



Client:

Richborough

Project:

**Land East of Rugby Road
Clifton upon Dunsmore**

Project No:

T25501

Report Title:

Travel Plan

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30/07/2025

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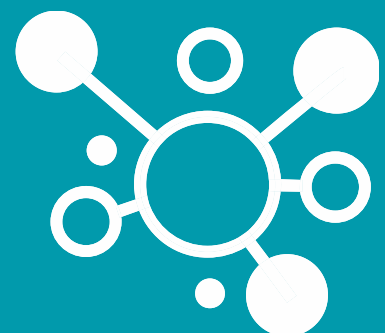


TABLE OF CONTENTS

1.0	INTRODUCTION	1
2.0	PLANNING BACKGROUND	2
3.0	SUSTAINABLE TRAVEL	3
4.0	TRAVEL PLAN AIM AND OBJECTIVES	9
5.0	TRAVEL PLAN MEASURES	10

FIGURES

1.1	Site Location Plan
4.1	Walking Distances
4.2	Local Facilities
4.3	Cycling Distances

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1.0 Introduction

Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Richborough to provide transport advice for a proposed residential development on land east of Rugby Road, Clifton upon Dunsmore, Rugby.
- 1.2 The site location is shown in **Figure 1.1**.
- 1.3 This Travel Plan (TP) has been prepared to support an outline planning application for up to 160 residential dwellings, with all matters reserved except for access.

Structure of the Report

- 1.4 The purpose of this report is to present a package of measures to encourage travel by sustainable transport modes to replace private car journeys. The production of this report demonstrates the applicant's commitment to encouraging a culture of sustainable travel from early occupation of the development.
- 1.5 This TP is accompanied by a Transport Assessment (TA) which assesses the proposed development impacts. Both documents should be read in conjunction with one another.
- 1.6 Following this introduction, the report is set out as follows:
 - Section 2.0 – Planning Background;
 - Section 3.0 – Travel Plan Aim and Objectives;
 - Section 4.0 – Sustainable Travel Plan Opportunities;
 - Section 5.0 – Travel Plan Measures.

Limitations of the Report

- 1.7 This report has been undertaken at the request of Richborough, thus should not be entrusted to any third party without written permission from Hub Transport Planning Ltd. However, should any information contained within this report be used by any unauthorised third party, it is done so entirely at their own risk and shall not be the responsibility of Hub Transport Planning Ltd.
- 1.8 This report has been compiled using data from a number of external sources (such as public transport information); these sources are considered to be trustworthy and therefore the data provided is considered to be accurate and relevant at the time of preparing this report.

2.0 Planning Background

- 2.1 Warwickshire County Council (WCC), as the Local Highway Authority, do not require the submission of a Travel Plan, as detailed in paragraphs 1.5.2 of the Warwickshire Design Guide Part 1 – *Pre-application Development Management* document. This states:

“The Highway Authority does not require the provision of travel plans for residential developments at present, due to the ability to enforce such documents. However, a contribution will be sought for the provision of Warwickshire Welcome Packs to each new household in a development of 10 dwellings and over.”

- 2.2 Hub produced a Residents Welcome Pack as part of the submitted TA under planning ref: R25/0565.

- 2.3 Following submission, Rugby Borough Council (RBC) stated that the application could not be validated and processed due to several reasons, including the following:

“The cover letter submitted on 25th June 2025 stated that a Travel Plan was not being submitted due to WCC Highways however it is not requested by WCC but for assessment purposes of Policy DC1 of the Local Plan and therefore is necessary for the validation of the application.”

- 2.4 On that basis, this report has been prepared to validate the planning application in accordance with Policy D1 of the Local Plan. This is in addition to the Residents Welcome Pack provided as part of the accompanying TA.

- 2.5 It should be noted that this TP does not include targets and monitoring given the document will not be enforceable by WCC. This is also in accordance with the RBC Validation Checklist (2024) which states in paragraph 6.33:

“A Travel Plan Statement should set out positive measures for promoting sustainable transport together with an action plan for their implementation but does not need to include specific targets.”

3.0 Sustainable Travel

Accessibility by Walking

- 3.1 Walking and cycling provide important alternatives to cars and should also be encouraged to form part of longer trips via public transport. The Chartered Institute of Highways and Transportation (CIHT) has prepared several guidance documents that provide advice for sustainable travel infrastructure provision within new developments. The suggested walking distances to key facilities (e.g. healthcare, shops) are presented in **Table 1**.

Table 1: Suggested Walking Distances (CIHT Guidelines)

	Town Centre (m)	Commuting/Schools/ Sightseeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

- 3.2 In addition to the CIHT guidance, Manual for Streets (MfS) and the National Design Guide (2021) states that ‘walkable neighbourhoods’ are typically characterised by having a range of facilities within 10 minutes (up to about 800m) walking distance of residential areas which may be accessed comfortably on foot.
- 3.3 MfS also states that the 800m walking distance is not an upper limit and references the former Planning Policy Note 13: Transport (PPG13) guidance in respect of walking replacing short car trips, particularly those under 2km.
- 3.4 Table NTS0303 from the 2023 National Travel Survey (released August 2024) indicates that the national average walking trip distance in 2023 was 0.7 miles or 1.12km.
- 3.5 The 2023 National Travel Survey (Table NTS0308) also shows that walking was the most frequent mode used for short trips, with 81% of trips under one mile (1.6km) being completed by foot in 2023, which is very similar to 2022 (83%) and 2021 (82%).

Local Facilities and Accessibility

- 3.6 A footway with streetlighting is present on the southern side of Rugby Road, providing connections into Clifton upon Dunsmore to the north. To the south, footways are present on the southbound side of Rugby Road before a second footway is also provided on the northbound side of the carriageway to the south of the railway bridge. Beyond this, footways are present on Clifton Road and Butlers Leap to facilitate walking journeys into Rugby.
- 3.7 There is a network of Public Rights of Way (PRoW) in the form of Public Footpaths within the vicinity of the site. Specifically, PRoW R116 runs north to south to the east of the site, and PRoW R114 runs east to west to the north of the site.
- 3.8 In addition, the Oxford Canal runs north to south within the immediate vicinity of the site with a towpath running alongside. Access to the canal towpath can be achieved via step access from the canal bridge on Vicarage Hill, and via a designated footpath from the Butlers Leap/Houlton Way junction.
- 3.9 Collectively, the PRoWs and canal towpath provide traffic free routes for pedestrians and are likely to be used for leisure purposes, albeit some parts may only be accessible during certain periods of the year.

- 3.10 The 800m, 1.2km and 2.0km walking distances from the site are provided in **Figure 3.1**. The walking distances are taken from the centre of the site, and also consider potential off-site improvement schemes, presented later in this report.
- 3.11 There are a number of local facilities within the upper 2.0km walking distance of the site that could be used by local residents on a day-to-day basis which are all accessible via the local footway network.
- 3.12 The local facilities within the vicinity of the site are presented in **Figure 3.2** and detailed in **Table 2**.

Table 2: Local Facilities

Local Facility (Figure Reference)	Distance
Community Facilities	
Townsend Memorial Hall (C1)	1.0km
St Mary's Church (C2)	1.0km
Royal Mail (C3)	2.0km
Education	
Clifton upon Dunsmore C of E Primary School (E1)	750m
St Andrews Benn C of E Primary School (E2)	1.9km
Rugby College (E3)	2.2km
Employment	
Butlers Leap Industrial Estate (EMP1)	890m-1.5km
Healthcare	
Rugby Pharmacy (H1)	2.7km
Leisure	
Bouhgton Road Recreation Ground (L1)	1.2km
Clifton upon Dunsmore Children's Park (L2)	700m
Clifton Village Football Pitch (L3)	750m
Rugby Golf Club (L4)	900m
Rugby Town FC (L5)	1.6km
Retail	
The Lounge Bar and Kitchen (R1)	550m
Clifton Village Stores (R2)	900m
Pin Chocolate Beauty Salon (R3)	900m
The Bull Inn (R4)	900m
The Clifton Inn (R5)	1.2km
Premier Supermarket (R6)	1.2km
Barber Shop (R7)	1.2km
Londis (R8)	1.8km

N.B. Many facilities will also act as an employment facility

- 3.13 Whilst it is noted that Rugby Town Centre is situated slightly above the upper walking limit (at a distance of 2.4km), it provides access to a significant number of facilities across all criteria, thus it is reasonable to assume that some residents may still use walking as the main form of transport to access these facilities.

Accessibility by Cycling

- 3.14 There is potential for short car trips to be substituted for cycle trips, and for longer trips to be substituted by a combination of cycle and public transport trips.
- 3.15 The CIHT Planning for Cycling document (2014) states that “The majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a).”
- 3.16 The second Cycling and Walking Investment Strategy published by DfT in 2022 does not specifically reference the statement in Paragraph 3.16, however one of the main objectives is to increase the percentage of short journeys (i.e. those under five miles) in towns and cities that are walked or cycled from 41% in 2018/19 to 46% in 2025.
- 3.17 The 2023 National Travel Survey also shows that the average cycle trip distance (for all purposes) was three miles (or 4.8km).
- 3.18 The Department for Transportation (DfT) Cycling and Walking Investment Strategy (2017) also refers to the threshold of five miles (or 8km), stating that “*two out of every three personal trips are within five miles – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking.*”
- 3.19 Therefore, it is reasonable to consider cycling as a viable mode of travel for distances up to 8km.
- 3.20 There is no designated cycle infrastructure on Rugby Road, however, given that it is subject to a 30mph speed limit in the vicinity of the site, which then reduces to 20mph on approach to Clifton upon Dunsmore, it is considered an appropriate route for most cyclists.
- 3.21 To the south, there is a designated shared footway/cycleway which runs alongside Houlton Way. This provides a continuous traffic-free route to Houlton in the south.
- 3.22 National Cycle Network (NCN) Route 41 is situated c.1.3km to the west of the site and provides a traffic-free route within the vicinity of Rugby. Further afield, NCN Route 41 connects to Royal Leamington Spa via a combination of on-road and traffic-free routes.
- 3.23 NCN route 50 is also accessible c.8.0km to the east of the site which is predominantly an on-road cycle route connecting Daventry in the south and Leicester in the north (via NCN Route 6).
- 3.24 To the west, the towpath provided alongside the Oxford Canal provides a traffic-free route for cyclists to access both local and regional locations.
- 3.25 Given the low designated speed limits on the local highway network in the vicinity of the site, as well as the wider proposed cycle infrastructure designated under the Rugby LCWIP, it is considered that the local area is suitable for cyclists of all abilities.
- 3.26 The LCWIP schemes near to the proposed development, are presented in *Figure R13 – Indicative Cycle Network for North and East Rugby* in the Rugby LCWIP.
- 3.27 The proposed LCWIP routes are likely to improve existing and future residents’ ability to walk and cycle around the area and may encourage modal shift from less sustainable modes of transport.

3.28 The 5.0km and 8.0km cycling distances are presented in **Figure 3.3**. The cycling distances are taken from the centre of the site.

Accessibility by Bus

3.29 Bus stops are situated within the vicinity of the site on Rugby Road, Clifton Road and Butlers Leap; all within a 400m walking distance from the centre of the site.

3.30 The nearest bus stops are situated on Rugby Road to the north of the proposed site access and facilitate access to the L1 and number 9 (northbound only) bus services. Both the northbound and southbound bus stops are flag and pole signs and do not currently provide timetable information. The southbound bus stop is connected to the site via a continuous footway on Rugby Road, whilst the northbound bus stop is situated on a section of tarmac within the highway verge.

3.31 Both the eastbound and westbound bus stops situated along Butlers Leap serve the adjacent industrial units and provides access to the number 96 bus service. The westbound bus stop is connected to the site via a lit footway, whilst the eastbound bus stop is situated within the adjacent verge. Both bus stops are unmarked with no physical infrastructure.

3.32 The northbound and southbound bus stops situated on Clifton Road provides access to the L1 and number 9 bus services. Both stops contain bus shelters and framing for timetable information. Both bus stops are accessible via footways running alongside Clifton Road, with a pedestrian crossing facilitated with dropped kerb tactile paving immediately south of the southbound bus stop.

3.33 Collectively, all bus stops provide local and regional connections to Rugby, Lilbourne, and Northampton.

3.34 **Table 3** presents the nearest local bus stops and their level of service. Bus service frequency has been taken from bustimes.org.

Table 3: Local Bus Service Frequency

Bus Stop (code)	Route (Operator)	Frequency (approx.)		
		Mon – Fri	Sat	Sun
Rugby Road northbound (waramwga)	L1 – Rugby – Lilbourne (Lilbourne Community Bus)	One service per day (Mon, Wed, Fri) (12:08)	One service per day (16:38)	No Service
	9 – Rugby – Woodlands (Flexibus)	Eight services per day (09:06, 10:20, 11:32, 12:44, 13:56, 15:08, 16:27, 17:57)	Eight services per day (09:06, 10:20, 11:32, 12:44, 13:56, 15:08, 16:26, 17:57)	No Service
Rugby Road southbound (warapwpt)	L1 - Lilbourne – Rugby (Lilbourne Community Bus)	One service per day (Mon, Wed, Fri) (09:36)	One service per day (13:51)	No Service
Clifton Road southbound (warapwmt)	9 – Woodlands – Rugby (Flexibus)	Eight services per day (09:06, 10:20, 11:32, 12:44, 13:56, 15:08, 16:27, 17:57)	Eight services per day (09:06, 10:20, 11:32, 12:44, 13:56, 15:08, 16:26, 17:57)	No Service

T25501
Clifton upon Dunsmore

Bus Stop (code)	Route (Operator)	Frequency (approx.)		
		Mon – Fri	Sat	Sun
Butlers Leap westbound (wardmpdp)	96 – Northampton – Rugby – Rokeby Estate (Stagecoach Midlands)	Two services per hour First service: 06:29 Last Service: 20:55	Two services per hour First service: 06:29 Last service: 20:55	No Service
Butlers Leap eastbound (wardmpdt)	96 – Rokeby Estate – Rugby – Northampton (Stagecoach Midlands)	Two services per hour First service: 05:33 Last service: 19:44	Two services per hour First service: 06:34 Last service: 19:44	No Service

N.B. Number 9 bus service southbound does not stop on Rugby Road, only Clifton Road.

3.35 **Table 3** demonstrates that across all three bus stops, there is generally a minimum of two bus services per hour to local and regional destinations across both peak hours. Therefore, future residents of the site could use local bus services as a regular method of travel, especially for commuting trips.

Accessibility by Rail

3.36 Rugby railway station is situated c.2.0km to the south of the site and can be accessed via footways along Rugby Road, Butlers Leap and Mill Road.

3.37 Rugby railway station contains 723 vehicle parking spaces (28 accessible) across three car parks, and 350 cycle parking spaces (Compounds, stands and racks).

3.38 The station facilitates connections to local and regional destinations, as well as major national destinations via frequent rail services. These include London, Birmingham, Manchester and Crewe.

3.39 **Table 4** presents the key railway services from Rugby Railway Station and their frequency. Rail service frequency has been taken from [Trainline](#).

Table 4: Local Rail Service Frequency

Destination (stops)	Average Frequency	Approx. Journey Time	First and Last Direct Services					
			Monday to Friday		Saturday		Sunday	
			Departures	Arrivals*	Departures	Arrivals*	Departures	Arrivals*
London Euston (Lond Buckby, Northampton, Wolverton, Milton Keynes, Bletchley, Leighton Buzzard)	5 per hour (Mon – Sat)	1 Hour, 33 Minutes (Maximum)	First Service: 05:52	First Service: 05:31	First Service 05:46	First Service 05:39	First Service 9:00	First Service 07:24
	4 per hour (Sun)		Last Service 23:45	Last Service 23:30	Last Service 22:46	Last Service 21:42	Last Service 23:44	Last Service 23:24
Birmingham New Street (Coventry, Canley, Tile Hill, Berkswell, Hamton-in-Arden, Birmingham International)	4 per hour (Mon-Sat)	0 Hours, 43 Minutes (Maximum)	First Service: 05:37	First Service 05:30	First Service 05:33	First Service 05:35	First Service 08:57	First Service 08:26
	4 per hour (Sun)		Last Service 23:34	Last Service 23:11	Last Service 23:16	Last Service 22:51	Last Service 23:43	Last Service 22:56

T25501
Clifton upon Dunsmore



Destination (stops)	Average Frequency	Approx. Journey Time	First and Last Direct Services					
			Monday to Friday		Saturday		Sunday	
			Departures	Arrivals*	Departures	Arrivals*	Departures	Arrivals*
Manchester Picadilly (Stoke-on-Trent, Macclesfield, Stockport)	1 per hour (Mon-Sat)	1 Hour, 21 Minutes (Maximum)	First Service: 07:44	First Service 05:05	First Service 07:44	First Service 05:05	First Service 13:47	First Service 10:35
	1 per hour (Sun)		Last Service 23:11	Last Service 19:15	Last Service 19:47	Last Service 18:55	Last Service 23:18	Last Service 20:55
Crewe (Nuneaton, Atherstone, Polesworth, Tamworth, Lichfield, Rugeley, Stafford)	2 per hour (Mon-Sat)	1 Hour, 53 Minutes (Maximum)	First Service: 05:43	First Service 05:10	First Service 05:43	First Service 05:25	First Service 09:15	First Service 09:43
	2 per hour (Mon-Sat)		Last Service 22:42	Last Service 22:13	Last Service 21:46	Last Service 20:44	Last Service 23:18	Last Service 21:54

* Arrival services are the departure times to Rugby from destination

- 3.40 **Table 4** demonstrates that Rugby railway station facilitates frequent rail connections to key regional and national destinations.
- 3.41 Given the proximity of the station to the site, it is considered that rail will provide a viable mode of travel for future residents, particularly as part of a multi-modal method of travel, given the cycling distance is reasonable and bus service 96 stops immediately outside the station.

Summary

- 3.42 This section demonstrates that future residents of the site will be able to travel by several sustainable travel options. Notably, future residents could walk or cycle to local facilities within Clifton upon Dunsmore and parts of Rugby, should they wish to do so.
- 3.43 Additionally, local public transport provides access to destinations further afield, including Northampton, Birmingham, London and Manchester via bus and rail, which could be used as part of multi-modal journeys.

4.0 Travel Plan Aim and Objectives

- 4.1 The aim of this TP is to encourage future residents of the site to use more sustainable methods of travel to and from the site in order to reduce dependency on single car occupancy use. As a result of the TP, a culture of sustainable travel can develop which will help to maximise the success of the development.
- 4.2 Travel Plans are site specific and tailored to the individual requirement of the type of development and its intended user. A successfully implemented Travel Plan can deliver substantial gains towards achieving the sustainable transport objectives of central and local government, by helping to provide:
- Reductions in car usage, particularly influencing levels of single occupancy car travel, with an increased number of journeys made by walking, cycling and public transport; and
 - Improve road safety and personal security, particularly for pedestrians and cyclists.

Objectives

- 4.3 The objectives of this TP are outlined as follows:
- To minimise the percentage of single occupancy car trips to/from the site.
 - To maximise the potential number of walking and cycling trips to/from the site.
 - To maximise the potential for trips made by public transport to/from the site.
 - To minimise the environmental impact of the proposals on the local area.

5.0 Travel Plan Measures

- 5.1 To achieve the aims and objectives set out within this TP, measures specific to the proposals have been set out.
- 5.2 The measures will take the form of:
- 'Hard' infrastructure measures delivered within and around the site, such as integrated walking and cycling routes.
 - 'Soft' measures that will encourage sustainable travel, such as the provision of information associated with travel choices.

'Hard' Travel Plan Measures

- 5.3 Although at outline stage, the following 'hard' measures can be confirmed that could help to encourage sustainable travel.
- Shared footway/cycleway along the site access road towards Rugby Road.
 - Active travel connection to the southern boundary of the site. Onward connection to Houlton Way will need to be provided by others given third party land ownership.
 - Active travel connection to the northern boundary to provide access into the playing fields and towards Shuttleworth Road. This allows for onward connection into Clifton upon Dunsmore local centre via existing footways.
 - Potential widening of the footway along Rugby Road over the disused railway and crossing point over Rugby Road to provide better connectivity to the south of the site.
 - Upgrade to existing bus stops on Rugby Road to the north of the site with potential crossing to the northbound bus stop.
 - Potential bus service contributions such as making the number 9 bus service call at the southbound bus stop on Rugby Road, as well an additional midweek peak hour(s) service across both stops.

'Soft' Travel Plan Measures

- 5.4 A package of measures and initiatives proposed to promote sustainable transport will be presented as part of the Resident Welcome Pack.
- 5.5 The purpose of the Resident Welcome Pack is to assist residents with planning journeys from their new home and encourage the uptake of sustainable transport modes, from initial occupation, by raising awareness of sustainable transport opportunities and initiatives. Measures include:
- Promoting walking to/from the development by:
 - Providing a map of local walking routes to key local facilities and to the local centre; and
 - Promoting the health benefits of walking, e.g. <https://www.warwickshire.gov.uk/mental-health-wellbeing/five-ways/3#:~:text=Walking%20can%20help%20to%3A,and%20help%20you%20sleep%20better>
 - Promoting cycling to/from the development by:

- Providing maps of cycle parking, local cycle routes to key local facilities and to the local centre, from the site; e.g. <https://www.choosehowyoumove.co.uk/cycling/cycle-maps/>
- Promoting the health benefits of cycling; and
- Promoting cycle information websites e.g. <https://www.warwickshire.gov.uk/cycling>
- Promoting the use of public transport by:
 - Providing maps of cycle parking, local cycle routes to key local facilities and to the town centre, from the site; e.g. <https://www.choosehowyoumove.co.uk/cycling/cycle-maps/>
 - Provide detailed public transport information, including timetables and fares.
 - Provide a six-month bus pass for each resident to encourage use of local bus services from initial occupation.
- Encouraging sustainable car journeys by:
 - Making residents aware of car club and car share schemes, such as liftshare.com; and
 - Raising awareness of car ownership costs.

Implementation

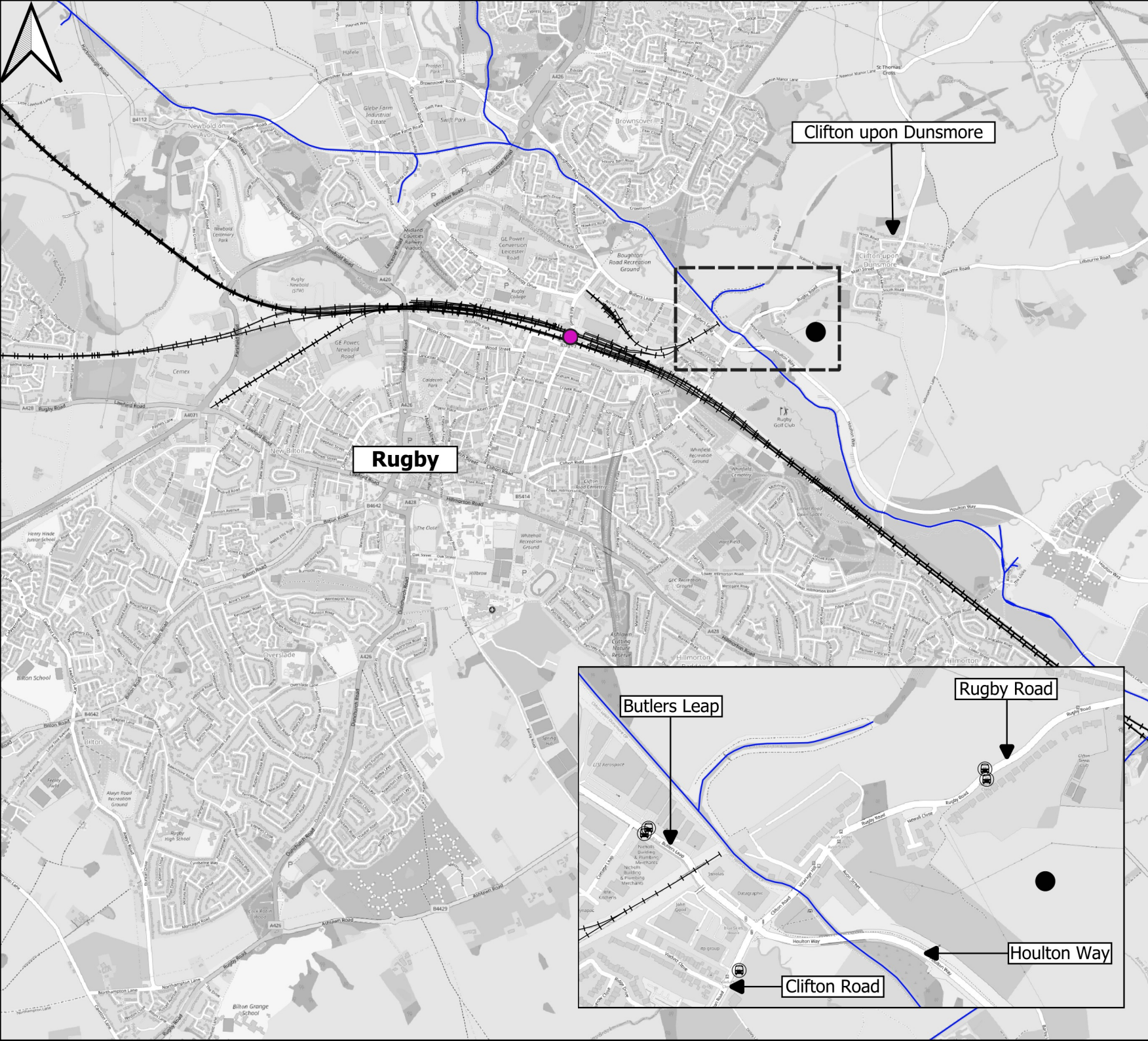
- 5.6 It will be the responsibility of the developer to ensure that all matters agreed at the planning stage are funded and delivered on site prior to occupation, this includes both 'hard' and 'soft' measures.
- 5.7 It will be the responsibility of the developer to issue the Resident Welcome Pack to each resident upon initial occupation.

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T25501
Clifton upon Dunsmore



Figures

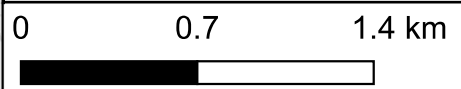


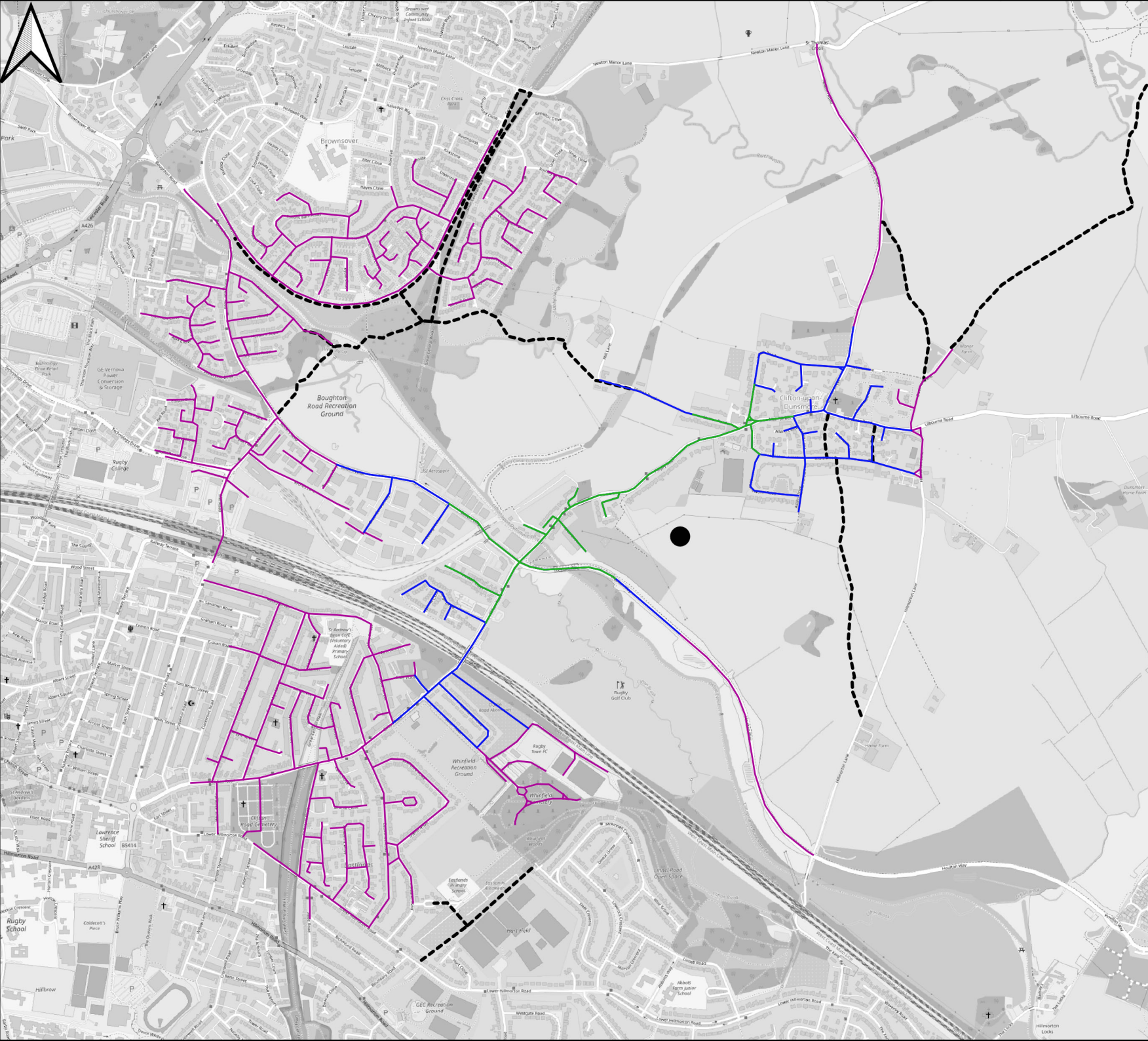
- ### Legend
- Site Location
 - 🚌 Bus Stop
 - Railway Station
 - +— Railway Network
 - Canal Network

Figure 1.1 - Site Location



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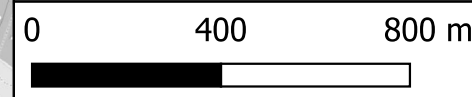
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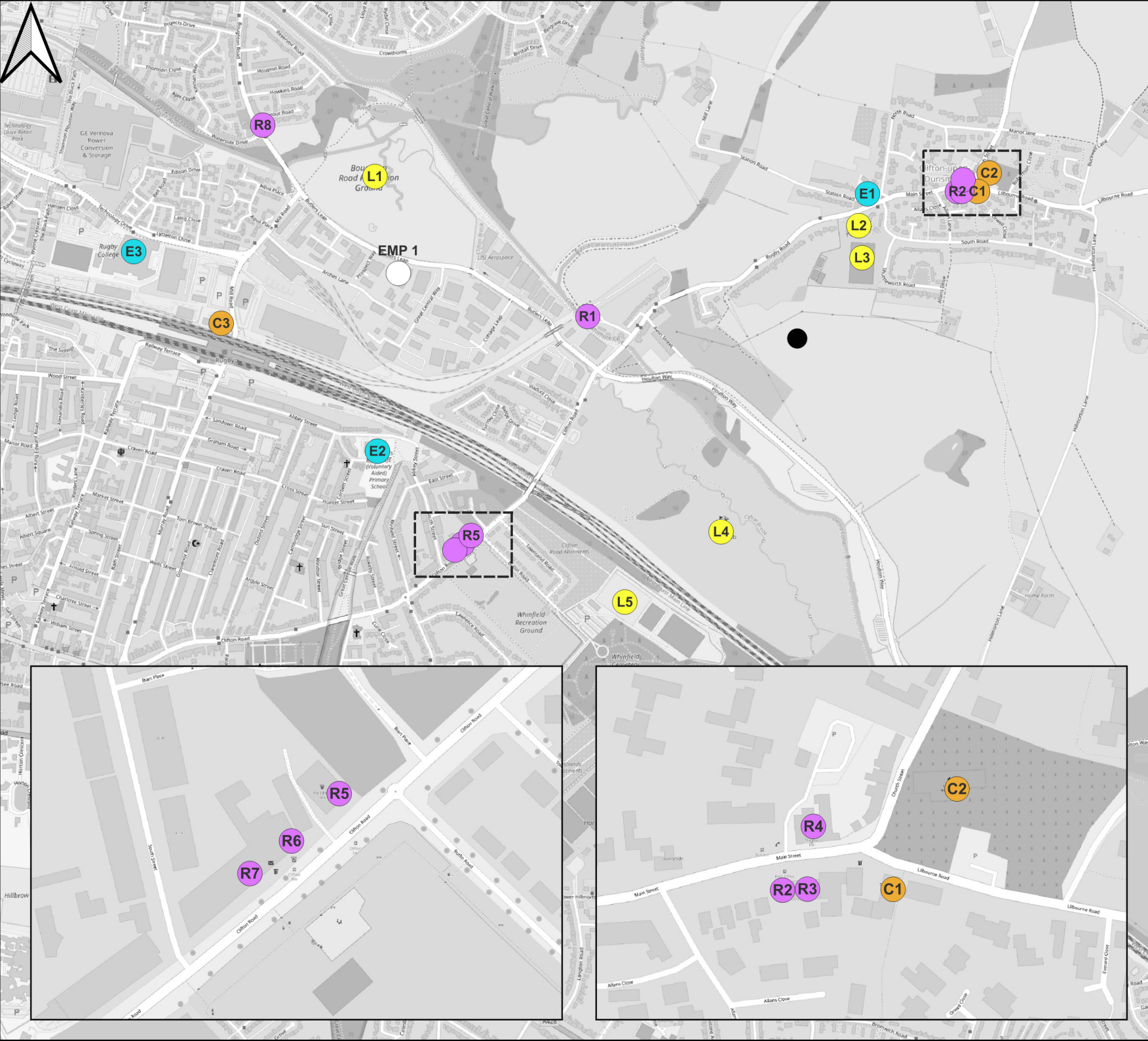
- Site Location
- Walking Distances
 - 800m
 - 1.2km
 - 2.0km
- PRoW
 - Public Footpath

Figure 3.1 - Walking Distances



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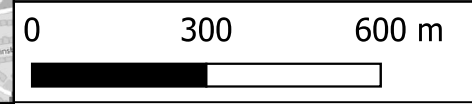
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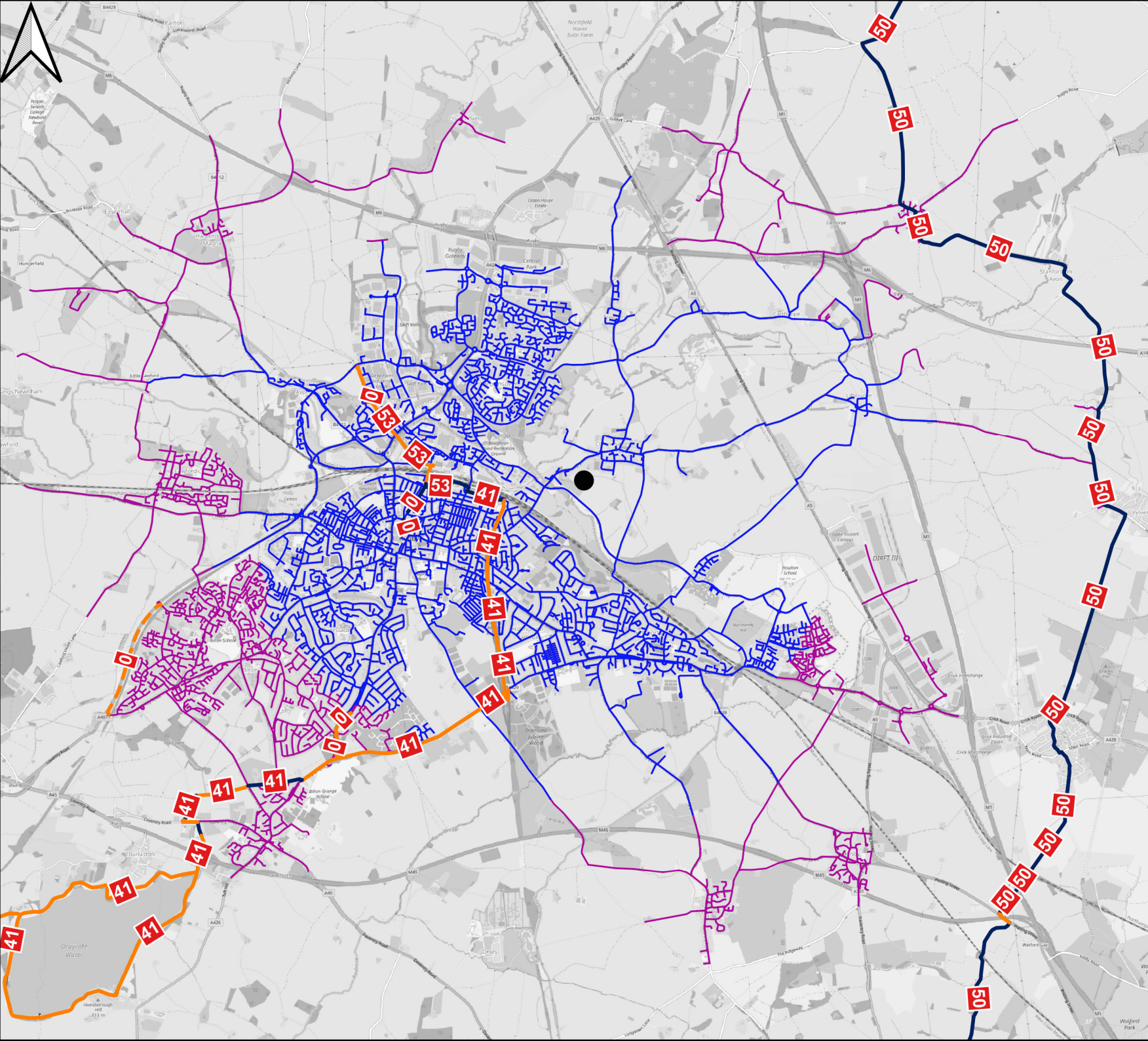
- Site Location
- Community
- Education
- Employment
- Healthcare
- Leisure
- Retail

Figure 3.2 - Local Facilities



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Legend

- Site Location
- National Cycle Network
 - On-Road Route on NCN
 - Traffic-Free Route not on NCN
 - Traffic-Free Route on NCN
- Cycling Distances
 - 5.0km
 - 8.0km

Figure 3.3 - Cycling Distances



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