniborough Industrial Estate to the west, residential properties to the north, and open land to the south.

#### Nearby development

3.2 There is one development near to the site that is nearing completion, as shown in **Figure 4**. Gladman gained outline consent in March 2015 for up to 165 dwellings on lane to the east of Barkby Road (application reference: 2/14/0708/2). Davidsons' purchased the site from Gladman and subsequently put in a reserved matters application (P/16/2090/2) for 101 dwellings which was granted conditionally in February 2017.

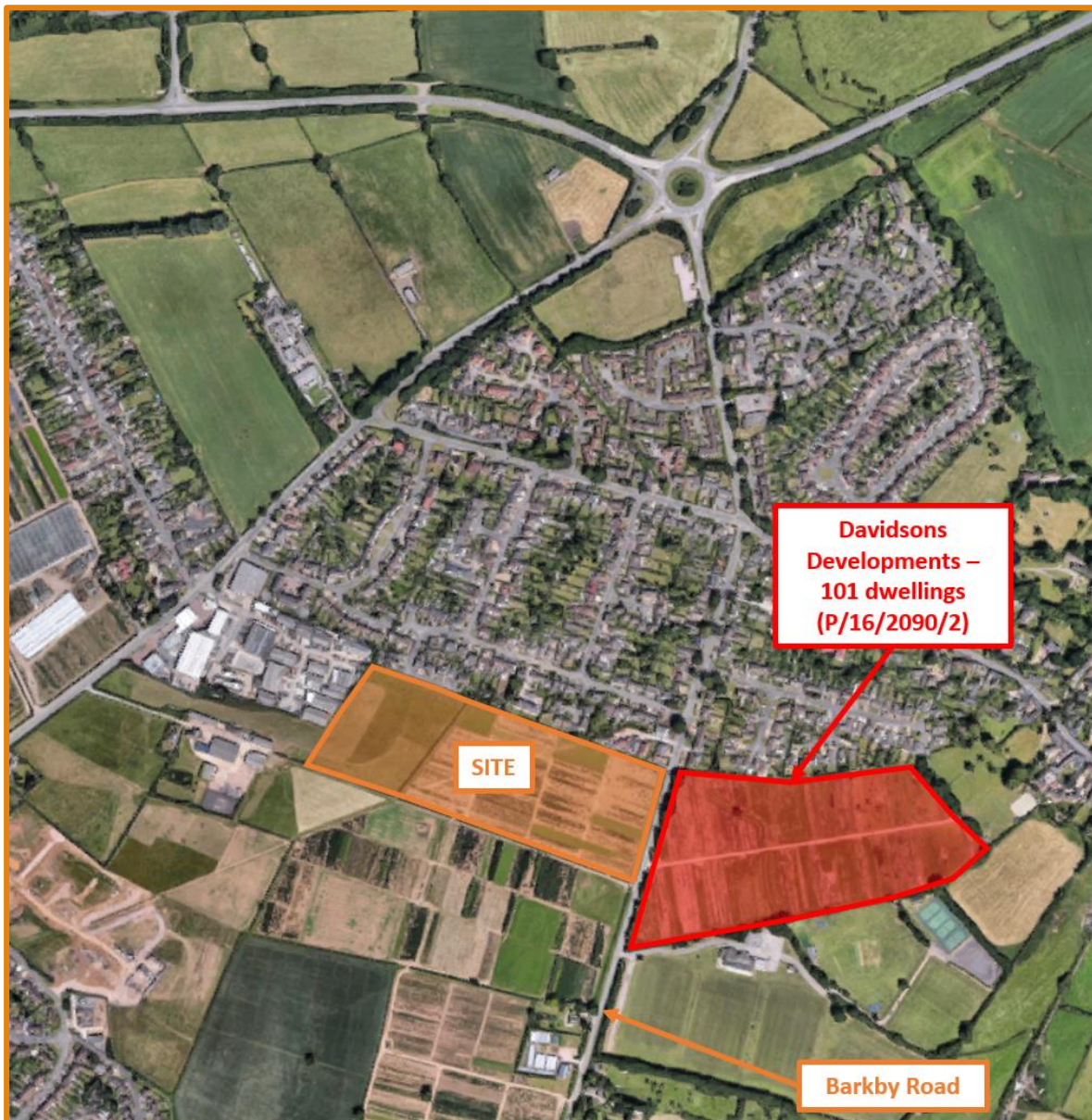


Figure 4: nearby development



## Highway network

- 3.3 To the immediate northwest of the site, Chestnut Close is a residential road that provides access to 15 residential properties including two bungalows. It has an approximately 5.5m wide carriageway with 2m wide footways on both sides (**Figure 5**).



Figure 5: Local highway network

- 3.4 At its northern end, Chestnut Close meets with Beechwood Avenue at a priority controlled T-junction. Beechwood Avenue adjoins with Avenue Road at a priority controlled T-junction and runs parallel to the northern boundary of the site. Avenue Road has an approximately 5.5m wide carriageway with a 2m wide footway along its northern side and 2.2m footway along its southern side.
- 3.5 Further north east of the site, Barkby Road connects with Syston Road and the connecting Queniborough Road and Main Street at a priority controlled crossroads as well as adjoining with Rearsby Road. Syston Road, Queniborough Road and Main Street forms the principal route through Queniborough in a west to east direction and is subject to a 7.5t weight restriction (except for loading) and a 30mph speed limit. Syston Road and Queniborough Road has traffic calming features in the form of speed humps which are present for 700 metres.
- 3.6 To the north of the site, Rearsby Road links with Queniborough roundabout, providing access to the A607. The A607 provides good connectivity to Grantham and the outskirts of Lincoln, both of

which are north east of the site. Queniborough roundabout also provides access to Melton Road which provides direct access to the centre of Leicester.

### Opportunities for pedestrian travel

3.7 *Guidelines for Providing for Journeys on Foot*<sup>3</sup> describe acceptable walking distances for pedestrians without mobility impairment. For commuters and school pupils, 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 distance. A 2km pedestrian catchment covers Queniborough, East Goscote and most of Syston (**Figure 6**).

3.8 **Figure 6** also shows the Public Rights of Way (PRoW) network near the site. Footpath I84/1 runs through the heart of the site in a southwest to northeast direction, connecting Melton Road with Barkby Road via Millstone Lane and Avenue Road.

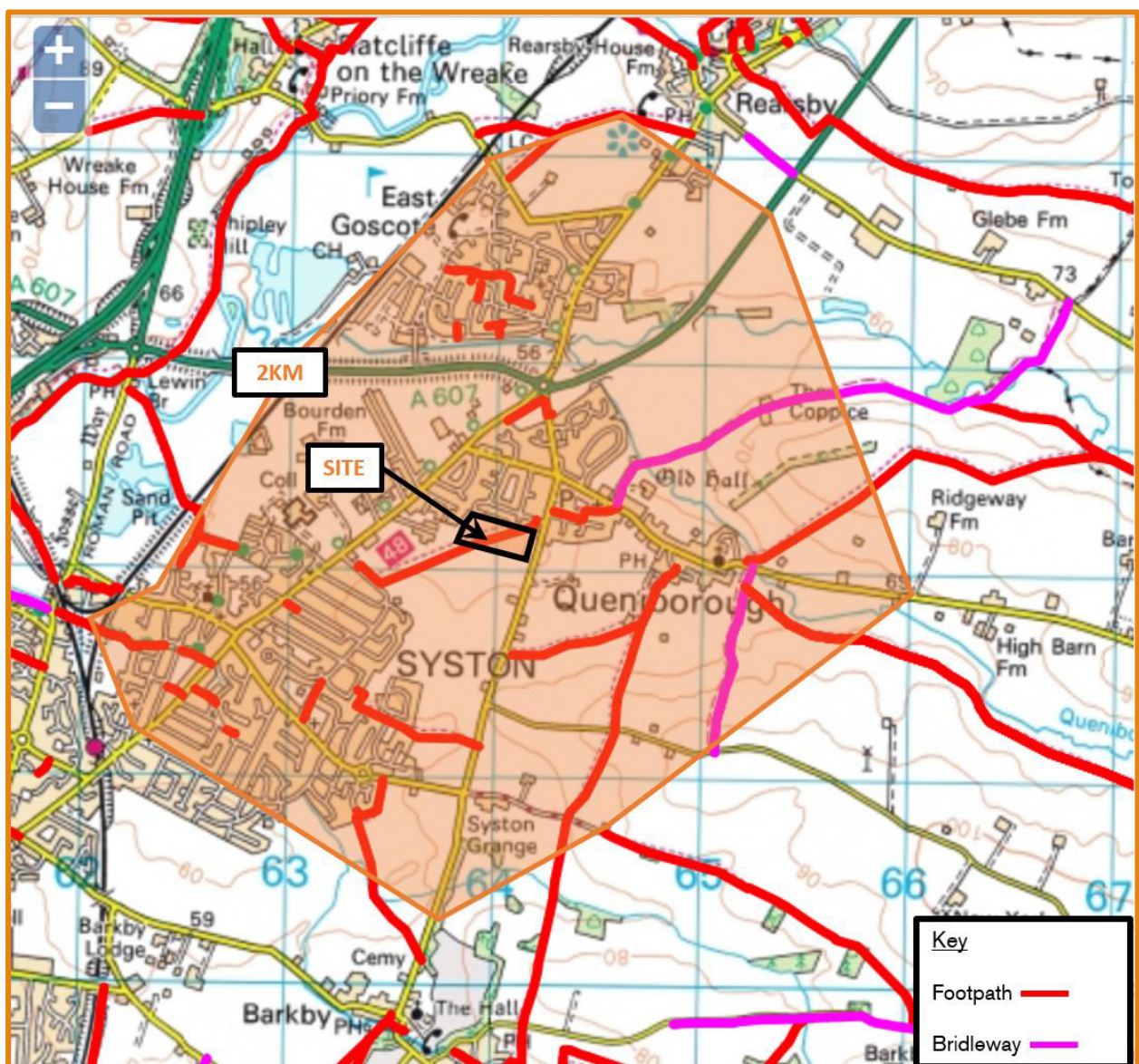


Figure 6: 2km pedestrian catchment area and local PRoW network

3.9 **Figure 7** shows the key local facilities that are within the preferred maximum walking distance from the site. To the northeast, there is a cluster of local facilities along Queniborough Road and

<sup>3</sup> Guidelines for Providing for Journeys on Foot, Institution of Highways and Transportation, 2000

the adjoining Main Street, which includes Queniborough Methodist Church, Queniborough CofE Primary School, St Mary's Church and the local post office and convenience store. In addition, there is also a cluster of local amenities to the southwest of the site notably Wreake Valley Academy, St. Peter and St. Paul Primary School, Jubilee Medical Practice plus Aldi and Tesco supermarkets along Melton Road.

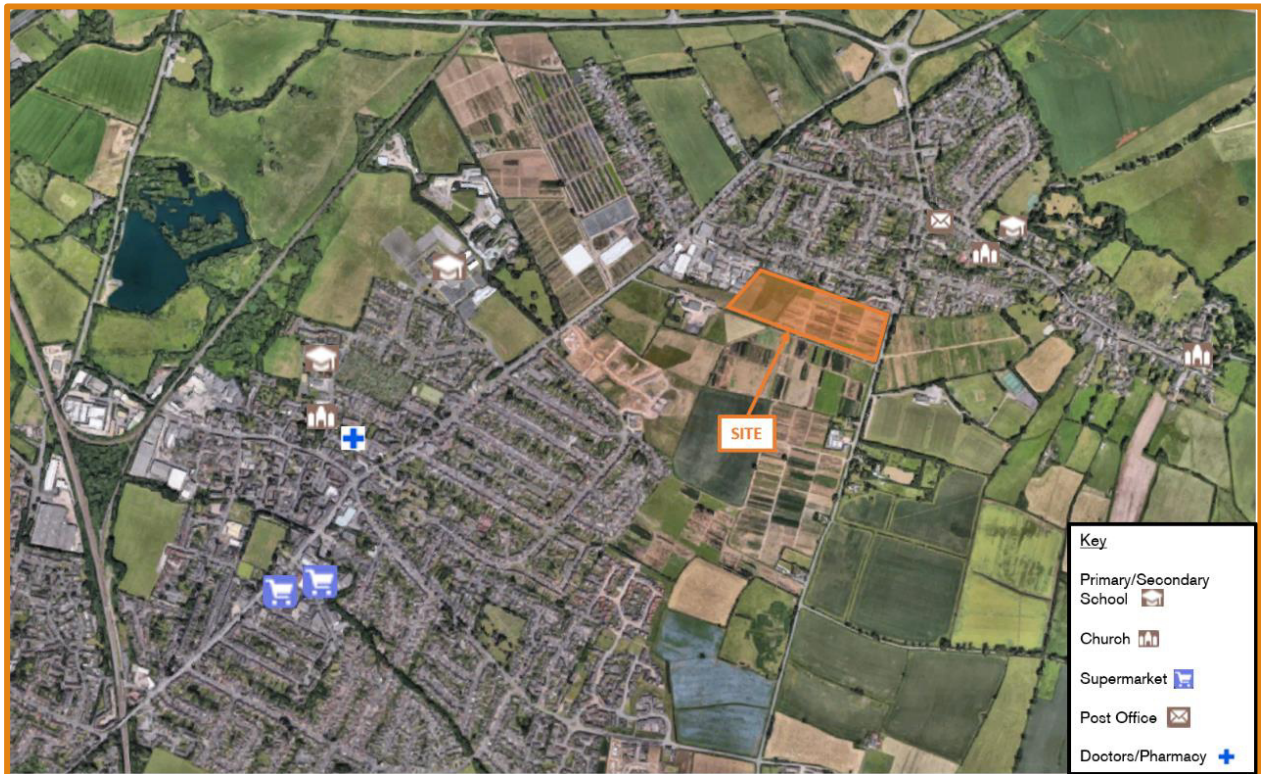


Figure 7: Local facilities in vicinity of site

3.10 With regards to pedestrian infrastructure, there are street-lit footways on both sides of Beechwood Avenue and the adjoining Avenue Road, running parallel to the northern boundary of the site. There are also street-lit footways along both sides of Barkby Road to the northeast of the site as well as pedestrian crossing opportunities in the form of tactile paving at Queniborough crossroads.

### Opportunities for cycle travel

3.11 Cyclists are typically prepared to cycle up to 5km for non-leisure journeys, such as those to school or work. As **Figure 7** shows, the 5km cycle catchment from the centre of the site includes Sibley, Thrusington, Birstall and the northern part of Thurmaston.



Figure 8: 2km and 5km catchments

- 3.12 As shown in LCC's cycle map (**Figure 8**), Barkby Road to the immediate east of the site is a recommended on-road cycle route and adjoins with Queniborough Road, Thorpe Lane and Barkbythorpe Road to provide cycle access to northeast Leicester. In addition, Syston Road to the north of the site is an on-road cycle route which provides cycle access through the heart of Queniborough.
- 3.13 Further, Melton Road, located to the west of the site provides a shared footway/cycleway which is also utilised as National Cycle Network (NCN) route 48. NCN route 48 provides cyclists with good connectivity to Syston and Birstall both of which are within the 5km cycle catchment whilst adjoining with NCN route 6, providing direct access to the centre of Leicester.

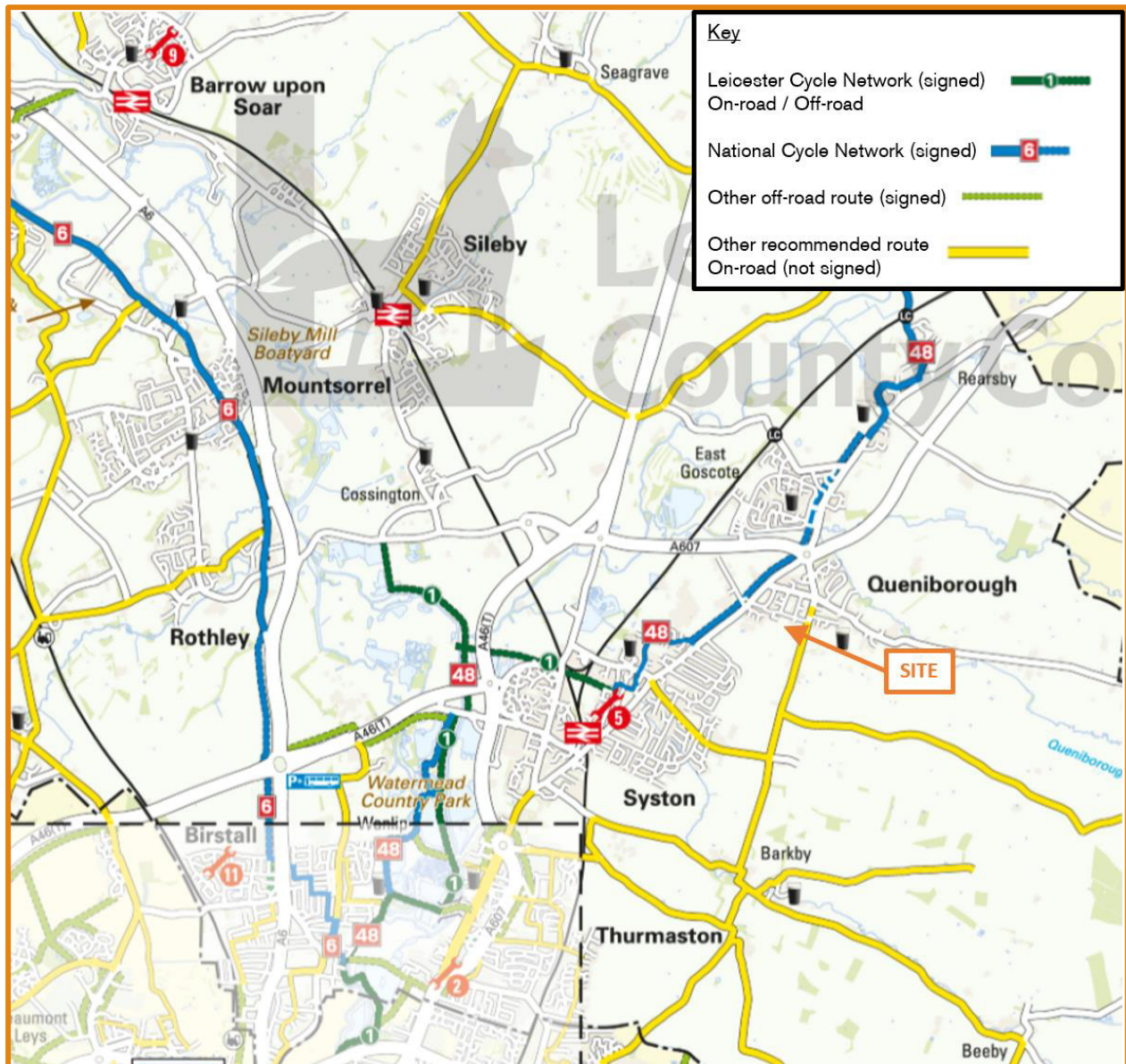


Figure 9: extract of LCC's cycle map

### Opportunities for bus travel

- 3.14 As shown in LCC's bus map (**Figure 10**), the nearest bus stops (illustrated by orange dots) to the site are on Melton Road and Syston Road, the latter being within 400 metres walking distance of the site.
- 3.15 The bus stop on Syston Road (adjacent to Barkby Road) is approximately 380 metres from the proposed site access and consists of a flag and pole arrangement and timetabled information. The stop provides access to the number 5 service which runs from East Goscote to the centre of Leicester via Syston. The number 5 service runs every 20 minutes from Monday to Friday between 0603 and 1843, and also every 20 minutes on Saturdays between 0922 and 2015.

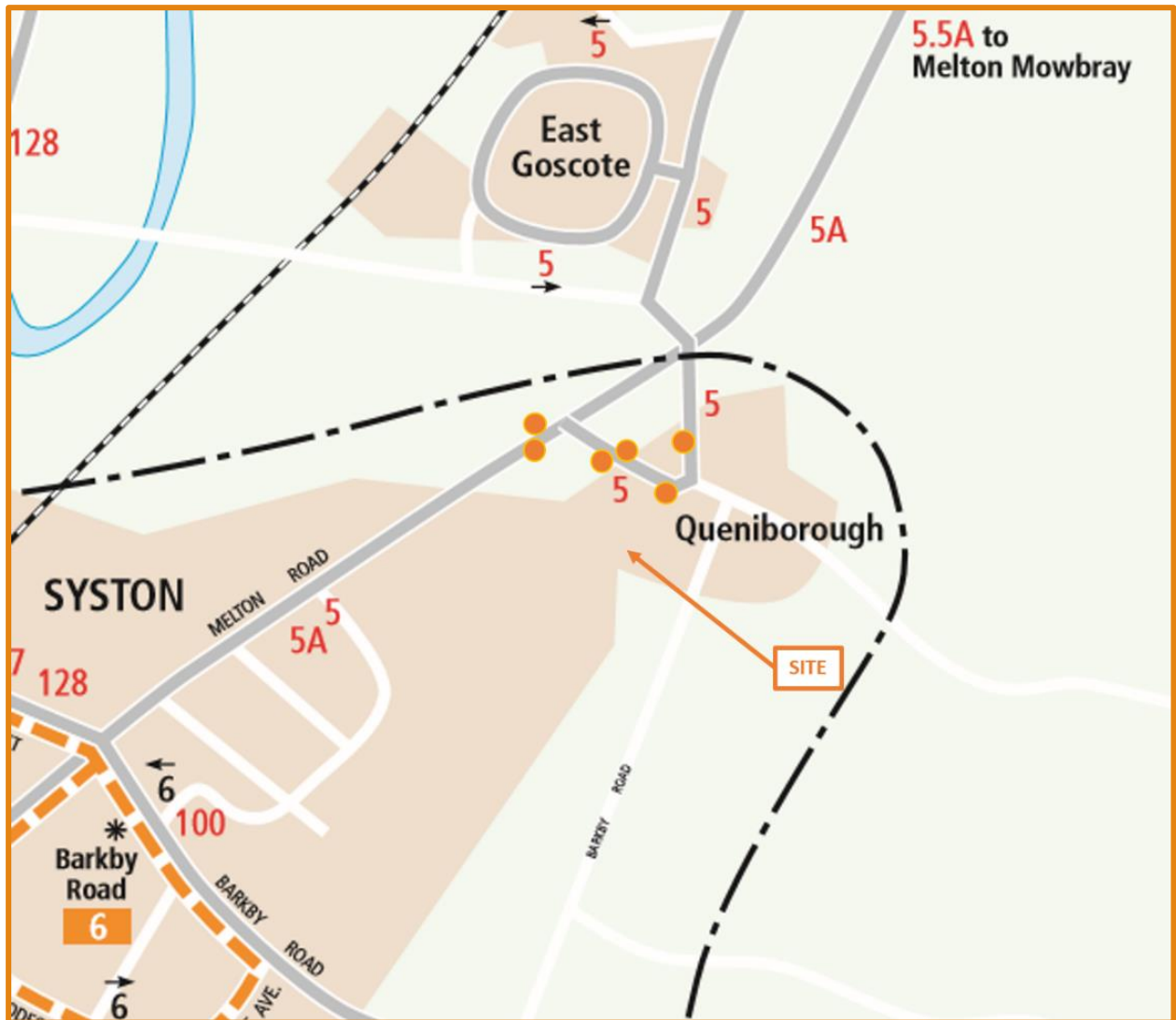


Figure 10: Local bus services and nearest bus stops to site (extract from LCC bus map)

### Opportunities for rail travel

- 3.16 With regards to rail accessibility, the nearest train station to the site is Syston Railway Station, approximately 2.4 km from the site and therefore well within the acceptable cycling distance.
- 3.17 Notably, Syston Railway Station provides 24 trains per day on a typical weekday to Leicester with an average journey time of seven minutes.
- 3.18 Rail journeys from Syston Railway Station can form part of a multi-modal journey from the site as the station provides six cycle spaces. Additionally, the number 5 bus route provides regular access to the train station from the site, stopping 160m from the station.

## 4.0 PROPOSED DEVELOPMENT

### Development proposals

- 4.1 The development proposals comprise up to 160 residential dwellings with associated parking. A copy of the illustrative layout is in **Appendix A**.

### Car parking

- 4.2 The residential car parking spaces will be provided in line with the demand, to avoid excessive on-street parking both within the site and on the local highway network. The forecast parking demand will be calculated using the Department for Communities and Local Government *Residential Car Parking Research* (May 2007), as required in the 6Cs Design Guide. This method calculates the likely car parking demand based on the dwelling size, type and tenure, and the number of allocated and unallocated parking spaces.

### Access

- 4.3 The proposed development will be accessed via a new T-junction on Barkby Road. The preliminary design of the site access junction includes a 5.5 metres wide carriageway and 6 metres kerb radii. The junction design also includes 2 metres wide footways along both sides of the site access carriageway with the northern footway extending along the site frontage to adjoin with the existing footway network. The access will be within the 30mph speed limit zone, before the existing gateway into Queniborough (**Figure 12**).



Figure 12: northbound gateway feature into Queniborough

### Sustainable travel infrastructure

- 4.4 To encourage pedestrian travel, 2 metres wide footways will be provided on both sides of the site access carriageway, into the site and along the internal road.
- 4.5 As part of the development, the northern footway of the proposed site access will extend along the site frontage of Barkby Road to enable connectivity with the existing footway network and to facilitate access to the services and facilities in Queniborough.
- 4.6 The existing PRow footpath I84/1 that runs diagonally across the site in a northeast to southwest direction will be retained with an additional pedestrian route proposed to link the footpath to the eastern side of the development. Footpath I84/1 provides an alternative pedestrian access into the site whilst providing connectivity to Melton Road, to the west of the site, and facilities such as South Charnwood Leisure Centre, Jubilee Medical Practice, and Wreake Academy (via Parkstone Road).
- 4.7 Cyclists will be encouraged to cycle on the carriageways throughout the site and along Barkby Road because of Barkby Road being a recommended on-road cycle route by LCC (**Figure 9**). Many of the dwellings will be provided with garages for safe and secure bike storage.
- 4.8 With regards to bus travel, the proposed site access is 380m from the nearest bus stops on Syston Road, to the north of the site (**Figure 10**). Therefore, the bus stops Syston Road are within walking distance.
- 4.9 Given the existing and proposed infrastructure, there would be opportunities for the new residents to travel by sustainable modes of transport.



## 5.0 TRIP GENERATION AND MODAL SPLIT

### Introduction

5.1 As detailed in Section 1, residential Travel Plans are concerned with origin-based travel, with journeys made from a single origin (home) to multiple and changing destinations, with the time, destinations and travel mode all varying.

### Traffic generation

5.2 The Transport Assessment identified that the proposed residential development would generate the peak hour vehicle trip rates (per dwelling) and traffic generation shown in the table below.

		arrive	depart	two-way
trip rates (per dwelling)	AM peak hour	0.177	0.523	0.700
	PM peak hour	0.478	0.248	0.726
vehicle trips (160 dwellings)	AM peak hour	28	84	112
	PM peak hour	76	40	116

### Modal split and person trip generation

5.3 The Transport Assessment identified that the proposed residential development would generate the modal split and person trip generation shown in the table below.

	on foot	bicycle	bus	train	m/cycle	car driver	passenger
	6.0%	3.0%	4.2%	0.4%	0.6%	79.2%	5.0%
AM peak hour	9	4	6	2	1	112	7
PM peak hour	9	4	6	2	1	116	7

5.4 The above modal split and person trip generation does not take into account the effects of this Travel Plan. The existing and proposed measures in and around the development would be able to accommodate the increase in pedestrian, cycle and public transport movements.

## 6.0 TARGETS

### Introduction

- 6.1 Section 5 detailed the likely modal split and person trip generation of the development. The modal split shows a car driver proportion of 79.2%, and a single occupancy car driver proportion of 74.2% (= 79.2% - 5.0% passengers).
- 6.2 Nevertheless, 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.
- 6.3 Section Four of *Guidance on the Assessment of Travel Plans*<sup>4</sup> is titled *Developing credible Travel Plan targets*. Paragraph 4.4 of the guidance states that once the baseline modal split has been established, ie. the modal split that would occur if there was no Travel Plan in place, (as shown in the table at paragraph 5.3), the next step is to establish how the Travel Plan could reduce car use.
- 6.4 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 3-5% 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 15-30% reduction in drive alone commuting.
- 6.5 The guidance notes that *“only in very exceptional cases will the reduction be greater than this”*. Although this document has been archived, it is considered that the research findings are still relevant, and that it helps put the targets proposed in this report into context.
- 6.6 In addition, reference was made to the more recent *The Effects of Smarter Choice Programmes in the Sustainable Travel Towns* report<sup>5</sup>. In summary, Darlington, Peterborough, and Worcester implemented a programme of measures between 2004 and 2009 with the aim to reduce car use. A key finding was that car driver trips per resident of the three towns together fell by 9% between 2004 and 2008.

### Proposed targets

- 6.7 In line with the above research, the following targets are proposed:
- **Target 1** - The development’s residents will be aware of the Travel Plan.
  - **Target 2** - The opportunities and benefits of sustainable modes of travel will be promoted, with the aim to achieve a 10% reduction in the residents’ single occupancy vehicle car driver modal share, by the end of the five-year post occupation monitoring period.
- 6.8 With regards to Target 1, every resident between the age of 16 and 74 years is to be aware of the objective of the Travel Plan, how to contact the Travel Plan Co-ordinator, and that the Travel Plan

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<sup>4</sup> Guidance on the Assessment of Travel Plans, Department for Transport, December 2005

<sup>5</sup> The Effects of Smarter Choice Programmes in the Sustainable Travel Towns, February 2010

Co-ordinator can advise residents on alternative travel options for all types of journeys, within two weeks of moving to the development.

- 6.9 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.
- 6.10 To quantify, a 10% reduction in the 74.2% single occupancy vehicle car driver modal share will equate to an 7.4% reduction, and thus a single occupancy car driver modal share of 67%.
- 6.11 In terms of vehicle trip generation, a 10% reduction in the number of single occupancy car trips will equate to the following maximum number of single occupancy car trips being generated by the 160 dwellings, calculated as follows:

	average peak hour
vehicle trip generation (includes vehicles with passengers)	114
number of vehicles with passengers (modal split from para 5.3)	<u>-7</u>
number of single occupancy vehicles	107
number of single occupancy drivers shifted by a 10% reduction	11

## 7.0 MEASURES AND INCENTIVES

### Introduction

- 7.1 As concluded in Section 3, the site is in a sustainable location, with good opportunities for travel by foot, cycle, and bus. As detailed in Section 4, the existing and proposed measures will facilitate access by sustainable modes.
- 7.2 In addition, to these ‘hard’ measures, further ‘soft’ measures will be implemented by the developer prior to and during occupation, in order to promote and further support the use of sustainable travel modes, including walking, cycling, bus, and car sharing. As detailed in Section 1, the measures focus on providing residents with the appropriate information to empower them to make informed decisions about their travel choices.
- 7.3 This promotion will be undertaken in a sensitive manner, so that it is not viewed as oppressive by residents, but rather as a helpful, informative process which allows them to make informed decisions on their selected transport mode and the benefits of each mode.

### Prior to occupation

- 7.4 The following measures will be funded and implemented by the developer during the construction process and prior to occupation.
- Appointment of a Travel Plan Co-ordinator, to co-ordinate the implementation and monitoring of the Travel Plan. The Travel Plan Co-ordinator role will be undertaken by a Sales Advisor, with senior management support. The role will commence when the construction of the first residential dwelling begins until the occupation of the final dwelling. The Travel Plan Co-ordinator will therefore be involved throughout the construction, marketing, sale/rent, and occupation processes.
  - The Travel Plan Co-ordinator will then give a Travel Plan briefing to all other sales/marketing staff associated with the development. This will involve the Travel Plan Co-ordinator explaining the Travel Plan and the travel opportunities at the site to their other sales/marketing staff, so that they can also inform all potential residents about the Travel Plan process, and answer any questions that they may have. This will help to ensure that the residents are fully aware of the Travel Plan process when they buy/rent the dwellings.
  - The Travel Plan will be advertised in the marketing and promotion of the site. The sustainable transport credentials of the development will be sold as an attractive benefit for new residents.
  - Provide funding for travel welcome packs for each household, containing walking, cycling and public transport information to promote the use of these modes and reduce the need to travel. The travel welcome packs will be compiled by the Travel Plan Co-ordinator prior to first occupation, and issued by the Travel Plan Co-ordinator to residents on occupation.
  - Provide funding for each household that has purchased a dwelling to be supplied with a voucher for two three-month bus passes or a £50 voucher for cycling equipment. The household will need to apply for the passes or voucher, as detailed in Section 7.6.
  - Pay a fee to LCC to register the site on the MODESHIFT STARSfor system for monitoring and implementation of this Travel Plan.

### Post occupation

- 7.5 The following measures will be undertaken by the Travel Plan Co-ordinator following occupation, to maintain Travel Plan promotion and awareness raising:

- Induction sessions for new households.
  - Each newly occupied home will receive a induction visit, at which their Travel Plan Co-ordinator makes contact, takes the householders through the travel opportunities of the site, and explains the Travel Plan process.
  - The Travel Plan Co-ordinator will also explain how households can fill in the application forms contained within the travel welcome pack to obtain the voucher for the two free three-month bus passes or the £50 cycling equipment voucher. A copy of the application form will first be issued to LCC for approval.
- Travel Welcome Packs, given to residents by the Travel Plan Co-ordinator upon occupation. These will be funded by the developer, and produced by the Travel Plan Co-ordinator in consultation with LCC:
  - promotional information on the benefits of walking, cycling, public transport use, and car sharing, and the social, environmental and economic costs of each mode, including a link to [www.choosehowyoumove.co.uk](http://www.choosehowyoumove.co.uk).
  - A pedestrian route map to key destinations, such as local shops and schools etc, 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, and have information on how to claim the £50 cycling equipment voucher.
  - public transport information, including a bus route map, and the latest bus timetables. The Welcome Pack will also include details of the range of tickets available, and the costs of these tickets. Contact details where further information can be obtained, including website addresses, will also be included. The welcome pack will also contain application forms for the households to obtain their two free three-month bus passes.
  - contact details and a location map showing local car hire firms, and taxi companies, based on postcode information.
  - information about the benefits of car sharing
  - details of relevant car share schemes, such as <https://leicestershare.liftshare.com/>.
  - contact details of local supermarkets and retail outlets that provide a home delivery service. This would result in a reduction in the need to travel.
  - information about home working and home shopping.
  - contact details of the Travel Plan Co-ordinator, and LCC's Travel Plan Officer.

7.6 In addition to the site specific travel information contained within the travel packs, each pack must contain two application forms with associated marketing that promotes the benefits of the free bus passes or cycle voucher, and states how the household can apply for up to two passes or one voucher by completing the enclosed forms. Once they have submitted their application forms, either by post or email, they will receive their free passes or cycling equipment voucher.

7.7 To facilitate continued promotion and awareness raising, the Travel Plan Co-ordinator will also act as a point of contact for all residents and visitors requiring information. The Travel Plan Co-ordinator will promote national events, such as national bike to work week and walk to work day.

## 8.0 IMPLEMENTATION AND MONITORING

### Implementation

- 8.1 The Travel Plan Co-ordinator will be responsible for introducing the Travel Plan to the prospective/confirmed residents. 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 contact details, which may occur for whatever reason.
- 8.2 At this stage, information for the Travel Plan Coordinator should be addressed as follows:
- Helen Bareford  
David Wilson Homes  
Forest Business Park, Cartwright Way, Bardon Hill, Coalville, Leicestershire, LE67 1GL  
helen.bareford@dwh.co.uk
- 8.3 The role of the Travel Plan Co-ordinator, which will begin from the date construction first begins until the occupation of the final dwelling, will be to:
- secure and manage a budget for the implementation of the Travel Plan measures and monitoring of the Travel Plan;
  - promote the Travel Plan to potential and confirmed residents;
  - act as a point of contact for all residents and visitors requiring information;
  - represent the ‘human face’ of the Travel Plan – explaining the purpose and the opportunities on offer, including the travel welcome packs and the induction sessions;
  - liaise with local transport operators and other stakeholders including cycling organisations and bus company, to ensure that the Travel Plan and the information contained within the travel welcome packs remains up to date;
  - liaise with the local primary school Travel Plan Co-ordinator to identify and implement measures that may reduce the number of trips to school by car; and
  - take a key role in the monitoring and review of the Travel Plan.
- 8.4 The Travel Plan Co-ordinator will also need to:
- liaise with sales and marketing staff regarding the Travel Plan, so that they can also promote it as a positive extra benefit for new residents; and
  - liaise with sales and marketing staff so that they are fully informed each time a dwelling is sold/rented, and when the new household will move in, in order to allow them to arrange the induction session/delivery of the travel welcome pack.
- 8.5 To assist in the management of a successful Travel Plan, the transition of ownership and responsibility should be planned prior to site occupation. Whilst the developer may not remain involved in the day to day operation of the Travel Plan following occupation, they will remain ultimately responsible for its success or failure. Therefore, towards the end of their role, the Travel Plan Co-ordinator will seek to establish a Travel Plan Steering Group, to demonstrate ongoing community responsibility for sustainable travel during the five year post occupation monitoring period. The Steering Group will be created to allow the residents to continue to pursue the sustainable travel objectives and services long after the Travel Plan Co-ordinator role ceases (after occupation of the final dwelling). It is envisaged that the Steering Group will comprise local residents, and a representative from LCC will also be invited to join. Given that this Travel Plan focuses on providing residents with information to make informed decisions, any measures and incentives required to achieve and maintain a positive modal split and a reduced number of vehicle trips will be minimal. Therefore, the role of the Steering Group will mainly be to co-ordinate the monitoring and review strategies, and produce the Annual Monitoring Reports.

If a Steering Group is not established, David Wilson Homes are committed to continue to fund a Travel Plan Co-ordinator during the Travel Plan period until a Steering Group is formed.

## Monitoring

- 8.6 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 residents to assess the potential to travel by alternative modes of travel, and allow a sustainable travel culture to emerge from the start.
- 8.7 Nevertheless, the Travel Plan will be monitored for a period of five years following first occupation of the development. LCC use Modeshift STARSfor (Sustainable Travel Accreditation and Recognition Scheme) (<https://starsfor.org>) to monitor travel plans, and therefore this Travel Plan adopts Modeshift STARSfor.
- 8.8 To monitor the targets, an occupier travel survey will be completed by each resident within three months of their occupation. The surveys will be produced and issued by the Travel Plan Co-ordinator using the Modeshift STARSfor system and will be undertaken as part of a wider post-occupation survey process carried out by the housebuilders in which they gather feedback on the development from the new occupants.
- 8.9 The surveys would determine the baseline modal split and travel patterns of each household, and thus at the site as a whole, the uptake of any measures and incentives proposed in this Travel Plan (including the uptake of the voluntary induction visits), and help identify any further measures that need to be investigated and proposed. The Modeshift STARSfor monitoring surveys will therefore allow appropriate monitoring of Target One (Travel Plan awareness), and Target Two (modal split).
- 8.10 A first Monitoring Report will be compiled by the Travel Plan Co-ordinator and issued to LCC within two months of the travel surveys being completed.
- 8.11 The Modeshift STARSfor surveys and monitoring report will then be completed again in a neutral month the following year and on an annual basis for five years after initial occupation. The Travel Plan Co-ordinator would seek to gain a 100% response rate. The results will be summarised and issued to LCC in a monitoring report within two months of completion of the travel surveys.
- 8.12 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 eg. 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.
- 8.13 The Monitoring Reports and hence details of the survey results will be made available to the residents by the Travel Plan Co-ordinator to ensure they are aware of the progress being made. This will also help to ensure that residents are engaged in the plan and encouraged to take on increasing responsibility for its delivery.


















- 8.14 Remedial measures could be implemented in the event of a shortfall in the progress towards agreed targets. These could include: extending the role and responsibilities of the Travel Plan Co-ordinator; relaunching the Travel Plan; providing additional promotional activities to promote sustainable travel; and other Travel Plan measures. However, such measures should not be required because, as detailed in Section 1, a Travel Plan is a living document, and therefore, in accordance with DfT's guidance, *“effective review mechanisms should enable the plan to be adjusted and avoid the need for invoking any default mechanisms or resorting to enforcement action”*.

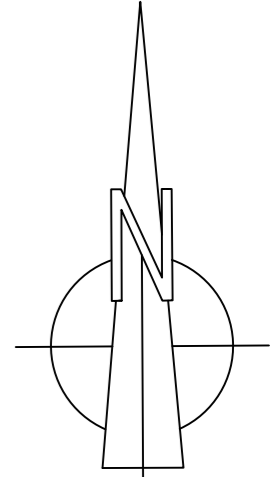


## APPENDIX A

# ILLUSTRATIVE DEVELOPMENT LAYOUT



- KEY**
-  Site Boundary
  -  Surrounding Urban Context
  -  Proposed Residential (Indicative Only)
  -  Site Access
  -  Primary Access Roads
  -  Secondary Shared Surface Roads
  -  PROW to be Retained
  -  Open Space Areas
  -  Proposed LEAP
  -  Attenuation Basin
  -  Potential Pedestrian Link to Chestnut Close
  -  Existing Hedgerows/ Trees to be Retained
  -  Strong Landscaping Buffer to Southern Boundary
  -  Landscape Gateway Feature to Southern Boundary
  -  Surrounding Open Countryside
  -  Potential Location for Bungalows
  -  Potential Key Buildings/Feature Plots



For Illustrative Purposes Only

Development By Davidson Homes

Rev	Description	Initial	Date
B	Updated to Scheme 3		12.01.18
C	Updated to Scheme 4		26.01.18
D	Red line Updated		31.01.18
E	Red line Updated-SW Corner		01.02.18

# Land Off Barkby Road-Queniborough -Conceptual Plan



**CONCEPTUAL PLAN**

DAVID WILSON HOMES  
WHERE QUALITY LIVES

Drawn by: QUEN-CONC-SK2 Rev. E  
Scale: NTS/AS2  
Date: 19.12.17  
Checked by: -

DOMINIUM DESIGN LTD  
15 Topping Rise  
Lichfield  
Staffs. WV4 4 9DA