BLOOR HOMES LTD

PROPOSED RESIDENTIAL DEVELOPMENT
LAND EAST OF GROBY CEMETERY, GROBY, LEICESTERSHIRE

TRAVEL PLAN

March 2012
apk/12007/tp/v2

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INTRODUCTION

1.1 Introduction

1.1.1 This report provides a Travel Plan to be implemented as an integral part of a residential development of 91 dwellings on land east of Groby cemetery. The site is located in the southern outskirts of Groby, approximately 10km north-west of Leicester. The location of the site is shown generally in figure 1 and in a more local context in figure 2, with the proposed site layout shown in figure 3.

1.1.2 The Travel Plan provides a package of practical measures to encourage residents and visitors to choose more sustainable travel options, such as walking, cycling and public transport as an alternative to travelling by car, particularly when the car trip would otherwise be a single occupancy journey.

1.2 Background

1.2.1 Planning Policy Guidance Note 13 – Transport, published by Government in April 2001 and provides broad guidance on the context within which Travel Plans should be produced and implemented. The objectives of PPG13, published in March 2001, are to integrate planning and transport at the national, regional, strategic and local level to:

- promote more sustainable transport choices for both people and for moving freight;
- promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling, and
- reduce the need to travel, especially by car.

1.2.2 In relation to Travel Plans, PPG13 states in paragraph 88:

‘Their relevance to planning lies in the delivery of sustainable transport objectives, including:

1. reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
2. reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
3. more environmentally friendly delivery and freight movements, including home delivery services.'
1.2.3 ‘Delivering Travel Plans Through the Planning Process’, published by the Department for Communities and Local Government and Department for Transport in April 2009 states in paragraph 2.1:

‘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. It involves the development of agreed explicit outcomes linked to an appropriate package of measures aimed at encouraging more sustainable travel, with an emphasis on reducing single occupancy car use. Each Travel Plan should be unique to a site’

1.2.4 The document continues in paragraph 2.4:

‘Travel Plans focus on achieving the lowest practical level of single occupancy vehicle trips to or from a site and widening the use of other travel modes. They assist in the wider aims of encouraging sustainable travel, improving health, and reducing congestion, energy consumption and pollution. Travel Plans need to address all the journeys that may be made to and from a site, by anyone who may have a need to visit or stay there.’

1.3 Scope of this Report

1.3.1 Subsequent sections of the report deal with the following matters:

- Section Two considers anticipated trip generation and the accessibility of the development site
- Section Three details the components of the Travel Plan
2 ACCESSIBILITY

2.1 Introduction

2.1.1 This section of the report considers trip making by likely to be generated by the residential development and accessibility for public transport users, pedestrians and cyclists.

2.2 Person Trips Generated by the Proposed Development

2.2.1 Estimates of trip making generated by the residential development were provided in the Transport Assessment submitted as part of the outline planning application for residential development. Estimates of trip making were produced by reference to the TRICS database for all modes of transport and are reproduced in the table below. It can be seen that the development of 91 dwellings is likely to generate only a modest level of trip making.

<table>
<thead>
<tr>
<th>Mode of Transport</th>
<th>Proportion</th>
<th>Number of Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car or Van Driver</td>
<td>59.7%</td>
<td>499</td>
</tr>
<tr>
<td>Car or Van Occupant</td>
<td>18.0%</td>
<td>150</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>17.9%</td>
<td>149</td>
</tr>
<tr>
<td>Public Transport</td>
<td>2.2%</td>
<td>18</td>
</tr>
<tr>
<td>Cyclists</td>
<td>2.2%</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>834</strong></td>
</tr>
</tbody>
</table>

Table 2.1 Weekday Trip Generation – Total Person Trips (91 dwellings)

NB The number of trips indicated is the sum of anticipated arrivals and departures.

2.3 Walking and Cycling

2.3.1 PPG13 notes in paragraph 75 that ‘walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres’. With regard to cycling, PPG13 notes in paragraph 78 that ‘cycling also has potential to substitute for short car trips, particularly those under 5km’. The walking and cycling catchments are shown in figure 4.
The 2km walking catchment includes the full extent of the villages of Groby and Ratby, whilst the 5km cycling catchment in addition includes suburban areas of Leicester to the west of the city centre such as Leicester Forest East, Glenfield, Braunstone Frith and Beaumont Leys together with the outlying villages of Kirby Muxloe, Anstey, Field Head and Markfield.

Footways contiguous with the carriageway provide adequately for pedestrian movement on Ratby Road providing a convenient pedestrian route to Groby village centre, some 900 metres to the north of the site, equivalent to a walking time of around 11 minutes (at a normal walking speed of 1.33 metres per second). The provision of a 2.0 metre nearside footway on Ratby Road between the site access and the mini-roundabout and construction of pedestrian refuges as part of the site access works will further assist pedestrian movement in the local area.

The former railway line to the east of the site provides a further unsurfaced pedestrian route from between Ratby Road and Sacheverell Way. The former railway line provides a useful amenity facility as well as a pedestrian link to established residential areas to the east. Access to the former railway line is available via the 'layby' opposite Brookvale High School. Definitive footpath R53 runs from Ratby Road on a generally north-south alignment, along the western boundary of the site. The public footpath provides a useful amenity facility as well as providing opportunities to access the wider rights of way network to the south of Sacheverell Way.

Roads within the Groby and Ratby areas generally carry a modest volume of traffic and with generally favourable local topography may be considered conducive to cycling. The County Council’s map of cycling facilities identifies Ratby Road and Groby Road as a recommended route for cyclists linking the villages of Groby and Ratby. A surfaced off-road route for cyclists is available over part of this route from the bridge over the motorway, south of the junction with Sacheverell Way, past the site fronting to beyond the College access.

Access to National Cycle Route 63 is available via Ratby Road and Groby Road, approximately 850 metres south of the site. The cycle route provides access to the wider network of local cycle routes, with connecting routes to Leicester and throughout Leicestershire. National Route 63, when complete will run between Burton-upon-Trent and Wisbech, via Leicester and Peterborough.
2.3.7 A wide range of shops and community facilities is conveniently accessible to pedestrians and cyclists in the centre of Groby, some 900 metres from the site. The location of these facilities relative to the site is shown in figure 5. The facilities available in the village centre include a supermarket and numerous small shops including a post office, butcher, bakery, greengrocer, pharmacy, bookmakers, jewellers, newsagent and banks. There are also take-away food shops and public houses in the village centre.

2.3.8 The location of further facilities is listed below together with the distance from the proposed site access on Ratby Road:

- Groby Library, Leicester Road, Groby – 1100 metres
- Doctor’s Surgery, Rookery Lane off Ratby Road, Groby – 1000 metres
- Dental Practice, Ratby Road – 450 metres
- Parade of small shops, Lawnwood Road, off Ratby Road – 750 metres
- Fir Tree Lane Employment area, off Ratby Road, Groby – 950 metres
- Brookvale High School (for children 11-14 years), off Ratby Road opposite the site
- Groby Community College (for young people over 14), off Ratby Road opposite the site
- Elizabeth Woodvale Primary School on Glebe Road – 800 metres
- Martinshaw Primary School on Forest View – 900 metres

2.4 Public Transport

2.4.1 Details of existing bus services operating in the vicinity of the site are shown in the table below, whilst the route taken by buses in the local area is shown on figure 6. The combination of services available in the local area provides a frequent connection to Leicester and County Hall, with 4 buses an hour available in each direction during weekday daytime hours.

2.4.2 Buses on service No26 pass the site, providing an hourly service to Leicester and Coalville. Further services are available on service No27, which provides 2 buses an hour to Leicester and Ratby. The nearest bus stops for service No27 are on Laundon Way some 580 metres from the site access, equivalent to a walk of approximately 7 minutes (at a normal walking speed of 1.33 metres per second). Service No 28 also provides an hourly service to Leicester, with bus stops available from Ratby Road and Oaktree Close approximately 450 metres to the north of the site access, equivalent to a walk of around 5 minutes.
Table 3.1 Existing Bus Services

<table>
<thead>
<tr>
<th>No.</th>
<th>Route</th>
<th>Frequency (minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Monday to Friday</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Daytime</td>
</tr>
<tr>
<td>26</td>
<td>Leicester – County Hall - Groby – Ratby – Coalville</td>
<td>60</td>
</tr>
<tr>
<td>27</td>
<td>Leicester – County Hall – Groby – Ratby</td>
<td>30</td>
</tr>
<tr>
<td>28</td>
<td>Leicester – County Hall – Groby</td>
<td>60</td>
</tr>
</tbody>
</table>

NB The pedestrian route to and from bus stops on Laundon Way would be from the site access north to the mini-roundabout at the school and college access, via the layby area to the foopath on the former railway line and accessing Laundon Way via Greys Drive.

2.5 Summary

2.5.1 Footways contiguous with the carriageway provide for pedestrian movement in areas adjoining the site, whilst additional footway provision and construction of pedestrian refuges on Ratby Road as part of the site access works will further assist pedestrian movement. A range of local facilities including schools and shops is available in Groby village centre within a convenient walking distance of the site. Roads in the vicinity of the site are generally conducive to cycling with access to the wider network of cycle routes available nearby. Regular bus services to and from Leicester and other local centres are also conveniently accessible. Walking, cycling and the use of public transport will therefore be realistic travel options for many trips by residents and visitors.
3 TRAVEL PLAN COMPONENTS

3.1 Introduction

3.1.1 A successful Travel Plan will influence travel behaviour and achieve a shift towards more sustainable modes of transport. To achieve this success it is important that the Travel Plan is bespoke to the particular development and that it recognises the specific opportunities available to residents and visitors. The Travel Plan components detailed below therefore allow flexibility for the Travel Plan to evolve as the development takes place and in subsequent years.

3.2 Outcome Objectives

3.2.1 The objectives of the Travel Plan are as follows:
   - To provide residents with information about sustainable travel options thereby enabling them to make informed choices about these options;
   - To reduce the proportion of single occupancy car trips;
   - To increase the proportion of walking and cycling trips and the proportion of trips by public transport.

3.3 Management of the Travel Plan

3.3.1 The developer will appoint a Travel Plan Coordinator before first occupation of the development and will advise Leicestershire County Council of the name and contact details of this person. The Travel Plan Coordinator will be responsible for implementation, and management of the Travel Plan and subsequent monitoring and review, in conjunction with Officers of Leicestershire County Council.

3.3.2 The Travel Plan Coordinator will be the first point of contact for residents in relation to issues regarding the Travel Plan and will liaise with Officers of Leicestershire County Council, transport providers and other interest groups as appropriate. The developer will ensure that the Travel Plan Coordinator is appointed to undertake the management duties at least until the end of the travel survey period. After this, it is envisaged the role could be taken over by a person living on the site, such as a member of a Residents Committee or Neighbourhood Watch group.
3.4 Travel Plan Database

3.4.1 The Travel Plan Coordinator will produce and maintain a database containing the name and e-mail contact details of the main householder, as each dwelling on the site becomes occupied. The database will be updated if a dwelling is resold, or there is a change of occupancy. In the interests of confidentiality, the information contained in the database would be used only for the purposes of the Travel Plan.

3.5 Marketing and Information

3.5.1 The Travel Plan Co-ordinator will ensure that relevant travel information is available to residents as a lack of information can be a barrier to the use of more sustainable non-car modes of transport. Increasing awareness of travel alternatives is therefore a key element of the Travel Plan.

3.5.2 The Travel Plan Coordinator will provide a Travel Pack to each occupying household within one month of taking up residency. The Travel Pack, to be prepared by the Travel Plan Co-ordinator would advise residents of the objectives of the Travel Plan and contain up to date practical information on how journeys may be made to and from the site on foot, by cycle and by public transport, together with opportunities for car sharing. The information to be provided in the Travel Pack is detailed in sections 3.8-3.11 below.

3.5.3 Residents will be kept informed of the Travel Plan process and any new initiatives promoting sustainable travel by means of a 6 monthly e-mail, which will update the information initially provided in the Travel Pack. The e-mail would also invite feedback from residents regarding the Travel Plan and the availability of local transport facilities.

3.6 Travel Plan Targets

3.6.1 The initial target is to achieve the modal split used in the Transport Assessment in ‘Year 1’ of the surveys with a 3% reduction in the proportion of single occupancy car or van trips and a corresponding increase in the use of more sustainable modes of transport by ‘Year 5’. These targets will be reviewed as data relating to actual trip making is obtained, as detailed in section 3.7 below. Specific modal split targets for trip making by train, taxi, motor-cycle and car sharing, will also be identified as part of this process.
<table>
<thead>
<tr>
<th>MODE OF TRANSPORT</th>
<th>TARGET MODAL SPLIT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Year 1</td>
</tr>
<tr>
<td>Car or Van Driver</td>
<td>59.7%</td>
</tr>
<tr>
<td>Car or Van Occupant</td>
<td>18.0%</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>17.9%</td>
</tr>
<tr>
<td>Public Transport</td>
<td>2.2%</td>
</tr>
<tr>
<td>Cyclist</td>
<td>2.2%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Table 3.1 Initial Travel Plan Targets

3.7 Travel Surveys

3.7.1 The Travel Plan Coordinator will be responsible for undertaking surveys of **travel by residents and visitors**. The first Travel Survey will be undertaken within 6 months of 30th dwelling being occupied, representing one-third completion of the development. The first Travel Survey is therefore likely to be undertaken within 1-2 years of the start of construction. The Travel Survey would then be repeated annually on four subsequent anniversaries.

3.7.2 The purpose of the travel surveys would be as follows:

- To initially establish baseline data in relation to travel by residents and visitors
- To subsequently monitor performance of the Travel Plan and inform the Travel Plan review process, including the refinement of Travel Plan targets

3.7.3 The surveys of residents and visitors would be undertaken in two parts; the first being a manual multi-modal survey of all person trips into and out of the site, with the second being an on-line household travel diary. The manual survey would be undertaken on a typical weekday, with survey duration and methodology to be agreed with the County Council.

3.7.4 The manual survey would be supplemented by an **on-line household travel diary** to obtain more information about the main mode of transport used for each trip on the day of the manual survey. For example, when a walking trip is recorded in the manual survey, it may not clear solely from observation whether the main mode of transport for that trip is walking, travel by bus or travel by train. Similarly, it will not be possible to distinguish solely from observation, whether person travelling by car is actively participating in a car sharing scheme.
3.8 Measures to Promote Walking

3.8.1 The importance of walking in relation to health is supported by many health professionals, who advocate **30 minutes of brisk walking per day**. Being located within an easy walking distance of the village centre and with suitable footway provision available locally, walking will be a realistic travel option for trips to and from shops, schools and community facilities in the local area.

3.8.2 A plan showing **pedestrian routes to the village centre** and local facilities including, shops, schools and bus stops etc will be provided as part of the Travel Pack. The Travel Plan Coordinator will liaise with relevant Council Officers to ensure that up-to-date information is included in the Travel Pack regarding walking routes in the vicinity of the site and any wider initiatives to promote walking.

3.9 Measures to Promote Cycling

3.9.1 Cycling is an efficient, healthy and environmentally friendly mode of transport. The Travel Plan will seek to **encourage residents to cycle to work on a regular basis**. The Travel Plan Co-ordinator will seek negotiate a discount for residents at a local cycle shop, several of which are available in the Leicester area.

3.9.2 Residents will be advised of the benefits of the tax exempt salary sacrifice cycle to work scheme operated by the Department for Transport, access to which is available through registered employers. Further information is available from the Department for Transport: [http://www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732](http://www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732)

3.9.3 A plan showing **local cycle routes** and publicly available **cycle parking facilities** will be provided as part of the Travel Pack. The Travel Plan Coordinator will liaise with relevant Council Officers to ensure that up-to-date information is included in the Travel Pack regarding cycle routes in the vicinity of the site and any wider initiatives to promote cycling (such as National Bike Week which is from 16 - 24 June, 2012).
3.10 Measures to Promote Public Transport

3.10.1 The Travel Pack will contain an application form for two free 6 month bus passes for each household, to encourage the use of public transport by residents.

3.10.2 The Travel Plan Co-ordinator will liaise with relevant Council Officers and local transport operators to ensure that up-to-date information is available to residents regarding bus and rail services and any wider initiatives to promote public transport. This information would initially be provided as part of the Travel Pack, with updates subsequently provided every 6 months by e-mail.

3.10.3 The Travel Pack would include a plan showing the location of local bus stops, walking routes to them, details of the services available from each stop including the destinations served. The Travel Pack would also include a web-site address (http://www.travelineeastmidlands.co.uk/em) and contact telephone number for access to detailed bus timetable information and ticketing options.

3.10.4 The Travel Pack would also provide details of key transport facilities available in Leicester city centre. A plan and schedule detailing bus services to the Groby area from the city centre, including the location of the terminus or main city centre bus stops would also be provided. The plan would also indicate the location of the railway station and include a web-site address (http://www.nationalrail.co.uk/) and telephone number for access to detailed railway timetable information and ticketing options.

3.11 Measures to Reduce Car Use

3.11.1 The Travel Pack will contain information advising residents of the benefits of car sharing and directing them to the Leicestershire car share scheme, (http://www.leicestershare.com/). The scheme has been developed by Leicestershire County Council and Leicester City Council and is supported by leading local employers. The scheme enables two or more people to share a car and travel together, so reducing personal travel costs and the impact of car travel on the community.
3.12 Monitoring and Review

3.12.1 The Travel Plan Coordinator will be responsible for monitoring, review and subsequent updating of the Travel Plan, in conjunction with Officers of Leicestershire County Council. Information obtained from the Travel Surveys, and feedback received from residents, would be considered as part of the Travel Plan review process.

3.12.2 The Travel Plan Coordinator will produce an annual report detailing the results of the multi-modal travel surveys, trends in relation to previous years and performance against Travel Plan objectives within one month of the results of the travel survey data being available. The annual report will contain any recommended revisions of the Travel Plan together with recommended objectives and targets for the coming year, for agreement with the County Council.

3.13 Action Plan

3.13.1 The actions associated with the Travel Plan are summarised in the table below. With the exception of the ‘Management of the Travel Plan’, all the activities listed would be initiated by the Travel Plan Coordinator.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>MEASURE</th>
<th>TIMESCALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of the Travel Plan</td>
<td>Appoint Travel Plan Coordinator and advise DCC of contact details</td>
<td>Prior to first occupation</td>
</tr>
<tr>
<td>Travel Plan Database</td>
<td>Produce and maintain database of resident contact details</td>
<td>As each dwelling is occupied/reoccupied</td>
</tr>
<tr>
<td>Marketing and Information</td>
<td>Supply Travel Packs</td>
<td>Within one month of dwelling being occupied</td>
</tr>
<tr>
<td>Marketing and Information</td>
<td>Provide updated travel information to residents by e-mail</td>
<td>Every six months from first occupation</td>
</tr>
<tr>
<td>Travel Surveys</td>
<td>Undertake multi-modal surveys</td>
<td>Within 6 months of 33% occupation</td>
</tr>
<tr>
<td>Travel Surveys</td>
<td>Repeat multi-modal surveys</td>
<td>On subsequent 4 anniversaries</td>
</tr>
<tr>
<td>Promote Public Transport</td>
<td>Two free 6 month bus passes to be available to each household</td>
<td>Within one month of dwelling being occupied - through the Travel Pack</td>
</tr>
</tbody>
</table>

Proposed Residential Development
Land East Of Groby Cemetery, Groby, Leicestershire
apk/12007/tp/v2
March 2012
<table>
<thead>
<tr>
<th>Promote Walking, Cycling and Public Transport</th>
<th>Advise residents of current facilities and services</th>
<th>Within one month of dwelling being occupied - through the Travel Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote Walking, cycling and Public Transport</td>
<td>Provide updated travel information to residents by e-mail</td>
<td>Every six months from first occupation</td>
</tr>
<tr>
<td>Measures to Reduce Car Use</td>
<td>Advise residents of the Leicestershire Car Sharing Scheme</td>
<td>Within one month of dwelling being occupied - through the Travel Pack</td>
</tr>
<tr>
<td>Monitoring and Review</td>
<td>Supply annual report for discussion with DCC</td>
<td>Within one month of annual Travel Survey</td>
</tr>
</tbody>
</table>

**Table 3.2 Action Plan**
Figure 1
Site Location
Figure 2
Local Setting
Figure 4
Walking and Cycling Catchments
Figure 5
Local Facilities
Figure 6
Existing Bus Routes