



St. Modwen Homes

Land North of Rounds Gardens, Rugby

Travel Plan

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I Introduction

I.1 Overview

- 1.1.1 PJA has been commissioned by St Modwen Homes to prepare a Travel Plan for the proposed residential development on Land North of Round Gardens, Rugby.
- 1.1.2 This report is accompanied by a separate Transport Assessment (TA, dated January 2024) prepared by PJA which should be read in conjunction with this report.

I.2 Travel Plan Purpose

- 1.2.1 This Travel Plan has been prepared in accordance with '*Travel Plans, Transport Assessments and Statements in decision taking*' guidance published by the Department for Transport.
- 1.2.2 This Travel Plan sets out the various travel-related measures and strategies that will be implemented to encourage the use of sustainable travel modes for trips to/from the proposed development. The key objectives of the Travel Plan are to:
- Provide a strategy for the development to reduce the need to travel and encourage sustainable travel to the site whilst reducing single occupancy car use;
 - Reduce the traffic generated by the development compared to that which would be generated without the implementation of the Travel Plan;
 - Promote healthy lifestyles, sustainable communities and raise awareness about the benefits of utilising sustainable travel opportunities; and
 - Build upon good urban design principles that promote the permeability of the development, encouraging active modes of travel as the first choice for local trips.
- 1.2.3 Taking into consideration the nature of the proposed development and trip making patterns, it is considered that there is potential to primarily influence the travel behaviours of residents.

I.3 Report Structure

- 1.3.1 The remainder of this report is structured as follows:
- **Section 2** – Policy and Guidance;
 - **Section 3** – Baseline Transport Conditions;
 - **Section 4** – Development Proposals;
 - **Section 5** – Travel Plan Management and Coordination;
 - **Section 6** – Targets, Review and Monitoring;
 - **Section 7** – Travel Plan Measures and Initiatives; and



- **Section 8** – Action Plan.

2 Policy Context

2.1 Overview

- 2.1.1 This chapter sets out the policy context in relation to the site at a national, regional, and local level. The summary at the end of the chapter demonstrates how the development accords with these policies.

2.2 National Policy

National Planning Policy Framework (2023)

- 2.2.1 The National Planning Policy Framework (NPPF) was updated in December 2023 and sets out the Government's wider planning policies. The presumption in favour of sustainable development remains at its core, with greater emphasis on creating attractive infrastructure through a design-led approach.

- 2.2.2 The NPPF defines a Travel Plan as:

'A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.'

- 2.2.3 Policies aimed at promoting sustainable development are covered within section 9, paragraphs 108 to 117 of the NPPF with paragraph 108 stating that:

"Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) The potential impacts of development on transport networks can be addressed;*
- b) Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) Opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) The environmental impacts of traffic and transport infrastructure can be identified, assessed, and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and,*
- e) Patterns of movement, streets, parking, and other transport considerations are integral to the design of schemes and contribute to making high quality places."*

- 2.2.4 Paragraph 114 of the NPPF relates to considering development proposals and states that:



“a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;

b) safe and suitable access to the site can be achieved for all users;

c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and

d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”

2.2.5 This Travel Plan looks to demonstrate that the development complies with paragraph 115, which states:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”

2.2.6 This planning application responds to paragraph 117, by providing a Transport Assessment and Travel Plan:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposed can be assessed.”

Planning Practice Guidance (2014)

2.2.7 PPG 2014 provides information on:

- When a Travel Plan is required;
- How the need for and scope of a Travel Plan is established;
- What information should be included in Travel Plans; and
- How Travel Plans can be monitored.

2.2.8 PPG 2014 states that:

“Travel Plans should identify the specific required outcomes, targets and measures, and set out clear monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address

all journeys resulting from a proposed development by anyone who may need to visit or stay, and they should see to fit in with wider strategies for transport in the area.'

2.2.9 They should evaluate and consider:

- Benchmark travel data including trip generation databases;
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
- Relevant information about the existing travel habits in the surrounding area;
- Proposals to reduce the need for travel to and from the site via all modes of transport; and
- Provision of improved public transport services.

2.2.10 With regard to monitoring, PPG 2014 states that:

'The length of time over which monitoring will occur, and the frequency will depend on the nature and scale of the development and should be agreed as part of the Travel Plan with the developer or qualifying body for neighbourhood planning. Who has responsibility for monitoring compliance should be clear.'

'Monitoring requirements should only cease when there is sufficient evidence for all parties to be sure that the travel pattern of the development are in line with the objectives of the Travel Plan. This included meeting the agreed targets over a consistent period of time. At this point the Travel Plan would become a voluntary initiative.'

Decarbonising Transport: A Better, Greener Britain (2021)

2.2.11 This document sets out the government's commitments and actions needed to decarbonise the UK transport system. It follows on from '*Decarbonising Transport: Setting the Challenge*' which was published in March 2020 and set out the scale of additional resources needed in the transport sector to achieve net carbon zero, across all industries, by 2050.

2.2.12 The strategy sets out a number of strategic priorities, with those of relevance to the development being:

- **Accelerating modal shift to public and active transport** – achieved by providing cohesive, widely available, net zero public transport network, using technology to help reduce carbon footprint, and public transport or active travel will be the first choice for daily activities; and
- **Decarbonising Road Transport** – achieved by phasing out all non-zero emission road vehicles by 2040 and ensuring infrastructure is not a barrier to the zero emission transition.



LTN 1/20 (2020)

2.2.13 LTN 1/20 provides national guidance to local authorities on delivering high quality, cycle infrastructure. The guidance consists of five overarching design principles:

- **Coherent** – Cycle networks should be planned and designed to allow people to reach their day to day destinations easily, along routes that connect, are simple to navigate and are of a consistently high quality;
- **Direct** – Cycle routes should be at least as direct – and preferably more direct – than those available for private motor vehicles;
- **Safe** – Not only must cycle infrastructure be safe, it should also be perceived to be safe so that more people feel able to cycle;
- **Comfortable** - Comfortable conditions of cycling require routes with good quality, well-maintained smooth surfaces, adequate width for the volume of users, minimal stopping and starting and avoiding steep gradients; and
- **Attractive** – Cycle infrastructure should help to deliver public spaces that are well designed and finished in attractive materials and be places that people want to spend time using.

2.2.14 There is an expectation that local authorities will demonstrate that they have given due consideration to this guidance when designing new cycling schemes.

2.2.15 Paragraph 14.1.4 states that:

‘Requirements should include the provision of new cycle routes connecting to and through development and enhancing the provision for cycling when making alterations to links and junctions on existing highways.’

2.2.16 It is recognised that new housing development provides an opportunity to create new and improved cycle infrastructure.

Gear Change (2020)

2.2.17 Gear Change sets out the future vision for cycling and walking in England, with the vision that half of all journeys in towns and cities will be walked or cycled by 2030.

2.2.18 Four themes have been identified, they are:

- 1 **Better streets for cycling and people** – to be achieved through providing safe, continuous, direct routes for cycling in towns and cities, physically separated from pedestrians and vehicle motor traffic, serving routes people want to go to.
- 2 **Putting cycling and walking at the heart of transport, place-making, and health policy** – to be achieved through creating a long-term cycling and walking programme and budget,



improvements to public transport and cycling usage, and ensuring that all new housing and business developments are built around making sustainable travel the first choice for journeys.

- 3 **Empowering and encouraging local authorities** – to be achieved by significantly increasing funding for local authorities, as well as offering improved capacity, assistance, and powers for local authorities. Schemes will only be funded if they meet the new standards.
- 4 **We will enable people to cycle and protect them when they cycle** – to be achieved by offering cycle training to everyone who wants to undertake it, combating cycle theft, make legal changes to protect vulnerable road users, consulting on updates to The Highway Code to strengthen and improve safety for all road users, and establish a national electrically-assisted bike support programme.

2.3 Regional Policy

Warwickshire County Council – Council Plan 2022-2027 (2022)

- 2.3.1 The Warwickshire County Council – Council Plan (WCP) sets out the council's plan to meeting challenges surrounding; carbon net zero, providing affordable and sustainable homes, reimagining their town centres, keeping their communities strong, increasing health, living standards and educational opportunities for children, the digital revolution, and traditional public service delivering models and funding no longer being capable of meeting need in a world that reflects these changes.
- 2.3.2 The strategic priorities for Warwickshire are focused on having a thriving economy, a high standard of living for residents, and a sustainable future. Following this, seven areas of focus have been identified within the WCP as follows:
 - 1 'Create vibrant places with safe and inclusive communities;
 - 2 *Deliver major infrastructure, digital connectivity and improved transport options;*
 - 3 *Promote inclusive, sustainable economic growth, successful business, good quality jobs and future skills*
 - 4 *Tackle climate change, promote biodiversity and deliver on our commitment to Net Zero;*
 - 5 *Deliver our Child Friendly Warwickshire strategy – Happy, healthy, safe children*
 - 6 *Through education, improve life opportunities for children, young people and those with special educational needs and disabilities; and*
 - 7 *Support people to live healthy, happy, and independent lives and work with partners to reduce health inequalities.'*
- 2.3.3 The WCP states the future outlook of Warwickshire's transport network. It promises a fit-for-purpose, well-connected, in a good condition, utilises green technology and is safe for users



transport network. It will be easier to make more sustainable journeys such as walking, cycling and using public transport.

Warwickshire Local Transport Plan

2.3.4 The fourth Warwickshire Local Transport Plan (LTP4) was adopted in 2023 and sets out the transport policies and strategies for the county.

2.3.5 The key themes for LTP4 are as follows:

- 1 **'Environment** – *Travel choices which contribute to Carbon Net Zero and leave no negative impacts on our environment;*
- 2 **Wellbeing** – *A range of transport options which provide safety, comfort and health for users and those affected by transport;*
- 3 **Place** – *Urban and rural areas, and the connections between them, where transport choices work sustainably with the local environment; and*
- 4 **Economy** – *A modern, flexible economy which is supported and strengthened by transport options.*

2.3.6 LTP4 states the travel choices hierarchy for Warwickshire, which prioritises active travel, followed by public transport and lastly private vehicles.

2.3.7 Policy Position PT4 refers to new developments and connectivity to public transport services and states how new developments must ensure they maximise their opportunities to provide excellent access to the public transport network, taking into account potential demand from new development.

2.3.8 Policy Position MV1 relates to using Warwickshire's influence with partners to provide a modern fit-for-purpose route network which will be able to deal with changes in order to adapt to pressures from development, such as the transport needs of new housing.

2.3.9 Policy Position MS1 refers to increasing sustainable development and travel and states:

'WCC will encourage sustainable development through the promotion of public and community transport, the provision of cycling and pedestrian facilities and traffic management measures. Where feasible and appropriate, and in collaboration with local communities, space will be allocated to more sustainable travel options.

Working with communities, the district and borough councils, external organisations and developers, we will use our influence to put pressure on how new developments are shaped, so that the transport options which serve them are as environmentally beneficial as possible. We will take evidence-based decisions which may include requirements for transport assessments, travel plans, modelling assessments and other appropriate data.'



- 2.3.10 Policy Position MS4 relates to robust data-led decision making in assessing new developments, which may include requirements from developers for transport assessments, travel plans, modelling assessments and other appropriate data. Micro-simulation modelling in Transport Assessments should, where appropriate, be in accordance with WCC Modelling Protocol.
- 2.3.11 Policy Position MS5 refers to construction being to the best available standards, ensuring that new highways, including those built by developers, are constructed to the best available standards and are expected to follow the Warwickshire Design Guide.
- 2.3.12 Policy Position MS6 relates to influencing planning authorities and developers, and WCC will try to influence and support development in ways which provide better, safer, more sustainable transport options. WCC will continue to require contributions from developers which include: road safety audits, school travel plans and promoting safer routes to schools, encouraging better walking and cycling connections and accessibility for disabled people, transport assessments or transport statements for new developments.

Warwickshire Design Guide

- 2.3.13 The Warwickshire Design Guide provides direction and guidance to developers and designers when planning and delivering highway infrastructure improvements to WCC's highway network.
- 2.3.14 The document contains information on the whole process of planning and delivering highway infrastructure, from pre-application advice, design, technical approval through to delivery.

2.4 Local Policy

Rugby Borough Council Local Plan (2019)

- 2.4.1 The Rugby Borough Council Local Plan (LP) sets out the council's policies and proposals to support the development of Rugby Borough through to 2031. The LP sets out the long-term spatial vision for the Borough, and the delivery of this vision through promoting, distributing and delivering sustainable development.
- 2.4.2 Policy GP1 states that planning applications that accord with the policies in the LP (and where relevant Neighbourhood Plans) will be approved without delay unless any material considerations indicate otherwise.
- 2.4.3 Policy GP2 sets out the settlement hierarchy for Rugby Borough, with the highest priority being given to developments within Rugby town.
- 2.4.4 Policy D1 relates to transport and states:



- Development will be permitted where sustainable modes of transport are prioritised and measures designed to mitigate transport impacts are provided, and proposals should have regard to the Sustainable Transport Strategy.
- All large scale developments which result in the generation of significant traffic movements, should be supported by a Transport Assessment and where necessary a Travel Plan, to demonstrate practical and effective measures to be taken to mitigate the adverse impacts of traffic. This must consider:
 - The impact of the proposal upon existing infrastructure;
 - How the site will connect safely to public transport;
 - Safe and convenient access to pedestrians and cyclists;
 - Potential impact of having goods vehicles accessing the site, including during construction; and
 - The entering into of bus and/or freight partnerships with the County Council and/or third parties.
- Proposals should be considered in the light of the transport mitigation measures identified in the Infrastructure Delivery Plan, and other localised impacts as identified in transport assessments and statements.

Rugby Borough Council Local Plan – Sustainable Transport Strategy (2017)

- 2.4.5 The sustainable transport strategy supports the Rugby Borough Council Local Plan, and both informs the preparation and delivery of the plan. It states plans surrounding active travel and public transport in relation to Rugby Borough, including suggesting improvements to the current infrastructure and delivery, and where relevant contributions towards this.

2.5 Summary

- 2.5.1 The development proposals, and this report, have been prepared with specific regard to the policy direction on a national, regional, and local level.
- 2.5.2 On a national level, this document seeks to demonstrate that the proposals comply with the NPPF by exploring opportunities for use of sustainable travel modes, to minimise the requirement for residents to travel by private car.



3 Baseline Transport Conditions

3.1 Overview

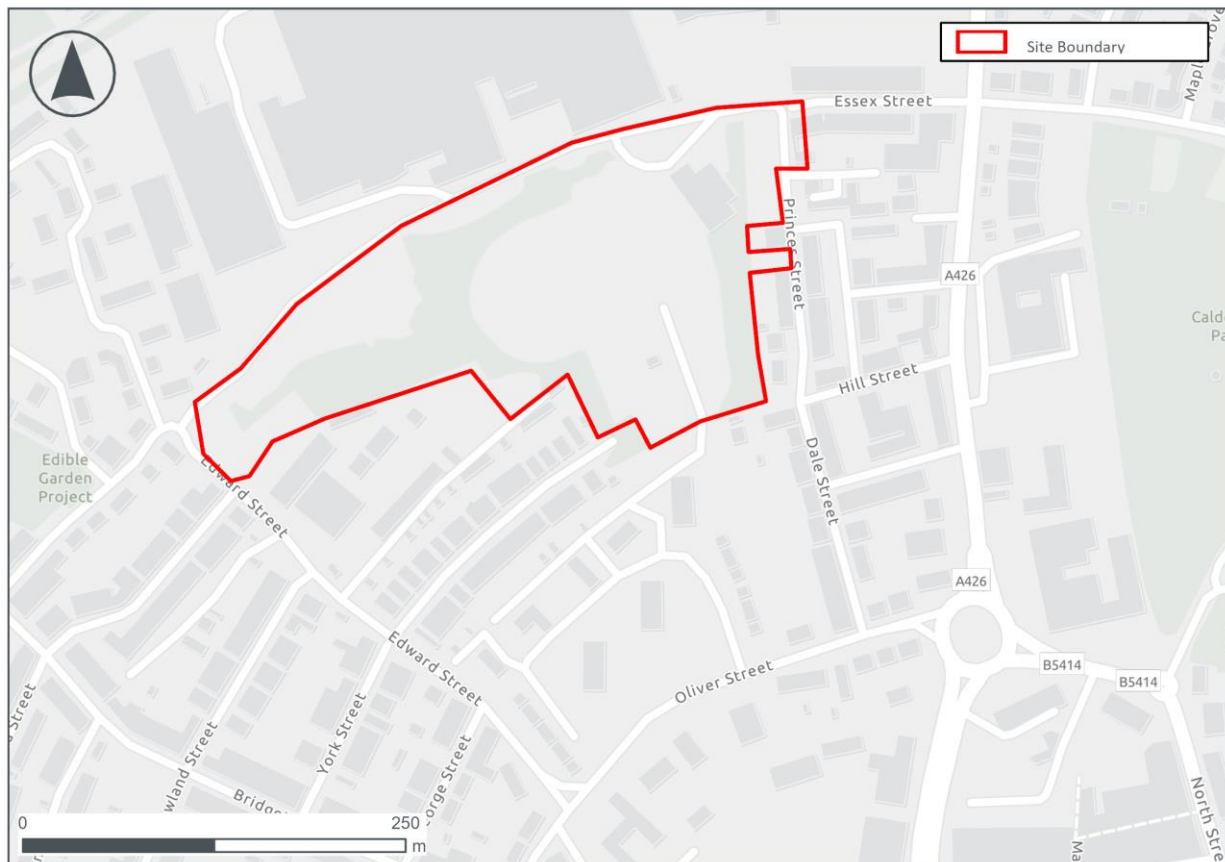
- 3.1.1 This section provides a summary of the baseline transport conditions in the site's vicinity, including details on walking and cycling routes, highway safety, public transport, and the surrounding highway network.

3.2 Site Context

- 3.2.1 The site is located approximately 1km to the north-west of Rugby Town Centre and is bound by the GE Power site to the north, community/cultural/sui generis uses and residential properties to the south west, and residential properties to the east. The site location is illustrated in Figure 3-1.
- 3.2.2 The site has frontage to the existing highway network at Willans Place and Edward Street in the north-western corner of the site and Princes Street in the north-eastern corner.
- 3.2.3 As part of the wider redevelopment of the area, the land to the south of the site is proposed to be brought forward for residential development in the future by Rugby Borough Council (RBC) under a separate planning application. This RBC land was previously occupied by vacant dwellings which have since been demolished.



Figure 3-1: Site Location



Credits: Esri Community Maps Contributors, Esri UK, Esri, HERE, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

3.3 Local Highway Network

Princes Street

- 3.3.1 Princes Street is a single carriageway road which bounds the eastern edge of the site. At its northern end it forms a dead end with the former access gates to the GE Power site and an access to a private residential road on the eastern side properties. It is subject to a 30mph speed limit.
- 3.3.2 Princes Street measures between approximately 6m-6.5m in width. Various TROs in the form of double yellow lines and parking restrictions are provided along the road. On street parking is subject to permit control. A drawing detailing existing TROs in the area is provided in TA.

Dale Street

- 3.3.3 Dale Street is a single carriageway road, approximately 6m in width, which routes from Hill Street to Oliver Street. It bounds the southern parcel of land planned by RBC for future development. It is subject to a 30mph speed limit. Various TROs in the form of double yellow lines and parking restrictions are provided along the road (detailed in the TA).



Hill Street

- 3.3.4 Hill Street is a single carriageway road, approximately 6m in width, which connects the A426 to a priority junction with Princes Street/Dale Street. Beyond the junction with Princes Street/Dale Street, the road continues for approximately 20m to private garages. It is subject to a 30mph speed limit. Various TROs in the form of double yellow lines and parking restrictions are provided along the road.

King Street/Duke Street

- 3.3.5 King Street is a single carriageway which provides an alternative route from the northern end of Princes Street through to the Hill Street. Duke Street is a short single carriageway linking King Street with the A426. Both are subject to a 30mph speed limit.
- 3.3.6 Both roads measure approximately 5.9m-6.2m in width. Various TROs in the form of double yellow lines and parking restrictions are provided along the roads.

Willans Place

- 3.3.7 Willans place is a short single carriageway no-through-road which is the former western access to the GE Power site. It is subject to a 30mph speed limit and measures approximately 5.8m in width.

Edward Street

- 3.3.8 Edward Street is a single carriageway road which bounds part of the western edge of the site. It connects Willans Place/Gladstone Street south towards Oliver Street. It is subject to a 30mph speed limit.
- 3.3.9 Edward Street varies in width, between 5.8m close to the Willans Place junction and upwards of 10m close to the Oliver Street junction where the road widens to multiple lanes and a bell-mouth junction. Lit footways are provided throughout. TROs in the form of double yellow lines and traffic calming in the form of speed bumps are provided along almost the entirety of the road.

Gladstone Street

- 3.3.10 Gladstone Street is a single carriageway road which connects Willans Place/Edward Street west towards Avenue Road, acting as an extension of Edward Street. It is subject to a 30mph speed limit.
- 3.3.11 Gladstone Street varies in width, between 5.5m-6m. Minimal TROs are provided, with double yellow lines at the Avenue Road priority junction and some H-Bar markings provided at key driveways. There are no traffic calming measures.



A426

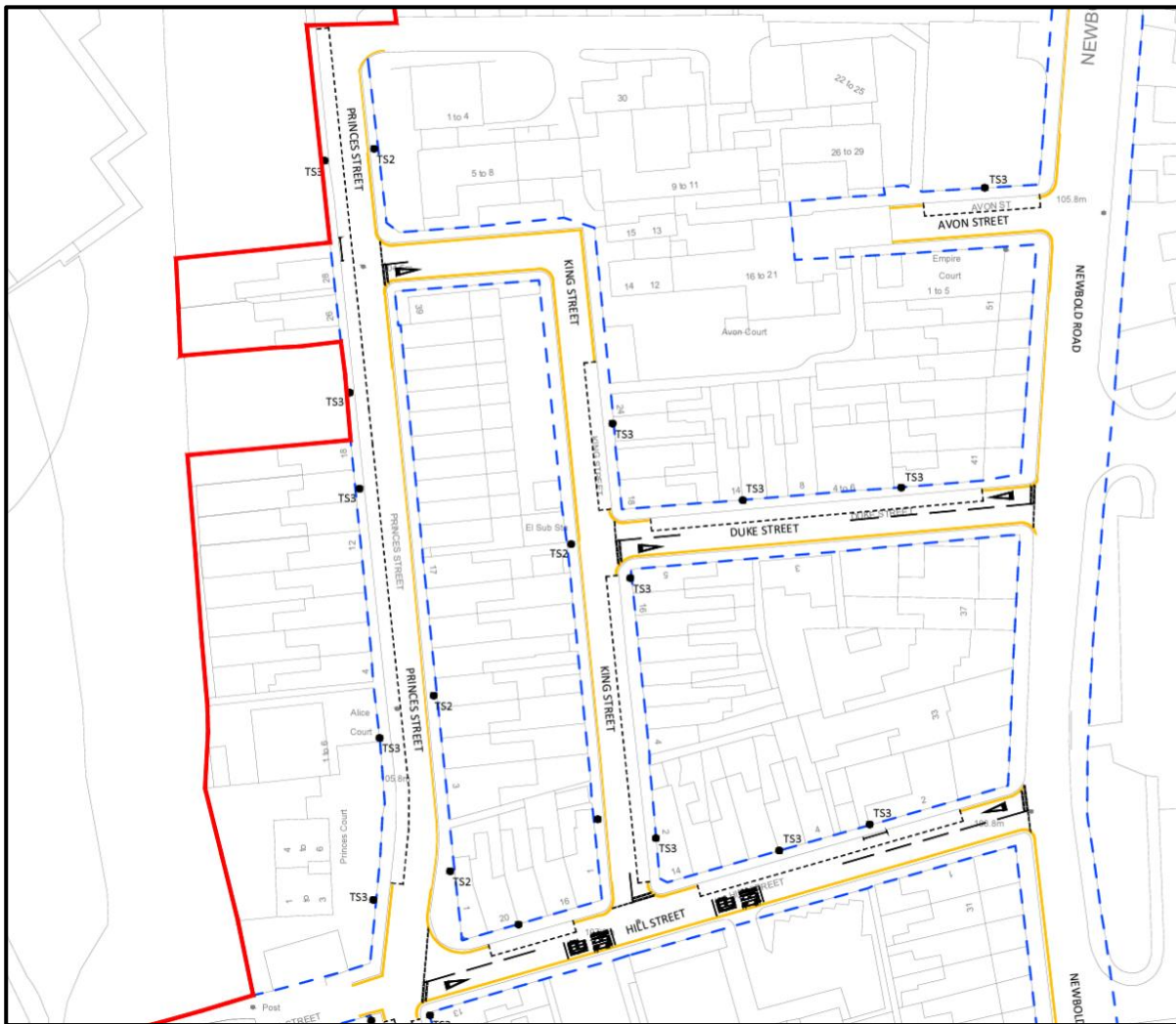
- 3.3.12 The A426 forms a main through route from Rugby Town Centre. To the north it connects to the M6 at Junction 1, A5 at Gibbet Roundabout and M1 at Junction 20. To the south it connects to the A45 at Dunchurch and continues through to Oxfordshire.
- 3.3.13 Within Rugby the road is subject to a 30mph speed limit. North of the A426/Oliver Street roundabout, it is a single carriageway. South of the A426/Oliver Street roundabout, the road is a dual carriageway until its junction with the A428/B4642. The road features street lighting and various TROs prohibiting parking.

Traffic Regulation Orders and Parking Restrictions

- 3.3.14 As noted above, there are various Traffic Regulation Orders (TROs) and parking restrictions in the vicinity of the site, which have been illustrated in Figure 3-2 and included in the TA.



Figure 3-2: TROs and Parking Restrictions



3.4 Active Travel Facilities

Walking

Princes Street

- 3.4.1 Along Princes Street, footways measuring between 1.2-1.5m are provided on both sides of the road. Drop kerbs are provided at some driveways. A short section of wider footway is provided on the eastern side of the road at the Hill Street priority junction. There is no provision at the junctions of King Street or Hill Street.



Dale Street

- 3.4.2 Along Dale Street, footways measuring approximately 1.5m are provided on both sides of the road. Dropped kerbs are provided at the priority junction with St John Street, and drop kerbs with tactile paving are provided at the priority junction with Oliver Street.

Hill Street

- 3.4.3 Along Hill Street, footways measuring approximately 1-1.5m are provided on both sides of the road. Drop kerbs are provided at the priority junction with King Street, and drop kerbs with tactile paving are provided at the priority junction with the A426. Drop kerbs are also provided at the access to industrial units on the south side of the road.

King Street

- 3.4.4 Along King Street, footways measuring approximately 1-1.5m are provided on both sides of the road. Drop kerbs are provided at the priority junctions with Hill Street and Duke Street as well as private driveways.

Duke Street

- 3.4.5 Along Duke Street, footways measuring approximately 1m are provided on the northern side of the road and footways approximately 1.5m are provided on the south side of the road. Drop kerbs are provided at the priority junctions with King Street, and drop kerbs/tactile paving are provided at the priority junction with the A426.

Willans Place

- 3.4.6 Along Willans Place, a footway of varying widths is provided on the northern side of the road. At its narrowest this is approximately 1m although the footway widens at the junction with Izod Road/Edward Street. This footway also connects to the Newbold Footpath.
- 3.4.7 To the south, a footway approximately 1.5m wide is provided for a short distance towards the former GE site. This routes from a footway from Edward Street which is separated from the carriageway by a verge. The same footway splits with a route north towards Willans Place where a crossing with drop kerbs/tactile paving is provided.

Edward Street

- 3.4.8 On the western side of Edward Street, there is continuous footway provision between Willans Place and Oliver Street which measures between 1.5-2m. Drop kerbs with tactile paving are provided at the junction with Victoria Avenue, the access road to garages between Victoria Avenue/Rowland Street, Rowland Street and George Street. At Oliver Street, drop kerbs are provided at the junction.



- 3.4.9 The footway from the Newbold Footpath/Willans Place joins the eastern side of Edward Street and forms a continuous footway between 1.5-2m south. A crossing is provided here with drop kerbs/tactile paving. North of George Street, another crossing with drop kerbs/tactile paving are provided along with a traffic island.
- 3.4.10 Between George Street and Oliver Street on the eastern side of the road, the footway provision stops, although pedestrian connections are provided south via on and off-street footways within Rounds Gardens. Drop kerbs and tactile paving are provided at the priority junctions with York Street and the access road garages north of York Street.

Oliver Street

- 3.4.11 Along Oliver Street, footways are provided on both sides of the road. A crossing with drop kerbs/tactile paving and a traffic island is provided opposite the footway existing Rounds Gardens. An alternative signalised crossing is provided approximately 40m of the Rounds Gardens priority junction. To the south along Oliver Street, signalised crossings are provided south of Bridget Street and at Lawford Road

Gladstone Street

- 3.4.12 Along Gladstone Street, footways measuring approximately 1.5m are provided on both sides of the road. There is some widening of the footways around the Willans Place/Izod Road junctions. Drop kerbs with tactile paving are provided at the Izod Road junction and on Gladstone Street to the west of Izod Road. Further crossings with drop kerbs/tactile paving are provided on Follager Road and at the Avenue Road priority junction.

A426

- 3.4.13 Along the A426, footways of varying widths are provided on both sides of the road. This feeds into wider footway provision towards Rugby town centre and local amenities. Crossings with drop kerbs/tactile paving are provided at most junctions with other roads. There are several crossings between Essex Street and the roundabout with Oliver Street Evreux Way as follows:
- Drop kerbs/tactile paving with a traffic island to the north of Essex Street
 - A signalised crossing approximately 25m south of Duke Street
 - A signalised crossing approximately 50m south of St John Street
 - Drop kerbs are provided on each arm of the A426/Oliver Street roundabout



Public Rights of Way

3.4.14 A number of Public Rights of Way (PRoW) are provided within Rugby which are shown in the Warwickshire County Council Public Rights of Way Map. Within the vicinity of the site, the following footpath links are provided and shown in Figure 3-3 :

- A footpath linking Hill Street and York Street/Blackman Way to the south of the site;
- The Newbold Footpath linking Willans Place to Avon Mill Lane, the A4071 and Newbold on Avon;
- A footpath linking Lancaster Road and Evreux Way/North Street adjacent to Caldecott Park; and
- A footpath linking Oliver Street west of Rounds Gardens to Bridget Street.

Cycling

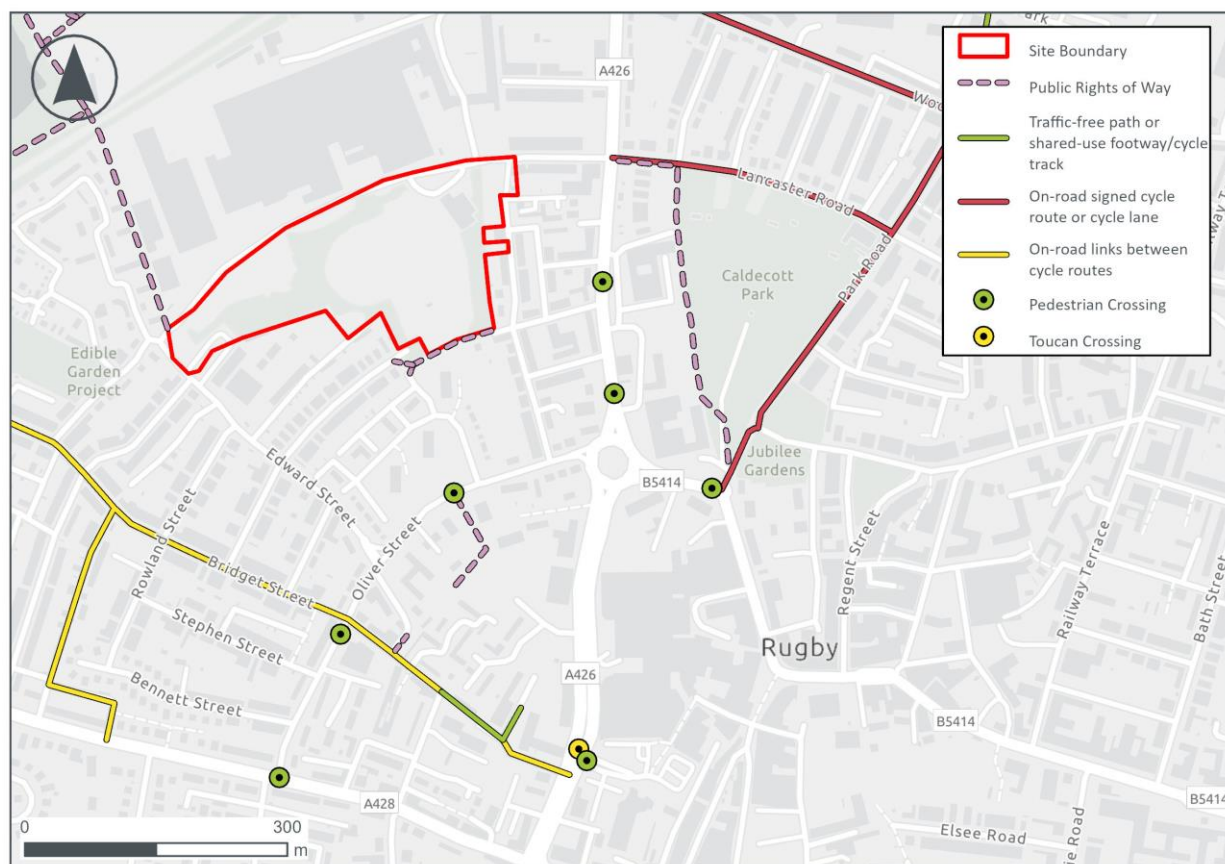
Current

3.4.15 There is limited cycle infrastructure in vicinity of the site, but does include:

- Bridget Street (to the south-west of Edward Street) which is noted as an 'On-road links between cycle routes' in the WCC Rugby Cycle Map with a 'Traffic-free path or shared-use footway/cycle track' connecting through to West Leyes and the A426 Corporation Street;
- A pelican crossing point across the A426 opposite West Leyes gives access to Rugby town Centre and Rugby Central Shopping Centre;
- Lancaster Road, Wood Street and Park Road (to the east of the A426) which are noted as an 'On-road signed cycle route or cycle lane' on the WCC Rugby Cycle Map;
- Cycle parking at the Hill Street Youth & Community Centre and the Warwickshire Police Station on the A426.

3.4.16 These are shown in Figure 3-3.

Figure 3-3: Pedestrian and Cycle Infrastructure



Credits: Esri Community Maps Contributors, Esri UK, Esri, TomTom, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS, Open Government License

3.4.17 An audit of the quality of the walking and cycling infrastructure has been undertaken in greater detail and presented in Section 3.6 of this report.

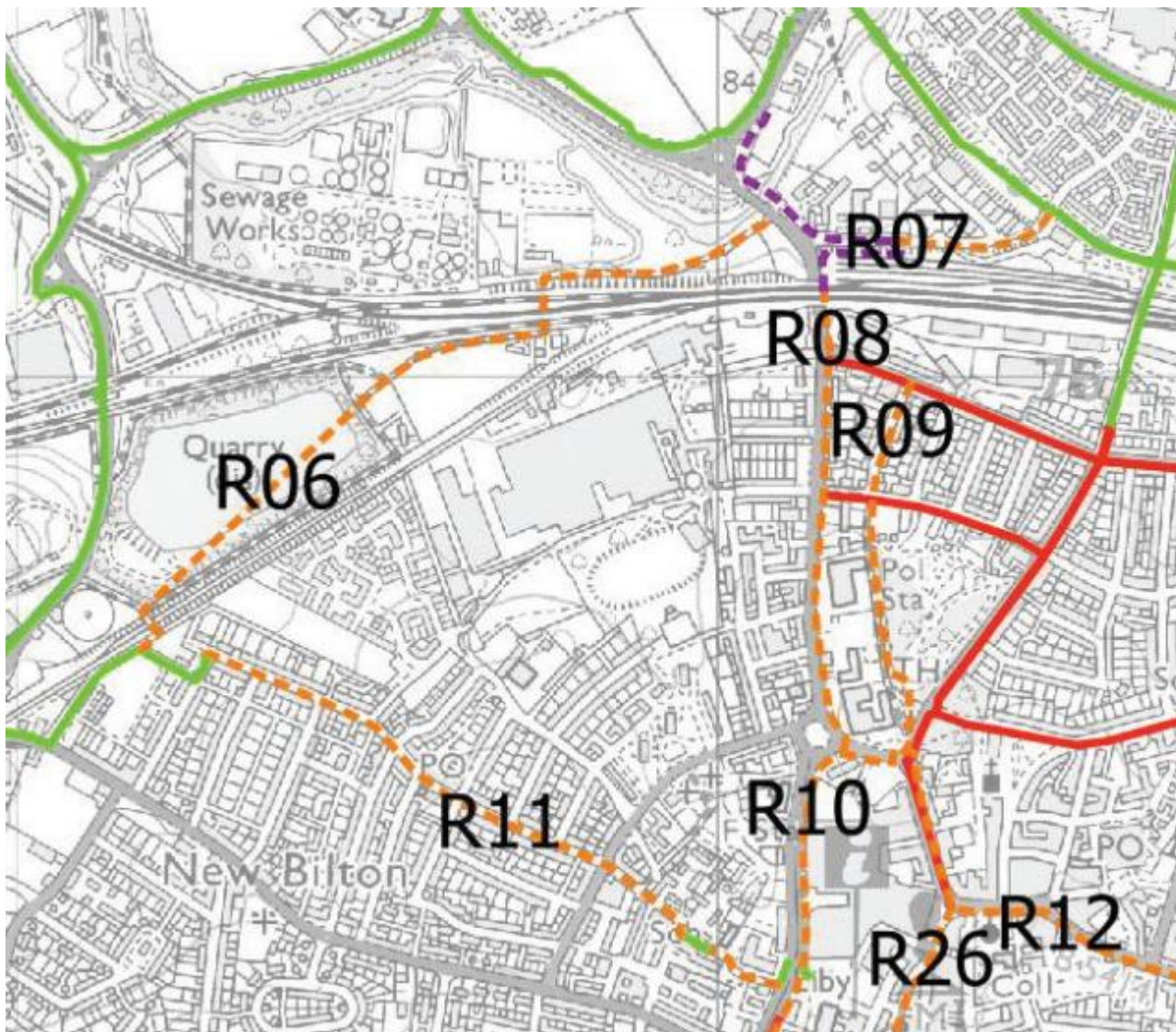
Future

3.4.18 Within the Warwickshire Local Cycling and Walking Infrastructure Plan, new and upgraded walking and cycling infrastructure are planned on several routes in the town. Figure 3-4 and Table 3-1 summarise proposals within the vicinity of the site.

Table 3-1: LCWIP Route Upgrades

Potential Scheme	Type
R06 - Bridleway (New Bilton - Newbold Road)	Cycle track/path on open space
R08 - A426 Newbold Road	Widened/upgraded footway adjacent to road
R09 - Caldecott Park and Poplar Grove	Cycle track/path on open space and on-carriageway route
R10 - A426 (Asda - Evreux Way)	Widened/upgraded footway adjacent to road
R11 - A428 Lawford Road parallel back street route	Cycle track/path on open space and on-carriageway route

Figure 3-4: LCWIP routes [Extract]



3.5 Accessibility

Walking Guidance

- 3.5.1 Guidance provided by the Institution of Highways and Transportation (IHT) in their publication 'Guidelines for Providing for Journeys on Foot' (2000) suggests that in terms of commuting, walking to school and recreational journeys; walk distances of up to 2,000 metres can be considered as a preferred maximum with 'desirable' and 'acceptable' distances being 500 and 1,000 metres, respectively. It should however be noted that journeys of a longer length are often undertaken.
- 3.5.2 For non-commuter journeys, the Guidance suggests that walk distances of up to 1,200 metres can be considered as a preferred maximum, with the 'desirable' and 'acceptable' distances being 400



and 800 metres, respectively. Again, it should be noted that journeys of a longer length are often undertaken.

- 3.5.3 The Walkable Neighbourhood (a concept explained in Manual for Streets) is characterised by having a number of facilities within an 800m walking distance (10 minutes) which can be accessed comfortably on foot. There are however opportunities to reduce the need to travel by car for even greater distances of up to 2km. This can be achieved through the creation of good quality linkages between new developments and existing facilities.
- 3.5.4 Guidance on Local Cycling and Walking Infrastructure Plans (LCWIPs) from the Department for Transport (DfT) suggests that typically, walking trips are up to 2km.
- 3.5.5 Assuming a typical walking speed of approximately 1.4m/s, Table 3-2 summarises the broad walk journey times that can fall under each category.

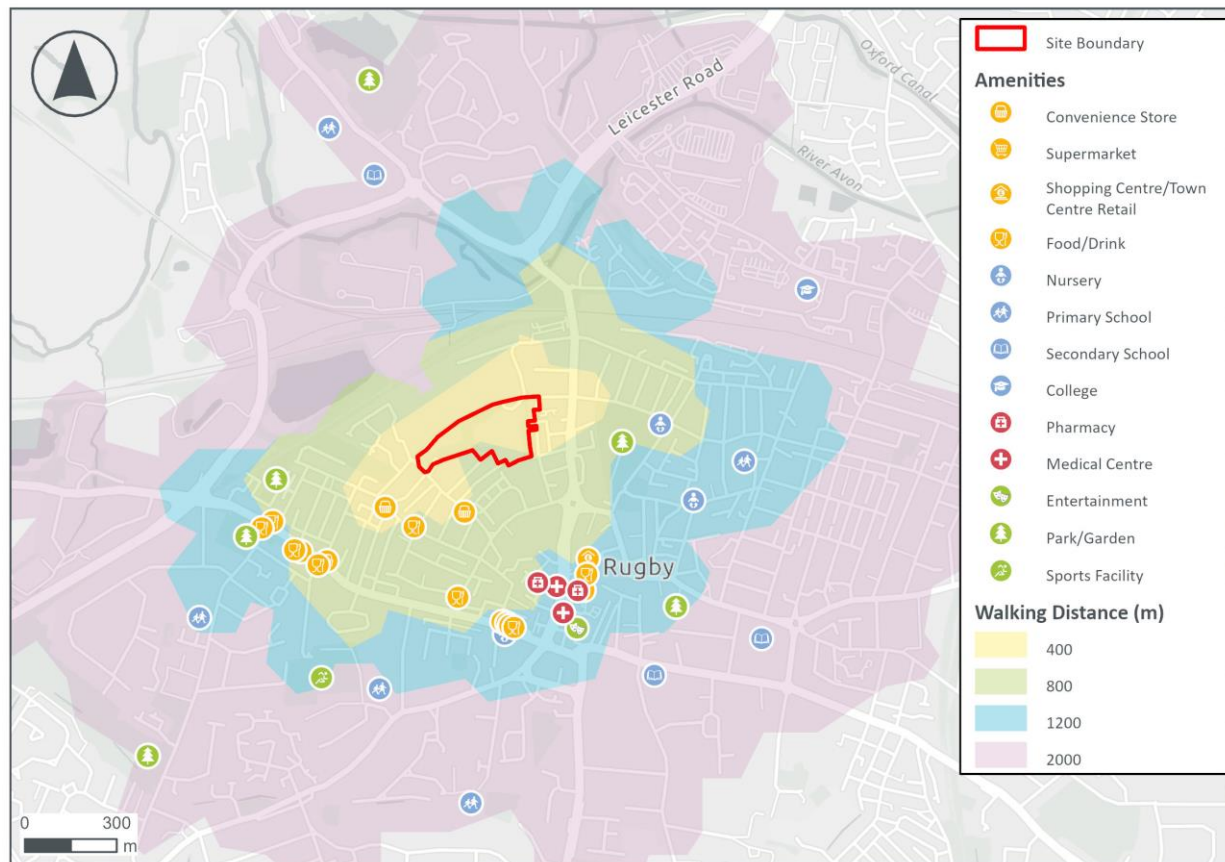
Table 3-2: IHT Guidelines

IHT Standard	Distance (m)		Walking Time (minutes)	
	Commuting, Walking to School and Recreation	Other, non-commuter journeys	Commuting, Walking to School and Recreation	Other, non-commuter journeys
Desirable	500	400	6	5
Acceptable	1000	800	13	10
Preferred Maximum	2000	1200	25	15

- 3.5.6 A walking isochrone, demonstrating the areas accessible by foot within 500m, 1,000m and 2,000m is provided in Figure 3-5 below.



Figure 3-5: Walking Distance Isochrone and Local Amenities



Credits: Esri UK, Esri, TomTom, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS, Open Government License

Cycling Guidance

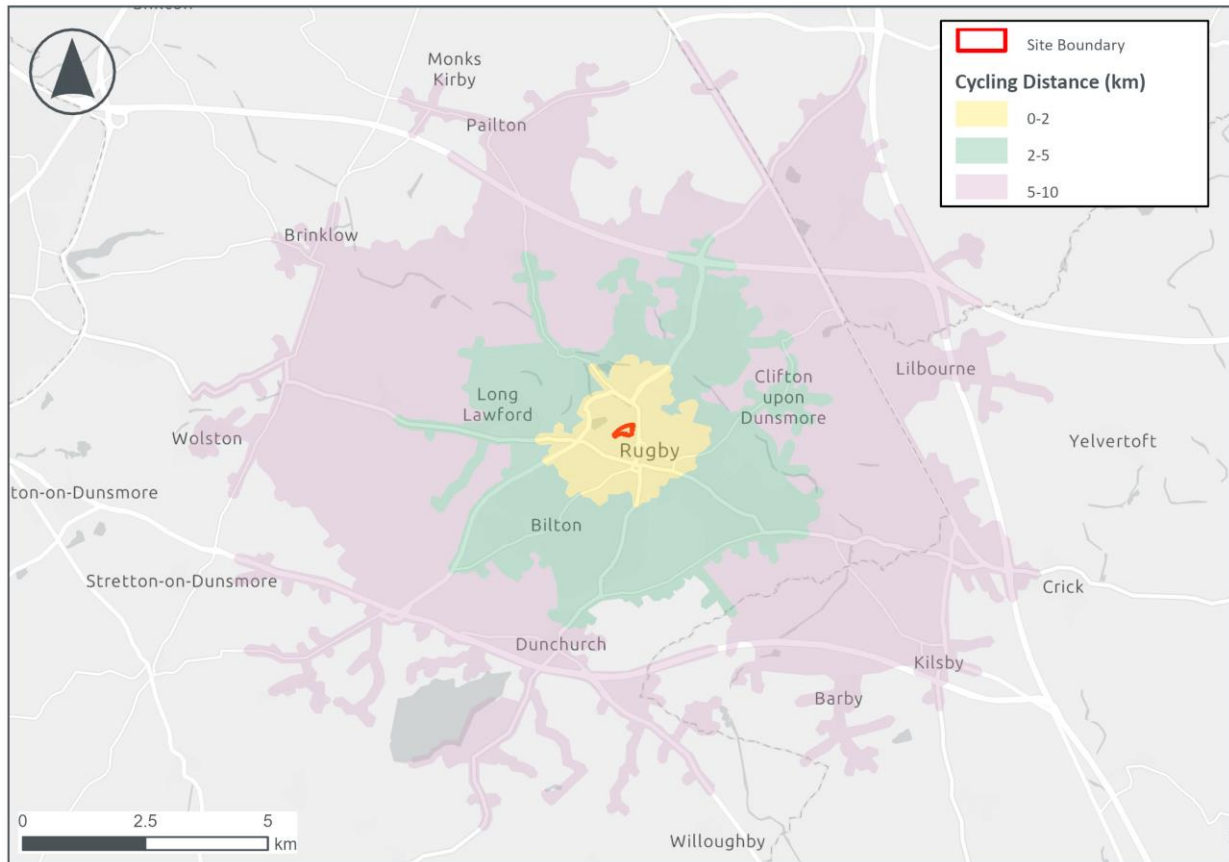
- 3.5.7 Guidance on Local Cycling and Walking Infrastructure Plans (LCWIPs) from the Department for Transport (DfT) states that:

‘Cycling has the potential to replace trips made by other modes, typically up to 10km, although some people will cycle greater distances.’

- 3.5.8 Guidance on Local Cycling and Walking Infrastructure Plans (LCWIPs) from the Department for Transport (DfT), states that it is possible for cycling to replace trips made by other modes of transport, typically up to 10km. However, it also outlines that some individuals may be able to cycle further.

- 3.5.9 A cycling isochrone from the centre of the site is provided below in Figure 3-6 . This demonstrates that the whole of Rugby Town Centre and surrounding suburbs are accessible within a 2km cycling distance. Surrounding villages such as Long Lawford, Clifton upon Dunsmore and Bilton are within a 5km cycling distance. Within 10km, further rural areas in Warwickshire are accessible.

Figure 3-6: Cycling Distance Isochrone



Credits: Esri UK, Esri, TomTom, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

Local Amenities

3.5.10 Table 3-3 and Figure 3-5 and summarises the local facilities that are located within the vicinity of the site and provides an approximate distance, walking time and indication of whether the facility falls within the IHT guidance. This has been based upon a point at the centre of the proposed development and includes a 190m / 3 minute addition to the recorded distances.

3.5.11 Due to the proximity to a number of amenities in Rugby Town Centre, only key amenities have been summarised.

Table 3-3: Local Amenities

Facility Type	Facility Name	Distance from Centre of Site	Walking time (mins)	IHT Standard	Cycle Time
Education	Caldecote Day Nursery	790m	11	Acceptable	3
	The Rugby Montessori Nursery School	990m	15	Acceptable	4
	Wellingtons Regent Place Day Nursery	1km	15	Preferred Maximum	4



Facility Type	Facility Name	Distance from Centre of Site	Walking time (mins)	IHT Standard	Cycle Time
	Northlands Primary School	1.2km	17	Preferred Maximum	4
	St Oswald's C of E Academy	1.3km	18	Preferred Maximum	5
	St. Matthew's Bloxam C of E Primary School	1.3km	18	Preferred Maximum	7
	Rugby School	1.3km	18	Preferred Maximum	7
	Lawrence Sheriff School	1.5km	21	Preferred Maximum	8
	Avon Valley School And Performing Arts College	1.6km	23	Preferred Maximum	9
	Oakfield Primary Academy	1.7km	24	Preferred Maximum	9
	Rugby College	1.8km	26	Preferred Maximum	9
	Riverside Academy	1.9km	26	Preferred Maximum	10
Retail	Reena off License and News	440m	7	Acceptable	1
	New Bilton Stores	470m	7	Acceptable	1
	Various - Rugby Town Centre	640m-1.2km	11-18	Acceptable	2-5
	Co-operative Food	740m	11	Acceptable	2
	Londis	790m	11	Acceptable	2
	ASDA	940m	14	Preferred Maximum	3
	Premier	990m	15	Preferred Maximum	4
Food/Drink	Sun Shing	540m	8	Acceptable	2
	Various – Rugby Town Centre	640m-1.2km	10-18	Acceptable-Preferred Maximum	2-5
	The Holly Bush	740m	10	Acceptable	2
	China Palace	790m	12	Acceptable	3
	Subway	790m	11	Acceptable	3
	Arnies Batch Bar	840m	13	Preferred Maximum	3
	Royal Oak	890m	13	Preferred Maximum	3
	Rugby's Fish Bar	940m	14	Preferred Maximum	4
	Spices of Rugby	990m	14	Preferred Maximum	4
	Franklin's Sandwich Shop	990m	14	Preferred Maximum	4
Medical	Westside Medical Centre	840m	12	Preferred Maximum	4



Facility Type	Facility Name	Distance from Centre of Site	Walking time (mins)	IHT Standard	Cycle Time
	Rowlands Pharmacy	940m	14	Preferred Maximum	4
	Central Surgery	940m	14	Preferred Maximum	4
	ASDA Pharmacy	940m	14	Preferred Maximum	4
Leisure	Caldecott Park	740m	11	Acceptable	2
	Jubilee Recreation Ground	790m	11	Acceptable	2
	Rugby Art Gallery and Museum	990m	13	Acceptable	3
	New Bilton Recreation Ground	990m	13	Acceptable	3
	St Andrew's Garden	1.2km	16	Preferred Maximum	5
	Hillmorton FC	1.2km	16	Preferred Maximum	5
	Rugby Cricket and Football Clubs	1.4km	20	Preferred Maximum	6
	Addison Road Recreation Ground	1.7km	24	Preferred Maximum	6
	Newbold Quarry Nature Reserve	1.9km	26	Preferred Maximum	7

3.5.12 A selection of schools, retail, leisure and medical facilities are within an acceptable distance of the site. Local centres on Lawford Road and within Rugby Town Centre offers a wide selection of amenities within 2km of the site.

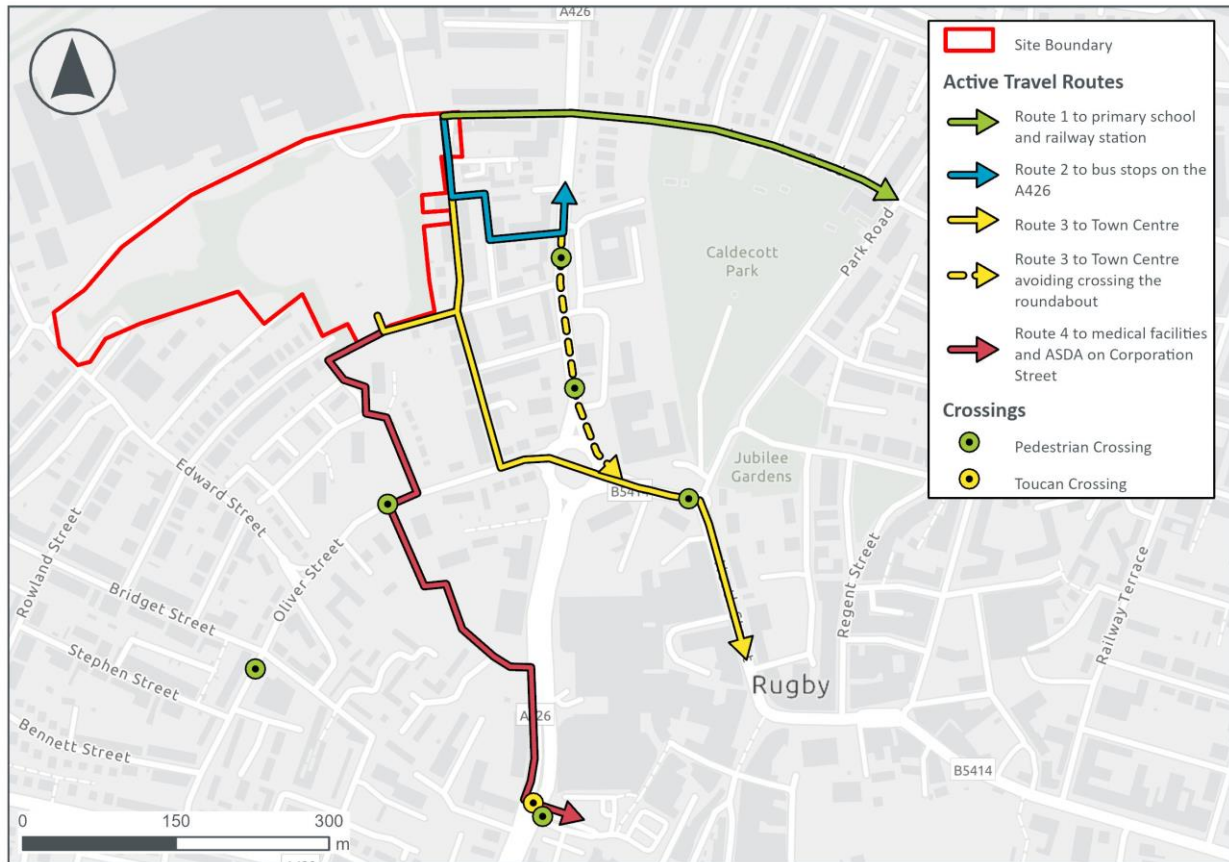
3.6 Route Audit

3.6.1 The infrastructure along key routes between the proposed development and local amenities has been considered in more detail below. The following routes have been considered as shown in Figure 3-7:

- Route 1 – Princes Street to Northlands Primary School via Lancaster Road;
- Route 2 – Princes Street to bus stops on the A426;
- Route 3 – Princes Street/Pedestrian Access to Rugby Town Centre; and
- Route 4 – Princes Street/Pedestrian Access to medical facilities and ASDA on Corporation Street



Figure 3-7: Active Travel Routes Overview



Credits: Esri Community Maps Contributors, Esri UK, Esri, TomTom, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

Route 1

3.6.2 Table 3-4 and Figure 3-8 provide a summary of Active Travel Route 1 between Princes Street/Essex Street and local schools and facilities.

Table 3-4: Route 1 audit

Route	Description	Pedestrian Infrastructure	Cycle Infrastructure
1	Provides access to facilities to the north of Rugby such as the catchment primary school (Northlands). This also routes towards the railway station.	<p>Lit footways are provided along both sides of Essex Street, Lancaster Road and Manor Road. Footways vary in width, between 1.5m and 3m.</p> <p>Dropped kerbs are provided at the Essex Street/A426, Lancaster Road/A426 and the Lancaster Road/Manor Road/Park Road junctions.</p> <p>Drop kerbs are generally provided along Lancaster Road with some tactile paving provision. Drop kerb provision is generally provided on urban roads throughout the town centre.</p> <p>The A426 can be crossed via a traffic island to the north of Essex Street which is also provided with drop kerbs/tactile paving. An alternative signalised crossing is available north of Hill Street. The A426 is subject to a 30mph speed limit and experiences daily volumes of in excess of 8000 vehicles per day. Based on LTN 1/20 Table 10/2 the most appropriate type of crossing would be a signalised crossing.</p>	Lancaster Road is marked as a signed cycle route from the A426 towards the Town Centre. It also has a 20mph speed restriction with alternative routes provided through Caldecott Park.

Figure 3-8: Active Travel Route 1



Credits: Esri Community Maps Contributors, Esri UK, Esri, TomTom, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS



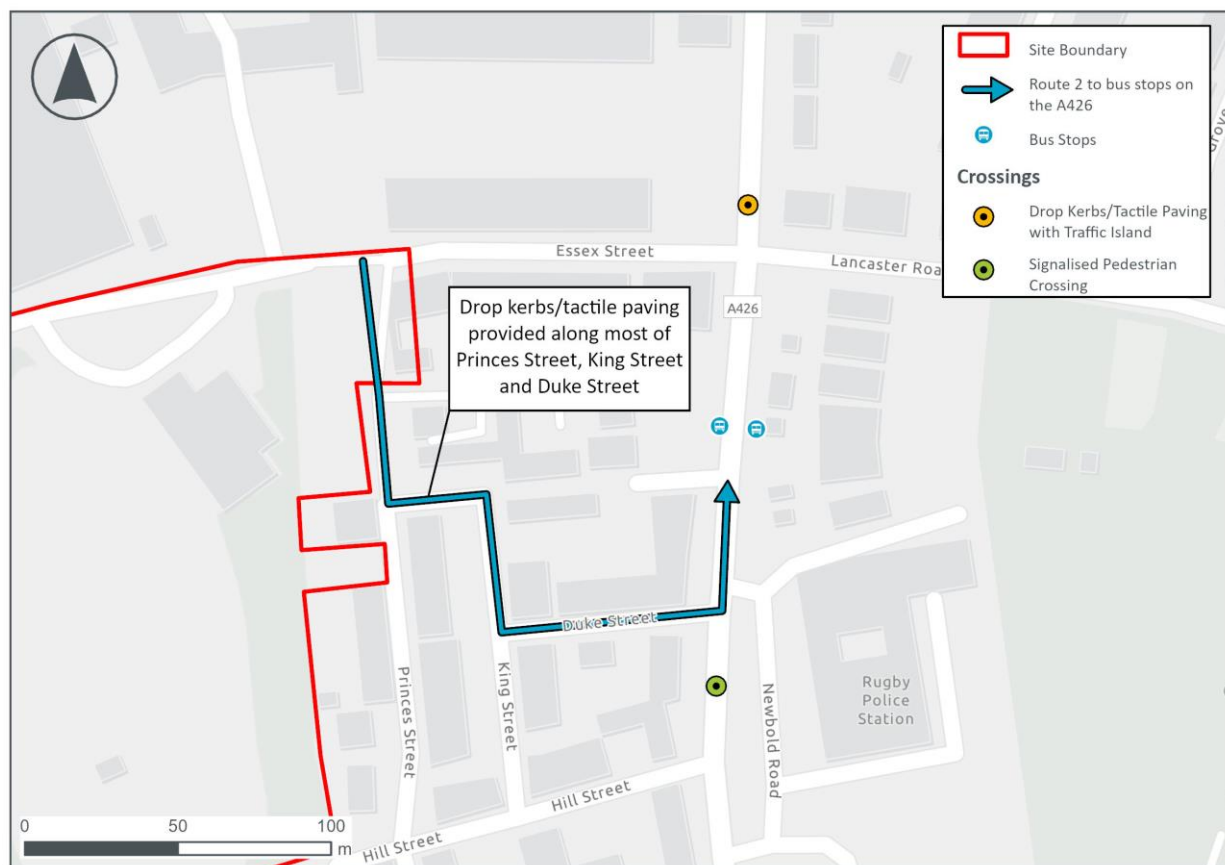
Route 2

3.6.3 Table 3-5 and Figure 3-9 provide a summary of Active Travel Route 2 between Princes Street bus stops on the A426.

Table 3-5: Route 2 audit

Route	Description	Pedestrian Infrastructure	Cycle Infrastructure
2	Provides access to bus stops on the A426 via Princes Street, Duke Street and King Street.	<p>Lit footways are provided along both sides of Princes Street, King Street and Duke Street. These range from 1-1.5m wide.</p> <p>Dropped kerbs are provided at various points at access to driveways. A crossing with dropped kerbs/tactile paving is provided at the Duke Street junction.</p> <p>The A426 can be crossed a signalised crossing south of Duke Street.</p>	<p>There is no cycling infrastructure on this route although.</p> <p>All roads are subject to a 30mph speed limit and are lightly trafficked. The limited road geometry presence of on-street parking make these roads suitable for cycling in mixed-traffic.</p>

Figure 3-9: Active Travel Route 2



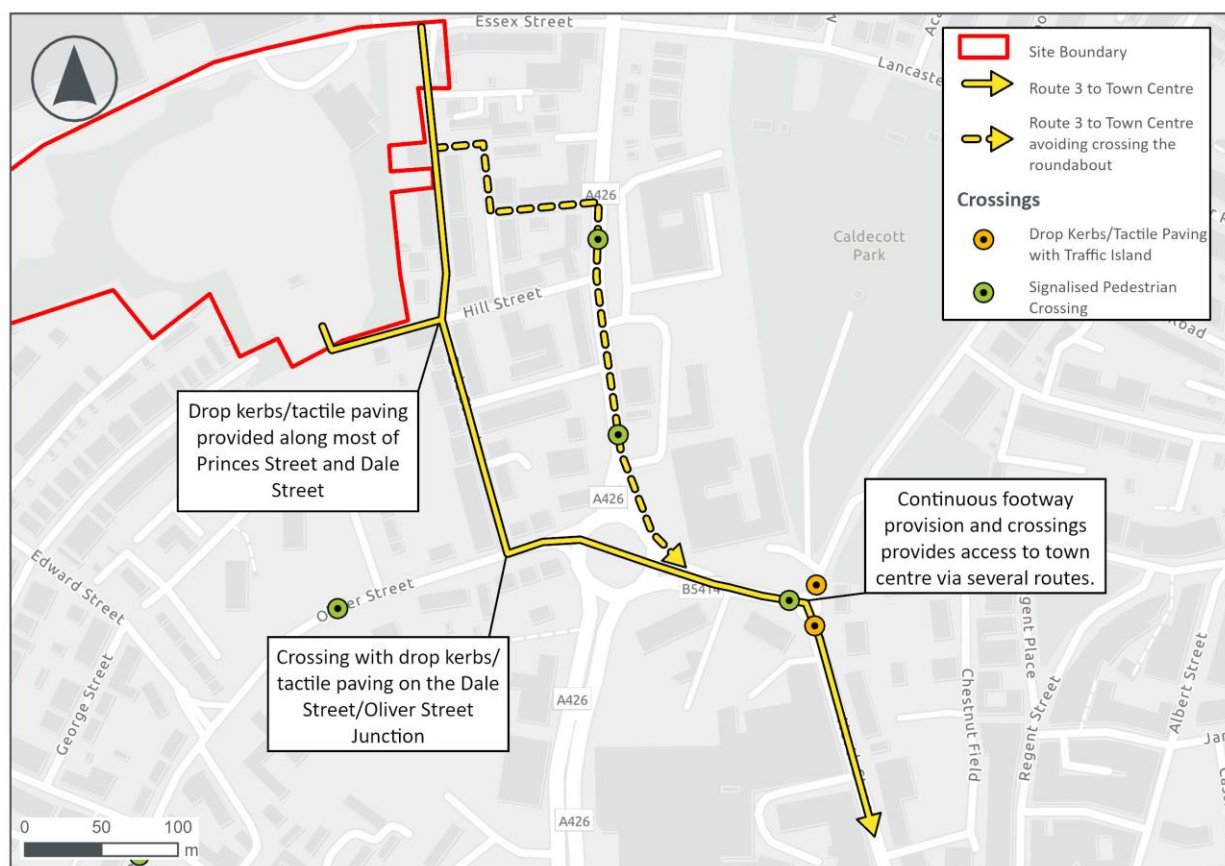
Credits: Esri Community Maps Contributors, Esri UK, Esri, TomTom, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

Route 3

3.6.4 Table 3-6 and Figure 3-10 provide a summary of Active Travel Route 3 between Princes Street and Rugby Town Centre.

Table 3-6: Route 3 audit

Route	Description	Pedestrian Infrastructure	Cycle Infrastructure
3	<p>Provides access to Rugby Town Centre from either Princes Street or the Dale Street/York Street footpath accesses.</p> <p>From Princes Street there is the option for an alternative route along the A426.</p>	<p>Lit footways are provided along both sides of Princes Street and Dale Street down to the junction with Oliver Street. This includes drop kerbs at the Hill Street, St John Street and Oliver Street junctions.</p> <p>The footpath between York Street and Dale Street is unlit and joins the western side of Dale Street/Princes Street. There are no drop kerbs to other footways from the western side of the road.</p> <p>Footway provision along Oliver Street connects to the A426 roundabout. Here drop kerbs route onto traffic islands on each arm of the roundabout offering multiple routes across to Evreux Way and Corporation Street.</p> <p>At the Evreux Way/Park Road roundabout a signalised crossing is provided on the western approach arm. Traffic island crossings with drop kerbs tactile/paving are provided on both other arms allowing access to either side of North Street and the Town Centre.</p> <p>An alternative route along the A426 via King Street and Duke Street/Hill Street avoids crossing the A426 roundabout. The A426 has lit footways on either side with drop kerbs/tactile paving at most junctions. It can be crossed a signalised crossing south of Duke Street and north of the A426 roundabout.</p>	<p>There is no cycling infrastructure on this route although all roads are subject to a 30mph speed limit and are lightly trafficked. The limited road geometry presence of on-street parking make these roads suitable for cycling in mixed-traffic.</p>

**Figure 3-10: Active Travel Route 3**

Route 4

3.6.5 Table 3-7 and Figure 3-11 provide a summary of Active Travel Route 4 between Princes Street and medical facilities and ASDA on Corporation Street.

Table 3-7: Route 4 audit

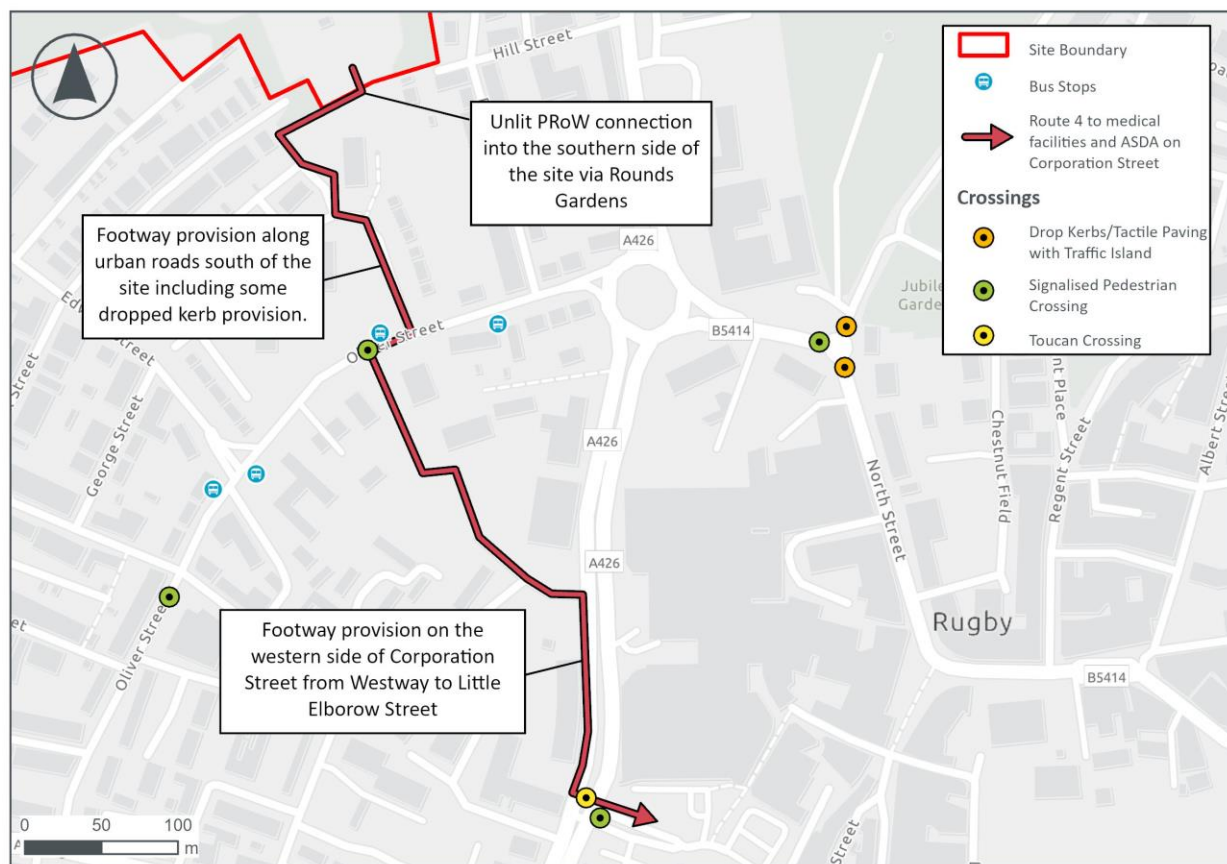
Route	Description	Pedestrian Infrastructure	Cycle Infrastructure
4	Provides access to Rugby Town Centre and medical and retail opportunities on Corporation Street.	<p>Access to the site is via an unlit Public Right of Way linking Dale Street and York Street. The PRoW connects through to footway provision at Blackman Way and Rounds Gardens.</p> <p>Demolition work currently underway at Rounds Gardens has resulted in intermittent footway provision on the right hand side of the road. This route south to Oliver Street where a crossing with drop kerbs and tactile paving is provided.</p> <p>The footway routes onto footway provision on the northern side of Oliver Street which is approximately 2m wide.</p>	<p>There is no cycling infrastructure on this northern part of the route although all roads are light trafficked and have urban speed limits appropriate for cycling.</p> <p>Cycling is prohibited on the footpath between Oliver Street and Corporation street.</p> <p>A toucan crossing allows a continuous cycle route across Corporation Street to the town centre.</p>



		<p>Approximately 40m west of Rounds Gardens, a signalised pedestrian crossing is provided which gives access to the southern footway and a PRoW through to Westway/Corporation Street or Briget Street. Bus stops are also accessible on Oliver Street.</p> <p>A PRoW and connecting footpaths provide unlit access through to Westway Car Park footway provision on the eastern side of Westway. At the junction of Westway and Corporation Street, a crossing with drop kerbs/tactile paving gives access to the western side of Corporation Street southwards.</p> <p>Footways are provided south to Little Elborow Street where medical facilities mentioned in Section 3.5 are located.</p> <p>A Toucan crossing to the north of the junction gives access for pedestrians and cyclists to footways on the northern side of Little Elborow Street. A further signalised pedestrian crossing gives access to the south side of little Elborow Street and south along the eastern side of Corporation Street.</p>	
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Figure 3-11: Active Travel Route 4



Credits: Esri Community Maps Contributors, Esri UK, Esri, TomTom, Garmin, Foursquare, GeoTechnologies, Inc, METI/NASA, USGS

3.7 Public Transport

Bus

Western Parcel

- 3.7.1 The nearest bus stops to the western part of the site (Willans Place) are located on Oliver Street, approximately 450m to the south of the site. The westbound stop is provided with a flag and pole with timetable board. There is no flag or pole provided eastbound. The bus service at this stop continues along Oliver Street and Lawford Road where additional stops are located.

Eastern Parcel

- 3.7.2 The nearest bus stops to the eastern part of the site (Princes Street) are located on the A426 Newbold Road, approximately 250m to the east of the site. Both stops are provided with a flag and pole with timetable board.
- 3.7.3 An alternative service is available on Oliver Street from bus stops located at:

- Dale Street (300m) - westbound only provided with a flag, pole and timetable board.
- Rounds Gardens (400m) - eastbound only provided with a flag, pole, timetable board and shelter.

3.7.4 Service provision for both parcels is summarised in Table 3-8 and Figure 3-12.

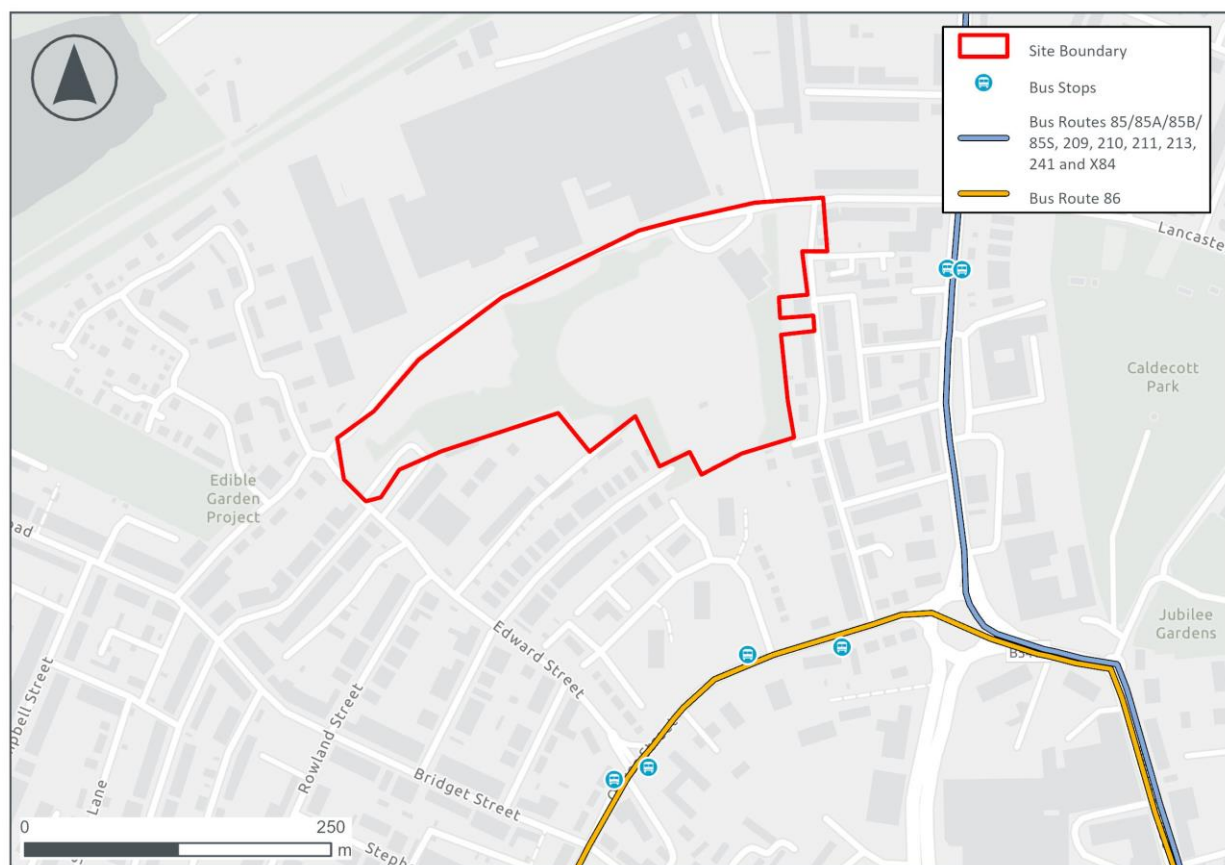
Table 3-8: Bus Services

Site Access	Bus Stop	Route number	Operator	Route	Days of Operation	Frequency
Willans Place	Oliver Street at Edward Street	86	Stagecoach Midlands	Rugby – Long Lawford – Wolston – Binley - Coventry	Monday - Saturday	Hourly
Princes Street	Oliver Street at Rounds Gardens/Dale Street				Sunday	Every two hours
	A426	85	National Express Coventry/National Express West Midlands	Rugby – Harborough Magma – Pailton - Monks Kirkby – Brinklow – University Hospital - Coventry	Monday-Saturday	Every two hours (hourly AM/PM peak)
		85A	Stagecoach Midlands	Rugby – Harborough Magma – Pailton - Brinklow – University Hospital - Coventry	Sundays	Every two hours
		85B	National Express Coventry/National Express West Midlands	Rugby – Harborough Magma – Brinklow – University Hospital - Coventry	Monday-Friday	3 per day
		85S		Rugby – Harborough Magma – Pailton - Monks Kirkby – Brinklow – University Hospital - Coventry	Monday-Friday	One AM and 2 PM school journeys per day
		209	Coventry Minibuses	Elliot's Fields – Rugby – Long Lawford – (Princethorpe)	Wednesdays	One return journey
			National Express Accessible		Fridays	
		210	Transport	Rugby – Harborough Magma – Pailton - Monks Kirkby – Hinckley	Mondays	



Site Access	Bus Stop	Route number	Operator	Route	Days of Operation	Frequency
		211		Rugby - Willey	Tuesdays	
		213		Rugby – Harborough Magma – Pailton - Bedworth	Tuesdays	
		241		Rugby – Harborough Magma – Pailton - Nuneaton	Wednesdays	
		X84	Arriva Midlands	Rugby – Magna Park – Lutterworth – Narborough - Leicester	Monday-Saturday	Hourly
				Rugby – Magna Park – Lutterworth	Sunday	3 per day

Figure 3-12: Bus Stops



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Rail

- 3.7.5 Rugby railway station is located to the east of the site on the West Coast Main Line. It is approximately 1.4km from Princes Street or 1.9km from Willans Place via the A426 and Lancaster Road.
- 3.7.6 The station has extensive cycle storage space with two cycle hubs (200 spaces total), on-platform storage (64 spaces on both Platforms 2 and 4) and additional cycle parking in the car parks (16 spaces). There are 57 car parking spaces. It is staffed Monday – Sunday.
- 3.7.7 Services are provided by Avanti West Coast and London Northwestern Railway. A summary of key destinations and services are highlighted below:

Table 3-9: Rail Services

Operator	Destination	Frequency
London Northwestern Railway	Coventry Birmingham International Marston Green Birmingham New Street	2 trains per hour
	Nuneaton Tamworth Lichfield Rugeley Stafford Crewe	1 train per hour
	Milton Keynes London Euston	3 trains per hour
	Northampton Leighton Buzzard	2 trains per hour
Avanti West Coast	Milton Keynes Watford Junction London Euston	Up to three trains per hour
	Stoke-upon-Trent Macclesfield Stockport Manchester	1 train per hour
	Coventry Birmingham International Birmingham New Street	2-3 trains per hour
	Wolverhampton Stafford Crewe Warrington Wigan Preston Lancaster Oxenholme Penrith Carlisle	1 train per hour
	Edinburgh	Every two hours



Operator	Destination	Frequency
	Glasgow	
	Blackpool North	Two trains per day
	Shrewsbury	One train per day

4 Development Proposals

4.1 Proposed Development

4.1.1 This TP accompanies a full planning application for the development of 134 residential dwellings. The exact development mix has been summarised below:

- 5x 1-bed apartments;
- 15 x 2-bed apartments;
- 35 x 2-bed houses;
- 57 x 3-bed houses; and
- 22 x 4-bed houses.

4.2 Vehicle Access

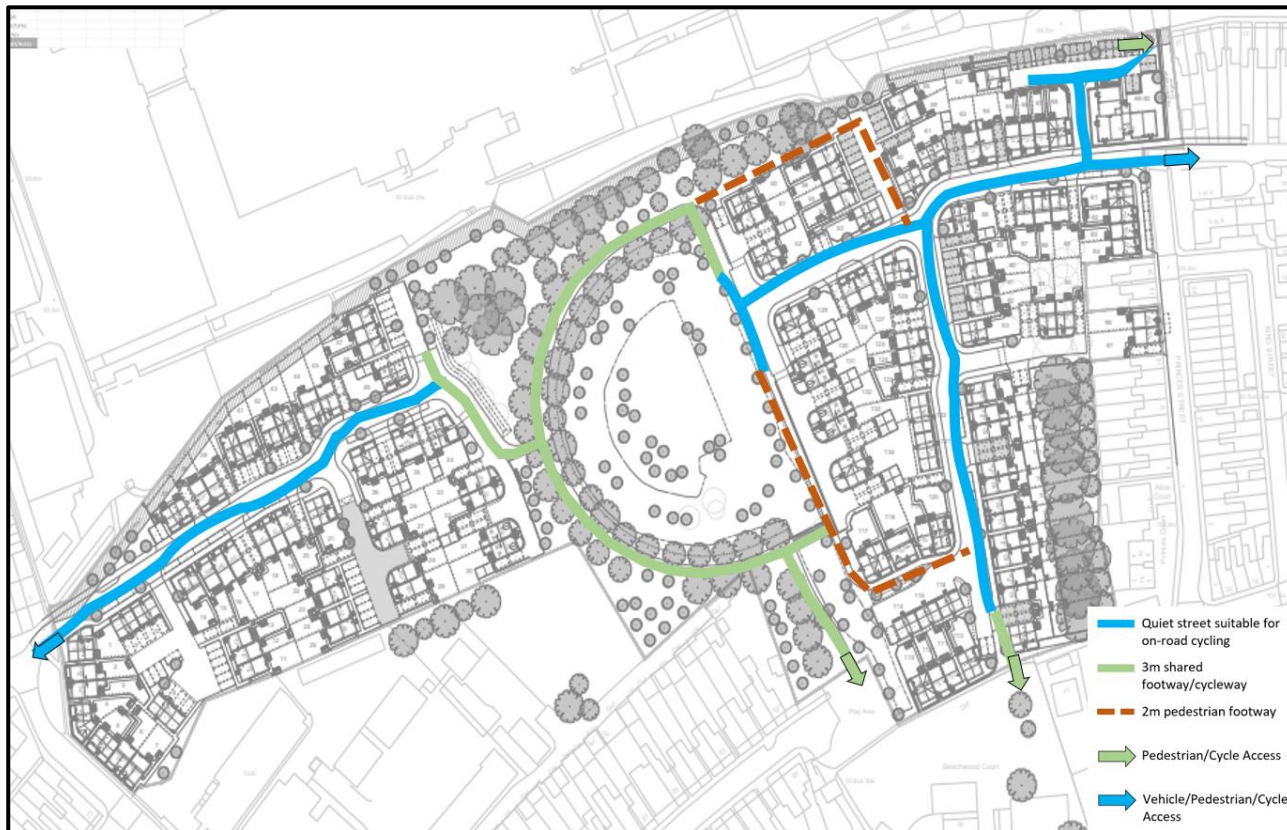
4.2.1 The development is proposed to comprise two development parcels, each independently accessed, as follows. Further information on each access is given below.

- East Parcel - access via an extension to Princes Street – serving 85 properties; and
- West Parcel – access via an extension to Williams Place into the site – serving 49 properties.

4.3 Active Travel Strategy

4.3.1 Figure 4-1 below illustrates the proposed active travel strategy, and more detail is provided below.

Figure 4-1: Proposed Pedestrian/Cycle Strategy



Pedestrian Access

4.3.2 Pedestrian access will be provided in several locations as follows.

- 2m footways provided on both sides of the road at each of the vehicle access points (Willians Place and Princes Street);
- A 2m footway connection onto Essex Street to the north;
- A 2m footway connection onto the bridleway that bounds the southern edge of the site; and
- A 3m shared footway/cycleway will be provided through the centre of the site, providing a pedestrian/cycle connection between the two development parcels.

Cycle Strategy

4.3.3 The following cycle infrastructure will be provided on site:

- Given the number of dwellings served from each access point, the access roads are considered to be quiet roads, suitable for on-road cycling. Vehicle trips will be less than 2000 per day and speeds restrained to 20mph through design measures. The roads are therefore suitable for on street cycling in accordance with Figure 4.1 of LTN 1/20 guidance; and

- A 3m shared footway/cycleway will be provided through the centre of the site, providing a pedestrian/cycle connection between the two development parcels.

4.4 Internal Layout

4.4.1 The internal layout has been designed in accordance with the Warwickshire Design Guide Part 3 – Street Design (Residential), and includes the following street types and is based upon a 20mph design speed.

- Primary Road – 5.5m in width with 2m footways on both sides; and
- Private Driveway/Parking Courtyards – 4.5-7.3m shared space.

4.4.2 Walking and cycling routes will be accessible between each parcel of housing within the development providing east-west connections throughout Rugby and surrounding areas.

4.5 Parking

Parking Standards

4.5.1 Parking standards relevant to the site are set out within the Rugby Local Plan Appendix 5. The proposed development is located within the ‘high access’ area.

Parking Provision

4.5.2 Based on parking numbers provided within drawing R9112-RLA-23-XX-DR-A-2200-P14 Proposed Site Plan, Figure 4-3 summarises whether the parking provision meets the parking standards set out in Section 2.

Table 4-1: Total Parking Against Standards

Unit Type	Plot	On-street parking spaces	Off-street parking spaces	Car Ports	Total Spaces	Meets Standards?
1 bed apartments (5 total)	9-10	0	1	1	4	Yes
	114-116	0	0	1	3	Yes
2 bed apartments (15 total)	8	0	1	1	2	Yes
	69-80	0	9 unallocated between all apartments	0	9	Yes
	121-122	0	0	1	2	Yes
2 bed house (35 total)	13 23-24, 27-28 38-39 46-48 54-57, 59 65-67 89-92	0	2	0	52	Yes



	123, 125, 127-128					
	15	2	0	0	2	Yes
	82-84 96	1	0	0	4	Yes
	97	0	2	0	2	Yes
	111-112	0	0	1	2	Yes
	124	0	0	2	2	Yes
3 bed house (57 total)	1 16, 19 81 99	2	0	0	10	Yes
	2-3, 6-7	0	1	0	4	Yes
	4-5 11-12, 14, 17-18 20-22, 25, 29 32-33, 37 44-45 50-51, 53, 58 60, 62-64, 68 85-87 93-95, 98 100-101, 108-110, 119 126	0	2	0	79	Yes
	102-107	1	0	0	6	Yes
	113	0	1	1	2	Yes
4 bed house (22 total)	30-31, 34-36 49 52 61 88 117-118 129-134	0	2	1	51	Yes
	40-43	0	2	0	8	Yes
	120	0	0	2	2	Yes
Total	-	-	-	-	246	-

4.5.3 Table 4-1 shows that there will be a total of 246 parking spaces provided by the development. All housing types meet parking standards set out in Section 2 of this report.

Cycle Parking

4.5.4 The standards require one secure and undercover cycle space per unit. Secure cycle parking will be provided at each property within the garages or sheds, or within a communal store for apartments.

Electric Vehicle parking

- 4.5.5 The Rugby Local Plan does not specify a required standard for electric vehicle parking. Notwithstanding this, it is proposed that a charge point will be provided for each dwelling.



5 Travel Plan Management and Coordination

5.1 Introduction

- 5.1.1 This chapter provides details of the coordination of the TP, including the roles and responsibilities for the Travel Plan Coordinator (TPC).

5.2 Residential Travel Plan Coordinator

- 5.2.1 It will be fundamental to the success of the Travel Plan that sufficient resources are allocated to develop and implement identified measures. As such, a TPC will be appointed by the developer. The TPC will be a representative of the development and will drive the Travel Plan forward, gaining support for all developments on the site and other interested parties.

5.3 Roles and Responsibilities

- 5.3.1 The TPC will be responsible for the delivery of the Travel Plan, ensuring the actions within the Travel Plan are implemented and that targets are met. The main responsibilities will be:
- To produce a Welcome Pack and arrange for distribution to all residents upon first occupation;
 - Act as a point of contact to give travel advice to residents (on request);
 - Implementing the measures contained within the Travel Plan;
 - To monitor the effectiveness of the Travel Plan and adjusting where necessary;
 - Liaising with local highway authorities, public transport operators and other local stakeholders;
 - To coordinate timescales for the collection of monitoring data; and
 - Undertake regular reviews of the Travel Plan, assessing progress towards agreed modal share targets.

5.4 Timescales

- 5.4.1 The TPC should be appointed at least three months prior to the occupation of the first dwelling and should hold the role for five years following appointment. The TPC's work hours may vary from week to week, as necessary, to implement the Travel Plan successfully. The work carried out by the TPC will either be on site, through a virtual portal, or a combination of both.
- 5.4.2 When appointed, the contact details of the TPC will be supplied to WCC within one month of appointment. In the event of a change in TPC, the updated details will be provided as soon as possible.

5.5 Travel Plan Liaison

- 5.5.1 The TPC will regularly liaise with WCC to ensure the Travel Plan is being implemented effectively.



6 Targets, Reviews and Monitoring

6.1 Introduction

- 6.1.1 This chapter outlines a series of aims and objectives for the Travel Plan, and methodology for identifying targets.

6.2 Aims

- 6.2.1 As outlined previously, the overarching aim of this TP is to encourage the uptake of sustainable travel modes to minimise the number of single occupancy car journeys to/from the site.

6.3 Objectives

- 6.3.1 The objectives, at a minimum, should be to minimise and seek ongoing reduction of car use for accessing the site. Specifically, the Travel Plan will:
- Provide a strategy for the development to encourage sustainable travel to the site whilst reducing single occupancy car use;
 - Reduce the number of single occupancy car trips generated by the development compared to that which would be generated without implementation of a TP;
 - Promote healthy lifestyles, sustainable communities and raise awareness about the benefits of utilising sustainable travel opportunities; and
 - Build upon good urban design principles that promote the permeability of the development, encouraging walking and cycling, and public transport as the first choice for local trips.

6.4 Targets

- 6.4.1 Targets are used to monitor whether the Travel Plan is meeting its objectives, set out above. Monitoring progress towards these targets throughout the lifetime of the Travel Plan will ensure that progress continues to be made towards these objectives.
- 6.4.2 These targets should be 'SMART' in nature:
- **S**pecific, to say precisely what is being achieved;
 - **M**easurable over the duration of the target;
 - **A**ppropriate and linked to the overall objectives of the local authority accessibility strategy;
 - **R**ealistic in terms of the potential for being achieved; and
 - **T**ime-bound – the target must define a date by which it is expected to be achieved.



- 6.4.3 It is proposed for travel surveys to be undertaken within three months of 50% occupation to determine the baseline modal split. The targets will then be quantified and agreed with WCC in line with the results of these surveys. It is envisaged that this target will be focused around a reduction in single occupancy vehicle use. Given the existing sustainable infrastructure at the site and proposed improvements, it is likely that the shift to sustainable modes will be split between car sharing, bus, walk and cycle.

6.5 Consultation Methodology

- 6.5.1 A successful Travel Plan ultimately relies on the commitment from the people for whom it is intended. Therefore, a key element of any Travel Plan is consultation with key stakeholders to establish how they currently travel, and, if they travel in a single occupancy car, what incentives would be required to encourage them to travel by more sustainable modes of transport.
- 6.5.2 The TPC will be responsible for monitoring travel patterns and undertaking consultation for the site. It is recommended that this is undertaken with residents in two stages:
- **Stage 1** – Upon occupation, all residents will receive a Welcome Pack when they move into their new home. The Welcome Travel Pack will introduce the concept of a Travel Plan, the associated benefits and how they can get involved.
 - **Stage 2** – Within three months of 50% occupation, a baseline travel survey will be conducted. This will be replicated annually for a period of five years. This will be used as a monitoring tool and to gather the following information:
 - Reasons why the current modes are used, including health, environmental, time, financial, and comfort etc;
 - Willingness to use alternative modes;
 - Incentives to use more sustainable modes; and
 - Any transport related issues residents wish to raise.

6.6 Monitoring Methodology

- 6.6.1 Monitoring of the Travel Plan will be the sole responsibility of the TPC who will undertake biennial monitoring surveys (attitudinal and traffic surveys) for five years following completion of the baseline survey.

Baseline Survey

- 6.6.2 A baseline attitudinal survey will be issued to residents within three months of 50% occupation of the development. An incentive will be provided to complete the survey, such as a free prize draw, which will help sustain interest and result in a higher return rate. Surveys will be offered online with paper surveys as a backup method for those households where no e-mail address is available.



- 6.6.3 Automatic Traffic Count (ATC) surveys will be undertaken at each of the vehicular site accesses. In the baseline survey year, this will include trips generated by construction vehicles. Through liaison with the developer, the TPC will seek to understand the level of daily construction trip generation and subtract this from the results of the traffic survey. This methodology will be detailed in the monitoring report, and replicated for all future survey years in which construction traffic is present on site.
- 6.6.4 The results of these surveys will be collated within a baseline monitoring report, which will be sent to WCC within three months of the monitoring surveys finishing. The baseline monitoring report will also include proposed targets for agreement by WCC, based on the findings of the baseline surveys.

Future Monitoring Surveys

- 6.6.5 Following the baseline surveys, attitudinal surveys and ATCs will be undertaken biennially (i.e. Years 1, 3, 5) to review the effectiveness of the TP against agreed targets. As per the baseline survey, attitudinal surveys will be offered online with paper survey as a back-up method for those households where no e-mail address is available, and all survey respondents will be entered into a prize draw with the chance to win a voucher incentive.
- 6.6.6 The results of these surveys will be collated within a monitoring report, submitted to WCC within three months of the surveys finishing. It will summarise the following information:
- Survey methodology e.g., survey dates, ATC locations, number of resident surveys, response rate etc;
 - Progress against agreed targets;
 - Take-up of travel plan measures, including personalised travel planning; and
 - Details of remedial actions should targets not be met.
- 6.6.7 Monitoring will continue to be undertaken annually for a period of five years after the baseline surveys are undertaken. Should the targets not be achieved within this timescale, requirements for further monitoring will be discussed and agreed with WCC.



7 Travel Plan Measures and Initiatives

7.1 Introduction

7.1.1 In order to meet the aims and objectives set out in this report, a number of measures will be implemented. The proposed measures are split into the following categories:

- Site Layout and Design;
- Measures to reduce the need to travel;
- Walking Initiatives;
- Cycling Initiatives;
- Public Transport Initiatives;
- Car Sharing Initiatives;
- Marketing and Promotion of the Travel Plan measures; and
- Smartphone Apps.

7.2 Site Layout and Design

7.2.1 The on-site layout has been designed to encourage use of sustainable travel modes, including bus, walking, and cycling as follows:

- Multiple multi-modal access points to allow direct access to local facilities and existing infrastructure;
- Quiet roads suitable for on-road cycling;
- A shared footway/cycleway connection between the two development parcels;
- Parking provision in accordance with standards.

7.3 Walking and Cycling Initiatives

7.3.1 The following measures will be implemented to promote and encourage all residents at the site to travel on foot or by bike for local trips:

- Local maps, such as the Rugby Active Travel Map, showing walking and cycling routes and journey times to key local facilities and public transport infrastructure to be disseminated through the Welcome Pack and other marketing material;
- Information about apps and websites that allow walking and cycling route planning, such as Warwickshire Safe and Active Travel journey planner;
- Information on local and national walking and cycling events, such as Walk to Work Week, published in the marketing regime;



- Website links to national websites such as Sustrans and local sites such as WCC's dedicated cycling page, to be advertised through the marketing regime;
- Information on the economic, social, environmental and health benefits of walking and cycling, to be included within the marketing regime, and links to pages such as Love to Ride Warwickshire;
- Information on local Bicycle User Groups, to be included within the marketing regime.

7.4 Public Transport Initiatives

7.4.1 The following measures will be implemented to promote and encourage all residents at the site to use public transport:

- Provision of direct pedestrian links to existing public transport infrastructure;
- TPC will investigate discounts on bus and rail tickets with service providers and include details of any discounts available in the Welcome Pack and other marketing material;
- Links to journey planning websites such as Traveline, National Express, London Northwestern and Avanti West Coast;
- Bus/rail route maps, timetable and fare information to be included within the marketing regime; and
- Information on the benefits of public transport use to be included within the marketing regime.

7.5 Car sharing Initiatives

7.5.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives. For residents with common journey patterns, car sharing can represent an effective mechanism for reducing the volume of trips to and from work and/or recreational activities. The following measures will be implemented to promote car sharing at the site:

- Distribute information on free to use public car sharing websites such as Liftshare;
- Information about what car sharing is and its benefits will be included within the marketing regime; and
- Information on car sharing events such as Liftshare week will be included within the marketing regime.

7.6 Promoting Use of Electric Vehicles

7.6.1 Electric Vehicles (EV) can be effective in reducing the impact of private vehicles on the environment and facilitate the achievement of sustainable travel objectives. The following measures are to be implemented to facilitate and encourage residents of the proposed development to switch to using EV's where possible:



- Providing EV charging infrastructure on site; and
- Providing information on EV charging through the marketing regime.

7.7 Measures to Reduce the Need to Travel

7.7.1 Encouraging home working, where appropriate can be effective in reducing congestion and facilitating the achievement of sustainable travel objectives. The following measures are to be implemented to facilitate and encourage residents of the proposed development to work from home, where possible:

- Infrastructure providers for broadband access will be invited to facilitate home working;
- Information about what home working is and its potential benefits will be provided through the Welcome Pack and marketing regime; and
- Links to the Workhubs Network.

7.8 Marketing and Promotion

7.8.1 To ensure that car use is minimised in and around the site, it is important to make residents aware of the alternatives available to them. Information provision and publicity is therefore an important part of the Travel Plan. The following channels of information dissemination are proposed:

Welcome Packs

7.8.2 A Welcome Pack will be prepared by the TPC for all residents at the site immediately on occupation.

7.8.3 This pack will give details of travel options in an informative and appealing format, using maps and text. The content of this information pack will likely include:

- Walking and cycle maps to show routes in relation to nearby amenities;
- Information on the health benefits of walking and cycling;
- Site specific public transport information, with timetables included;
- Information on Liftshare car share schemes;
- Information about the Travel Plan and other services supporting sustainable travel; and
- Contact details for the TPC and other contacts for travel information.

Newsletters and Posters

7.8.4 The TPC will organise for the provision of newsletters and posters that will inform local residents of updates to active travel and public transport routes and upcoming events. These could either be shared electronically, or displayed in suitable locations onsite. Each of these will be provided every six months.



7.9 Smartphone Apps

- 7.9.1 The Welcome Pack will detail a number of smartphone apps which can help plan journeys via public transport, walking and cycling. These are listed below.

National Express Coventry / West Midlands

- 7.9.2 The official app for purchasing tickets for bus travel in the West Midlands. You can buy bus tickets and passes anywhere, at any time and can be used straightaway.



Stagecoach Bus

- 7.9.3 The official app by Stagecoach Bus which provide timetable and stop information for bus services across the UK. They provide ticketing information about how to purchase mobile tickets, track active buses and plan your journey. You can use electronic tickets and pay using several payment methods.



National Rail Enquiries

- 7.9.4 This app can give real time arrivals and departures from any railway station in the UK. Select your favourite stations and plan your journey.



Avanti West Coast

- 7.9.5 The official app by Avanti West Coast which provide timetable and stop information for train services across the UK. They provide information about how to purchase tickets, find train times and journey planning with live travel updates.



London Northwestern Railway

- 7.9.6 The official app by London Northwestern Railway which provide timetable and stop information for train services across the UK. They provide information about how to book tickets, search for real-time journey information, manage multiple train tickets and find the best value tickets available. You can pay using several payment methods.



Map My Ride

- 7.9.7 Live route map with distance, elevation, calories burnt and Voice prompts. Search common rides and post times and records to social media. Register with www.mapmyride.com to join sponsored challenges, connect with other riders and win prizes for riding.





Strava

- 7.9.8 Top rated app. Track your rides, runs and walks. See your progress. Compare your performance against others, disaggregated by age and weight. Join sponsored challenges. Register with www.strava.com.



Map My Walk

- 7.9.9 Mobile walk tracking experience, backed by the world's largest digital health and fitness community.



Cyclestreets

- 7.9.10 Plan your cycle journey with a choice of three routing modes to suit your level of experience.



Liftshare Companion

- 7.9.11 Instant messaging service for Liftshare members to request and confirm trips as driver or passenger.



8 Action Plan

8.1.1 The measures outlined in this Travel Plan have been organised into an action plan, clearly identifying the timescales for each measure and the party responsible.

Action	Target Date	Method of Monitoring	Responsibility	Method of Publicity
Management				
Appointment of TPC	Three months prior to first occupation	N/A	Developer	N/A
Production of Welcome Pack	One month prior to first occupation	N/A	TPC	N/A
Marketing, Promotion and Awareness				
Distribution of Welcome Pack (via the Sales Office team)	On occupation	N/A	TPC via the Sales Office team	N/A
Promotion of public transport and cycling & walking (static information)	On occupation and ongoing	N/A	TPC	Welcome Pack and Marketing Regime
Measures to Promote Public Transport				
Investigate discounts on bus and rail tickets with service providers	On occupation and ongoing	N/A	TPC	Welcome Pack and Marketing Regime
Links to journey planning websites	On occupation and ongoing	Public transport mode share	TPC	Welcome Pack and Marketing Regime
Provision of public transport information (benefits, frequency, bus stops, train stations, information on fares)	On occupation and ongoing	Public transport mode share	TPC	
Measures to Promote Walking and Cycling				
Provision of information on the health benefits of walking and cycling	On occupation and ongoing	Walking/cycling mode share	TPC	Welcome Pack
Provision of information on local footways and cycle routes	On occupation and ongoing	Walking/cycling mode share	TPC	
Promotion of annual events (Bike to Work Week etc)	On occupation and ongoing	N/A	TPC	Marketing Regime
Website links to national websites (such as Sustrans)	On occupation and ongoing	Walking/cycling mode share	TPC	Welcome Pack
Information on local Bicycle User Groups (BUG)	On occupation and ongoing	Cycling mode share	TPC	Welcome Pack
Measures to Reduce Car Use				
Information on what car sharing is and its benefits	On occupation and ongoing	N/A	TPC	Welcome Pack



Action	Target Date	Method of Monitoring	Responsibility	Method of Publicity
Information on car sharing events such as Liftshare Week	On occupation and ongoing	N/A	TPC	
Measures to Reduce the Need to Travel				
Information on the benefits of home working (and home deliveries, entertainment and education)	On occupation and ongoing	N/A	TPC	Welcome Pack
Monitoring Strategy				
Baseline Monitoring Survey	Within 3 months of 50% occupation	N/A	TPC	Marketing regime / by paper copy or email as required
Baseline Monitoring Results Report	Submitted to local authority within 3 months of completion of the baseline survey	Submission to local authority	TPC	Marketing regime
Biennial Monitoring Survey	Annually for a period of five years from final completion	N/A	TPC	Marketing regime / by paper copy or email as required
Biennial Monitoring Results Report	Submitted to local authority within 3 months of completion of each survey	Submission to local authority	TPC	Marketing regime

