

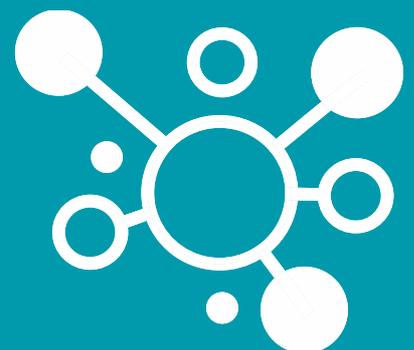
Client:  
**Richborough Estates Ltd**

Project:  
**Greens Norton**

Project No:  
**T20510**  
Report Title:  
**Travel Plan**

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# 1.0 Introduction

## Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Richborough Estates Ltd to provide transport advice for a proposed residential development on land to the south of Blakesley Hill, Greens Norton, nr Towcester.
- 1.2 The greenfield site covers an area of approximately 2.7 Ha and will provide up to 69 dwellings, 50% of which are affordable; the site location is shown on **Figure 1.1**.

## Structure of the Report

- 1.3 Following this introduction, the report is set out as follows:
  - Section 2.0 – Background Information;
  - Section 3.0 – Policy Review and Travel Plan Objectives;
  - Section 4.0 – Sustainable Travel;
  - Section 5.0 – Travel Plan Measures and Initiatives;
  - Section 6.0 – Implementation and Surveys.

## Limitations of the Report

- 1.4 This report has been undertaken at the request of Richborough Estates Ltd, 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.
- 1.5 This report has been compiled using data from several 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 Background Information

### Existing Site

- 2.1 The site is located within Greens Norton, nr Towcester, on the western side of the village, c.450m from the centre and c.3.2km northwest of Towcester.
- 2.2 The site is bounded by Blakesley Hill to the north, Bury Hill to the west, residential dwellings to the east and agricultural land to the south.
- 2.3 Northampton is the closest major town to the site, situated c.14km to the northeast of the site.
- 2.4 Access to the site is provided via a priority T-junction off Blakesley Hill.
- 2.5 In the vicinity of the site, Blakesley Hill is a c.5.5m wide carriageway; the prevailing speed limit at the northwest corner of the site is 60mph, changing to 30mph (in an eastbound direction) around 30m to the east of the junction with Bury Hill.
- 2.6 Blakesley Hill heads eastward into the centre of Greens Norton, becoming High Street and subsequently Towcester Road at the High Street/Towcester Road junction. Towcester road then heads east out of Greens Norton, whilst High Street continues south and becomes Mill Lane as it approaches the southeast of the village.
- 2.7 A footway of c.1.6m wide is located on the south side of Blakesley Hill along the frontage of the site. The footway widens to c.1.8m as it approaches Benham Road and provides a suitable walking route into the centre of Greens Norton.
- 2.8 The footway switches to the north side of Blakesley Hill past the Benham Road junction via a dropped kerb crossing with tactile paving.
- 2.9 The footway continues into Greens Norton along Blakesley Hill with a width of c.1.3m to c.1.4m, narrowing for a short distance (c.15m) to around 1.0m, then widening back out before narrowing again adjacent to 8 Blakesley Hill to c.0.8m for a distance of c.25m; it finally widens back out to c.1.4m as it approaches the centre of the village.
- 2.10 The walking route to Towcester Road, to access the primary school, community centre and medical centre, can be undertaken via New Road, which essentially operates as a 'quiet lane', providing access to some private residential dwellings.
- 2.11 Although this is a perfectly acceptable route to walk within the carriageway, due to the minimal traffic movements, a footway of c.1.4m width is in place on the northern side and extends for approximately half the length, connecting to the existing footway provision on the northern side of Towcester Road.
- 2.12 There is an alternative route into the village via Benham Road and through the existing residential area adjacent to the proposed development site; this has footways of c.1.8m in width, is overlooked along most of the route and is lit.
- 2.13 The proposed development site is close to a range of local services and facilities, which include a local primary school, medical centre and local post office/village store.

## 3.0 Policy Review and Travel Plan Objectives

### Northamptonshire County Council's Travel Plan Guidance

- 3.1 The Northamptonshire Transportation Plan (NTP) (2012) aims to set out what the county of Northamptonshire needs, in terms of transport, to function and grow up until 2026. With the daughter document of Towcester Town Transport Strategy (TTTS) providing a more localised plan of the area.
- 3.2 The NTP sets out key objectives to achieve this functionality and growth.
- 3.3 Objectives one to five consider the future, community, choice, economic growth and the environment:
1. *“Creating a transport system that supports and encourages growth and plans for the future impacts of growth, whilst successfully providing benefits for the County.”*
  2. *“Through the transport system help to maintain a create safe, successful, strong, cohesive and sustainable communities where people are actively involved in shaping the places where they live.”*
  3. *“Ensuring that the people of Northamptonshire have the information and the options available to them to be able to choose the best form of transport for each journey that they make.”*
  4. *“Creating a transport system that supports economic growth, regeneration and a thriving local economy and successfully provides for population and business growth.”*
  5. *“To deliver a transport system that minimised and wherever possible reduces the effect of travel on the built, natural and historic environment.”*
- 3.4 The West Northamptonshire Joint Core Strategy Local Plan (Part 1) is a collection of local plans that will *“guide the evolution of South Northamptonshire in the years that lie ahead.”*, as well as provide an overall framework in which planning decisions can be made. It sets out the long-term vision for the area up to 2026; there are multiple policies proposed to oversee this evolution.
- 3.5 Regarding sustainable development, the JCS policy SA states:
- “The relevant council will take a positive approach that reflects the presumption in favour of sustainable development contained in the NPPF. It will always work proactively with applicants jointly to find solutions which mean that proposals for sustainable development will be approved and to secure development that improves the economic, social and environmental conditions of the area.”*
- 3.6 Regarding transportation in rural areas, the JCS policy R3 states:
- “Improved accessibility and sustainable transport within rural areas and the avoidance of congestion and ‘rat running’ will be secured by:*
- *Supporting improved public transport connections between villages and hamlets and their nearest services;*
  - *Supporting improvements to the cycling network between villages and their nearest service centre; and*
  - *Reviewing walking connections within villages to identify specific improvements required ensuring the safety of pedestrians.”*

- 3.7 Northamptonshire County Council produced a '**Residential Development Travel Plan Template**' (2011) outlining what a Travel Plan is required to include, specifically for Northamptonshire, to gain approval. It elaborates on the general advice from the Department for Transport (DfT) document 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (2009).

*"Residential Travel Plans focus on travel by residents in housing developments. They are designed to encourage sustainable travel from the origin of journeys, rather than to a specific destination, and across the full range of journey purposes."*

### Travel Plan Objectives

- 3.8 The specific aim of the Travel Plan for this proposed development is to promote and facilitate sustainable travel choices, particularly to reduce single-occupancy car use. In turn, this links to the principal transport aim for the site which is to make it, within reason, as sustainable as possible in terms of people's movements to and from the site.
- 3.9 The primary objectives of the plan for the proposed development are as follows:
- To reduce the reliance on the private car and to minimise the number of single occupancy car traffic movements to/from the site;
  - To encourage the use of sustainable modes of travel, particularly walking and cycling to nearby destinations;
  - To encourage car sharing between residents of the site by raising awareness of its benefits;
  - To minimise, where possible, the impact of the site on the local area.

### Methodology for Formulating the Travel Plan

- 3.10 A detailed timetable is provided in Section 6.0, however the implementation process for the Travel Plan, once the site is close to being in use as a residential development, is likely to be as follows:
- Appoint a Travel Plan Co-ordinator (TPC);
  - Implement initial measures/initiatives; and,
  - Derive potential travel patterns to/from the site and investigate incentives for residents to use more sustainable modes of travel.

## 4.0 Sustainable Travel

### Accessibility by Foot

- 4.1 A footway of c.1.6m wide is located on the south side of Blakesley Hill along the frontage of the site. The footway widens to c.1.8m as it approaches Benham Road and provides a suitable walking route into the centre of Greens Norton.
- 4.2 The footway switches to the north side of Blakesley Hill past the Benham Road junction via a dropped kerb crossing with tactile paving.
- 4.3 The footway continues into Greens Norton along Blakesley Hill with a width of c.1.3m to c.1.4m, narrowing for a short distance (c.15m) to around 1.0m, then widening back out before narrowing again adjacent to 8 Blakesley Hill to c.0.8m for a distance of c.25m; it finally widens back out to c.1.4m as it approaches the centre of the village.
- 4.4 The walking route to Towcester Road, to access the primary school, community centre and medical centre, can be undertaken via New Road, which essentially operates as a 'quiet lane', providing access to some private residential dwellings.
- 4.5 Although this is a perfectly acceptable route to walk within the carriageway, due to the minimal traffic movements, a footway of c.1.4m width is in place on the northern side and extends for approximately half the length, connecting to the existing footway provision on the northern side of Towcester Road.
- 4.6 There is an alternative route into the village via Benham Road and through the existing residential area adjacent to the proposed development site; this has footways of c.1.8m in width, is overlooked along most of the route and is lit.
- 4.7 The proposed development site is close to a range of local services and facilities, which include a local primary school, medical centre and local post office/village store. The key local facilities in the vicinity of the site are listed in Table 1 below and can be identified in **Figure 4.1**.

**Table 1 – Local Facilities**

Amenity	Distance 1	Distance 2
The Butchers Arms	500m	600m
Post Office and Village Store	550m	650m
Local Butchers	600m	700m
Church of St Bartholomew	630m	730m
Greens Norton Village Hall	730m	830m
Hedgehog Hill Nursery and Pre-School	730m	830m
Recreation Ground and Children's Park	770m	870m
Greens Norton Community Centre	850m	950m
Greens Norton Medical Centre	920m	1020m
Greens Norton C of E Primary School	930m	1030m
The Rocking Horse Day Nursery	950m	1050m

- 4.8 Table 1 demonstrates that the site benefits from a range of facilities within walking distance of the site.
- 4.9 Table 1 displays two different distance measurements; distance 1 represents the walk route along Blakeley Hill and into the village, whilst distance 2 is the walk route via Benham Road. As detailed above, the second route is c.100m longer but has wider footways, has streetlighting present and is overlooked. The routes can be seen in **Figure 4.2**.
- 4.10 The site is located within c.550m of the village centre where amenities such as the Post Office/Village Store, Butchers and Public House are located, whilst the nearest medical practice is just over 900m from the site.
- 4.11 All key services for residents of the proposed development site are within a comfortable walking distance.
- 4.12 All the facilities listed in Table 1 are within the 2km walk distance referred to in the MfS guidance and the 1.28km average walking trip distance from the NTS, with several within the 800m walkable neighbourhoods' distance.
- 4.13 Therefore, it is considered that the site is suitably located for accessing a range of local facilities on foot.

#### **Accessibility by Cycle**

- 4.14 There are no formal cycle routes surrounding the site or local to Greens Norton, thus cycling trips will be undertaken on-road across the village.
- 4.15 Blakesley Hill is subject to a 30mph speed limit eastbound from the site, and the national speed limit of 60mph westbound out of the village; therefore, is considered suitable for use by cyclists to travel into the village along Blakesley Hill and onto High Street. The remainder of Greens Norton is all within the 30mph speed limit.
- 4.16 The facilities listed in Table 1 are well within the recommended 5km cycle distance. In addition, the town of Towcester is within the 5km distance so would be a realistic option for Greens Norton residents to commute by bicycle.
- 4.17 The cycle route to Towcester would be east along Blakesley Hill into Greens Norton village centre, south along High Street and onto Mill Lane, following this until the Abthorpe Roundabout, at which point there is a signposted cycle route into Towcester.
- 4.18 Mill Lane becomes a 60mph speed limit as it leaves Greens Norton; this continues for c.1.65km until it meets a priority T-junction just to the southwest of the Abthorpe Roundabout. This section of the cycle route is along a relatively quiet rural lane that is consistently between 5.5m and 6m in width, with the narrowest section over the hump bridge being c.5m in width.
- 4.19 Mill Lane itself has very good forward visibility along the vast majority of its length and is of sufficient width for two vehicles to easily pass along the entire length, and thus easily pass a cyclist whilst giving significant passing room.
- 4.20 Mill Lane becomes 40mph just before the junction for Abthorpe Roundabout, for a distance of c.250m, before the designated cycle route into Towcester becomes available.
- 4.21 Cycling is encouraged to and from Towcester, with both Abthorpe and Greens Norton signed from the Abthorpe Roundabout.

4.22 The site is therefore suitably located for accessing the significant employment, leisure and shopping facilities in the centre of Towcester, by cycle.

**Accessibility by Bus**

4.23 The nearest bus stops are located on High Street in the centre of Greens Norton (School Lane), at c.550m from the site. Bus service number 87 runs from these stops and a summary of the frequency and destinations served by these services are provided in Table 2; the route is shown on **Figure 4.3**.

**Table 2 – Local Bus Services**

Service No.	Route	Frequency (approx.)		
		Mon - Fri	Sat	Sun
87	Northampton – Pattishall – Towcester – Silverstone – Brackley)	3 Services to Northampton (07:00-13:00)	3 Services to Northampton (07:00-13:00)	N/A
		3 Services to Towcester (10:00-19:00)	3 Services to Towcester (10:00-19:00)	

4.24 Table 2 demonstrates that there is a bus service suitable for those residents commuting to work in Northampton with the no.87 bus service departing Greens Norton at 07:10; the return journey is also viable with the service departing Northampton at 18:00. The journey takes approximately 40 minutes.

4.25 Whilst there is no commuter bus service to Towcester, there are buses during the day that would be available for shopping and leisure trips.

4.26 As set out in the Transport Assessment report for this site, preliminary discussions have been held with Northamptonshire Highways regarding a financial contribution towards public transport; at this stage, it has been agreed with the local authority that a contribution of £1,000 per dwelling (£69,000 in total) towards enhancements to the existing No.87 service will be made (via Section 106 agreement).

4.27 The contribution will be pooled with other development contributions along the route of the No.87 service and used to deliver enhancements to the daytime service, Monday to Saturday, between Northampton and Towcester.

4.28 Further to the above, the proposed development will also provide bus ‘taster’ passes for each dwelling, which will provide three months of unlimited travel across the Northampton and the surrounding villages; each 4-week ‘Megarider Plus’ ticket costs £89, which therefore represents a further financial contribution of up to £18,423 (should all 69 dwellings take up the full three month ticket option).

**Accessibility by Rail**

4.29 Northampton Rail Station is situated approximately 17km northeast of the site and can be accessed via the no.87 bus service or a car journey taking 20-25 minutes.

4.30 The station benefits from 866 car parking spaces with 12 accessible spaces, as well as providing 85 secure cycle parking stands. The car park is open 24 hours a day, 7 days a week.

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**Greens Norton**



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4.31 Northampton provides services to local and national destinations, with many being within reasonable commuting distance. Services to Milton Keynes, Coventry, Birmingham and London Euston are every 20 minutes.

## 5.0 Travel Plan Measures and Initiatives

### Introduction

- 5.1 Travel Plans provide a package of measures to encourage site users to choose alternative travel options in preference to single occupancy car use.
- 5.2 There are also further, equally important, reasons for promoting sustainable travel including health and environmental benefits.

### Promotion of Sustainable Modes of Travel

- 5.3 The residents will be encouraged to travel via sustainable modes, particularly walking and cycling, in order to minimise traffic impacts of the site on the local area; this will be done through the following sustainable travel initiatives:
  - Encourage cycling to/from the site by:
    - Providing secure on-plot cycle storage; and,
    - Promoting cycling information websites such as <https://www.northamptonshire.gov.uk/councilservices/northamptonshire-highways/cycle-northants>.
  - Promote walking to/from the development by:
    - Providing a map of local walking routes from the site to key local facilities and the village centre; and,
    - Promoting the health benefits of walking.
  - Promote the use of public transport through:
    - Providing detailed public transport information, including timetables and fares, in Travel Packs provided to residents on occupation;
    - Providing each dwelling with a 3-month 'taster' bus pass ('Megarider Plus') for unlimited travel across Northampton and the surrounding villages
  - Encourage sustainable car journeys by:
    - Making residents aware of car club and car share schemes, such as [liftshare.com](http://liftshare.com);
    - Raising awareness of car ownership costs through the Travel Packs.
  - Promote the Travel Plan and its measures by:
    - Publicising the Travel Plan on the development website; and,
    - Preparing and distributing Travel Packs to every household on occupation.

### Travel Plan Mode Share Targets

- 5.4 In accordance with County Council requirements and Local Policy guidelines, the site will seek to deliver a minimum reduction of 20% in single occupancy car journeys.

## 6.0 Implementation and Surveys

### Travel Plan Information Packs

- 6.1 A key aspect in achieving the Travel Plan measures and initiatives will be the distribution of travel information to residents once the development is completed.
- 6.2 Each household will be provided with a Travel Pack which will contain information about the modes of transport which are available for journeys to and from the site. The information packs will include public transport and sustainable travel information about services and routes within the local area.
- 6.3 The packs will make residents aware of transport provision which is available to the nearest towns, local shops, schools, health and leisure facilities, bus stops, rail station and nearby employment areas for those applicable.
- 6.4 The packs will also include maps giving details of safe pedestrian and cycle routes from the site, together with fare, contact and timetable information for public transport services.
- 6.5 A simple statement outlining the benefits of sustainable transport versus the use of private car will also be set out in the information pack, as well as the aims of the Travel Plan. This and all the information contained within the pack will be researched and published prior to occupation and will be reviewed annually and updated as necessary.

### Travel Plan Co-ordinator (TPC)

- 6.6 A fundamental aspect of any Travel Plan is the identification and appointing of a TPC for the site.
- 6.7 The TPC will be approachable, amenable to suggestions and possess a high level of interpersonal skills; they will be required to converse with outside bodies such as public transport operators and the local authority.
- 6.8 The TPC will be responsible for setting up, promoting and monitoring the majority of the initiatives and schemes listed in **Table 3** below.
- 6.9 The management and implementation of the Travel Plan will be the responsibility of the housebuilder who will either appoint a member of their office team, or an external consultant, to be the TPC.

**Table 3 – Action Plan**

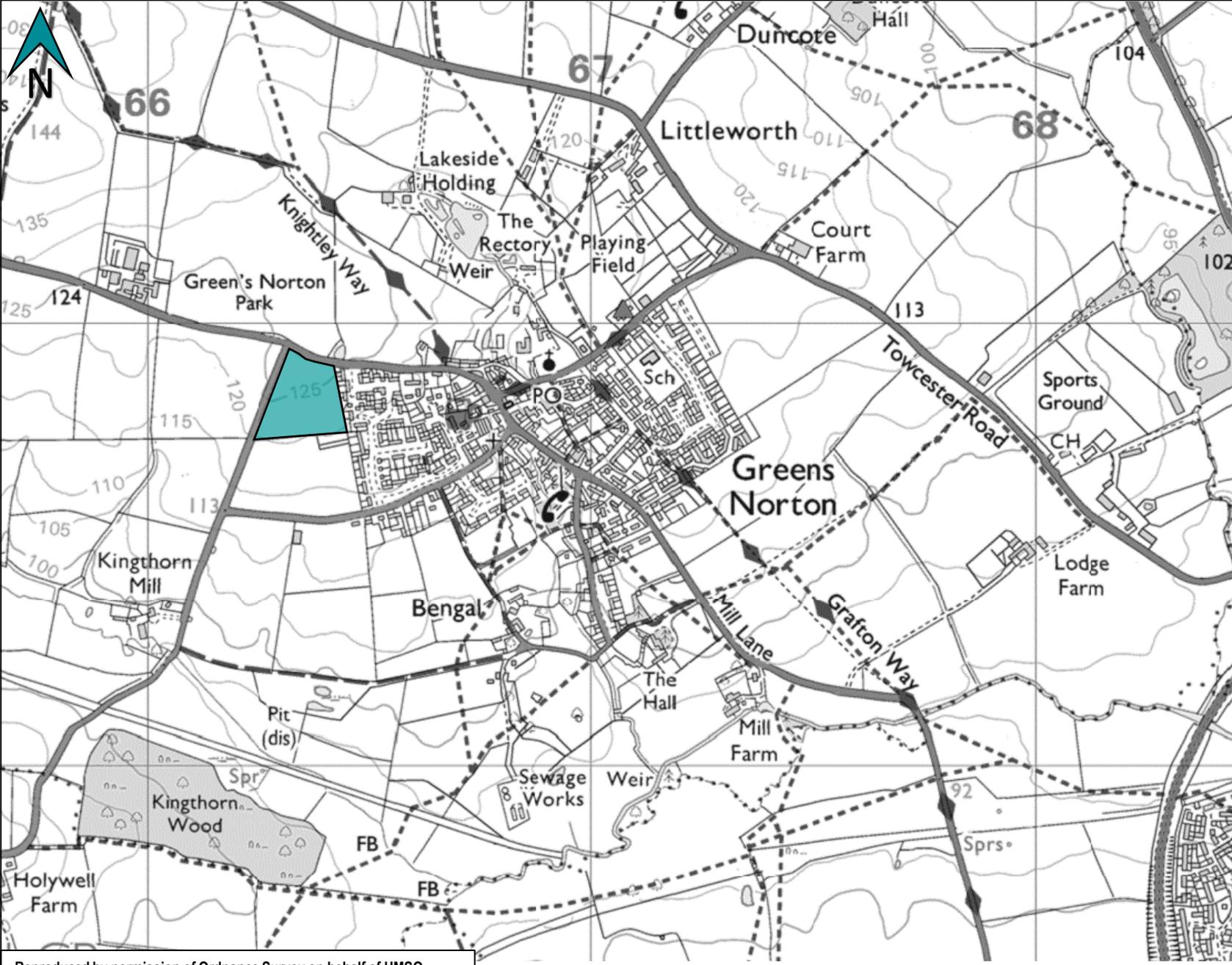
Travel Mode	Initiative	Target Date	Person Responsible	Other Delivery Partners
Cycling	Providing residents with secure cycle storage	Prior to occupation	Housebuilder	
	Providing details of local cycle routes to key facilities	At occupation	TPC	
	Promoting cycling information websites such as <a href="https://www.northamptonshire.gov.uk/councilservices/northamptonshire-highways/cycle-northants">https://www.northamptonshire.gov.uk/councilservices/northamptonshire-highways/cycle-northants</a>	At occupation	TPC	
Public Transport	Provision of detailed public transport information, including appropriate bus/rail services and fares	At occupation	TPC	Public transport providers

Walking	Providing a map of local walking routes to key local facilities	At occupation	TPC	
	Providing appropriate pedestrian linkages to/from the existing footway network	Prior to occupation	Housebuilder	
Encouraging Sustainable Car Journeys	Promoting the benefits of car sharing to residents at the site	At occupation	TPC	
Promoting the Travel Plan	Publicising the Travel Plan on the development website	Prior to occupation	TPC	
	Preparation of resident Travel Packs	At occupation	TPC	

### Travel Surveys

- 6.10 In accordance with Northamptonshire County Council guidance, travel surveys will be produced for the new residents to complete; at this stage, it is considered that the surveys should be undertaken within six months of first occupation at the site.
- 6.11 The travel surveys will derive the initial modal split and thus facilitate the setting of realistic targets.
- 6.12 The surveys will then be undertaken on an annual basis, avoiding holiday periods, for a period of five years in order to monitor the effectiveness of initiatives.
- 6.13 The Travel Plan and its objectives will be reviewed by the TPC on an annual basis, the survey results summarised and then discussed with the local highway authority.

## Figures



Legend



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Not to Scale  
 Greens Norton  
 Figure 1.1 - Site Location

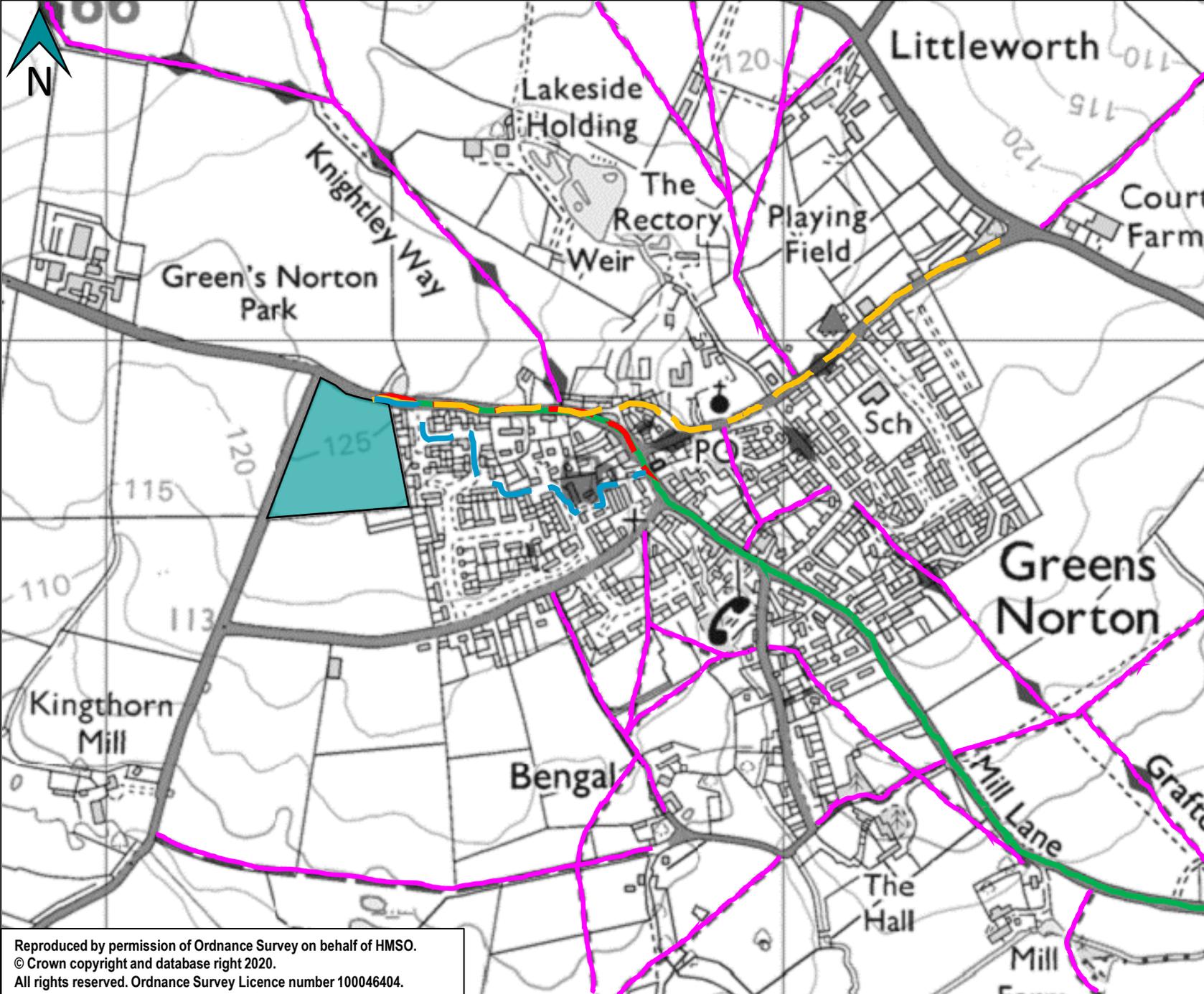


- Legend**
-  Site
  -  Bus Stops
  -  1 Greens Norton C of E Primary School
  -  2 Hedgehog Hill Nursery and Pre-School
  -  3 The Rocking Horse Day Nursery
  -  4 Greens Norton Medical Centre
  -  5 The Butchers Arms
  -  6 Recreation Ground and Children's Park
  -  7 Towcestians Sports Club
  -  8 Church of St Bartholomew
  -  9 Greens Norton Village Hall
  -  10 Greens Norton Community Centre
  -  11 Post Office and Village Store
  -  12 Local Butchers



Not to Scale  
 Greens Norton  
**Figure 4.1 – Local Facilities**

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- Legend**
-  Site
  -  Walking Route for Primary School, Community Centre and Medical Centre
  -  Walking Route into Village Centre along Blakeley Hill
  -  Alternative Walking Route into Village through Residential Area.
  -  Cycle Route towards Towcester
  -  Other Footpaths/Bridleways

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*Not to Scale*  
 Greens Norton  
**Figure 4.2 – Local Walk & Cycle Routes**



- Legend**
-  Site
  -  Bus Stops
  -  Bus Route 87 (Northampton to Towcester via Greens Norton)



Not to Scale  
 Greens Norton  
**Figure 4.3 – Bus Route**

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