

# Land East of A6, Rushden

*Travel Plan*

*Final*



Transport Planning Consultants

# Land East of A6, Rushden

## *Travel Plan*

5<sup>th</sup> May 2022

DN/NS/22279-04d Travel Plan\_Final

*Prepared by:*

**David Tucker Associates**

Forester House, Doctors Lane  
Henley-in-Arden  
Warwickshire  
B95 5AW

Tel: 01564 793598

Fax: 01564 793983

[inmail@dtatransportation.co.uk](mailto:inmail@dtatransportation.co.uk)

[www.dtatransportation.co.uk](http://www.dtatransportation.co.uk)

*Prepared For:*

**Bellway Homes Ltd**

© **David Tucker Associates**

No part of this publication may be reproduced by any means without the prior permission of David Tucker Associates

## TABLE OF CONTENTS

	Page
<b>1.0 INTRODUCTION .....</b>	<b>1</b>
<b>2.0 EXISTING CONDITIONS .....</b>	<b>2</b>
2.1 Site Location .....	2
2.2 Local Highway Network .....	2
2.3 Walking and Cycling .....	3
2.4 Local Facilities .....	3
2.5 Summary .....	6
2.6 Public Transport .....	6
<b>3.0 TRAVEL PLAN MANAGEMENT.....</b>	<b>8</b>
3.1 Introduction .....	8
3.2 Travel Plan Co-ordinator .....	8
<b>4.0 TRAVEL PLAN MEASURES .....</b>	<b>9</b>
4.1 Introduction .....	9
4.2 Pedestrian and Cycle .....	9
4.3 Vehicular Access .....	9
4.4 Car Parking Provision .....	10
4.5 Initial Marketing.....	10
4.6 Sustainable Travel Pack.....	10
4.7 Travel Voucher .....	11
4.8 Car Sharing .....	11
4.9 Personalised Travel Planning.....	11
4.10 Household Broadband .....	12
4.11 Notice Board .....	12
<b>5.0 OBJECTIVES AND TARGETS .....</b>	<b>13</b>
5.1 Introduction .....	13
5.2 Objectives .....	13
5.3 Targets .....	13
<b>6.0 MONITORING .....</b>	<b>15</b>
6.1 Surveys.....	15
6.2 Plan Performance Audits.....	15
<b>7.0 SUMMARY ACTION PLAN.....</b>	<b>17</b>

### Figures

**Figure 1** Site Location and Facilities

### Appendices

**Appendix A** Illustrative Masterplan



---

### 1.0 INTRODUCTION

1.1 This Travel Plan (TP) has been prepared by David Tucker Associates (DTA) on behalf of Bellway Homes Ltd to support a residential development for up to 450 dwellings on land east of A6, Rushden. The Illustrative Masterplan is attached at **Appendix A**.

1.2 A TP is a term used for a package of measures aimed at promoting sustainable transport, with the main aim of reducing travel by single occupancy vehicles. TPs are site specific and are dependent upon not only the location of the site, but the size and type of development located there. They also require continuous monitoring and refinement in order to be successful.

1.3 The TP includes:

- A strategy for setting target modal share for access to the site.
- A strategy for achieving the target.
- A process for monitoring progress towards achieving the target.
- Public transport initiatives.
- Cycling incentives and facilities.
- Walking incentives.



---

## 2.0 EXISTING CONDITIONS

### 2.1 Site Location

2.1.1 The proposed development as shown on the Illustrative Masterplan at **Appendix A** is located on the eastern side of Rusden. It is bound by agricultural land to the north and east, and by the A6 to the south and west. Land immediately adjacent to the east of the site has been identified for the relocation of Rushden Rugby Club. The existing rugby club on Bedford Road will be demolished and replaced with up to 150 dwellings.

2.1.2 The site is approximately 2km south-east of the town centre, and 8km south-east of Wellingborough.

### 2.2 Local Highway Network

2.2.1 The development site will be served off the A6/ Rushden Road roundabout. The A6 is a single carriageway and subject to a national speed limit. The speed limit reduces to 40mph on approach to the A6/ Bedford Road roundabout. It routes in generally a north-south direction around Rushden connecting to the A45 to the north and then continuing to Bedford to the south.

2.2.2 The A6/ Bedford Road roundabout flares to two lane approaches on the A6 north and south arms and a one lane approach on Bedford Road arm. Street lighting is located at the roundabout.

2.2.3 Bedford Road to the west of the site is a single carriageway and subject to a 30mph speed limit. It generally routes in a north to south direction providing access into the town centre. The road is generally well lit with street lighting provided on both sides of the carriageway. The road is for local access only with HGVs prohibited from using the road.

2.2.4 There is a shared footway/ cycleway along the eastern side of Bedford Road between the A6 and Barrington Road.

2.2.5 The A6/ A45 Chowns Mill Roundabout located to the north of the site is currently undergoing significant upgrades by National Highways.



---

### 2.3 Walking and Cycling

2.3.1 There is generally a good network of pedestrian footpaths and cycle routes throughout Rushden. There are currently no footways at the A6/ Bedford Road roundabout. The proposed development would facilitate new pedestrian connections across the A6.

2.3.2 A footway/ cycleway extends along the eastern side of Bedford Road through to Barrington Road.

2.3.3 A footway is provided on the western side of the carriageway from the Meadow Sweet Road junction, and this continues for approximately 100m. A signalised pedestrian crossing is also provided on Bedford Road just north of the junction with the Rugby ground.

2.3.4 Paragraph 4.4.1 of Manual for Streets (Dft, 2007) confirms that:

*“Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPS13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents.”*

2.3.5 Furthermore, it is generally accepted that walking and cycling has the potential to substitute for short car trips, particularly those less than 2km for walking and 5km for cycling.

### 2.4 Local Facilities

#### *Employment*

2.4.1 Accessibility to a range of employment opportunities locally and by different modes is important to ensure residents can fulfil their potential without an unduly high intensity of car travel. This will be dependent on the distribution of employment areas within the region and the structure of the transport system.



2.4.2 The site is located within the geographic middle super output area (MSOA) of East Northamptonshire 010. The modal split for this area is summarised in **Table 1** below.

**Table 1** – Journey to work mode share (East Northamptonshire 010)

Mode of Transport	Percentage
Train	1.8%
Bus, Minibus or Coach	1.5%
Taxi	0.4%
Motorcycle, Scooter or Moped	0.8%
Driving a Car or Van	82.6%
Passenger in a Car or Van	6.0%
Bicycle	1.1%
On Foot	5.7%
Other Method of Travel to Work	0.2%

2.4.3 Sanders Lodge Industrial Estate has several warehousing and industrial units providing key employment opportunities in the area. It is located approximately 3.8km to the north-west of the site.

2.4.4 Further employment is located in Rushden town centre and Rusden Lakes shopping centre. There are several industrial estates in Wellingborough including Dennington Industrial Estate, Park Farm Industrial Estate, and Finedon Road Industrial Estate.

### *Education*

2.4.5 The proposed residential development will generate demand for education with the resulting trips to access the local schools. Given the timing for educational trips, these will overlap with the network AM peak hour, indeed according to the national travel survey (2018) around 51% of trips in progress during the AM peak (08:00 – 09:00) are school related.

2.4.6 The closest primary school to the proposed development is Rushden Primary Academy, which is shown on Figure 1. The school is located approximately 1.2km to the north-west of the site. South End Infant and Junior schools are located off Wymington Road to the west of the site. The nearest secondary school is Rushden Academy located approximately 2.8km to the north-west.



- 2.4.7 The national travel survey (2018) states that for primary school aged children 80% of journeys to school are by walking if the distance is less than 1.6km. For secondary school children who travel 1.6-3.2km, 60% were recorded as walking with a further 4% cycling.
- 2.4.8 Rushden Primary Academy is accessible via the proposed pedestrian crossing on the A6 along an improved footway/ cycleway to the north of the A5028 Bedford Road. Access is then either along Maye Dicks Road or through the proposed residential development of the Rushden and Higham Rugby Club which will provide a direct access through to Wilmott Road. This will provide a safe and suitable direct route between the development site and the school.
- 2.4.9 Through conversations with the Council it has been highlighted that due to parental choice South End infant and Junior Schools may be preferred by some residents. Therefore, the route to this school has also been considered in detail to ensure safe and useable links exist.
- 2.4.10 The route to the schools would be along the A5028 to the junction with Meadow Sweet Road where an existing central pedestrian refuge provides a formal crossing point. This provides access to a traffic free footway/ cycleway through to Greenacre Drive which in turn connects to Magnolia Drive, Fuchsia Way, Harvey Road and Wymington Road where the schools are located. These routes are all Lit and provide natural surveillance along low trafficked and low speed roads (except for Bedford Road and Wymington Road) and is within 1.6km.
- 2.4.11 Finally, the proposed Rushden East development will provide further education facilities which would have the potential for being accessed directly from land under the control of Bellway Homes and may also release capacity in existing schools.

#### *Retail*

- 2.4.12 Rushden has a range of convenience stores including Waitrose, Lidl, Sainsbury's Local, and Asda, which is shown on Figure 1. Rushden Lakes Shopping Centre, which opened 2017 has over 50 stores ranging from clothing retail to restaurants, cafes, food stores and a cinema.





*Doctor's Surgery*

2.4.13 In terms of access to health provision, the closest GP Surgery is Harborough Field surgery (with pharmacy), located to the north-west of the site.

2.5 **Summary**

2.5.1 The site is well connected to the local community with bus services to the town centre and nearby local facilities and amenities, all within a suitable walking and cycling distance from the site. In addition to those facilities highlighted above there will also be the facilities provided by the Rushden East SUE to be delivered over the plan period.

2.5.2 **Table 2** sets out the distance to key facilities from the proposed site access.

**Table 2** – Distances to local facilities (measured from site accesses in km)

Facility	South East Rushden
Bus Stops	0.4
Primary School	(0.8*) 1.2
Secondary School	3.6
Nursery	1.5
Doctors Surgery	1.5
Pharmacy	1.5
Convenience Store/ Super Market	1.5
Post Office	2.3
Library	2.0
Leisure Facility	0.3
Employment	3.8

\* Measured via the proposed residential development at Rushden Rugby Club

2.6 **Public Transport**

*Bus*

2.6.1 The nearest bus stops to the site are located on the A6 opposite the golf course and on Bedford Road outside of the Rugby ground. Both bus stops have a flag with timetable information and are served by route 50.

2.6.2 Route 50 operated by Stagecoach Northamptonshire and operates an outbound service along Bedford Road and the A6 at a frequency of two services a day: one morning at 0612 and one evening at 1833 Monday to Saturday. There are no services along Bedford Road and the A6 on Sundays.



---

#### *Rail*

- 2.6.3 Wellingborough railway station is located approximately 7km to the north-west of the site. The station is operated by East Midlands Railway and has 531 car parking spaces, 42 cycle parking spaces, ticket office and machines, toilets, refreshment facilities, and access for the mobility impaired.
- 2.6.4 The station provides services to London St Pancras International and Nottingham at an hourly frequency Monday to Sunday.



---

### 3.0 TRAVEL PLAN MANAGEMENT

#### 3.1 Introduction

3.1.1 A principal aim of the TP is to achieve more sustainable travel from the outset in preference to cutting car use incrementally once residents are in occupation. Therefore, the initiatives implemented from the onset will be funded by and instigated by the developer via the marketing organisation and the maintenance company.

#### 3.2 Travel Plan Co-ordinator

3.2.1 In order to implement the TP, a TP Co-ordinator (TPC) will be appointed by the developer of the site. The contact details of the TPC will be provided to North Northamptonshire Council, once known.

3.2.2 The TPC's responsibilities will include:

- Taking responsibility for the delivery of the TP.
- Marketing the TP to residents and distributing the Sustainable Travel Pack and promotional material.
- Training the people selling or letting the residential units in respect of the TP so that it is marketed as an integral part of the site.
- Ensuring that structures for the ongoing management of the plan are set up and running effectively.
- Organisation of travel surveys and provision of regular monitoring reports to North Northamptonshire Council on the basis of timescales set out below.
- Review and revision of the TP as appropriate arising from annual surveys.
- Reporting progress to North Northamptonshire Council and develop future initiatives working with sustainable transport organisations.

3.2.3 The TPC will be allocated an annual budget for the implementation of the plan.



---

### 4.0 TRAVEL PLAN MEASURES

#### 4.1 Introduction

4.1.1 The Good Practice Guidelines refers to 'hard measures' as the "*provision of infrastructure and improvements to highways and public transport networks, including those to benefit pedestrians, cyclists and other road users*", and 'soft measures' as the "*provision of services and information to encourage the use of sustainable transport. These include new public transport services, changes to working practices, provision of information and/or a travel plan co-ordinator to promote a travel plan for a particular use*".

4.1.2 This section of the TP details the 'hard' and 'soft' measures to be implemented for the site.

#### 4.2 Pedestrian and Cycle

4.2.1 The internal layout of the site will be developed in accordance with Manual for Streets and local design guidance to ensure that residents can easily walk and cycle within the local community.

4.2.2 A 3m footway/ cycleway will be provided on the northern side of the access road and around the A6/ Bedford Road roundabout to connect into the existing footway provision on Rushden Road, which will in turn be improved to a footway/ cycleway within available public highway. It will cross the A6 via a signalised Toucan Crossing.

#### 4.3 Vehicular Access

4.3.1 The site will be accessed from the existing A6/ Bedford Road roundabout. The existing field gate on the eastern side of the roundabout will be improved. The arm will comprise of a 6.75m wide access road with two lane approach to the roundabout and a 3m footway/ cycleway on the northern side of the carriageway. The arm will also serve the relocated rugby club site.



---

#### 4.4 Car Parking Provision

- 4.4.1 Car and cycle parking provision will be provided in accordance with the local standards. The specific levels of car and cycle parking will be considered at reserved matter stage.
- 4.4.2 Dwellings will also be fitted with electric vehicle charging points.

#### 4.5 Initial Marketing

- 4.5.1 Residents need to be made aware of the available travel and access options at the site from the onset. The accessibility benefits of the site in terms of the availability of public transport and the proximity of facilities alongside the provision of personalised travel planning advice will be actively marketed within sales literature and by sales staff.
- 4.5.2 This initial marketing will help potential residents consider their travel options with knowledge of the wider choices available to them.

#### 4.6 Sustainable Travel Pack

- 4.6.1 Each household is to be provided with a Sustainable Travel Pack which contains site specific information on the location of facilities, bus services and walking/ cycling routes. This is to be presented in a clear and concise format with the aim of providing an initial overview of travel choices available to residents and an ongoing reference guide.
- 4.6.2 The information will include:
- Bus network map with details of bus number, hours of operation and frequency.
  - Bus timetables.
  - Information on nearest rail services and timetables and provision of journey planning websites, for example: [www.traveline.info](http://www.traveline.info), [www.nationalrail.co.uk](http://www.nationalrail.co.uk).
  - Pedestrian and cycle routes to the site indicating shared and dedicated facilities.
  - Car sharing information: [www.smartmovenorthamptonshire.net/page/car-sharing-schemes](http://www.smartmovenorthamptonshire.net/page/car-sharing-schemes).
  - Details of walking websites, for example, [www.livingstreets.org.uk](http://www.livingstreets.org.uk).



- Details of cycling websites, for example, [www.sustrans.org.uk](http://www.sustrans.org.uk).
- Details of Northamptonshire County Council travel website – [www.smartmovenorthamptonshire.net/journey-planners](http://www.smartmovenorthamptonshire.net/journey-planners).

4.6.3 This information will be kept up-to-date by the TPC and circulated as and when services change.

#### 4.7 Travel Voucher

4.7.1 It is proposed to provide a travel voucher to the sum of £50 per household which could be used for a bus pass or cycle equipment.

#### 4.8 Car Sharing

4.8.1 Information will be provided to residents through the Travel Pack and notice board on Northamptonshire County Councils branded car share scheme [www.smartmovenorthamptonshire.net/page/car-sharing-schemes](http://www.smartmovenorthamptonshire.net/page/car-sharing-schemes) which enables people to join for free and search for potential car share matches. Car sharing helps:

- Reduce the costs of travelling.
- Undercuts the cost of nearly all forms of motorised transport.
- Cuts congestion and pollution; and
- Reduces parking problems.

#### 4.9 Personalised Travel Planning

4.9.1 Sales staff will offer each household the opportunity to receive personalised travel advice soon after moving into the new house with the understanding that further sustainable travel incentives will be provided.

4.9.2 This will be undertaken by the TPC with a questionnaire to be completed and personal travel options and benefits researched and supplied in return with the aim of influencing resident's travel habits in view of meeting the long-term targets for the site.



---

#### 4.10 **Household Broadband**

4.10.1 Each household will be fitted with broadband connections to promote working from home and online shopping. Working from home and home shopping helps save money on fuel and parking, saving wear and tear on the car, and saved time on travelling and finding a car parking space at work or at the shops.

#### 4.11 **Notice Board**

4.11.1 A notice board will be placed in the site providing travel information and information on local events.



---

### 5.0 OBJECTIVES AND TARGETS

#### 5.1 Introduction

5.1.1 It is important that all parties are clear from the outset as to the objectives being sought through the TP. These requirements will drive the form and content of the TP, including the targets chosen.

#### 5.2 Objectives

5.2.1 The overarching objectives of this TP are to:

- 1) Reduce the need for unnecessary travel to and from the development and assist those who need to travel to do so by sustainable modes.
- 2) Achieve a minimum number of additional single occupancy car traffic movements to and from the development.
- 3) Encourage those travelling to and from the development to use public transport, cycle, walk and car share.
- 4) Provide adequately for those with mobility difficulties.
- 5) Monitor Travel Patterns and identify further opportunities to encourage travel by walking, cycling and public transport.

#### 5.3 Targets

5.3.1 Setting targets is essential in assessing whether or not the TP has been successful and where, if necessary, improvements / amendments could be made. These targets should be SMART:

- Specific.
- Measurable.
- Achievable.
- Realistic.
- Time-bound.





5.3.2 A review of 2011 Census data for the Middle Super Output Area (MSOA) of East Northamptonshire 010 in which the site is located shows that 83% of people drive to work and 10% use sustainable modes. **Table 3** sets out the targeted modal shares for achieving a 10% reduction in single occupancy car driver trip for the five-year monitoring period following completion of the development.

**Table 3 – Travel to Work Modal Splits**

Modal Choice	Baseline Modal Split %	Year 3	Year 5
Driving a Car or Van	82.6%	77.6%	72.6%
Passenger in a Car or Van	6.0%	7.0%	8.0%
On Foot	5.7%	7.7%	9.7%
Cycle	1.1%	3.1%	5.1%
Train	1.8%	1.8%	1.8%
Bus	1.5%	1.5%	1.5%
Other	1.4%	1.4%	1.4%

5.3.3 Travel surveys will be undertaken upon occupation to determine the baseline modal split. The above targeted modal split will be adjusted accordingly. Survey form will be sent out with the Sustainable Travel Packs.



---

### 6.0 MONITORING

#### 6.1 Surveys

6.1.1 The effectiveness of the TP at encouraging sustainable travel will be monitored within a travel survey to be conducted by the Travel Plan Co-ordinator for a period of five years following the development's completion. Initial survey forms will be sent out with the Smarter Travel Information Pack.

6.1.2 Travel Surveys will be undertaken at Years 1, 3 and 5 of the monitoring period of the Travel Plan. Residents not part of the original response will be sent forms by post.

6.1.3 In addition, a survey of peak hour vehicle movements will be undertaken at the same time as the travel surveys to monitor the impact of the TP and to assess the targets. The survey will be undertaken using automatic traffic counters collecting one week's worth of data from which the five-day average flows will be taken.

#### 6.2 Plan Performance Audits

6.2.1 The results will be submitted to North Northamptonshire Council in years 1,3 and 5 and will be reported within one month of the survey date to the Council. The report will take the following format:

**Chapter 1** – Introduction and Background. This will detail the site to which the report relates and provide details of occupier, name, date of occupation, number of staff employed, working hours, number of parking spaces etc.

**Chapter 2** – Results of Surveys. This section will detail the results of the surveys that have been undertaken against the indicators set out above. It will include details of current travel situation and target levels. The original data from the surveys will be included as an appendix.

**Chapter 3** – Initiatives Undertaken. This will provide details of the work and initiatives undertaken over the previous 12 months, with supporting evidence a necessary.



---

**Chapter 4** – Problems and Issues. This section will detail any problems encountered in implementing the Travel Plan and any issues which remain unresolved or require progress in future.

**Chapter 5** – Specific Measures from Travel Plan. This section will detail how all measures from the travel plan have been implemented in terms of infrastructure, policy and promotion of each specific travel mode and strategy (walking, cycling public transport, car sharing, general measures, working practises, etc). This will include evidence of how each measure has been implemented and completed checklist of measures agreed at the planning application stage.

**Chapter 6** – Summary. This will set out whether the Travel Plan is on track to meet targets and if not why not.

**Chapter 7** – The Plan for the next 12 months. This will include any specific outcomes and desired results and any additions to the Travel Plan.

- 6.2.2 The Council will respond either approving the report or requiring a review of current practices.



## 7.0 SUMMARY ACTION PLAN

7.1.1 **Table 4** below summarises the key actions based on the above.

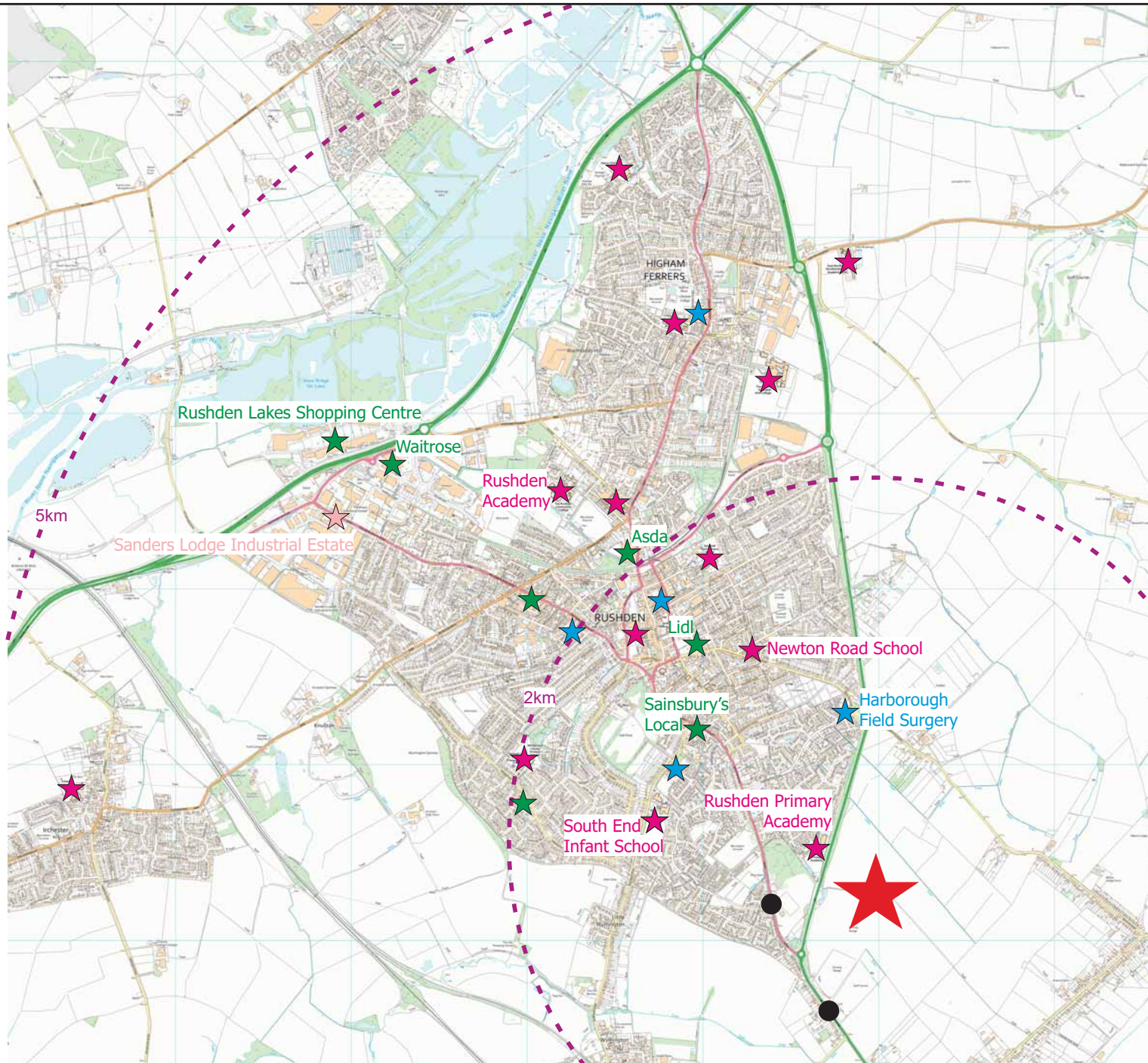
**Table 4 – Travel Plan Action Plan**

Objective	Measures	Target	Action By	Timeframe
1) Reduce the need for unnecessary travel to and from the development and assist those who need to travel to do so by sustainable modes.  2) Achieve a minimum number of additional single occupancy car traffic movements to and from the development.  3) Encourage those travelling to and from the development to use public transport, cycle, walk and car share.	A 3m footway/ cycleway will be provided on the northern side of the access road and around the A6/ Bedford Road roundabout.	To increase walking and cycling from 6.8% to 14.8%	Developer	Prior to occupation. To be completed at site construction stage
	Information on walking and cycling in the local area		Developer	
	Cycle parking to be provided for all dwellings		Developer	
	Site Notice Boards		Developer	
	Electric Charging for dwellings	Developer		
	Provision of Smarter Travel Information Packs	To reduce car driver trips from 82.6% to 72.6%	TPC / Developer	Packs to be prepared in advance of first completion. To be handed to occupant on occupation.
	Sustainable Travel Events		TPC	Ongoing
Personalised Travel Planning	TPC / Sales Staff		After occupation (2 – 3 weeks and then after two years).	
	Car share database		TPC	From occupation
4) Provide adequately for those with mobility difficulties.	Dropped kerbing with tactile paving to be provided at junctions. Provision of disabled parking bays where appropriate.	-	Developer	Prior to occupation. To be completed at site construction stage



5) Monitor Travel Patterns	Travel Plan Co-ordinator	To reduce car driver trips from 82.6% to 72.6%	Developer	Prior to occupation and throughout lifetime of monitoring
	Initial Marketing		TPC	As above
	On-going Marketing		TPC	Two years from completion
	Other Measures		TPC	From first occupation
	Monitoring		TPC	As set out in Chapter 6.0 above

## Figures



## Appendix A



Rushden Primary Academy

Proposed Community Facility with 4no. rugby pitches

Rushden Golf Range

John White Golf Club

D	21.03.22	JC	Minor client amendments
C	03.03.2022	JC	Minor client amendments
B	07.02.2022	SG	Spine rerouted
A	17.09.2021	SG	NE area updated
Rev	Date	By	Description

**CSA**  
environmental

Divies Barns, High Street,  
Aulwell, Northamptonshire NN7 5NF

T 01462 743647  
E cshwell@csaenvironmental.co.uk  
W csaenvironmental.co.uk

Project: Rushden South East

Drawing Title: Illustrative Masterplan

Client: Belway Homes Ltd


Scale: 1:1000  
Date: September 2021  
Drawn: SP

Drawing No.: CSA/4914/108  
Rev: D  
Checked: RR









---

Forester House  
Doctor's Lane  
Henley-in-Arden  
Warwickshire  
B95 5AW

Tel: +44(0)1564 793598  
[inmail@dtatransportation.co.uk](mailto:inmail@dtatransportation.co.uk)  
[www.dtatransportation.co.uk](http://www.dtatransportation.co.uk)