

Rugby Borough Council  
Local Plan 2011-2031

## Sustainable Transport Strategy – DRAFT

Strategic Transport Assessment Addendum  
Warwickshire County Council

May 2017

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# 1. Background

This addendum complements the initial Strategic Transport Assessment (STA) work undertaken by Vectos Microsim (VM) in 2016 and its update undertaken in 2017 on behalf of Rugby Borough Council (RBC) and Warwickshire County Council (WCC).

It aims to show how improvements to walking, cycling and public transport will complement the wider transport strategy set out within the STA. As part of this piece of work, a Draft Infrastructure Delivery Plan (IDP) specifically covering sustainable transport measures has been prepared. It is envisaged that this will be incorporated into the wider Local Plan IDP.

This piece of evidence in support of the Rugby Borough Local Plan should be treated as a working document, designed to both inform the preparation and delivery of the plan. The current review of the cycle network within the Borough will be used to inform the ongoing development of this strategy.

Sustainable transport improvements are an essential part of the overall mitigation package to support the housing and employment growth proposals within the Borough Plan. This approach is consistent with the County Council's Local Transport Plan (2011-2026) Land Use and Transportation Strategy, which aims to encourage new development to come forward in a sustainable way by reducing the need to travel and better integrating land use and transport. The vision of the Land Use and Transportation Strategy is 'to encourage new development which is accessible, safe, sustainable and integrated with the transport network, including modes other than the car'.

Improvements to walking, cycling and public transport are an important element of the development process because they:

- Contribute towards the delivery of sustainable development;
- Reduce the impact of car based travel on the local and strategic highway network, by maximising the number of journeys made by such modes from trips generated as a result of new development; and
- Help deliver an integrated approach to transport provision.

Sustainable transport is an umbrella term which includes the provision of bus services, bus infrastructure, park and ride, access to rail services, walking, cycling and behavioural measures (also referred to as 'Smarter Choices'). This strategy sets out what sustainable transport improvements will be sought through the planning process to support development generally within the Borough. Details of other planned improvements to sustainable transport within the Borough which will be complementary to those measures secured through the planning process are also provided, given that these will also contribute towards the modal shift targets within the plan.

## 2. Public Transport

### Introduction

Rugby Borough has seen significant housing, employment and retail growth over the last 15-20 years, and remains at the heart of economic growth aspirations in Warwickshire with significant plan-led development consented at the following Sustainable Urban Extensions (SUEs):

- Houlton (former Rugby Radio Station site) – 6,200 dwellings and 16 hectares gross employment east of Hillmorton;
- Gateway Rugby - 1,300 dwellings and 36 hectares gross employment on the A426 Leicester Road corridor.

There is also nationally significant committed employment development adjacent to Houlton at DIRFT III to the east of the A5, comprising an additional 731,000 sqm of rail served storage and distribution floorspace.

Further significant committed housing developments are underway at Cawston and on the B4642 Coventry Road, which in combination comprise approximately 1,000 dwellings to the south west of Rugby.

Rugby Town Centre has recently seen the development of the Swan Shopping Centre and there are committed proposals to further expand the Elliott's Field and Junction One Retail Parks on the A426 Leicester Road corridor. A significant number of major comparison retailers have gravitated towards the A426 corridor to the north of the town centre, and this has led to increasing levels of traffic congestion as most residential areas are located to the south of the town.

It is projected that around 12,400 additional dwellings will be constructed within the Borough by 2031 in order to meet assessed housing need for Rugby Borough and also unmet need arising from Coventry City. A sizeable proportion of these will be located at the Houlton and Rugby Gateway SUEs.

The Publication Draft Local Plan is proposing further significant housing development at Coton Park East (800 dwellings), South West Rugby (5,000 dwellings) and Lodge Farm (1,500 dwellings) on the A45 to the south of Dunchurch village.

Public transport has an important role to play in supporting housing and employment growth by providing genuine travel choice to residents and employees. This in turn can help mitigate the overall impact of development on the highway network by reducing the number of car trips generated as a result of new development.

Improvements to public transport can include service enhancements and investment in infrastructure. Further details of the following are set out below:

- Bus Services;
- Bus Infrastructure;
- Park and Ride; and
- Access to Rail.

## Bus Services

### Background

Rugby Borough has a comprehensive, well-developed and well-utilised bus network which provides a solid foundation on which to build. A significant number of bus services across the Borough are provided on a commercial basis by Stagecoach Midlands, Arriva Hinckleybus and Travel De Courcey. A number of other services are provided by these and other operators on either a partially or fully subsidised basis. The following table provides details of existing key bus services in Rugby.

Existing Key Bus Services in Rugby			
Service No	Route Description	Frequency	Operator
3 / 3A	Newbold On Avon - Lawford Heath - Long Lawford – Rugby Town Centre –Hillmorton	30 mins	Stagecoach Midlands
4	Brownsover - Rugby Tesco – Rugby Rail Station – Rugby Town Centre – Bilton – Admirals Estate - Cawston Grange	12 mins	Stagecoach Midlands
9	Rokeby Estate - Hillside Estate – Rugby Town Centre – Clifton On Dunsmore - Newton	Hourly	Stagecoach Midlands
10 / 12	Coton Park - Central Park – Rugby Rail Station – Rugby Town Centre - Ashlawn Estate – Hillmorton – DIRFT – Kilsby – Barby – Daventry	30 mins	Stagecoach Midlands
11	Rugby Town Centre – Hillmorton - St Cross Hospital - Bilton Fields – Woodlands	2 hours	A&M Group
63	Rugby - Dunchurch – Kites Hardwick – Stockton – Southam – Ufton - Radford Semele - Leamington Spa	Hourly	Stagecoach Midlands
86	Coventry – Binley - Binley Woods - Brandon – Wolston – Bretford - Church Lawford - Lawford Green - Long Lawford - Rugby Town Centre – Woodlands	30 mins	Stagecoach Midlands

96	Rugby - Ashlawn Estate – Hillmorton – DIRFT – Crick – West Haddon - Long Buckby - Ravensthorpe - East Haddon - Althorp Park – Holdenby – Church Brampton – Harlestone – Northampton	Hourly	Stagecoach Midlands
580	Rugby – Dunchurch – Thurlaston - Lawford Heath – Bourton On Dunsmore – Frankton – Birdingbury – Marton – Princethorpe - Stretton On Dunsmore – Ryton On Dunsmore – Bubbenhall – Baginton – Coventry	2 Hours	Johnsons Coaches
585	St Cross Hospital – Rugby - Newbold On Avon – Harborough Magna – Pailton - Monks Kirby - Stretton Under Fosse – Easenhall – Brinklow – Coombe Abbey - Walsgrave Hospital, Coventry	30 mins	De Courcey Travel
X44	Leicester - Fosse Park – Narborough – Littlethorpe – Cosby - Broughton Astley – Frolesworth – Leire - Ashby Parva – Bitteswell - Lutterworth – Cotesbach – Rugby Tesco – Rugby Town Centre	2 Hours	Arriva Hinckleybus

The overall bus strategy to support the Borough Plan will be to secure new and/or improved service proposals which:

- Encourage good accessibility to new development for local bus services and secure funding from developers towards the associated costs, which is consistent with the policies established in the Warwickshire Local Transport Plan 2011-26 in respect to promoting connectivity between new development and public transport;
- Provide good local bus service connectivity between new development and key local destinations such as railway stations, medical care facilities, education/training facilities and significant existing and proposed employment sites both within the Borough and near to it, e.g. Technology Retail Park, Elliott's Field Retail Park, Magna Park and the DIRFT major employment site;
- Promote good local bus service connectivity to other cross-boundary major employment sites and housing developments such as MIRA, Daventry town centre and Daventry North East Sustainable Urban Extension; and
- Strengthen strategic bus connectivity between Rugby and other urban centres such as Coventry, Leamington, Warwick, Northampton and Leicester.

Developers will be encouraged to work with the County Council and local bus operators to prepare proposals which will meet these aspirations, and contribute towards the mode share targets for sustainable travel as part of an overall mitigation strategy for their development.

### *General Requirements*

Developers will be required to provide financial contributions towards the provision of bus services or arrange to contract services directly with an operator as part of all significant new development within the Borough.

This will generally take the form of either enhancement to existing bus services which fall within 400m walking distance of the site, or for larger sites the provision of new standalone bus services which deliver direct access to the development in question. Contributions will be sought for a minimum of five year period, net of fare box revenue.

As noted above, developers may wish to contract new or enhanced bus services directly with an operator rather than pay a contribution. Such requirements will be agreed as part of the planning process and conditioned accordingly.

New or enhanced bus services should provide a suitable frequency commensurate with the size of the development and ensure that the level of service on the Warwickshire bus network is maintained, which is presented in the table below:

Warwickshire Bus Network Level of Service
<p><b>Core Urban Bus Services</b></p> <p>These bus services operate in the main urban centre of Warwickshire, e.g. Leamington, Warwick, Nuneaton, Rugby, Stratford-upon-Avon, Bedworth and Kenilworth. As an aspiration, bus services in these main urban centres should ideally operate at least:</p> <ul style="list-style-type: none"><li>• Every 10 minutes on Mondays to Saturdays between the hours of 0700 – 1900;</li><li>• Every 20 minutes on Mondays to Saturdays between the hours of 1900 – 2300; and</li><li>• Every 20 minutes on Sundays between the hours of 0800 – 2300.</li></ul>
<p><b>Key Inter-Urban Bus Services</b></p> <p>These key inter-urban bus services provide bus connectivity between the main urban centres of Warwickshire and also key nearby cross boundary destinations, e.g. Coventry, Birmingham and Birmingham International Airport. As a minimum, these bus services will operate at least:</p> <ul style="list-style-type: none"><li>• Every 30 minutes Mondays to Sundays between the hours of 0700 – 1900; and</li><li>• Every 60 minutes Mondays to Sundays between the hours of 2300 – 0600.</li></ul>

### Other Inter-Urban Bus Services

These inter-urban bus services serve other cross boundary main urban centres where travel demand is less prevalent, e.g. Banbury, Daventry, Northampton, Redditch and Tamworth. As a minimum, these bus services will operate at least:

- Every 30 minutes Mondays to Saturdays between the hours of 0700 – 1900;
- Every 60 minutes Mondays to Saturdays between the hours of 2300 – 0600; and
- Every 60 minutes on Sundays between 0700 – 2300.

### *Local Bus Services Serving New Development*

In most cases the bus service should operate between the hours of 0700 – 1900 (Mondays to Saturdays) in accordance with larger developments of 1000+ dwellings. In addition, an evening and Sunday service should be provided. Developers will be required to either contribute towards a marketing budget or work with service providers to ensure new bus services are well publicised. The County Council will also encourage developers to consider ticketing offers/low fares when new bus services are introduced.

The concentration of large scale development proposed in certain areas of the Borough should facilitate the conditions required to support the introduction of new and/or enhanced services that stand a reasonable chance of becoming commercially viable over time. In certain circumstances, new infrastructure may be needed to help facilitate the conditions necessary to allow buses to move into and through new development sites so they are not forced to make complicated and unattractive diversions.

### *Build Rate*

Bus services should be in place from the time of first occupation to ensure new residents perceive the service as a viable alternative to the private car, and so it becomes ingrained as part of the culture of the new development. If bus services are only introduced at a later point post-construction, it is highly likely that residents would have already developed travel patterns and behaviour using alternative means of transport (typically the private car).

### *Type of Occupancy*

In order to enable the potential for future commercial viability of any new bus service it is essential to ensure there is a mix of housing types across the development. Routes serving developments purely focused on high-end executive housing are unlikely to ever achieve commerciality.

### *Internal Road Network*

Not only must this be suitable for the long term operation of bus services, it must enable penetration of the development from the outset. Where there is phased

construction of the road network or there are temporary roads in place, consideration needs to be made to allow buses to traverse the development and turn around safely. It is not advisable for a local authority to tender a bus service that requires smaller vehicles for initial phases of the development, as the need of two different vehicle types would dramatically increase the costs. The positioning of any traffic calming measures must take into consideration the risk they pose to buses, and the additional road space buses require negotiating them. Therefore, it is essential that developers factor in the dimensions of the vehicles to be used over the life of the service within their plans.

### *Connectivity between Individual Developments*

In some areas, piecemeal construction by multiple different developers has resulted in a warren of side-streets and cul-de-sacs that are impenetrable to local bus services. In order to avoid this it is advisable that the Local Planning Authority encourages a lead developer to submit an outline planning application for a significant area, including details of the main highway infrastructure; this developer would then work with others to submit individual applications detailing the reserved matters for different phases of the site.

### **Highway considerations in new developments to support bus services**

In order to ensure that buses effectively penetrate all key development sites, it is strongly advised that the following highway infrastructure be considered for inclusion in any future highway development control related discussions between Borough Council officers, WCC officers and respective developers:

1. The width of the main distributor road within the development site is sufficient to cater for two-way bus movement in order to allow effective penetration of the site.
2. The distributor road is provided within each separate development for the purpose of the following:
  - Ensuring that all households within the individual development are within 400 metres of a bus stop; and
  - Enable a highway link connecting all the separate developments to each other and also the adjoining local highway network.
3. The distributor road in each individual development has a minimum width of 6.75 metres and can effectively cater for bus turning movements in order to complement flexible bus routing options.
4. Highway links are in place providing connectivity between each individual development and nearby main road(s) on the strategic and/or local highway network.
5. '*Flexibility is key*', not least in that it is difficult to predict how the overall development in this area will come forward given the numerous separate developments.

The County Council is aware that the Borough Council has produced a Draft Masterplan Supplementary Planning Document for South West Rugby. With this in mind it is recommended that:

- Any Masterplans developed by the Borough Council associated with strategic sites consider the sustainable transport principles and proposals contained within this strategy; and
- The development of any Masterplans includes representatives from the County Council to help inform the key transport and access issues, including matters relating to sustainable travel.

### **Bus service provision considerations for new developments**

#### *Diversion of Existing Bus Services*

Opportunities to divert existing bus services are dependent on the size and location of any new development, with the length (in terms of time as well as physical mileage) of any detour being a limiting factor. Bus operators will be reluctant to re-route profitable commercial services away from main corridors in order to serve new development if there is a possibility of loss of patronage (thus revenue) from existing customers. Developers should be encouraged to seek feedback from bus operators prior to submitting planning applications, and this input should be reflected in their plans. Likewise, the Local Planning Authority should also seek the views of bus operators and Local Transport Authorities prior to granting of consent.

#### *Enhancement of Existing Bus Services and/or Creation of New Bus Services*

##### *Coton Park East*

The western section of Coton Park is already linked to Rugby town centre, DIRFT and Daventry by bus services 10 and 12, providing a weekday daytime frequency of 30 minutes. A small modification to the road layout is being progressed which will allow these services to extend into Coton Park East. The potential additional use of the service would justify an increase in frequency to every 15 minutes.

##### *South West Rugby*

Existing local bus services in Rugby already serve the northern edge of this area. Bus service 4 provides a weekday daytime frequency of every 12 minutes and serves Bilton, Admirals Estate and Cawston Grange. Bus service 86 provides a weekday daytime frequency of every 30 minutes to Overslade and Woodlands.

Although the services referred to above could potentially be extended to serve this development, both have long terminal loops offering maximum geographical coverage of the areas they already serve. Furthermore, the southward extension of these services would require additional resources to maintain existing service levels.

It is therefore considered that creation of a new bus service would be required to serve this strategic site allocation, and a development of this size would justify at

least a 15 minute frequency operating Mondays to Saturdays between 0700-1900, with a 30 minute service provided on evenings and Sundays.

It would offer efficiency advantages to combine this service with that for Lodge Farm (see below) and Coton Park (see above).

#### *Lodge Farm*

This location is currently only served by Flexibus, offering an off peak return journey three days a week to Rugby. It is therefore considered that the new development must sustain its own dedicated bus service. A development of this size would justify at least a 15 minute frequency operating Mondays to Saturdays between 0700-1900, with a 30 minute service provided on evenings and Sundays.

This could potentially be routed via the South West Rugby development thus offering a similar level of service at that location and possibly extended to Coton Park enhancing the frequency of the service by two buses per hour. This would help to maximise the efficiency of the service and the potential population draw along the route as a whole.

#### *Sites in Combination*

If each of the proposed allocations referred to above comes forward during the Local Plan period, it is considered that a 15 minute service operating all the way through to connect all three sites would be appropriate.

#### *Cost Profile*

Staggered funding of new or existing bus services to serve a new development makes allowance for the initial cost of introducing or diverting bus services (e.g. capital expenditure on vehicles, increasing the number of vehicles operating on route and additional staff costs) as well as the initial low on-bus revenue. It is anticipated that the cost reduces over the life of construction (as occupancy, and potentially on-bus revenue increase), with the aim of achieving commerciality at a point in the future.

#### *Vehicle Specification*

It is important to ensure high quality of operation. On board Wi-Fi is fast becoming a feature across bus fleets, as is leather seats and audio-visual announcements. The County Council understands that bus operators would be pleased to offer this as an option for the new developments, where appropriate. In terms of providing low-floor vehicles, all buses will be legally required to be of DDA compliant design prior to 2018. If an initial contract specified new or nearly-new vehicles, then any subsequent extension or re-tender should also make provision for the retention of existing vehicles.

## **Bus Infrastructure**

The principal areas of infrastructure associated with bus service improvements are bus stops, flags, shelters, laybys, information and priority measures.

### **Bus Stops, Flags, Shelters, Laybys and Information**

In relation to bus stops, the County Council would expect these to be well located in relation to the surrounding development (for example in terms of local service centres and schools), with a maximum walk distance of no more than 400m from any point within the development.

In most cases bus stop poles with flags and timetable cases should be sufficient. The location of the bus stops should be agreed prior to the construction of each development site in order to ensure that potential occupiers are aware of their location. The bus stops should be provided with raised kerbs in order to complement the fleet of low floor buses operating around Rugby Borough, bus stop poles (with bus flag and timetable case attached) and also a bus stop clearway marking box.

At key bus stops, consideration should be given to providing a bus shelter. County Council officers will be able to provide the developer with advice on the appropriate specification of the bus shelter. In addition, a commuted sum will be required for a period of five years to cover the maintenance costs of each shelter provided.

The provision of bus stop laybys will also be considered, where appropriate, in order to prevent stationary buses from obstructing traffic flow whilst picking up and/or setting down passengers. The provision of a bus stop layby at certain designated locations will enable buses to pull off the carriageway to pick up and set down passengers, and therefore, further enhance the waiting environment.

The County Council will not generally require Real Time Information (RTI) to be provided at bus stops and within bus shelters. However, liaison with site promoters will be undertaken to discuss the possible future-proofing provision of supporting underground infrastructure, should RTI be pursued at some point in the future.

The advent of smartphones means that residents of new developments can enjoy the benefits of real time information through use of specific apps.

Consideration should be given towards promoting a borough-wide branding approach to bus flags around Rugby Borough by allocating developer funding towards replacing certain bus flags around the borough in order to ensure a consistent and uniform appearance.

### **Bus Priority/Connectivity Improvements**

As noted previously, if each of the proposed allocation sites in Rugby (Coton Park, South West Rugby and Lodge Farm) comes forward for development during the Local Plan period, it is considered a 15 minute service operating all the way through to connect all three sites would be appropriate, potentially via the town centre and

Rugby Station. This would improve sustainable access between residential locations, employment opportunities and major retail facilities.

In order to facilitate this level of service, it is proposed to investigate options for possible bus priority as part of a wider review of the overall transport strategy for the town to be undertaken in the medium to longer term.

Liaison with Stagecoach Midlands has identified a number of areas on the local highway network where further congestion brought about by Local Plan growth would potentially lead to difficulties in terms of maintaining service schedules and frequencies. These include the following:

- Rugby Station and the rail underpass/Mill Road (routes 4,10,12);
- Corporation Street (all services);
- Bilton Road/Corporation Street Gyratory (all routes except 3/3A);
- Avon Mill/Leicester Road (routes 3/3a,4);
- Hilmorton Road/Ashlawn Road (routes 3/3A,10/12,96);
- Clifton Road/Murray Road/Lower Hilmorton Road junction (all services).

The updated STA work has included a 'proof of concept' exercise which has sought to identify whether there is possible further mitigation beyond that already identified which could potentially further mitigate Local Plan growth.

The outputs from this work suggest that more radical schemes, including a possible extension to the Rugby Western Relief Road in conjunction with traffic management measures on the A426 Newbold Road/Corporation Street corridor and at Rugby Gyratory, could potentially help to reduce queuing impacts in the town.

## **Park and Ride**

It is anticipated that the wider transport strategy review referred to previously would also seek to assess the scope for demand management measures including Park and Ride and a review of local parking policy to help tackle congestion in the town.

## **Access to Rail**

Rail usage in Warwickshire has been steadily increasing over the past two decades and improving the current rail services on offer and access to the network for those wanting to travel by rail is a key aspiration for the County Council.

## **Rugby Station**

The principal access point to the rail network in the Borough is Rugby Station. Rugby is a key station on the West Coast Main Line (WCML), which is one of the most important rail corridors in Britain and one of the busiest stations in Warwickshire.

It is served by the West Coast Main Line Franchise (to be replaced by InterCity West Coast franchise from 2019) which offers long distance express and semi-fast

services from London, the West Midlands, the North West and Scotland, and the London Midland franchise which offers services across the West Midlands to London.

Rugby Station has high passenger demand which is expected to grow in the coming years. In the period 2015-2016, over 2.2 million people used the station. It is estimated that by 2043, four million passengers per year will be using the station, doubling the current patronage.

Rugby Station underwent a major renovation when the WCML was upgraded in the early 2000s. Network Rail invested £190m in a package of upgrades and improvements in/around the station. This included extensive remodelling of the railway lines through the station, the reinstatement of a fourth track from Rugby to Brinklow, complete refurbishments of flyovers to the north and south of the station, 2 new platforms, and the station itself was comprehensively rebuilt. Warwickshire County Council invested £100,000 (2009-2010) in delivering a bus/rail interchange at the Station.

The growth in passenger demand that has occurred at Rugby Station has been largely accommodated by the aforementioned renovation and expansion as well as the additional car parking provision that has recently been completed.

It is an aspiration for the County Council to increase the number of services from Rugby Station to London. Over 280,000 people travel from Rugby to London each year and this figure is expected to rise alongside the projected growth on the entire WCML. At present, there are only four trains per hour travelling to London with only one of the four being on the fast service, the average journey time from Rugby to London being 75 minutes. HS2 will allow the overall services at Rugby to be improved with the frequency increasing and possible introduction of more fast services.

## **Parking**

With the expected growth in patronage there will be a corresponding rise in demand for parking near and around the station, putting pressure on an already constrained transport network. Currently, there are over 700 dedicated station spaces surrounding the station.

A possible site option for an additional multi-storey car park has been identified to the north of the station. If pursued, the existing northern footpath access into the station from Mill Road which is currently sub-standard would need to be improved.

The entrance is narrow and not well-lit and a possible improvement would be to enlarge the walkway and bring it up to modern standards. This would result in the Station having two main entrances. This would allow the station to spread the areas where passengers enter and exit and reduce unnecessary delays.

## **Rugby Parkway Station**

With the forecast growth to the town's population, Rugby Borough is set to see a transformational change in scale that will require a significant upgrade to existing

transport networks, particularly additional access to National Rail services that will not be sustainably provided by Rugby and Long Buckby stations alone.

A complementary facility to the town station is proposed at Rugby Parkway. The new station would be located on the A428 Crick Road, opposite the new major housing development at Houlton in eastern Rugby. It is also approximately 1 mile from M1 Junction 18, and will be at the crossroads of the UK strategic highway network, easily accessible from the M1, M6, M45, A5 and A14.

The new station will comprise:

- Two platforms with connecting footbridge and lifts;
- Bus and car drop off point;
- Highway connection to the A428; and
- 260 space car park.

The aim of Rugby Parkway is to ensure that the rail network contributes to the sustainability of Rugby Borough's wider forecast population growth to 2026. Given this rise in population, a significant upgrade to existing transport networks is required. Rugby Parkway Station will support the town's urban sustainability and environment, helping to reduce highway congestion whilst freeing capacity for local people to use Rugby Station.

Given its proximity to the M1, M6, M45, A5 and the A14, it is likely to act as a strategic park and ride for the area, reducing the highway congestion experienced at peak times in the area and thus freeing up highway capacity whilst introducing modal shift away from private car. It will also offer a short 4 minute journey for those living in Houlton and the surrounding area to get to Rugby town centre quickly and efficiently.

Rugby Parkway and Rugby Station will in combination offer a step-change in connectivity to UK economies after HS2 releases capacity on the rail network for new WCML services in 2026. However, without additional rail access opening up in Rugby, the town will continue to have a limiting effect on those seeking to travel by rail, and without HS2, and the capacity that is freed up by some fast services moving to the new line, there is the continued issue of a lesser service on offer at Rugby.

## 3. Walking and Cycling

### Introduction

It is important that high quality pedestrian and cycle routes are provided to and within all significant development sites which come forward across the Borough.

The cycle network in Rugby is reasonably well developed although there are a number of new links and improvements which the County Council would like to see come forward to help develop a comprehensive cycle network that makes cycling an attractive choice for everyday journeys, particularly to work.

The County Council and Sustrans carried out a review of the Rugby cycle network in 2015/16 in order to produce a new cycle network development plan. The proposed Local Plan housing and employment allocations formed a key input to this review. Views have also been sought from the Rugby Cycle Forum (which WCC attends) regarding the cycle network review. The plan has been recently reviewed in view of updated development land allocations in the proposed Local Plan.

Internal provision for pedestrians and cyclists within development sites should deliver good access to local service centres, schools and open spaces/play areas. Streets should be designed to facilitate on-carriageway cycling, although cycle facilities which are segregated from traffic may be required on main spine roads. This provision should be complemented by traffic-free shared pedestrian/cycle routes where they provide attractive or more direct alternatives to the road network. Routes should also be provided as part of new 'green' corridors, with suitable links to them from within the development. Good connections to the external pedestrian and cycle network are also important.

In terms of other pedestrian and cycle infrastructure, crossing facilities should be considered where flows justify such provision. Toucan crossings may be required on key cycle routes. Pedestrian/cycle signage should also be considered, particularly in terms of links to important local facilities such as public transport interchanges and the National Cycle Network. The County Council would expect to see good quality cycle parking provided at local service centres, schools and open spaces/play areas within development sites.

### Proposed improvements to walking and cycling facilities

The following schemes would deliver a number of strategic and missing links within the cycle network, and therefore allow more seamless journeys to be made by bike:

- **Rugby Gateway – town centre / rail station**
- **Rugby SUE / Hillmorton – town centre**
- **South-west Rugby – town centre**
- **Hillmorton – DIRFT**
- **Coton Park East - Brownsover**

The above schemes have been identified as the main new cycle links required to connect residential areas to key destinations in and around Rugby. This should not be considered as an exhaustive list and will be further refined as further work is carried out on the cycle network development plan. Additional local cycle links will be required to connect development sites to schools, local service centres and community facilities.

The County Council will seek contributions towards the new cycling infrastructure identified as part of the network planning work as a result of development across the Borough.

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## 4. Smarter Choices

In order to reinforce the investment in public transport, walking and cycling proposed in this strategy, the County Council would expect to see the parallel deployment of the following behavioural and other 'Smarter Choices' measures secured through the planning process to help deliver sustainable growth across the Borough:

- Workplace Travel Plans (in respect of sites generating in excess of 100 jobs);
- Sustainable Travel Packs for new residents;
- Personalised travel planning (i.e. specifically tailored to the needs of the individual);
- Travel awareness campaigns;
- Public transport information and marketing;
- Car clubs;
- Car sharing schemes;
- Provision of Electric Vehicle charging points at key locations within development sites; and
- Use of teleworking, teleconferencing and home shopping.

The County Council will continue to work with existing employers, transport providers, the Borough Council and organisations such as Job Centre Plus and local Further Education institutions to encourage and facilitate bespoke solutions to addressing transport issues and needs, in order to improve access to training and employment opportunities across the Rugby area.

## 5. Sustainable Transport Infrastructure Delivery Plan

An Infrastructure Delivery Plan which captures the Sustainable Transport requirements detailed in this strategy is provided in **Appendix A**. This should be treated as an addendum to the advice contained in WCC's previous STA and the Borough Council's emerging IDP. It should also be treated as a 'live' document, which will evolve as further funding opportunities arise. The expectation is that this will feed directly into RBC's IDP associated with the Local Plan.

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## Appendix A - Sustainable Transport Infrastructure Delivery Plan

IDP Project Reference	IDP Project Name	Area/Site Association	Scheme Details	Delivery Period	Capital Cost	Funding Source	Responsible Agency
<b>Cycling</b>							
	Highway Improvement Schemes and Development Site Masterplans – Cycle Facilities	Borough-wide	Cycle infrastructure improvements to be incorporated into all IDP and other highway improvements, along with individual development site Masterplans.	Whole plan	N/A	S38/S278	Developers WCC Highways England
	Rugby Gateway – town centre / rail station	Rugby Gateway, Elliott's Field Retail Park	Dedicated cycle link between new housing and employment at Gateway Rugby, Rugby Town Station and the town centre.			S106/CIL WCC LEP/Central Government	Developers WCC
	Houlton SUE / Hillmorton – town centre	Houlton	Dedicated cycle link between Houlton SUE and town centre via Hillmorton	TBC	TBC	S106/CIL WCC	Developers WCC
	South West Rugby – town centre	South West Rugby	Package of dedicated cycle links connecting residential sites to town centre, key local destinations and the wider cycle network.	TBC	TBC	S106/CIL WCC	Developers WCC
	Hillmorton – DIRFT	DIRFT	Dedicated cycle link on A428 to connect DIRFT to existing cycle facilities on B4429 Ashlawn Road.	TBC	TBC	S106/CIL WCC	Developers WCC
	Coton Park East – Brownsover	Coton Park East	Dedicated cycle links between Coton Park East and Boughton Lane to provide connections to local service centres and existing cycle links to town centre and rail station	TBC	TBC	S106/CIL WCC	Developers WCC
<b>Walking</b>							
	Highway Improvement Schemes and Development Site Masterplans – Pedestrian Facilities	Borough-wide	Pedestrian infrastructure improvements to be incorporated into all IDP and other highway improvements, along with individual development site Masterplans.	Whole plan	N/A	S38/S278	Developers WCC Highways England
	Cycling Improvement Schemes – Pedestrian Facilities	Borough-wide	Improvements for pedestrians will be incorporated in all shared use and segregated foot/cycleway facilities.	Whole plan	N/A	S38/S278	Developers WCC Highways England
<b>Public Transport - Rail</b>							
	Rugby Parkway Station	Borough-wide	Provision of new station south of A428 Crick Road opposite Rugby Radio Station development at Houlton in eastern Rugby.	2016/2020	£14.9m	DfT New Stations Fund	WCC DfT Network Rail Train Operators
	Rugby Town Station	Borough-wide	Local access improvements.	TBC	TBC	S106/CIL	WCC Developers
<b>Public Transport - Bus</b>							
	Highway Improvement Schemes and Development Site Masterplans – Bus Facilities	Borough-wide	Bus infrastructure improvements to be incorporated into all IDP and other highway improvements, along with individual development site Masterplans.	Whole plan	N/A	S38/S278	Developers WCC Highways England

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