

Site at Woodville, Swadlincote

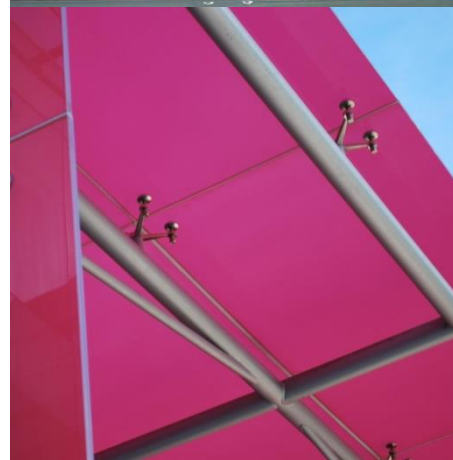
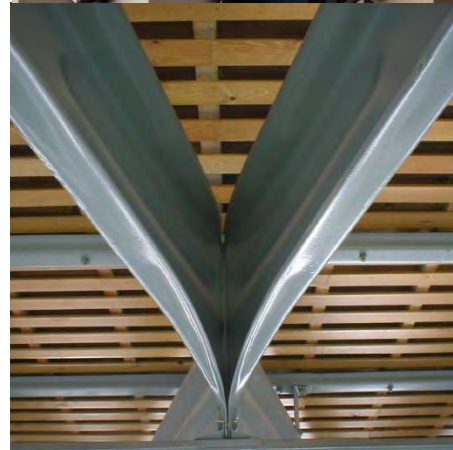
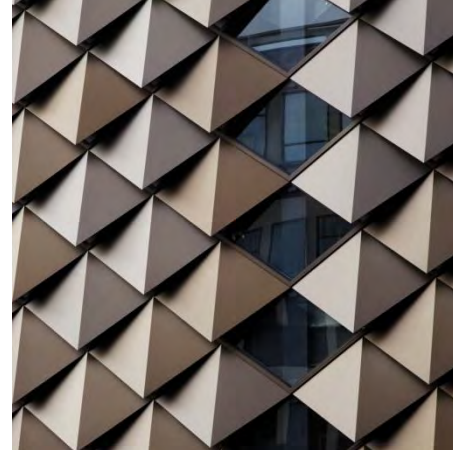
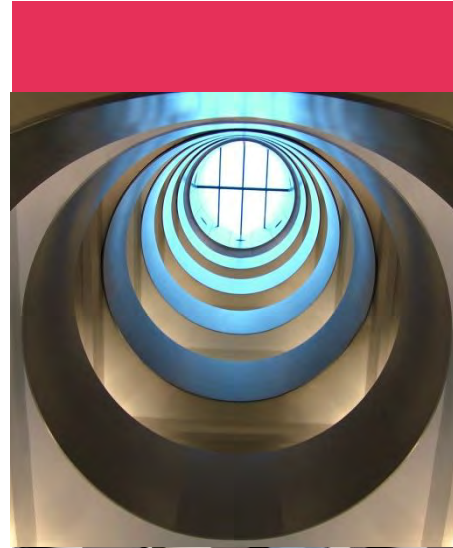
Framework Travel Plan

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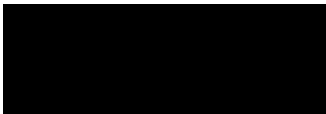
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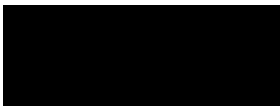
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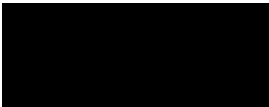
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1.0 Introduction

1.1 Background and Proposals

- 1.1.1 Curtins has been appointed on behalf of Harworth Group to provide traffic and transportation advice in relation to an outline planning application for a mixed-use development in Woodville, Derbyshire, approximately 20km south-west of Derby and 2km east of Swadlincote.
- 1.1.2 Further details of the proposals are described within this section, while an illustrative masterplan can be found in **Appendix A** at the rear of the report.
- 1.1.3 The full schedule of accommodation proposed for the development site include a total of up to 300 C3 residential units (75 to be built for Phase 1 and 225 to be erect as part of Phase 2); employment floorspace (2,000sqm GFA of B1 Office units, 4,000sqm GFA of B2 Industrial units and 8,000sqm GFA of B8 Warehouse units), a local centre with general amenities (with 1,600sqm GFA of A1 Food store, 700sqm GFA of A3 Restaurant and 550sqm GFA of A4 Pub); and a public open space including drainage basins (circa 5.27Ha).

1.2 What is a Travel Plan?

- 1.2.1 An Interim Travel Plan (ITP) is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) 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."

Sources: *Good Practice Guidelines: Delivering Travel Plans through the Planning Process*, DfT, 2009

- 1.2.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

1.3 Document Purpose

- 1.3.1 This Framework Travel Plan (FTP) is intended to be read by Derbyshire County Council (DCC) and South Derbyshire District Council (SDCC) Officers alongside the accompanying Transport Assessment (TA), **Ref: 067895-CUR-00-XX-RP-TP-001-V01**, prepared to consider the development proposals.
- 1.3.2 An FTP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the construction of the development. It includes a list of potential measures that could be

implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.

- 1.3.3 DCC travel plan advice accords with that available from Nottinghamshire County Council, which describes a Framework Travel Plan as follows:

“FTP’s should focus on targets and measures across the whole site and should be administered centrally. As individual occupiers come to the site, they should develop unit TP that are consistent with the Framework Travel Plan. As large sites can take some time to occupy, the FTP should include as a key component a clear timetable setting out when measures would be enacted”.

Source: Guidance for the Preparation of Travel Plans in support of Planning Applications, NCC, 2010.

- 1.3.4 This document has been written in accordance with the above statement, and the following core guidance documents:

- Guidance for the Preparation of Travel Plans in support of Planning Applications, NCC, 2010;
- National Planning Policy Framework, DCLG, 2019; and
- National Planning Practice Guidance, DCLG, 2014.

1.4 Document Structure

- 1.4.1 Following this introductory section, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan. It also sets out key aims and objectives for the Travel Plan process.
- 1.4.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout.
- 1.4.3 **Section 4** assesses the accessibility of the site by various means of sustainable modes of travel including public transport, walking and cycling.
- 1.4.4 **Section 5** outlines various initiatives that will be considered to encourage a modal shift from single occupancy car travel and towards sustainable modes of travel for future employees and visitors.
- 1.4.5 **Section 6** provides example Travel Plan Targets, outlining the need to present SMART targets following the completion of the base Travel Surveys.
- 1.4.6 **Section 7** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator (TPC) as the Travel Plan process progresses.
- 1.4.7 **Section 8** concludes the report by providing an Action Plan which summarises the document and the next steps.

2.0 Travel Plan Benefits

2.1 Introduction

2.1.1 The benefits from a TP can be categorised under three main headings:

- Health Benefits;
- Environmental Benefits; and
- Financial Benefits.

2.1.2 This section explores just some of the improvements which can be made to a company or organisation during a successful Travel Planning process.

2.2 Health Benefits

2.2.1 A reduction in the potential number of polluting vehicles on the roads surrounding the site will contribute to better air quality throughout the area.

“Air pollution causes a considerable burden of death and disability annually and costs the UK economy £20bn every year.”

Source: Royal College of Physicians, 'Every Breath We Take: The Lifelong Impact of Air Pollution', 2016

2.2.2 Additionally, there are also well documented health benefits associated with active travel, such as walking and cycling, which are increasingly being recognised as ways to reduce sedentary lifestyles.

“26% of adults classified as obese in 2018, up from 15% in 1993.”

Source: HSCIC, 'Statistics on Obesity, Physical Activity and Diet, Health and Social Care Information Centre', 2018.

“Physical activity levels are low in the UK: 33% of men and 42% of women do not meet the minimum recommendations for physical activity in adults.”

Source: HSCIC, 'Statistics on Obesity, Physical Activity and Diet, Health and Social Care Information Centre', 2018.

2.2.3 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

2.3 Environmental Benefits

2.3.1 Climate change is a global issue that affects all nations. The British Government has pledged to play its part in reducing harmful emissions by setting carbon reduction targets:

"It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 80% lower than the 1990 baseline."

Source: HM Government, 'Climate Change Act 2008', Chapter 27, Part 1, 2008.

- 2.3.2 Encouraging people to make smarter choices in the way they travel can drastically reduce the impact that a particular development or organisation makes on the environment.

2.4 Financial Benefits

- 2.4.1 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates:

"By 2050 the NHS cost of obesity is projected to be £9.7 billion with wider societal costs estimated at £49.9 billion (at 2007 prices)."

Source: British Heart Foundation, 'Economic costs of physical inactivity', 2013.

- 2.4.2 Individuals can also benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the capital and on-going cost of car ownership.
- 2.4.3 An effective TP can help encourage residents to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

2.5 Mutual Benefits

- 2.5.1 As demonstrated, there are multiple reasons as to why TPs are important to modern society. The initiatives in this TP will have a positive effect on the residents, visitors and the surrounding community. Therefore, the benefits of this TP must be communicated correctly.

2.6 Travel Plan Aims

- 2.6.1 This TP aims to achieve the following benefits:
- A clearer understanding of any transport issues associated with the development site;
 - Healthier and happier residents, employees and visitors;
 - A reduction in financial wastage for all residents, employees and visitors to the site; and
 - Increased accessibility to the site for all end users.
- 2.6.2 The measures contained in this TP are intended to meet the above objectives.

3.0 Existing Situation

3.1 Site Location

- 3.1.1 The proposed development site is located in Woodville, Derbyshire, approximately 20km south-west of Derby and 2km east of Swadlincote.
- 3.1.2 The site is bounded on its south eastern side by Moira Road (which later connects with the A514 via The Clock Roundabout in Woodville Town Centre). Residential properties are situated along Moira Road, in addition to nearby Vicarage Road and Occupation Lane. Industrial units bound the site to the north, west and south west. **Figure 2.1** shows the site location, and more detailed plans are contained within **67895-CUR-00-XX-DR-TP-06001-P01** in **Appendix B**.

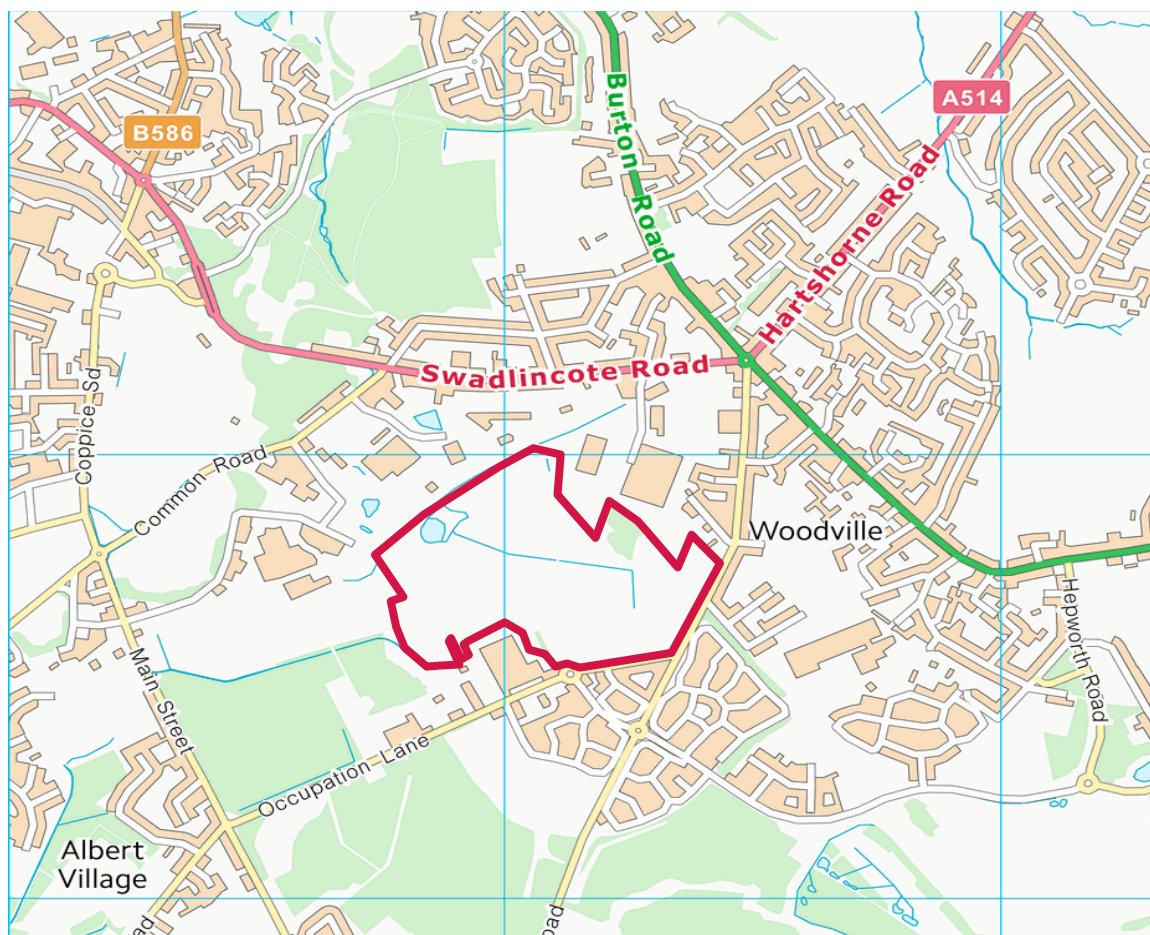


Figure 3.1 – Site Location

3.2 Existing Use

- 3.2.1 The application site is currently vacant. It is a brownfield site due to its former uses associated with the clay industry. More recent uses have been associated with agriculture. Public Right of Way (PRoW) pass through the site at various points, as show in in **Figure 3.2**:

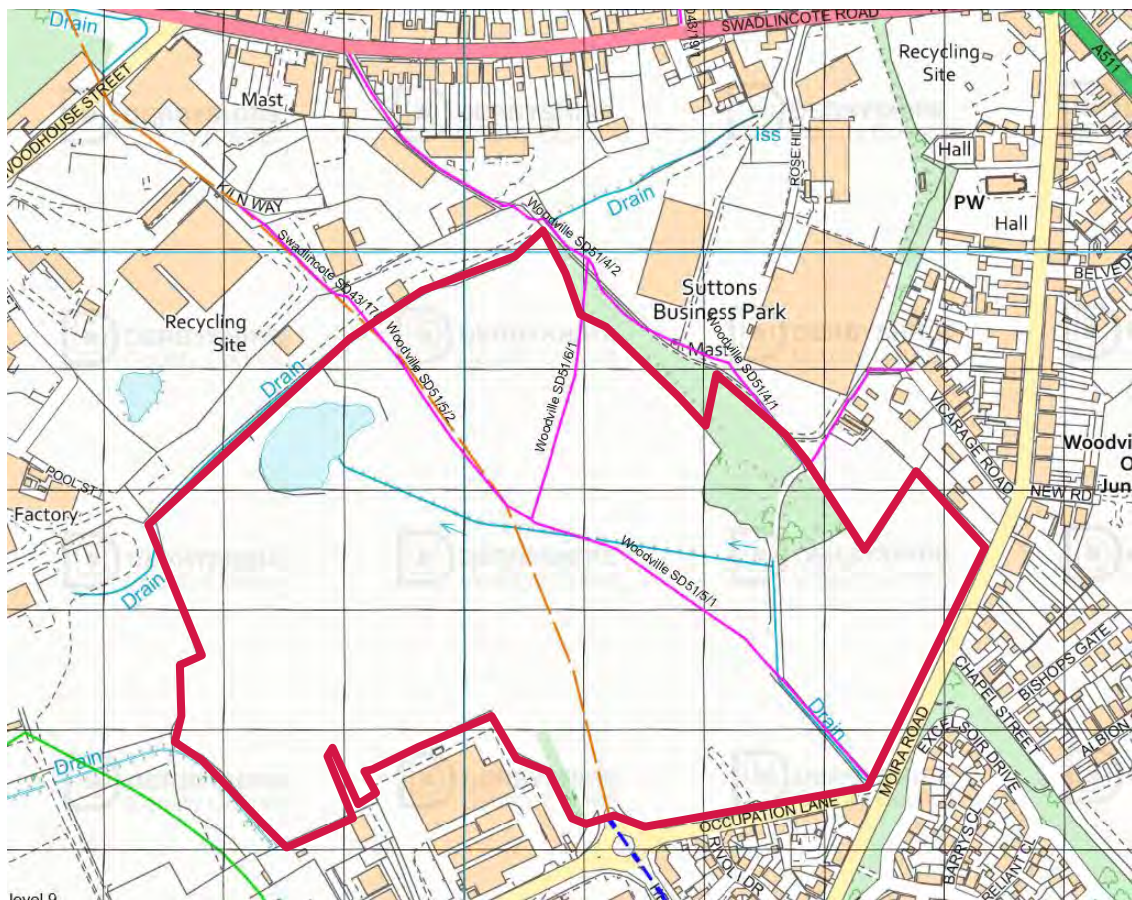


Figure 3.2 – Existing PRoW

3.3 Surrounding Highway Network

Occupation Lane and Hepworth Road

- 3.3.1 The Occupation Lane / Hepworth Road roundabout would provide access to the south of the site. It is a standard roundabout with four arms (northern arm currently an access stub), two traffic lanes and a road width of around 6m.
- 3.3.2 Both Occupation Lane and Hepworth Road are two-way single carriageways on which the speed limit is 30mph. The former links the development site with Mushroom Lane to the west and a residential estate to the east, while Hepworth Road is part of the wider Regeneration Link Road route, connecting the site with the A511 Ashby Road to the east.
- 3.3.3 Hepworth Road is also provided with right turn lanes at junctions with minor roads.
- 3.3.4 On-street parking is permitted along Occupation Lane. Whilst vehicles associated with the residential properties to the east of the roundabout can be observed to park on the carriageway, the industrial units off the western section of the road have on-site parking premises and so no on-street parking associated with these uses was observed.

- 3.3.5 Along Hepworth Road, parking is confined to within the various residential estates and therefore vehicles were not observed to be parked on the main carriageway, although there is not any formal restriction.
- 3.3.6 Occupation Lane, Hepworth Road and the aforementioned roundabout are provided with footways with additional space at specific locations such as crossings points. Off road cycle provision is also present. The pedestrian infrastructure is in good condition; staggered crossing points are available at the roundabout arms, and lowered kerbs and tactile paving can be found at crossing points. The roads are lit with street lighting.
- 3.3.7 The eastern end of Occupation Lane is now stopped-up to motor vehicles, having previously formed a priority junction with Moira Road. Pedestrians and cyclists are still able to travel between both roads.

Moira Road

- 3.3.8 Moira Road extends along the south eastern edge of the site for approximately 400m, continuing to the Clock Roundabout in the centre of Woodville towards the north east and to a junction with Mushroom Lane to the south west.
- 3.3.9 Moira Road comprises a two-way, single carriageway road. It is subject to a speed limit of 30mph south of The Clock to a point approximately 85m north of Occupation Lane. Here, the road continues southwards to Mushroom Lane at a speed limit of 40mph.
- 3.3.10 There are no parking restrictions present on the section between the development site and the junction with Mushroom Lane, while towards the north double yellow lines are present on either side of the carriageway.
- 3.3.11 Moira Road has suitable footways with lowered kerbs and tactile paving at the majority of its crossings and junctions. It is lit along the sections where residential properties are present at any side.

A511 (High Street and Burton Road)

- 3.3.12 The A511 links Moira Road (through the Clock roundabout) and Hepworth Road with Ashby-de-la-Zouch, the A42 and the M1 to the east and with Midway, Burton-upon-Trent and the A38 to the west. Through Woodville, the road has a speed limit of 30mph due to the urban nature of the surroundings.
- 3.3.13 In the vicinity of the Town Centre, the A511 comprises a two-way single carriageway with a width of approximately 7m.
- 3.3.14 The A511 features pedestrian footways and facilities either side of the road with tactile paving and lowered kerbs at all informal and signalised crossings as well as junctions. Bus services run along the A511 and therefore multiple bus stops (some of them sheltered) are available along its length.

A514 (Hartshorne Road and Swadlincote Road)

- 3.3.15 The A514 links the Clock roundabout with residential properties and eventually Derby to the north east, and with industrial estates and the A444 towards the west.
- 3.3.16 The north eastern section of the A514 forms a relatively wide carriageway of approximately 10m, with a 30mph speed limit. This section is provided with wide footways either side, complete with lowered kerbs and tactile paving at all crossings and junctions. No parking restrictions are present, and there is streetlighting along its length.
- 3.3.17 Along the A154 towards Swadlincote, the road is approximately 7m in width and maintains the same standards of pedestrian facilities. Parking is permitted on both sides of the road.
- 3.3.18 To the west of the development site, there are multiple cycling trails and bicycle-friendly roads around Swadlincote and through places such as Church Gresley, Maurice Lea Memorial Park and Albert Village.

3.4 Regeneration Link Road

- 3.4.1 Before the proposal for this development, DCC had approved the construction of a link road through the bounds of development site (the Regeneration Link Road) in order to relieve the traffic congestion at the five-arm Clock Roundabout north of the site and provide a more suitable route away from the centre of Woodville for through-traffic.
- 3.4.2 A summary of the Transport Assessment prepared by AECOM in 2014 for the business case of the construction of this link road is provided below.
- Phase 1 of this road has already been built (Hepworth Road), currently connecting the A511 High Street-Ashby Road with Occupation Lane.
 - Phase 2 of the Regeneration Link Road, running through the site, would connect the Occupation Lane / Hepworth Road roundabout with the A514 Swadlincote Road (via Woodhouse Street). A priority junction would be built on Woodhouse Street, with the movements between Regeneration Link (southbound) and Woodhouse Street not being permitted. A three-arm roundabout would be built to connect Woodhouse Street with the A514 Swadlincote Road, replacing the existing crossroads and leaving the junction between the A514 and Bernard Street as a separate priority junction.
 - Two additional roundabouts would be built within the Regeneration Link Phase 2 section to grant access to the proposed residential, employment and retail elements of the Phase 2 of the development.
 - Traffic surveys were undertaken at the junctions around the site to calculate the highway capacity in the surrounding study area. These surveys showed that the Clock Roundabout

experienced capacity stress during peak periods and therefore the new link road would provide, apart from access to the development Phase 2, an alternative route for vehicles travelling east-west (A511-A514) and vice versa, reducing the number of vehicles using the Clock junction.

- A 3m shared footway and cycling path is proposed along the link road in order to increase the number of trips done by sustainable modes of transport.
- The link road development is compliant with the policy elements in the National Planning Policy Framework (NPPF) and the overall scheme is contained within the latest version of the Local Transport Plan and Local Plan.

3.4.3 The Regeneration Link Road, once complete, would provide a shared pedestrian/cycle link along its length through the spine of the site.

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

4.1.1 A key element of national, regional and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. It is important to ensure that developments are not isolated but are located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

4.1.2 The accessibility of the proposed development is considered in this context for the following modes of travel:

- Pedestrian Accessibility;
- Accessibility by Cycle; and
- Accessibility by Public Transport.

4.2 Pedestrian Accessibility

4.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution for Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' suggests walking distances which are relevant to this planning application. These are reproduced in **Table 4.1**.

	Town Centres (m)	Commuting/School/ Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 4.1 – CIHT Suggested Acceptable Walking Distances

4.2.2 To assist in summarising the accessibility of the site by foot, indicative pedestrian catchment plans have been produced for the different sectors of the development. **Plans 67895-CUR-00-XX-DR-TP-06002-P01, 012-P01, 022-P01 and 032-P01** in **Appendix B** show distances of 500m, 1,000m and 2,000m which are termed '*Desirable*', '*Acceptable*' and the '*Preferred Maximum*' by the CIHT for commuting trips, from the centre of the Phase 1 site, the northern and the southern residential sectors of Phase 2 and the employment and retail area of Phase 2 respectively.

4.2.3 **Plan 067895_002** shows that the 500m catchment from the centre of the Phase 1 site includes principally the development site and the adjacent residential units along Moira Road and Occupation

Lane and other minor roads to the north, east and south. Tyre and motorcycle dealers and a media business can also be found within this range.

- 4.2.4 Within a 1km walk from the site, the A511 section between the junctions with Box Close and Station Road, (including the Clock roundabout) can be reached, which has a number of amenities including a petrol station, a library, pubs and restaurants, hairdressers, a car service centre, a supermarket, schools and nurseries, a religious building, a post office, as well as other shops. The closest bus stops to site, around the Clock roundabout, are therefore included within this range.
- 4.2.5 Road sections of Moira Road to the north east and south west of the development are also within 1km from the site, where additional education facilities, another religious building, sports and play areas and a pet shop are available. Car dealers and office and roof suppliers' business along Occupation Lane can also be found within this catchment, as well as additional residential units and a beauty salon along Hepworth Road.
- 4.2.6 Phase 2 of the development site and the PRoW paths that currently pass through the northern areas of this site are also within 1km from the centre of the Phase 1 site.
- 4.2.7 The 2km isochrone reaches the Granville Academy to the north, residential areas to the north east, the A511 Ashby Road / Beech Drive junction to the east, industrial units and further residential areas to the south west and south, a forest area and Albert Village to the south east, industrial areas to the west and the Swadlincote Woodlands and Park to the north west.
- 4.2.8 Further amenities for residents are included within this area, including a medical centre and care home on the A511 Burton Road, additional pubs, restaurants and shops on the A511 Ashby Road, educational facilities in Albert Village and DIY, florist and convenience stores, a gym and the Swadlincote Snowsports Centre along the A514 Swadlincote Road.
- 4.2.9 **Drawing 67895-CUR-00-XX-DR-TP-06012-P01** shows that the Phase 2 southern residential units would have the employment and retail units also part of Phase 2 and the residential units on Phase 1, Moira Road and Occupation Lane less than 500m away.
- 4.2.10 Residents can walk 1km to reach the Clock roundabout and the A511 Ashby Road, as well as sections of Moira Road, Hepworth Road and Occupation Lane, including the amenities described in **paragraphs 4.2.4 and 4.2.5**.
- 4.2.11 The 2km catchment would cover practically the same areas as the Phase 1 catchment, including the amenities described in **paragraphs 4.2.7 and 4.2.8** although as Phase 2 is closer to Swadlincote Town Centre, residents could access a wider offer of amenities through a 2km walk, including the supermarkets, café and restaurants, cinema halls and other shops at the Hepworth Retail Park and banks, shops and chemists along High Street.

- 4.2.12 **Drawing 67895-CUR-00-XX-DR-TP-06022-P01** shows that the Phase 2 northern residential units would have the remaining residential units and the employment and retail units of Phase 2 less than 500m away.
- 4.2.13 In this instance, the 1km walk catchment encompasses the residences between Moira Road, Occupation Lane and Hepworth Road, the commercial units along the latter, the industrial area to the north of the development site, the A514 section between the Morrisons petrol station and the Frederick Street junction and part of the Swadlincote Woodlands and Park.
- 4.2.14 The A511 and its associated amenities fall within the 2km isochrone, which also includes further areas of Swadlincote as the Hepworth Retail Park, Swadlincote town centre, Salts Meadow or the Eureka Park, which have additional amenities around.
- 4.2.15 Meanwhile, **Drawing 67895-CUR-00-XX-DR-TP-06032-P01** shows that the commercial units of the development would have potential employees and customers from the residential units from Phase 2 less than 500m away, from the Phase 1 units and the residences between Moira Road, Occupation Lane and Hepworth Road and around the Occupation Lane / Mushroom Lane less than 1km, and from Church Gresley, Swadlincote town centre, and the residential roads feeding the A511 and the A514 at 2km or less.

Pedestrian Accessibility Summary

- 4.2.16 The surrounding roads have footways available for pedestrian use, and the carriageways are well lit. Furthermore, there are a variety of informal and signalised crossings along adjacent roads such as Moira Road, Occupation Lane, etc. All crossings and junctions include lowered kerbs and tactile paving. This provides a safer environment for pedestrians and it is therefore considered that users, staff and other visitors could walk to the site.

4.3 Accessibility by Cycle

- 4.3.1 In order to assist in assessing the accessibility of the site by cycle, **Drawings 67895-CUR-00-XX-DR-TP-06003-P01, 013-P01, 023-P01 and 033-P01** in **Appendix B** presents an 8km cycle catchment for Phase 1 site, the northern and the southern residential sectors of Phase 2 and the employment and retail area of Phase 2 respectively.
- 4.3.2 The 8km cycling distance refers to a recommendation by Cycling England in the document 'Integrating Cycling into Development Proposals' (2009).
- 4.3.3 In the four plans, the catchment extends as far as Foremark Reservoir in the north, Ashby-de-la-Zouch to the east, Measham, Donisthorpe and Oakthorpe in the south, Linton in the west and Winshill and Stapenhill to the north west. This area encompasses the entire settlement of Swadlincote.

- 4.3.4 There are examples of off-road provision along Occupation Lane, which would be supplemented by a 3m shared pedestrian/cycle way along the Regeneration Link Road.
- 4.3.5 As shown by **Figure 4.1**, the nearest off-road cycle routes are just north of Overseal, around Castle Gresley. Given the distance of these cycle routes from the development site, cyclists should make use of the road network in the local vicinity of the site – the new link road will feature a designated cycle lane.
- 4.3.6 As for regional cycle routes, there are both off road and on-road cycling routes established by the DCC. They connect Swadlincote with Burton-upon-Trent to the west and Derby to the north via the National Cycling Network (NCN) - routes 54, 68 and 548.

Cycle Accessibility Summary

- 4.3.7 There is existing cycle infrastructure/recommended routes within the vicinity of the site. It is therefore considered residents, employees and visitors could travel to and from the development by cycle.

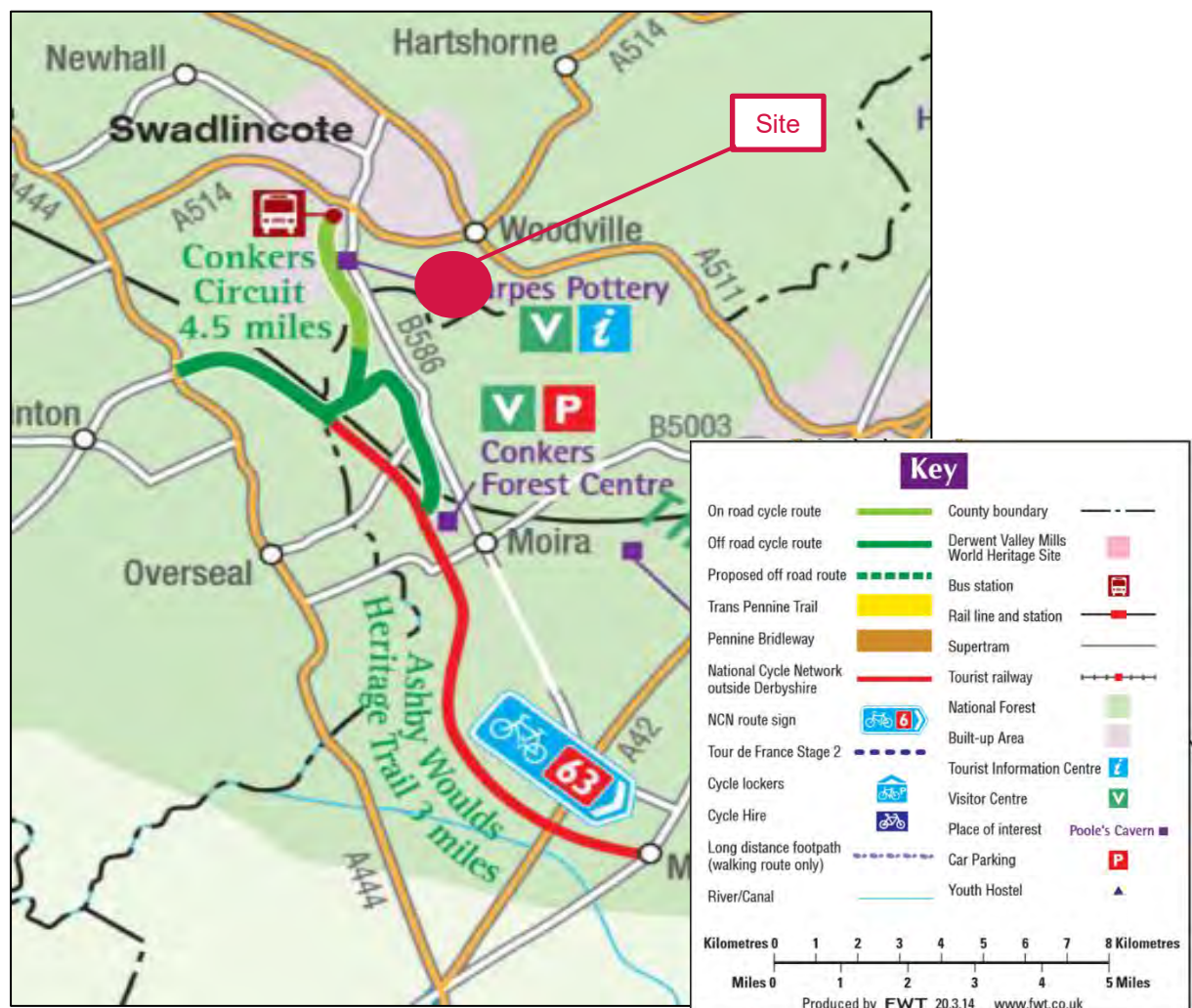


Figure 4.1 – Cycle Routes around the Development Site

4.4 Accessibility by Public Transport

4.4.1 Drawings 67895-CUR-00-XX-DR-TP-06004-P01, 014-P01, 024-P01 and 034-P01 in Appendix B demonstrates those areas accessible via public transport within 15, 30, 45 and 60-minute journey from the site. Accessibility by bus and rail are considered in further detail within the subsections below.

Bus Accessibility

4.4.2 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Planning for Public Transport in Development' indicates that ideally, a bus stop should be located within 400m from a new development.

4.4.3 Whilst there is no bus stops within this range, there is a number of bus stops still relatively close to Phase 1 site, around 800 from its centre, which are located along the A511 and A514 around the Clock roundabout. These stops are usually provided with a flag and a timetable board, with some of them also having a shelter and seating facilities.



Figure 4.2 – Local Bus Routes Through Woodville and Swadlincote

- 4.4.4 With regards to the Phase 2 residential and commercial units, once the Regeneration Link Road is completed, the bus stops around the A514 Swadlincote Road / Woodhouse Street junction would be around 700m to 1,000m from the different elements of the development. These stops are provided with a flag, a timetable board and raised kerbs to help passengers to board or alight the vehicles. In addition, the westbound stop has also a shelter and seating facilities.
- 4.4.5 The stops around the Clock roundabout would be at approximately 900m to 1,200m from Phase 2 units.
- 4.4.6 **Figure 4.2** on the previous page, shows the bus stops around the development site, while **Table 4.2** details the services available at the stops describe in previous paragraphs and their associated frequencies:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
2	Derby - Chellaston - Melbourne - Swadlincote	1h	1h	1h
4	Burton - Stanton - Newhall - Swadlincote - Midway	30min	1h	None
8 / 8H	Swadlincote - Burton - Queens Hospital	30min	1h	1h
9	Burton - Swadlincote - Ashby	1h	1h	None
29 / 29A	Burton - Swadlincote - Coalville - Leicester	30min	30min	No stop in Woodville (but once per hour in Swadlincote)

Table 4.2 – Summary of Bus Service Frequencies

- 4.4.7 **Table 4.2** demonstrates that there are a number of existing bus services around 800 to 1,200m to the development site during peak and off-peak times. The frequencies are considered suitable for a settlement comparable to Woodville, and the variety of service gives residents, employees and visitors of the development site the opportunity to travel by bus to multiple destinations in Derbyshire.
- 4.4.8 These five services offer combined frequencies of 10min and 20min to Swadlincote Bus Station and Burton-upon-Trent respectively, which is considered to be attractive for potential users.
- 4.4.9 Additionally, these bus services stop at key transport facilities such as Swadlincote Bus Station, Derby Bus Station, Leicester Bus Station and Burton-upon-Trent Bus and Rail Stations. Therefore, buses can be used as part of longer multi-modal trip to and from the development.
- 4.4.10 There are two bus stops on the A514, around the junction with Rose Hill, where a daily National Express coach service to London (8:10) and Derby (22:00) can be caught.

Bus Accessibility Summary

- 4.4.11 In conclusion, it is considered that the existing bus services are able to provide access to the proposed development site for some prospective users, as the frequency of services to Swadlincote Bus Station and Burton-upon-Trent is 10min and 20min respectively and the closest stops to site are between 800m to 1,200m away from the different elements of the development.

Rail Accessibility

- 4.4.12 The nearest train station is Burton-upon-Trent, located approximately 10km to the north-west of the site. It is classified by DfT as a 'D' station (Medium-staffed) and is managed by West Midlands Trains, although services stopping at this station are operated by Cross-country.
- 4.4.13 Services are available to Birmingham and Nottingham (every 30 minutes on weekdays), to Cardiff central (every hour) and to Bristol Temple Meads, Plymouth, Leeds, Newcastle and Edinburgh Waverley (every two hours).

Rail Accessibility Summary

- 4.4.14 The train station is accessible as part of a multi-modal journey from the proposed development site and provides future residents, employees and visitors the ability to travel to and from other areas in the region.

4.5 Summary

- 4.5.1 The National Planning Policy Framework (NPPF) supports a presumption in favour of sustainable development. Paragraph 103 of the NPPF indicates that:

“Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.”

- 4.5.2 The existing and proposed pedestrian and cycle infrastructure is high, and routes to different areas within Woodville, Swadlincote and Derbyshire are accessible a very short distance from the site.
- 4.5.3 It has been shown that there are bus services available around 800 to 1,200m to the development site. Additionally, these services stop at key regional transport nodes where other bus or rail services can be taken.
- 4.5.4 In conclusion the site is accessible by a variety of sustainable modes of transport, and can be considered a suitable location for the proposed development use.

5.0 Travel Plan Initiatives

5.1 Introduction

- 5.1.1 This section of the FTP sets out the initiatives that could be implemented in a full Travel Plan for the commercial and ancillary elements of the proposals. The initiatives are designed in order to reduce employee and visitor dependency on the private car and encourage sustainable modes of travel. They are in line with the aims and benefits set out in **Section 2** of this document.

5.2 Production of Resident and Staff Welcome Packs

- 5.2.1 Welcome packs can be critical in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all residents and staff across the site upon moving in. The contents of the welcome packs could include:

- Introduction to the TP concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Personal travel initiatives;
- Maps showing local walking / cycling routes and places of interest;
- Details of public transport services, including timetables and routes; and
- Details of the Travel Plan Co-ordinator (TPC).

5.3 Measures to Encourage Walking

- 5.3.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.

- 5.3.2 It has been demonstrated throughout **Section 4** of this FTP that there is a high level of pedestrian infrastructure in the surrounding area, either existing or proposed. The following measures will be considered in order to encourage residents and employees to walk:

- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian routes within and adjacent to the site;
- Provide a pool of umbrellas on-site (for the commercial units);
- Provide storage for employees and visitors (for the commercial units);
- Provide on-site shower and changing facilities for employees (for the commercial units);
- Information on the local pedestrian routes, including public footpaths; and
- Promote the www.walkit.com website for journey planning on foot.

5.4 Measures to Encourage Cycling

5.4.1 It has been demonstrated throughout **Section 4** of this FTP that there is a high level of cycle infrastructure in the surrounding area, either existing or proposed. There will also be cycle parking provided at the development as part of the development proposals. To encourage employees and residents to cycle, the following measures will be considered:

- Information on the local cycle network routes made available through the previously discussed welcome packs;
- Promote the availability of cycling information, including route maps and useful tips and guidance from the “Sustrans” website www.sustrans.org.uk;
- Provide on-site shower and changing facilities for employees (for the commercial units);
- Provide an on-site puncture repair kit for employees use (for the commercial units);
- Encourage local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
- Initiate a “cycle buddy scheme” and arrange cycle training for those not confident about cycling;
- Register the employers to the Cycle2Work scheme (commercial units);
- The setting up of an employee Bicycle User Group (BUG); and
- Promotion of events such as “National Bike Week”; and

5.5 Measures to Encourage Public Transport

5.5.1 It has been demonstrated throughout **Section 4** of this FTP that the site is accessible by public transport, and that there are further opportunities for wider public transport travel throughout Derbyshire. The following measures will be considered in order to encourage employees and residents to travel by public transport:

- Distribute details of the Traveline Journey Planning tool for the East Midlands. Future employees can contact Traveline by phoning 0871 200 2233. They can also explore the Traveline website at www.travelineeastmidlands.co.uk.
- Provide up to date bus information including timetables and contact information in the Welcome Packs;
- Provide a guaranteed taxi home for employees who travel to the site by public transport in the event of an emergency (commercial units);
- Advertise any promotions/discounts offered by public transport operators;
- Provide staff discounts and special offers for day and season tickets (commercial units);
- Implement a policy of using public transport for travel in the course of work wherever feasible (commercial units);
- Liaise with bus companies on any future improvements and/or extensions to local services; and

- Limited time discount tickets could be provided in the previously discussed welcome packs.

5.6 Car Sharing

- 5.6.1 Car sharing is an effective way of reducing single occupancy car trips if a number of residents and employees travel to the same location each day. It is envisaged that the proposed level of parking provision will encourage less to drive to the site, and more to engage in sustainable modes of travel such as car sharing.
- 5.6.2 This could be simply encouraged further on an informal basis, or managed by administrative staff from the commercial units who could match interested people.
- 5.6.3 In addition, there are also organisations which offer this same service. Employees and residents would be able to use the website: <https://liftshare.com/uk/community/derbyshire>, which is powered by Liftshare, in order to organise car shares. They would have to register themselves with the site, which then searches for and matches appropriate car sharers. This scheme could be promoted by the Travel Plan Coordinator (TPC).
- 5.6.4 Alongside promoting such schemes, it would be appropriate to raise awareness of car ownership costs, and highlight the social and economic benefits of car sharing through advertising around the site. Pool cars could also be made available in the commercial elements so that employees do not have to travel to work in their car in order to use the vehicle throughout the day for business.

5.7 Reducing the Need to Travel (for the Commercial Units)

- 5.7.1 An effective way of lessening the travel impact of a commercial development is to reduce the need to travel in the first instance. Therefore, the following measures will be considered:
- Providing the option for staff to work from home where possible;
 - Provide video and audio teleconferencing facilities;
 - Promoting nearby or on-site services; and
 - Implement a policy of using local suppliers.

6.0 Targets

6.1 Introduction

- 6.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out some example targets and provides an overview of the data that should be collected as part of future travel surveys to inform the full Travel Plan once developed.

6.2 Initial Modal Split Targets

- 6.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys and provide a definitive set of targets. Travel Plans rely on the surveys to provide a base level of modal split.
- 6.2.2 However it is possible to provide an indication of potential targets, and an example is provided in **Table 6.1** below:

Example of Potential Targets					
Travel Mode	Existing Modal Split Percentage	Short Term Target Modal Shift Change	Medium Term Target Modal Shift Change	Long Term Target Modal Shift Change	Total Target Modal Shift Change
Car Driver	TBC following surveys	-2%	-4%	-4%	-10%
Car Share		+1%	+1%	+1%	+3%
Public Transport		+1%	+1%	+1%	+3%
Cycle		-	+1%	+1%	+2%
Foot		-	+1%	+1%	+2%

Table 6.1 – Example of Potential Targets

- 6.2.3 The example modal split targets above aim for a 10% reduction in single occupancy car trips, whilst aiming for a 10% increase in trips by more sustainable modes such as public transport, walking and cycling.
- 6.2.4 The above targets are indicative only, and final targets will be decided following the receipt of the travel surveys. Surveys will be commissioned within three months of achieving 50% occupancy at the site.

6.3 Travel Plan Performance Indicators

6.3.1 In addition to the modal split targets, the following Travel Plan performance indicators could be considered:

- Car trips per 100m² of office development – targets could be set on the basis of predicted trip rates for the development as generated by the TRICS assessment carried out in the accompanying Transport Assessment;
- Uptake of alternative modes – targets could be set for bus patronage, membership and use of car clubs, registration and participation in car share schemes, and cycle/pedestrian counts;
- Car ownership and mode of travel – modal split targets could be supplemented by targets related to car ownership, and travel to work by mode targets; and
- Travel Plan awareness targets – a target could be set in relation to employee's appreciation of the Travel Plan process, and knowledge of the benefits offered by the plan.

6.4 SMART Targets

6.4.1 The above example modal split targets and potential Travel Plan performance indicators are considered to be suitable interim measure before travel surveys are undertaken three months after 50% occupation.

6.4.2 At this point official targets will be set through consultation with DCC. The official targets will be **SMART** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).

7.0 Monitoring and Review

7.1 Introduction

- 7.1.1 This section of the report sets out the proposed management arrangements associated with the FTP. It also sets out the next steps with regards to converting this FTP into a full Travel Plan.

7.2 Responsibility and Management

- 7.2.1 Overall responsibility for the FTP will lie with site developer, Harworth Group. Following construction and full occupation, the FTP will need to be updated to a full Travel Plan for each of the proposed elements. This will involve the distribution of travel surveys.

- 7.2.2 The travel surveys will be completed by all site users and the survey will be influenced by national travel planning guidance, and approved by SDDC/DCC. These will extract key travel characteristics such as:

- Post code;
- Purpose of trip;
- Mode of travel;
- Reason for mode of travel; and
- Barriers to other mode choices.

- 7.2.3 This information will enable analysis to be undertaken to establish final targets associated with each element of the proposals. It will also provide information on the reasons for that modal split and identify any measures that may encourage a modal shift.

7.3 Travel Plan Coordinator (TPC)

- 7.3.1 When the full Travel Plan is produced, the day to day responsibility will shift from the developer to the appropriately appointed TPC for each element of the proposals. The TPCs will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Promoting individual measures/initiatives in the TP;
- Liaising with public transport operators;
- Monitoring the TP; and
- Taking a key role in reviewing the TP.

7.3.2 A TPC will be nominated for each element of the development in due course.

7.4 Monitoring and Evaluation

7.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets.

7.4.2 Annual monitoring reports will be provided to officers at SDDC/DCC following the receipt of the first surveys. Monitoring will be carried out for a period of at least three years from the date of the baseline travel surveys.

8.0 Action Plan

8.1 Introduction

8.1.1 **Table 8.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

Action	Indicator	Target Date	Responsibility
Appoint TPCs	Development build nearing completion	One month before occupation	Harworth Group
Produce Welcome Pack	TPCs appointed	First occupation of each element of the development	TPCs
Undertake Initial Travel Surveys	50% occupancy of development	Within three months	TPCs
Decide Modal Split Targets	Receipt of the initial Travel Surveys	Within one month of undertaking the initial surveys	TPCs in conjunction with DCC
Update FTP to a full Travel Plan	Once Modal Split Targets are agreed with SDDC/DCC	Within two months of agreeing modal splits with SDDC/DCC	TPCs
Present Annual Monitoring Report	Once full Travel Plan is approved by SDDC/DCC	Annually for at least three years following the agreement of targets with SDDC/DCC	TPCs

Table 8.1 – Action Plan

Appendix A – Illustrative Site Masterplan



- Key**
- Site Boundary**
21.49Ha
 - Development - Residential**
7.72Ha / 19.07 Ac - Up to 300 dwellings
 - Development - Employment**
(Includes Utility Station, Indicative Access Points Shown)
4.08Ha / 10.08Ac
 - Development - Employment**
(Indicative Access Points Shown)
0.53ha / 1.31Ac
 - Development - Local Centre**
(Indicative Access Points Shown)
1.37Ha / 3.39Ac
 - Public Open Space**
 - Play Space**
LEAP or natural play equivalent
 - Existing Trees & Vegetation**
FPCR
 - Proposed Trees & Vegetation**
Shown Indicatively
 - Drainage**
Curtins/Aecom
 - Vehicular Site Access Points**
 - Further Access into Employment Areas**
 - Link Road (by others)**
Aecom - VWL-AEC-XX-XX-DR-LP-00001 Landscape planting-REV B
 - Residential Streets**
 - Employment Streets**
 - Lanes**
 - Shared Private Drives**
 - Existing Public Rights of Way**
 - Realigned Public Rights of Way**
 - Pedestrian and/or Cycle Links**



Appendix B – Site Location and Accessibility Plans



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Project:
WOODVILLE, SWADLINCOTE

Drg Title:
LOCATION PLAN

Status:
PRELIMINARY

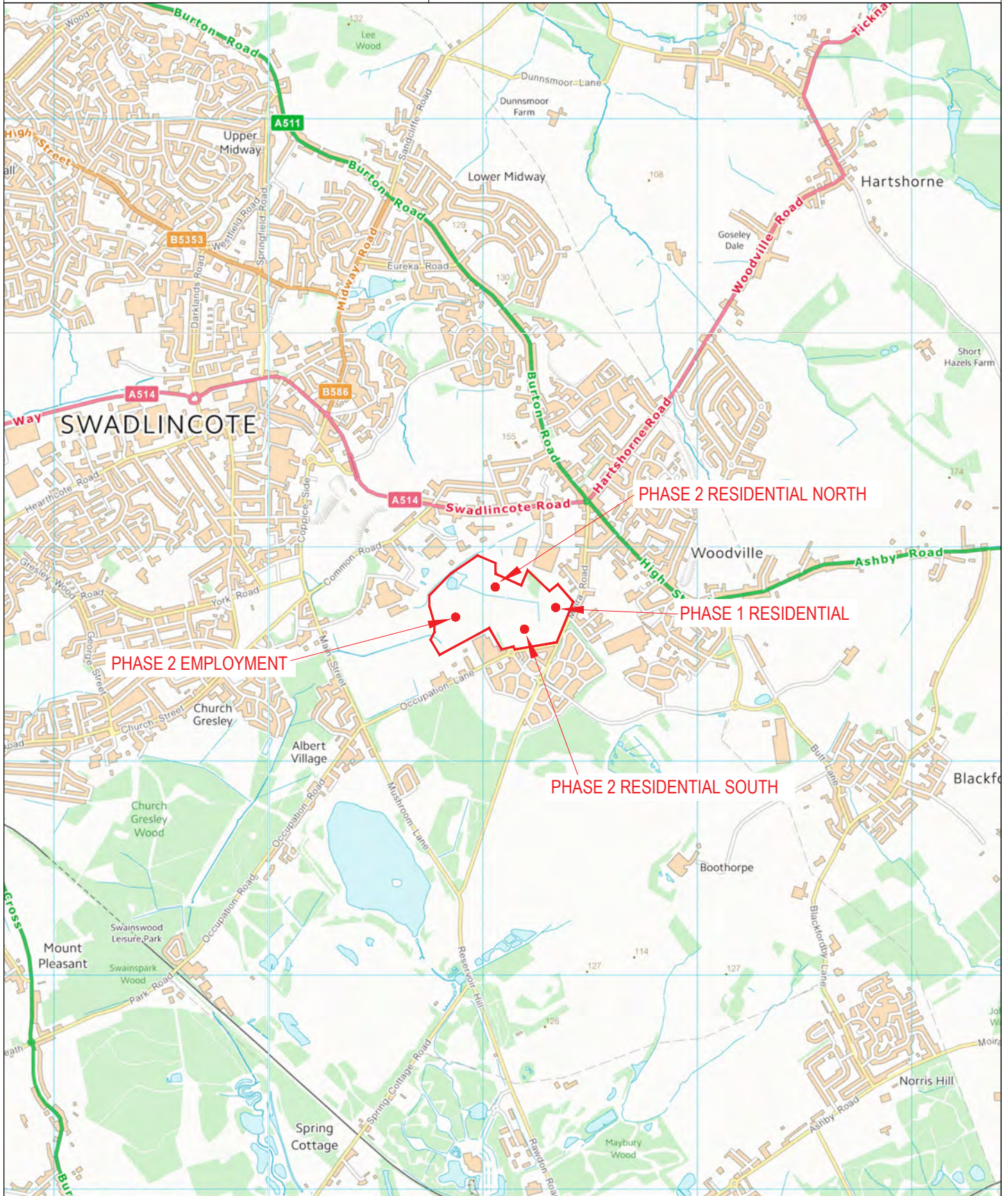
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Project: WOODVILLE, SWADLINCOTE

Drg Title: ACCESSIBILITY
INDICATIVE WALKING CATCHMENT
(PHASE 1 RESIDENTIAL)

Status: PRELIMINARY

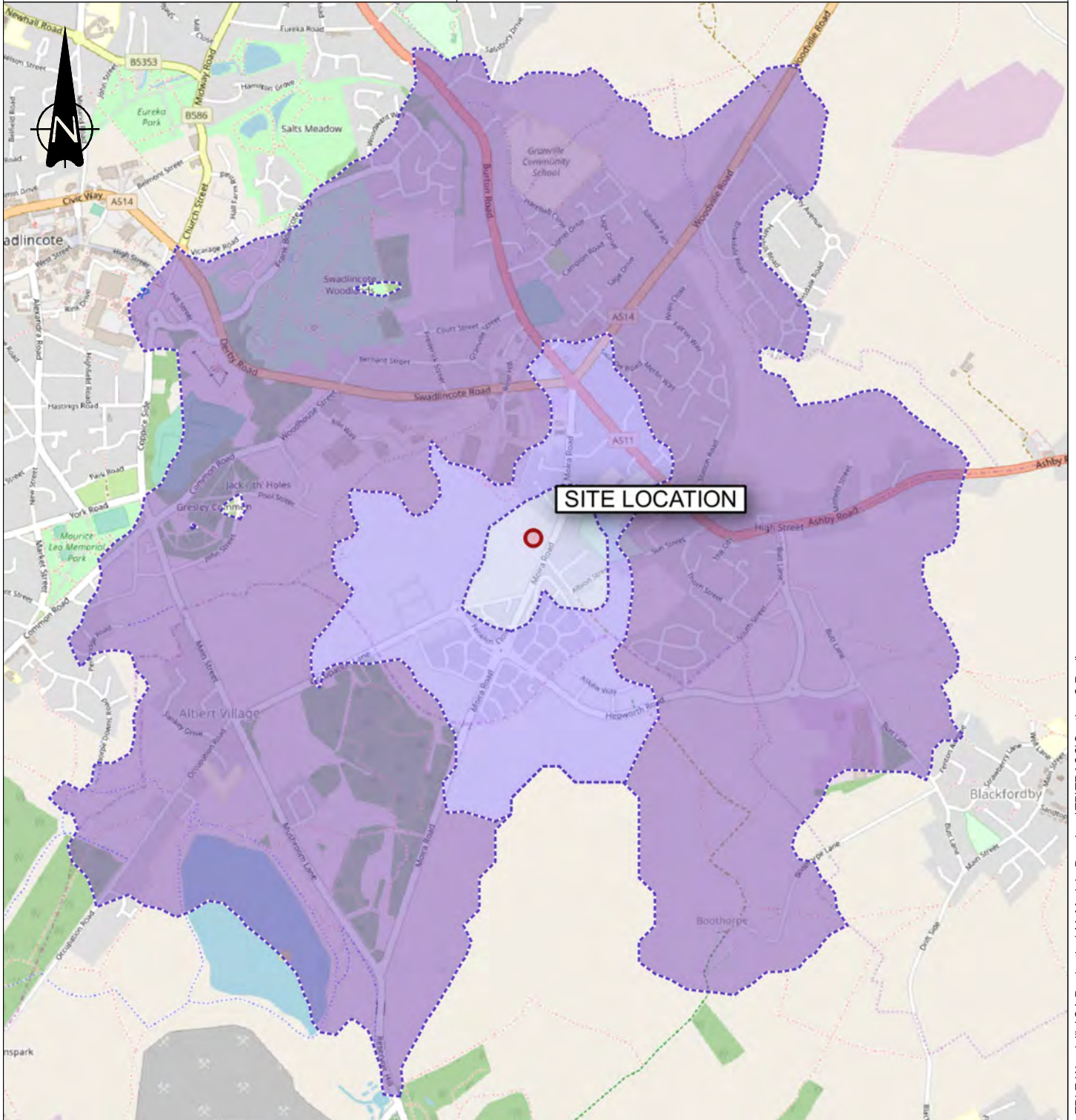
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Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

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KEY:

- SITE LOCATION
- WALKING DISTANCES
- 2000m
- 1000m
- 500m



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Project: WOODVILLE, SWADLINCOTE

Drg Title: ACCESSIBILITY
INDICATIVE CYCLE CATCHMENT
(PHASE 1 RESIDENTIAL)

Status: PRELIMINARY

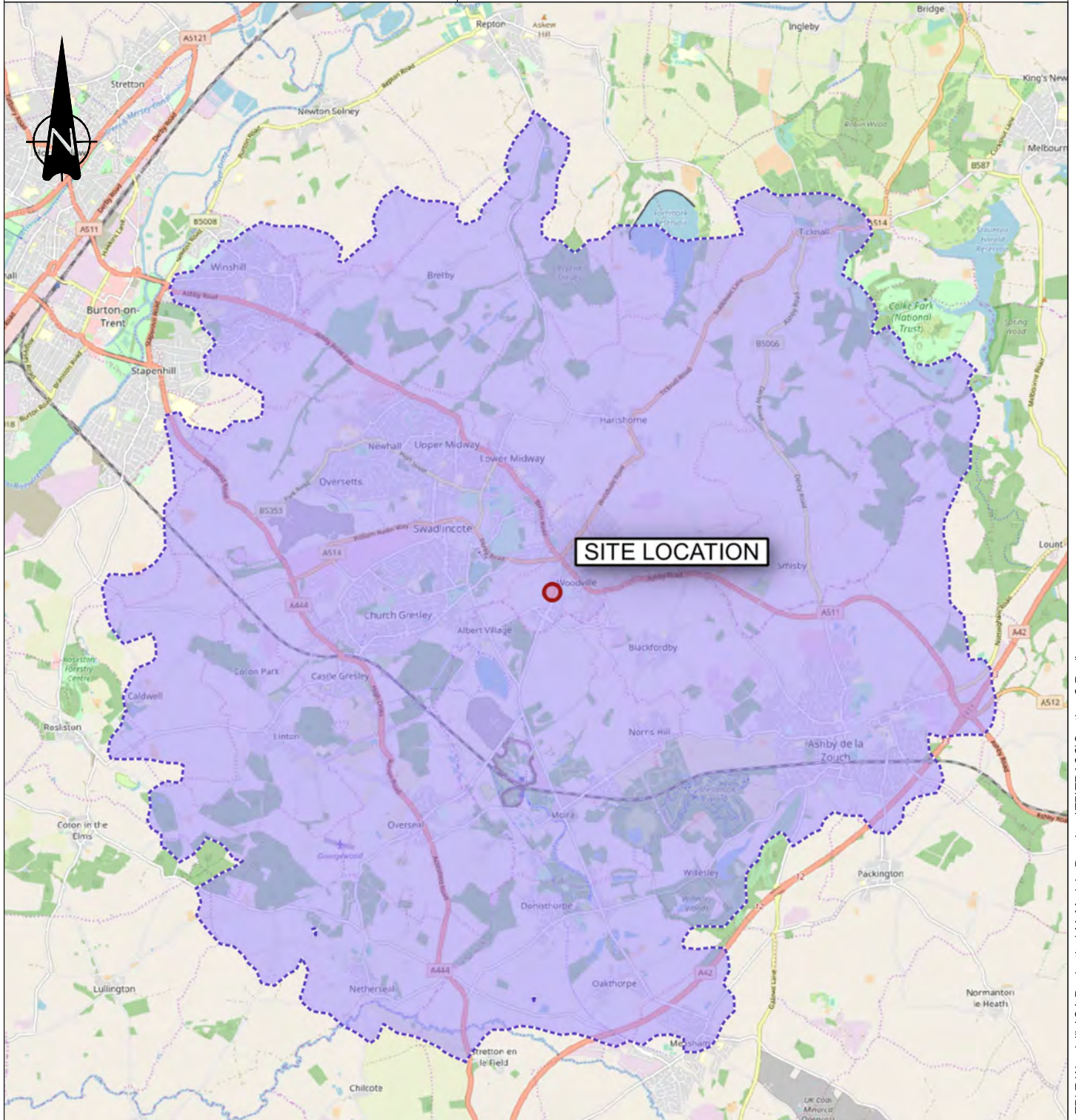
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Designed By: SG Date: 04/06/19

Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

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KEY:

○ SITE LOCATION

CYCLE CATCHMENT AREA

8000m



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Project: WOODVILLE, SWADLINCOTE
Org Title: ACCESSIBILITY
INDICATIVE PUBLIC TRANSPORT
CATCHMENT
(PHASE 1 RESIDENTIAL)

Status: PRELIMINARY

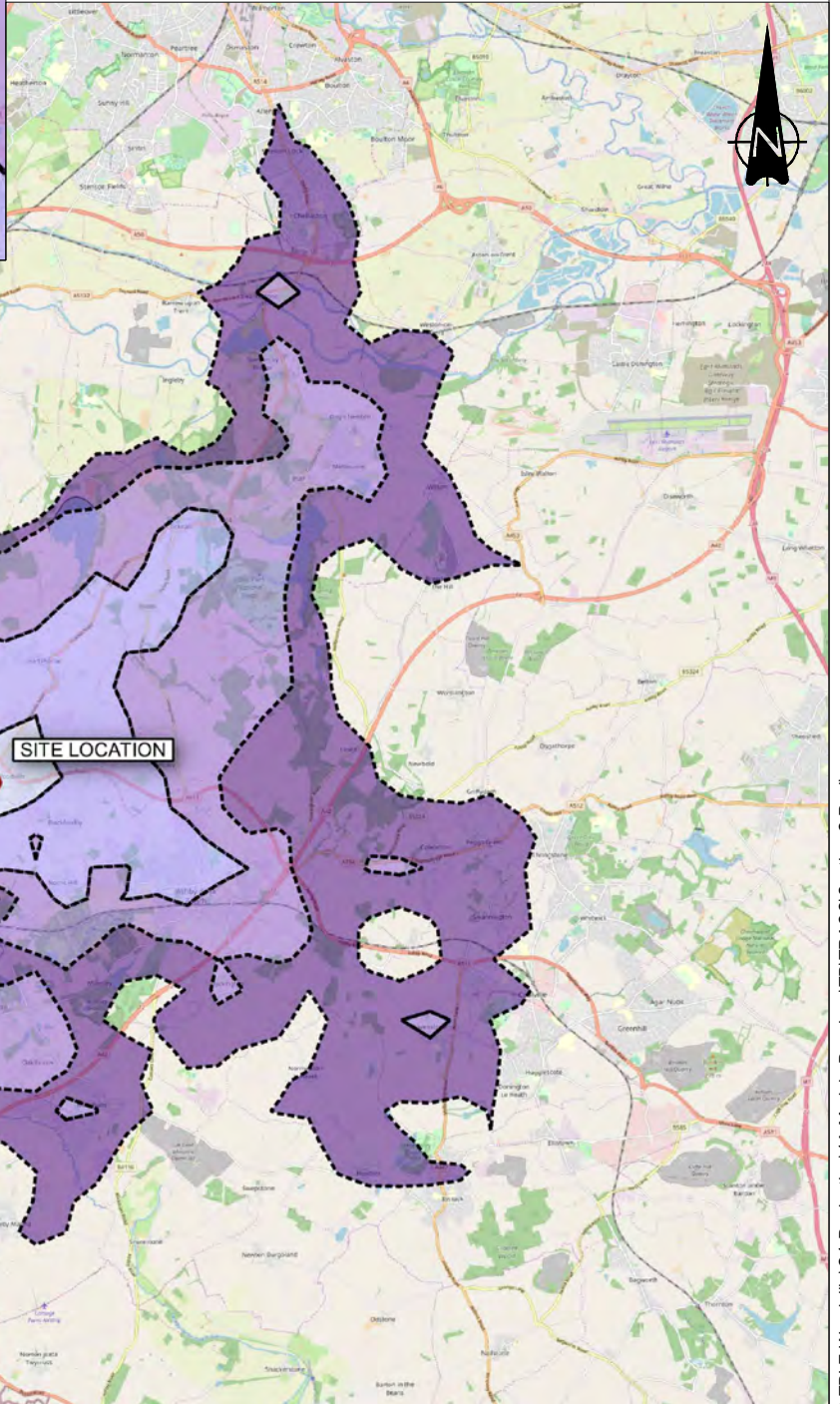
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Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

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KEY:

• SITE LOCATION

JOURNEY TIMES

15

30

45

60



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Project: WOODVILLE, SWADLINCOTE

Drg Title: ACCESSIBILITY
INDICATIVE WALKING CATCHMENT
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Status: PRELIMINARY

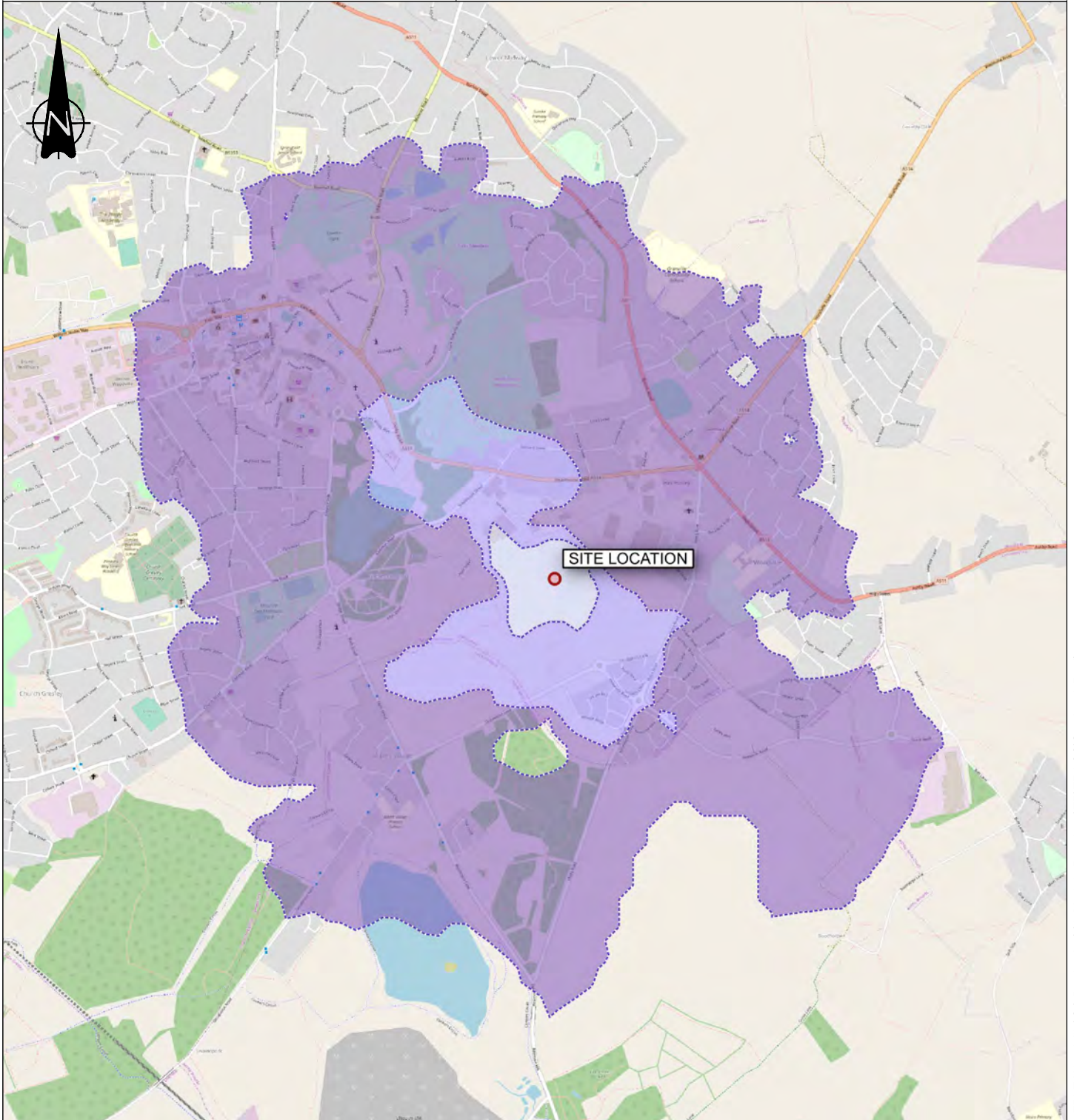
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Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

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KEY:
○ SITE LOCATION
WALKING DISTANCES
2000m
1000m
500m



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Project:

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Status:

PRELIMINARY

Drg Title:

ACCESSIBILITY
INDICATIVE CYCLE CATCHMENT
(PHASE 2 RESIDENTIAL NORTH)

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Checked By: DJ

Designed By: SG

Date: 04/06/19

Scale: NTS

Project No:

Originator:

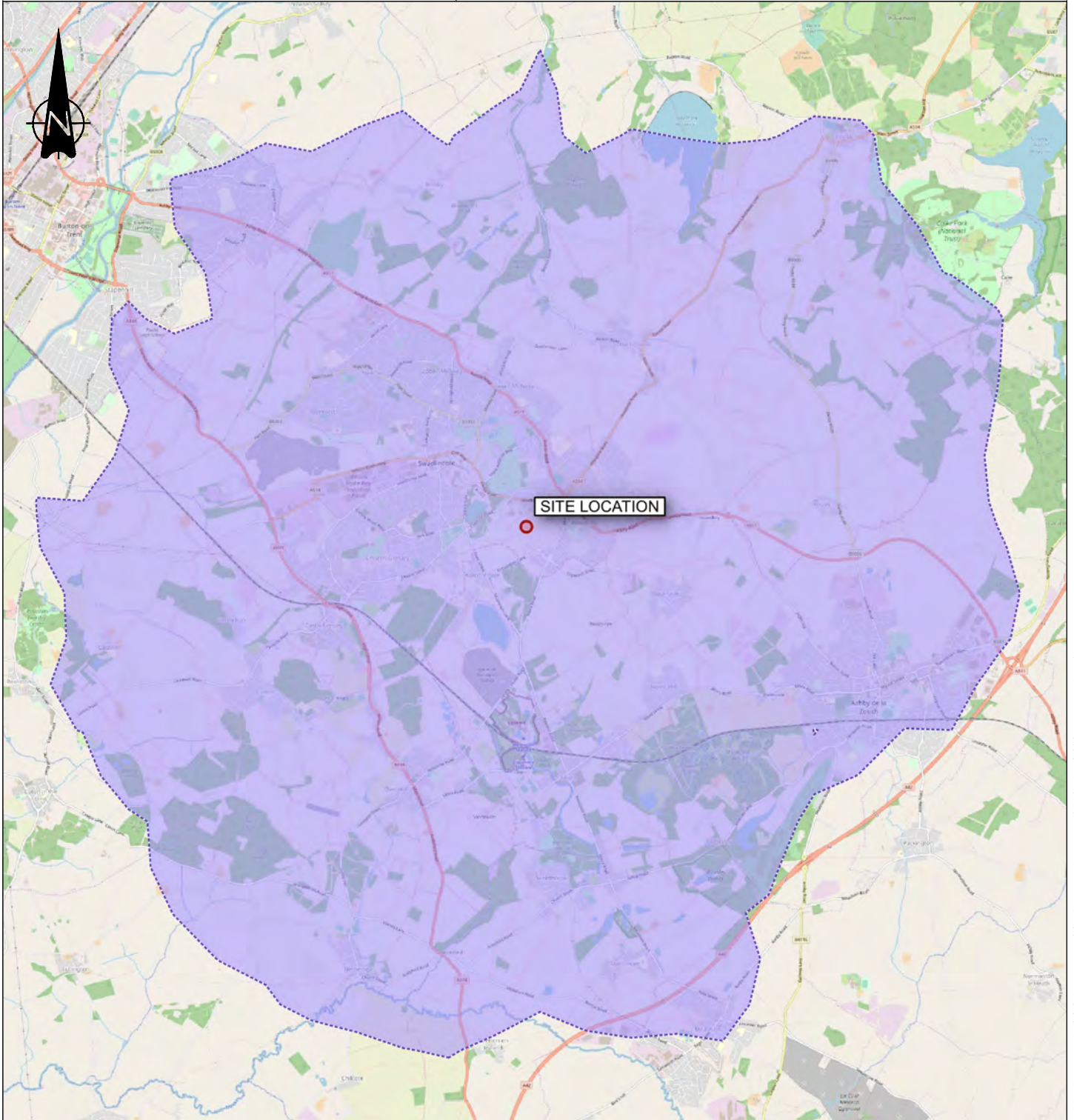
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Level:

Type:

Discipline: Category / Number: Rev:

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KEY:

○ SITE LOCATION

CYCLING CATCHMENT AREA

8000m



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Drg Title: ACCESSIBILITY
INDICATIVE PUBLIC TRANSPORT
CATCHMENT
(PHASE 2 RESIDENTIAL NORTH)

Status: PRELIMINARY

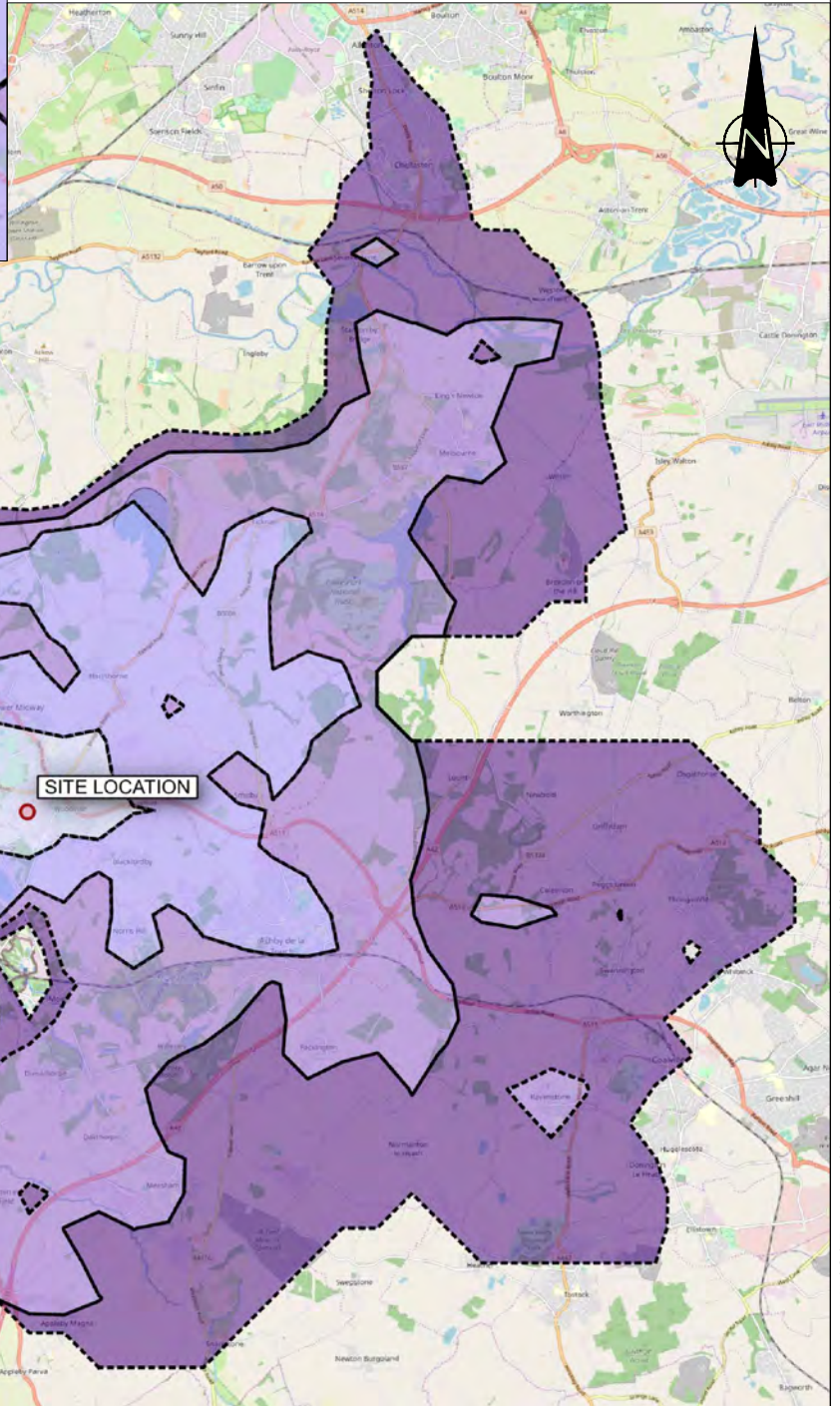
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Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

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KEY:

- SITE LOCATION
- JOURNEY TIMES
- 15
- 30
- 45
- 60



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Project:
WOODVILLE, SWADLINCOTE

Drg Title:
ACCESSIBILITY
INDICATIVE WALKING CATCHMENT
(PHASE 2 RESIDENTIAL SOUTH)

Status:
PRELIMINARY

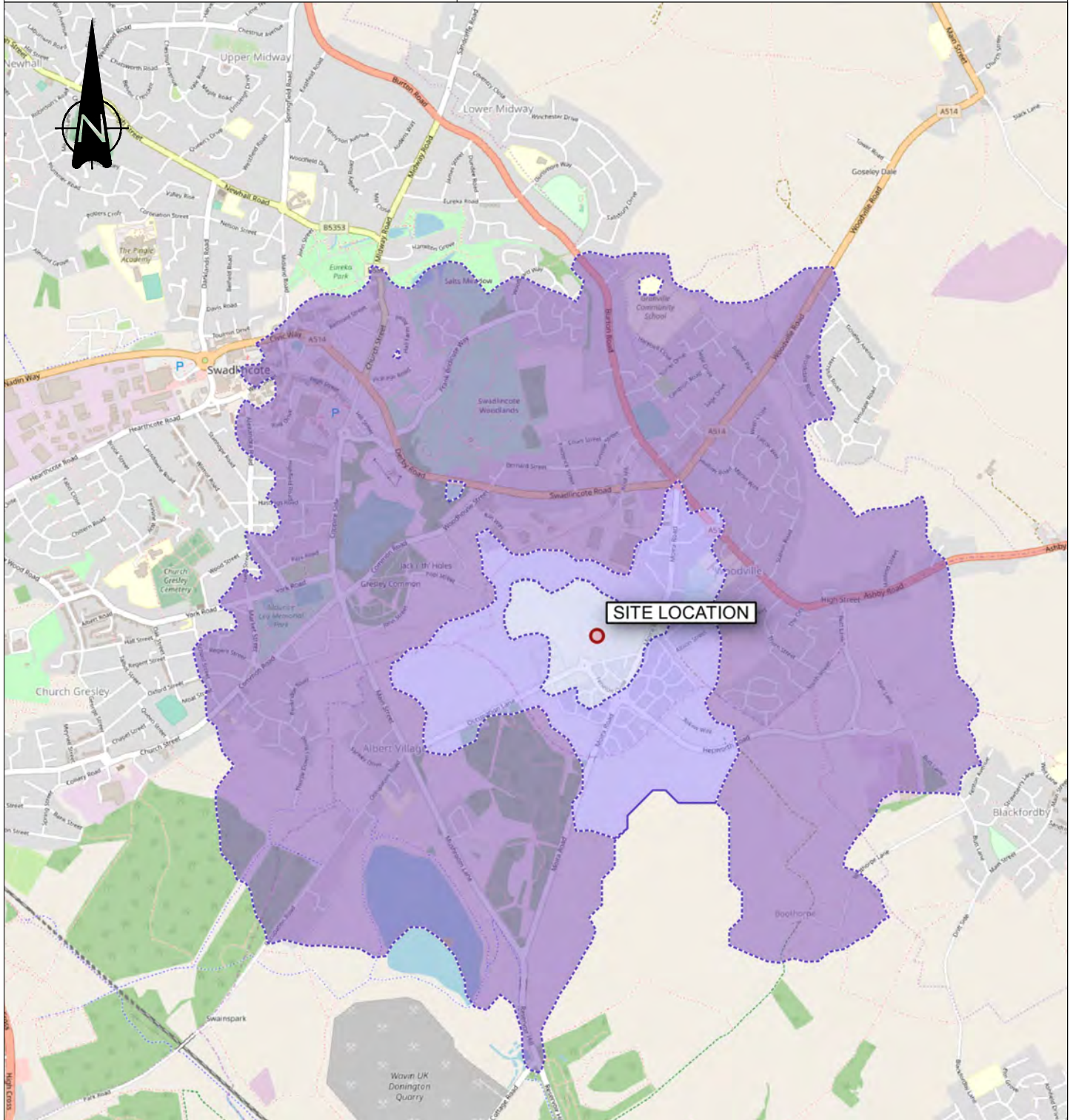
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Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

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KEY:
● SITE LOCATION
WALKING DISTANCES
2000m
1000m
500m



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INDICATIVE CYCLE CATCHMENT
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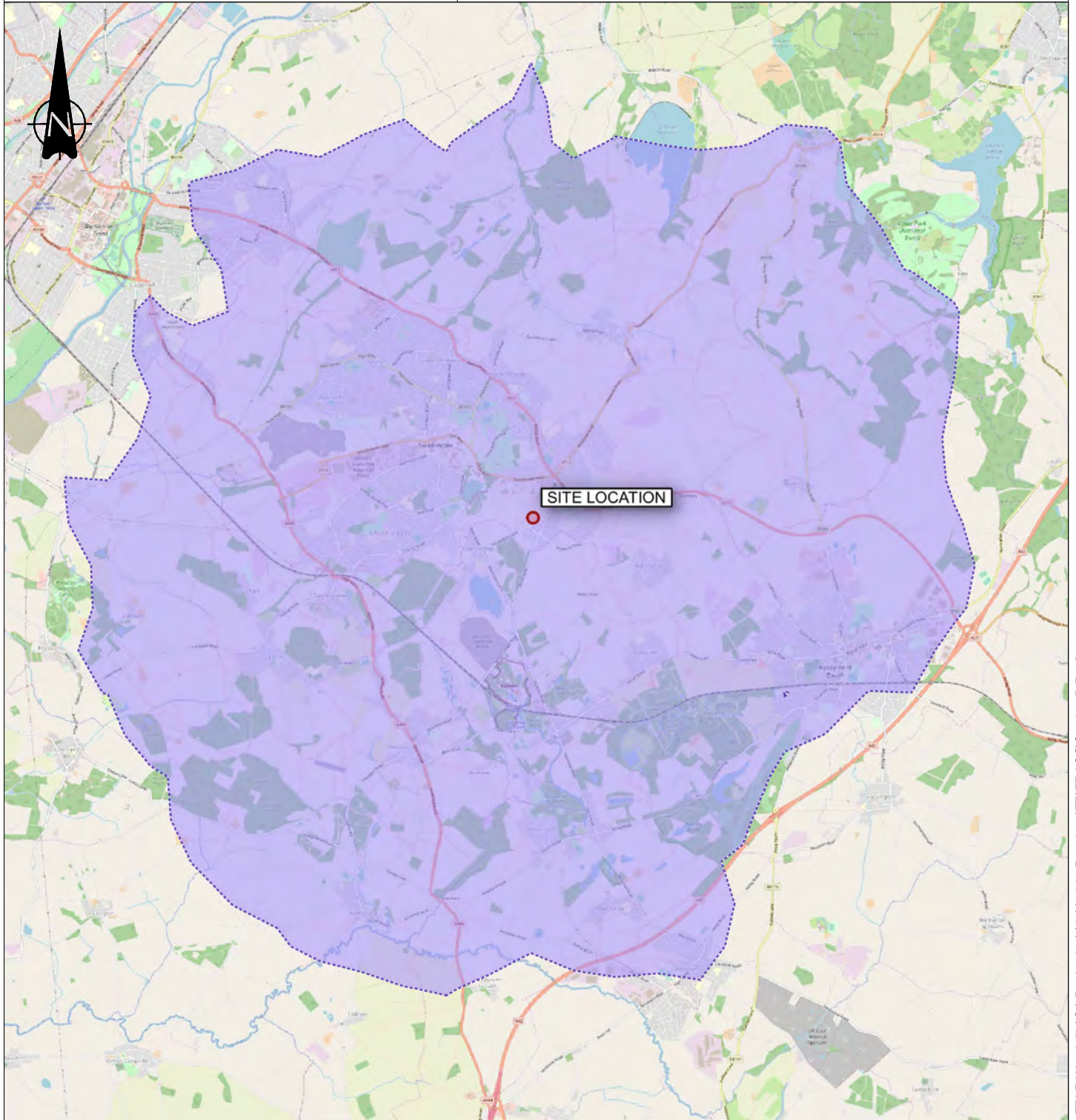
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Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

67895 - CUR - 00 - XX - DR - TP - 06023 - P01



KEY:

● SITE LOCATION

CYCLE CATCHMENT AREA

8000m



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Org Title: ACCESSIBILITY
INDICATIVE PUBLIC TRANSPORT
CATCHMENT
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Status: PRELIMINARY

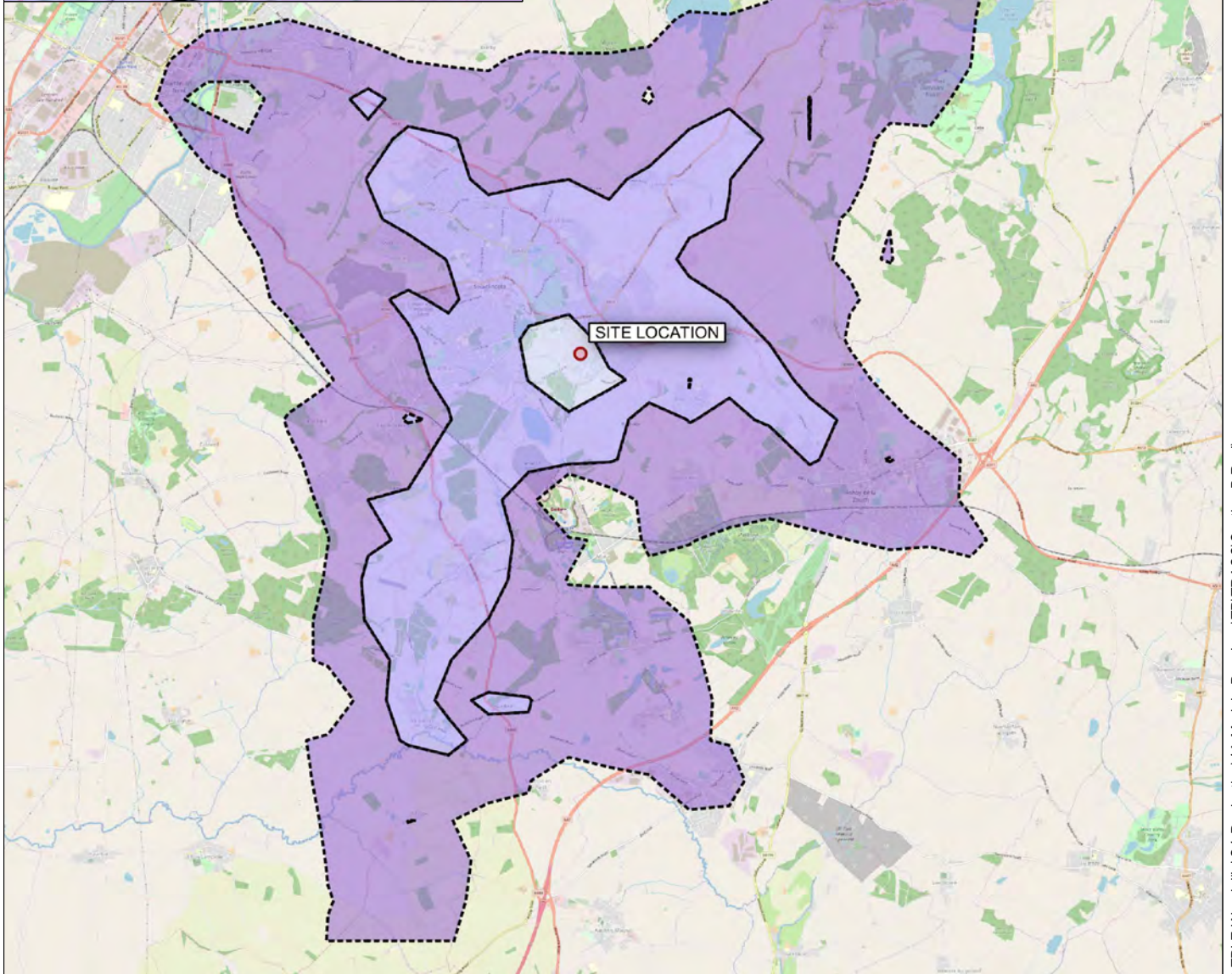
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Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

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KEY:

○ SITE LOCATION

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Project: WOODVILLE, SWADLINCOTE

Drg Title: ACCESSIBILITY
INDICATIVE WALKING CATCHMENT
(PHASE 2 EMPLOYMENT)

Status: PRELIMINARY

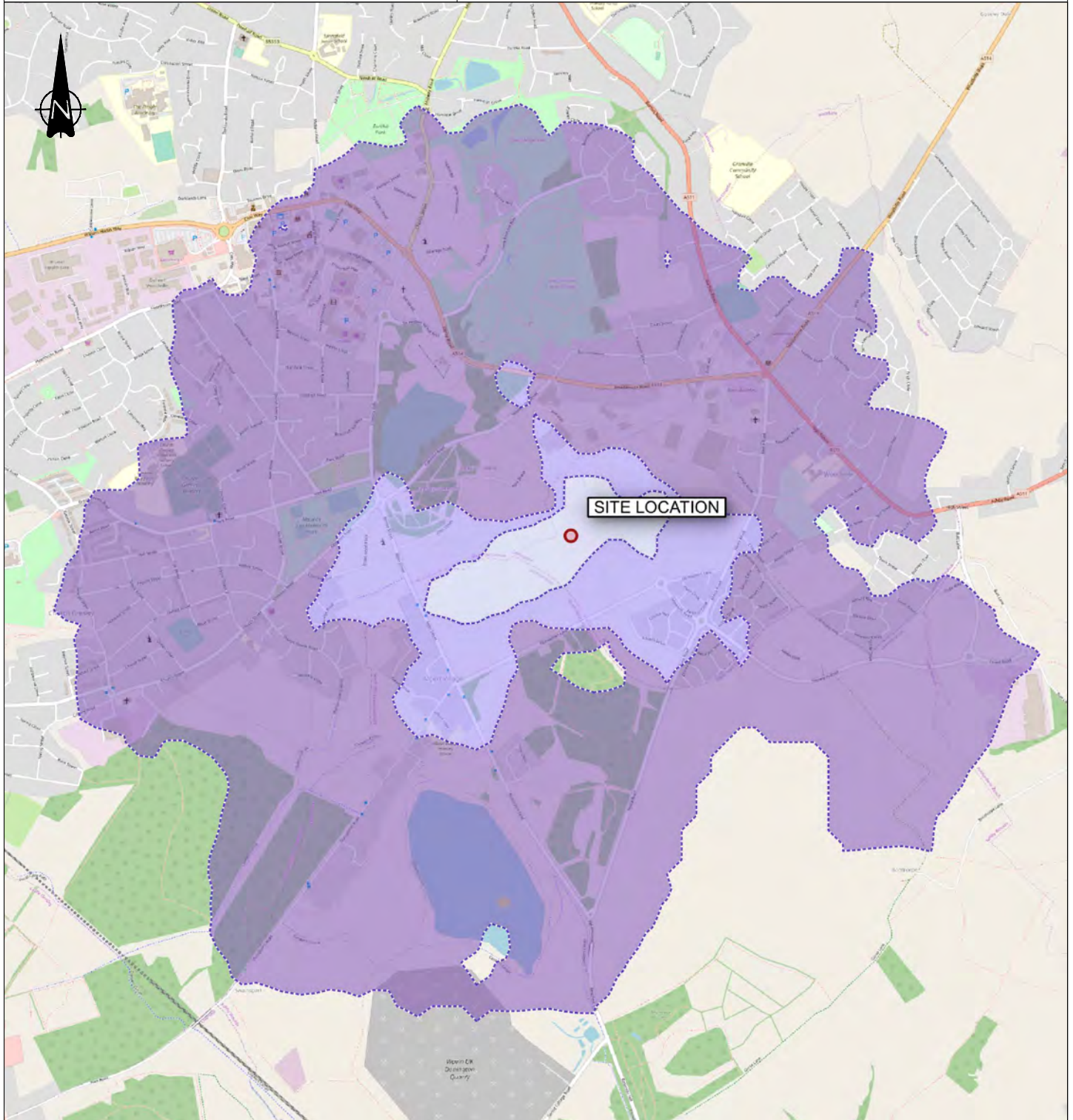
Drawn By: SG Checked By: DJ

Designed By: SG Date: 04/06/19

Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

67895 - CUR - 00 - XX - DR - TP - 06032 - P01



KEY:

○ SITE LOCATION

WALKING DISTANCES

2000m

1000m

500m



Merchant Exchange, 17-19 Whitworth St. W Manchester M1 5WG
0161 236 2394
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Project: WOODVILLE, SWADLINCOTE

Drg Title: ACCESSIBILITY
INDICATIVE CYCLE CATCHMENT
(PHASE 2 EMPLOYMENT)

Status: PRELIMINARY

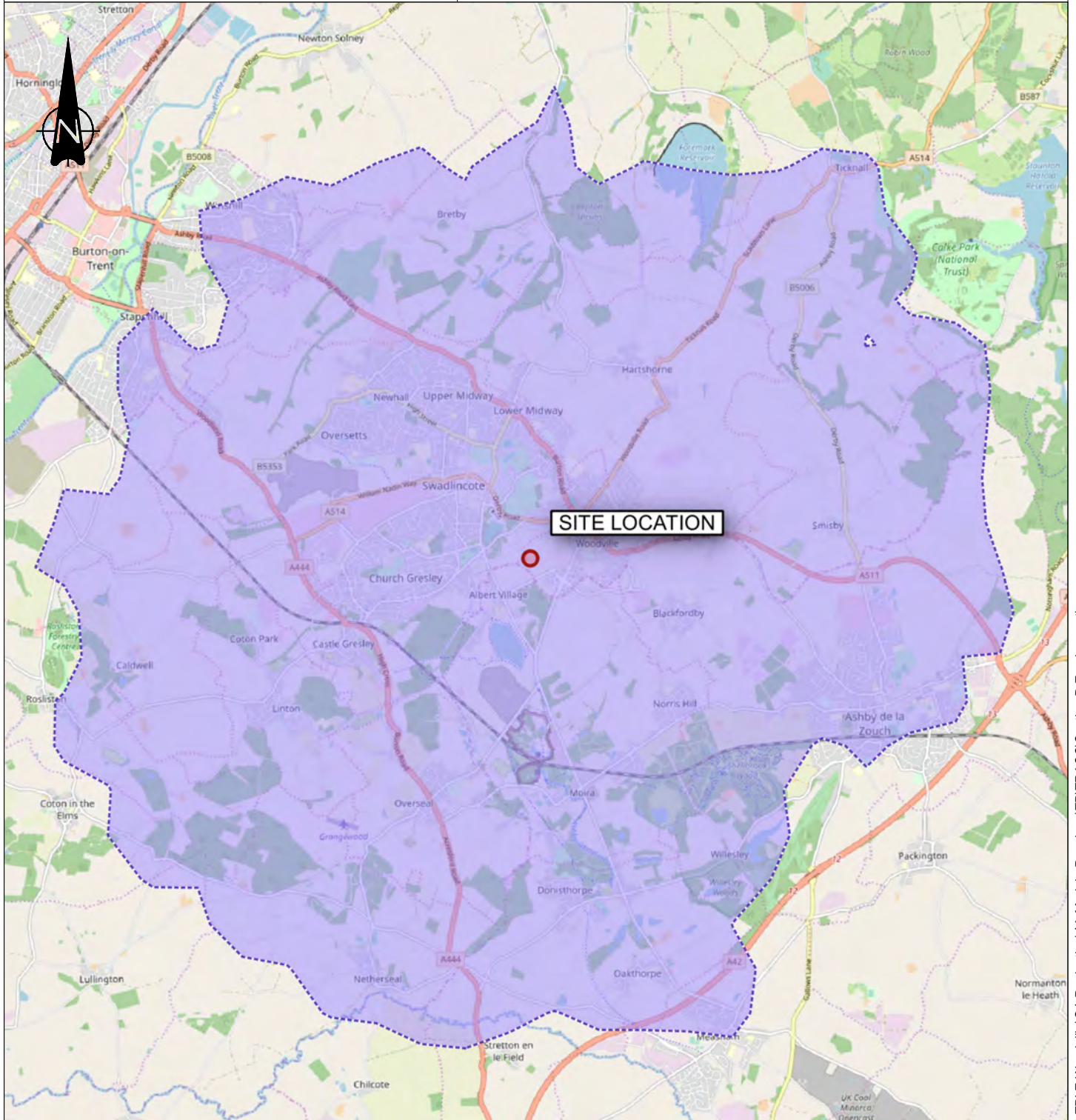
Drawn By: SG Checked By: DJ

Designed By: SG Date: 04/06/19

Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

67895 - CUR - 00 - XX - DR - TP - 06033 - P01



KEY:

○ SITE LOCATION

CYCLE CATCHMENT AREA

8000m



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Project: WOODVILLE, SWADLINCOTE

Org Title: ACCESSIBILITY
INDICATIVE PUBLIC TRANSPORT
CATCHMENT
(PHASE 2 EMPLOYMENT)

Status: PRELIMINARY

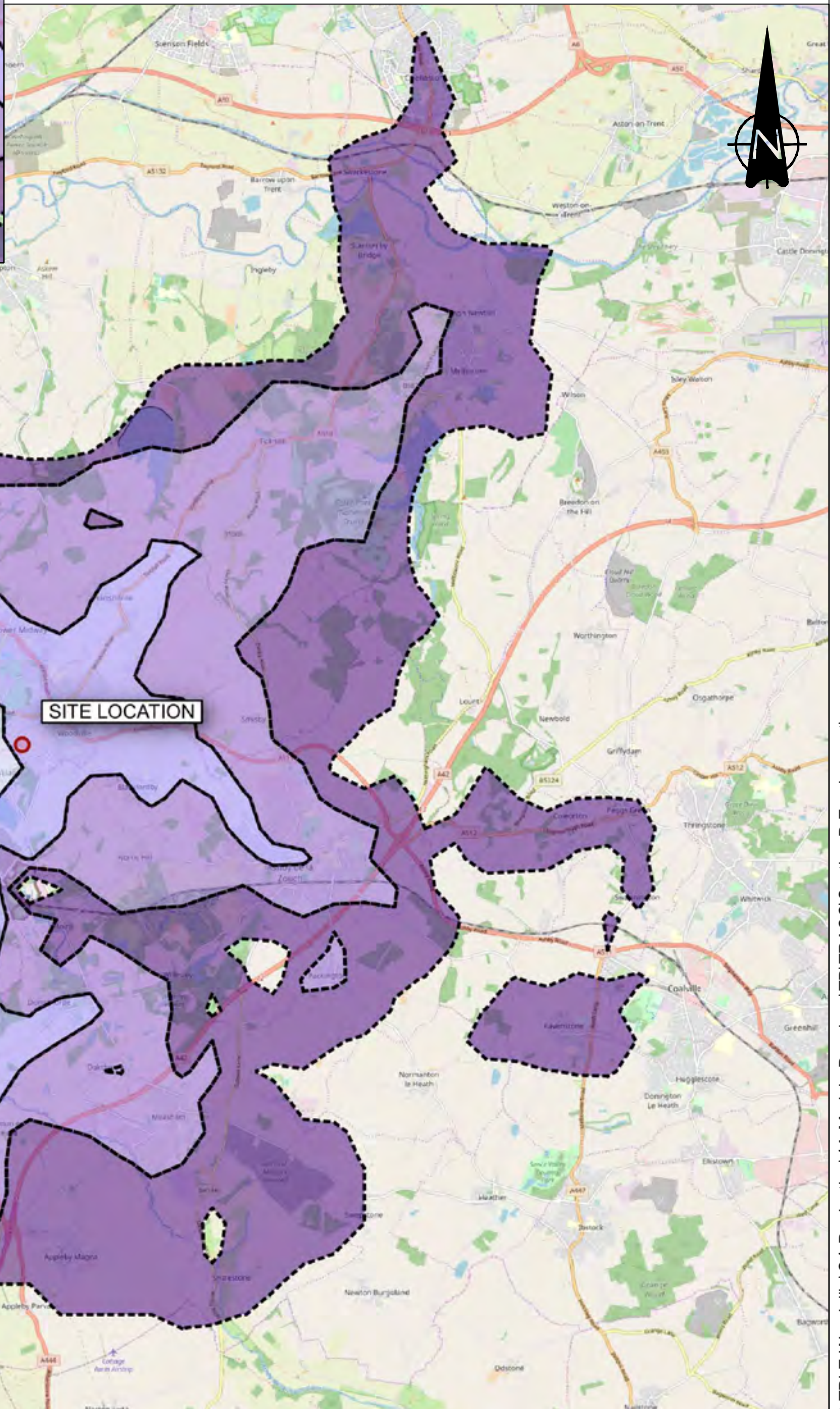
Drawn By: SG Checked By: DJ

Designed By: SG Date: 04/06/19

Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

67895 - CUR - 00 - XX - DR - TP - 06034 - P01



KEY:

○ SITE LOCATION

JOURNEY TIMES

15

30

45

60

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