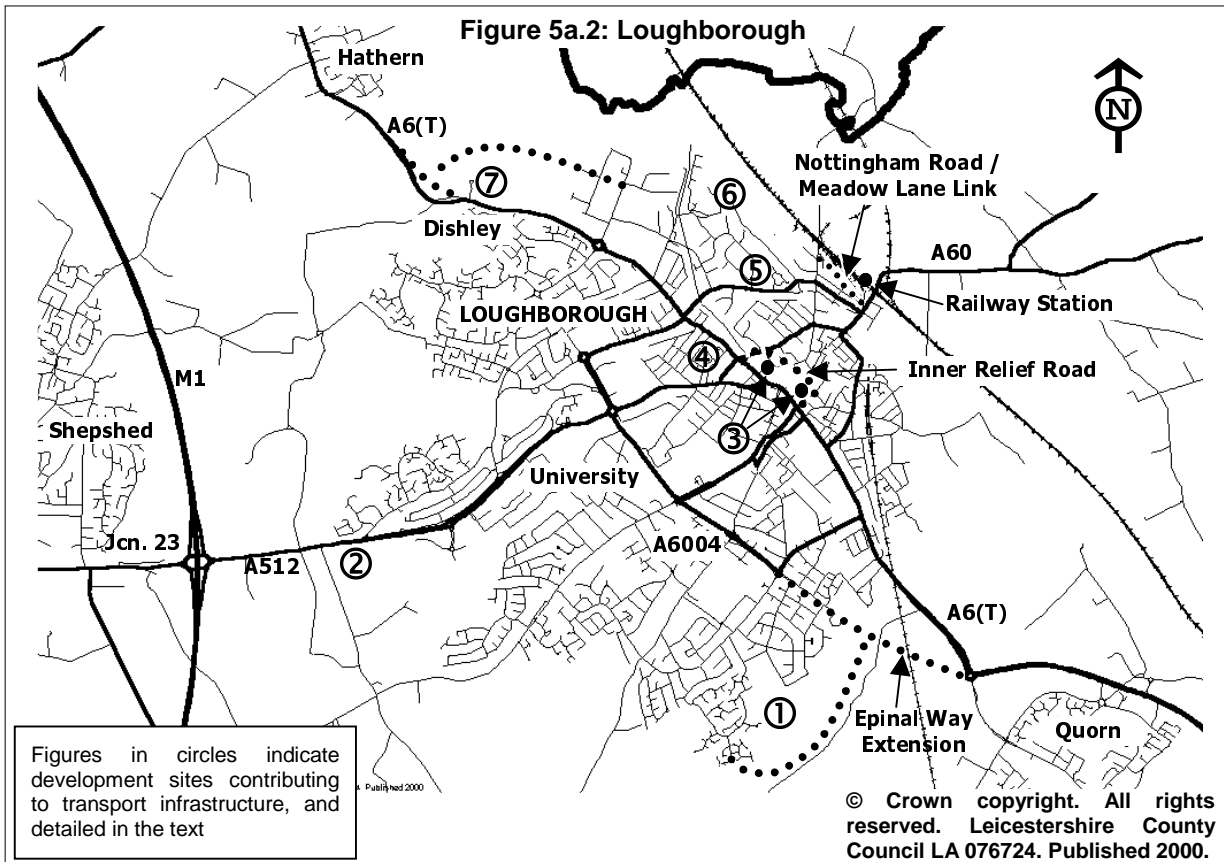


# Loughborough, Shepshed, Soar Valley Area



## Chapter 5a Contents

|  |              |
|--|--------------|
| <b>DESCRIPTION OF THE STRATEGY AREA</b> .....                    | <b>5a.2</b>  |
| <b>ACCESSIBILITY OBJECTIVE</b> .....                             | <b>5a.3</b>  |
| PUBLIC TRANSPORT.....  | 5a.3         |
| Bus Transport.....   | 5a.3         |
| The Loughborough Quality Bus Partnership.....                    | 5a.4         |
| Taxis / Private Hire Vehicles.....                               | 5a.4         |
| PUBLIC TRANSPORT INTERCHANGE.....                                | 5a.5         |
| PASSENGER RAIL.....  | 5a.5         |
| SOCIAL INCLUSION.....  | 5a.5         |
| DISABILITY.....  | 5a.5         |
| <b>ECONOMIC OBJECTIVE</b> .....                                  | <b>5a.6</b>  |
| Town Centre Management - Loughborough.....                       | 5a.6         |
| FREIGHT.....   | 5a.7         |
| <b>HEALTH OBJECTIVE</b> .....                                    | <b>5a.7</b>  |
| Charnwood Health Forum.....                                      | 5a.7         |
| Self Guided Walks.....   | 5a.7         |
| Health Forum Priorities for Health Improvement in Charnwood..... | 5a.7         |
| AIR QUALITY.....   | 5a.7         |
| WALKING.....   | 5a.8         |
| CYCLING.....   | 5a.8         |
| Monitoring.....  | 5a.9         |
| <b>SAFETY OBJECTIVE</b> .....                                    | <b>5a.10</b> |
| ROAD CASUALTY REDUCTION.....                                     | 5a.10        |
| PERSONAL SECURITY.....   | 5a.10        |
| <b>ENVIRONMENTAL OBJECTIVE</b> .....                             | <b>5a.10</b> |
| HIGHWAY NETWORK.....   | 5a.10        |
| Epinal Way Extension.....  | 5a.10        |
| Loughborough Inner Relief Road.....                              | 5a.11        |
| Nottingham Road (A60) to Meadow Lane link road.....              | 5a.12        |
| Multi Modal studies for the M1 and A453.....                     | 5a.12        |
| A6(T) Minor Improvements.....                                    | 5a.12        |
| School Travel.....   | 5a.13        |
| Business Plans and Travel Awareness.....                         | 5a.13        |
| PARKING MANAGEMENT.....  | 5a.13        |
| Parking in New Developments.....                                 | 5a.13        |
| Public Car Parks.....  | 5a.14        |
| On-street Parking.....   | 5a.14        |
| <b>INTEGRATION OBJECTIVE</b> .....                               | <b>5a.14</b> |
| LAND USE PLANNING.....   | 5a.14        |
| Developer Contributions to Transport Infrastructure.....         | 5a.15        |



## DESCRIPTION OF THE STRATEGY AREA

**5a.1** The strategy for this area builds upon the former approved TPP Package strategy for Loughborough, Shepshed and Hathern. This was originally conceived as a five-year package based around low cost measures, and in particular sought to encourage greater cycle use, capitalising on the historic relatively high levels of cycle use in the area. Although the Government approved funding for the Package in 1998/1999 and 1999/2000, the level of funding was substantially less than that which is required to achieve the Package objectives in the original timescale.

**5a.2** In developing Area Strategies for the LTP, examination of travel to work patterns for the Soar Valley, which lies between Leicester and Loughborough, showed that the area had a strong affinity with both Loughborough and Leicester. Having considered journey to work patterns the southernmost settlement of Rothley has been included in the Central

Leicestershire LTP and the remainder of the area as an extension to the Loughborough - Shepshed area.

**5a.3** Loughborough, Shepshed and Hathern have a population of over 70,000. The five villages in the Soar Valley have a population of over 25,000 giving a combined population for the whole area approaching 100,000, around a quarter of the population of the entire LTP area. It has an area of 75 square km, all of which lies within the Borough of Charnwood. It includes all the main centres of population in the Borough which do not fall within the Central Leicestershire LTP area. Loughborough and Hathern are adjacent to the border with Nottinghamshire.

**5a.4** Loughborough and the Soar Valley are centred around the A6(T) Trunk Road, which links Leicester to M1 Junction 24. It forms the "backbone" of the area, although its role as a national strategic route is limited, as it is paralleled by the M1. This road is to be detrunked, and its future role has been considered as an integral part of the Strategy.

# Loughborough, Shepshed, Soar Valley Area

5a

**5a.5** Loughborough University, with over 2000 staff, is the largest employer in the town and is both a major trip generator and travel destination. With over 15,000 students, the University is a significant proportion of the urban population during term times.

## **ACCESSIBILITY OBJECTIVE**

### **PUBLIC TRANSPORT**

#### **Bus Transport**

**5a.6** Loughborough and Shepshed are served by a comprehensive network of local bus services, most of which are commercially operated. This has been much improved in recent years with many services now operated by low floor buses. The adopted Structure Plan identifies the direct bus route between Leicester and Loughborough as the only non-rail Transport Choice corridor. This designation took account of the 15 minute daytime frequency service on this route. The route generally follows the former A6, now bypassed, through the villages to the west of the River Soar.

**5a.7** The villages to the east of the River Soar are linked to Loughborough and Leicester by a less frequent bus service, although the two largest settlements in this area, Barrow-upon-Soar and Sileby, are also served by the hourly Ivanhoe rail service along the Midland Main Line.

**5a.8** Rural Bus Grant funding has been used to double the frequency of bus services (to half hourly) between Loughborough and Leicester via Charnwood Forest and villages further to the west of the A6(T).

**5a.9** Loughborough has a 15 minute frequency bus service to Nottingham, and further Rural Bus Grant funding has enabled the service to Melton Mowbray to be doubled to provide an hourly frequency.

**5a.10** In Loughborough bus operators have, in the main, preferred to operate services from the kerbside and Loughborough bus station is only used for some services and development proposals going ahead in 2000 offer the prospect of improved town centre facilities.

#### **BUS FACILITIES ON THE A6(T)**

In 1999 the Highways Agency introduced a bus lane on the south approach to Loughborough where extensive queueing occurs. The scheme was opened in March 1999 and was jointly funded by the Highways Agency and the County Council. Before and after surveys carried out by the Highways Agency indicate that the A6 bus lane from Quorn has resulted in a 50% improvement in journey reliability and significant reductions in bus journey times.

The Highways Agency A6 peak hours bus lane from the north along Derby Road is now open. This scheme is accompanied by a northbound cycle lane.

The Highways Agency A6(T) improvements through the town centre include clearly designated bus stops with raised kerbs, for low-floor buses, as well as cycle lanes and pedestrian crossings and associated safety measures.

**5a.11** As an output of the Quality Bus Partnership (see 5a.15ff.), the main operator in Loughborough has introduced a direct service between the University, the town centre and the railway station. This has proved popular and has been selected to be one of the three trial routes in Leicester City and Leicestershire which are being equipped with StarTrak real time bus information. Though tickets from train to bus are available.

**5a.12** The Highways Agency has carried out extensive bus priority works along the A6(T) both through and to the north and south of Loughborough, as detailed in the highlight box above.

**5a.13** There is limited opportunity for introducing further bus lanes in this strategy

area because of the narrowness of the roads and a lack of suitable alternative routes, although there is some scope for providing bus lanes on the A512 approach to the town at relatively low cost. There are other places where there is scope within the highway boundary to widen the carriageway to accommodate bus lanes, but this would be expensive and would require more funding than is currently available.

**5a.14** It is therefore proposed to use other techniques, such as selective vehicle detection and queue relocation, to give buses priority in appropriate locations. Investment in bus stops and terminals is required to provide acceptable waiting conditions, and raised kerbs will improve bus access. Improvements to bus information will include the development of conventional publicity and the exploration of new technology.

### The Loughborough Quality Bus Partnership

**5a.15** The Loughborough Quality Bus Partnership includes representatives from the County and Charnwood Borough Council, bus operators, the Highways Agency and local interest groups. The Partnership has made significant progress in several areas. Including:

- bus priority on the A6(T);
- improved interchange at the rail station;
- a new service to the university (see highlight box opposite);
- a comprehensive town timetable, distributed door to door and regularly updated;
- improved bus stops with clear route marking;
- a continuing programme of improving bus shelters.

**5a.16** It is proposed to build on this progress, and the bus route between Leicester and Loughborough has been chosen as the next corridor for improvement. A market research study has been compiled and investment plans are now being drawn up.

### UNIVERSITY SHUTTLE

Continuing improvements to the successful University Shuttle bus service have resulted from collaboration between the Loughborough Quality Bus Partnership and the Town Travel Plan Forum to help reduce car-based travel to work. Daytime frequencies are now 15 mins and the route has been extended from the University to the British Gas Research Centre and, at peak hours, from the rail station to the Bishop Meadow Industrial estate. The cost of the extension to the industrial areas is being underwritten, initially for the first year by two town businesses. Charnwood Borough Council will be looking to provide shelters at key points on the route.

### Taxis / Private Hire Vehicles

**5a.17** The Borough Council license about 250 vehicles, of which about half are hackney cabs and half private hire vehicles (PHVs).

**5a.18** Most of the hackney operators are based in Loughborough. The fare structure is such that the proportionate cost of travel decreases with the length of the journey.

**5a.19** Outside Loughborough firms run PHVs, in Mountsorrel, Birstall, Shepshed, Syston and Wymeswold. Where provision includes a minibus or similar vehicle this has potential for a dedicated community use provided any scheme did not conflict with any existing contracts. Most PHVs already have contracts to take children to school where there are currently no bus options.

### PUBLIC TRANSPORT INTERCHANGE

**5a.20** It is now possible to buy a rail ticket at the Ivanhoe line stations between Leicester and Loughborough which includes bus travel to the town centre and University. This is a

# Loughborough, Shepshed, Soar Valley Area

5a

small but important start towards greater integration of bus and rail travel in the area.

**5a.21** The interchange between trains, buses and other modes will be improved as part of the implementation of the Borough Council's SRB Regeneration scheme for land adjacent to the rail station. (see 5a.87ff).

## PASSENGER RAIL

**5a.22** The Midland Main line passes through the area. Loughborough station, as a result of recent changes, now has a 15 minute frequency to Leicester during the day and 30 minute frequencies to Nottingham and Derby. There is also an hourly local "Ivanhoe" service which links Leicester and Loughborough. This serves intermediate stations at Barrow upon Soar and Sileby in this strategy area and at Syston in the Central Leicestershire LTP area.

**5a.23** During 2000 Railtrack have carried out maintenance improvements to Loughborough station buildings, including a new canopy outside the main pedestrian entrance.

**5a.24** Bus - Rail integration is enhanced by the 15 minute University shuttle bus service to and from the town centre, and at peak hours to the Bishop Meadow Industrial Estate.

## SOCIAL INCLUSION

**5a.25** A level of social exclusion exists within this Strategy Area. Mountsorrel and parts of Loughborough have low levels of car ownership. The continued development of bus services and cycle routes is vital to ensuring access to jobs, services and facilities. A survey of Loughborough employers based on the main industrial estates has been undertaken to better understand working patterns as a basis for improving access to jobs for local people, particularly the unemployed. Many jobs involve shift work with unsocial hours, and travel to work is often not feasible by public transport.

**5a.26** The SRB6 submissions from the Charnwood Borough Council Loughborough Outreach Partnership and Leicestershire County Council will address the isolation of rural areas. They are likely to include measures to help the sustainability of village communities and provision of access to facilities through such means as community

transport, support to rural communities and remote learning.

**5a.27** The SRB 6 submissions will also address social exclusion, health promotion (with associated transport issues), community safety and access to employment and training.

**5a.28** A major objective of the Loughborough SRB6 bid will be provision of "joined up services" from a variety of public and voluntary sector agencies. Thus it should provide a central point of reference for other relevant organisations in areas such as health and crime.

## DISABILITY

**5a.29** A Charnwood Borough Council Access Consultative Group commenced in Spring 2000. This brings together the Borough Council and representatives of various interest groups. Early work is targeting access audits of popular open spaces in Loughborough. After this, similar exercises will be encouraged at Parish level.

**5a.30** Future projects are likely to include an Access Guide for Loughborough town centre and access audits for central areas in other towns and larger villages.

**5a.31** Investment in facilities for disabled people will include the completion of disabled facilities at existing traffic signals and the continuing development of facilities on identified pedestrian routes to improve accessibility.

## ECONOMIC OBJECTIVE

### TOWN CENTRE MANAGEMENT - LOUGHBOROUGH

**5a.32** Loughborough town centre is a significant shopping, leisure and entertainment centre with a catchment covering the town and surrounding settlements. The primary function is retailing. The town centre faces strong competition, especially from shopping centres in Leicester, Nottingham and Derby. The Borough Council through the Charnwood Local Plan has developed a land-use policy framework to retain and strengthen the centre's vitality and viability. The Local Plan

Inspectors, in their report published in June 2000, have supported this approach, including the safeguarding of the land reservations necessary to achieve the Inner Relief Road (see 5a.78ff).

**5a.33** As a result of initiatives in recent years, notably those involving pedestrianisation, improvement of bus facilities and town centre management, an attractive pedestrian-friendly town centre has evolved. Its attractiveness will be improved further through the redevelopment of a number of opportunity sites during the period to 2006.

**5a.34** However, the A6(T) Trunk Road creates a barrier between the two halves of the central core. This severance has resulted in a degree of under-investment in the less favoured eastern side of the town centre.

**5a.35** Whilst most of the shopping area lies to the west of the A6, there is nevertheless sufficient development on the eastern side of the A6(T) to generate high pedestrian volumes across it. A survey has shown that typically over 27,000 pedestrians crossed the A6(T) in the town centre during a 6-hour period on a market day. The daily traffic flow along the A6(T) (about 15,000 vehicles/day) creates a noisy, polluted, unpleasant and dirty environment.

**5a.36** If the town centre is to prosper, further improvements to the pedestrian environment, the removal of unnecessary traffic movements from the centre and better access to the centre by various modes will all be necessary. This view was endorsed in the LTP public participation response, which highlighted local concern about the need to remove through traffic from the A6(T) in Loughborough. The issue was also raised by objectors to the Borough of Charnwood Local Plan, and some advocated an eastern bypass of the town. The Local Plan Inspectors, however, whilst accepting that Loughborough, in common with many market towns, experiences congestion on radial routes serving the town during peak hours, concluded that a strategy focussed on investment in the construction of highways such as the eastern bypass to reduce congestion within the town would be

*“...incompatible with current transport policies, unsustainable, and so complex as to be most*

*unlikely of being capable of delivery within the plan period (if at all)...”*

**5a.37** The key to town centre improvement, rather than a bypass for the town as a whole, is the provision of an A6(T) Inner Relief Road (IRR). The IRR will provide an alternative route through the heart of the town centre, where there is significant conflict between pedestrians and heavy traffic. The scheme is discussed in detail in 5a.78ff.

**5a.38** Implementation of the IRR will enable the town centre pedestrian environment to be made more attractive, more accessible and comfortable for all users. By enabling the existing A6(T) to be closed to non-bus traffic, there will be opportunities to maximise penetration of the town centre by buses so that they gain a competitive advantage and are more attractive to passengers. Proper integration of a town centre currently severed by a busy road will be facilitated. Complementary environmental enhancements will also be introduced within the town centre following the completion of the IRR, and this will be funded by a partnership of the County Council, the Highways Agency and Charnwood Borough Council. Measures will be needed elsewhere in and around Loughborough to reduce the level of traffic passing through the centre of the town. These will encompass the A6004 Epinal Way Extension (see 5a.74ff), better signing of strategic routes avoiding the town and the town centre, as well as enhancement of access by alternatives to the car.

## FREIGHT

**5a.39** The former Great Central Railway route between Loughborough and East Leake was restored in 1999. It is currently being used to take gypsum out from the Gotham site rather than by road (equivalent of one 30-wagon train a day). In the longer term the aim is to create a tourism corridor between Leicester and Ruddington (Notts). This is being examined in the Great Central Railways' strategy which will form part of Charnwood Borough Council's overall tourism strategy.

## HEALTH OBJECTIVE

### CHARNWOOD HEALTH FORUM

**5a.40** The aim of the health forum is to generate, through local consultation, an agreed programme of priorities for promoting positive health. The health forum enables agencies to work closely together on issues relating to the national health agenda. It also provides the ideal setting to discuss local health issues and carry out local needs assessments.

### Self Guided Walks

**5a.41** As part of the local GP Health Referral Scheme (see Chapter 4), Charnwood Borough Council has produced Self Guided Walks leaflets, the aim of which is to encourage people to become more physically and socially active through walking. In partnership with Leicestershire Health Promotion Centre, Charnwood Borough Council's Recreational Services have produced a series of self guided family walks leaflets.

**5a.42** The Borough Council has also agreed in principle to support a county-wide proposal to develop walking for health. A consortium bid has been submitted to the British Heart Foundation (BHF) and New Opportunities Fund to achieve the ambition of increasing the percentage of Leicestershire's population regularly walking in the countryside.

### Health Forum Priorities for Health Improvement in Charnwood

**5a.43** To increase the percentage of Charnwood's population cycling and to encourage more cycling to work and school through:

- encouraging pupils to cycle to school by developing routes to school;
- encouraging employees to cycle to work;
- local cycle shops offering discounts on cycles;
- encouraging more cycle hire schemes;
- promoting the Sustrans Cycle Network;
- promoting cycle lanes through leaflets;

- security/safety of bicycles.

**5a.44** To improve the health of the population in Charnwood who exhibit at least one risk to Coronary Heart Disease and are considered inactive. A principal strand of this will be the development of a GP Referral Scheme involving:

- provision of a bus service in rural areas to take local members of the community to activity venues;
- the introduction of walking as a referral activity, and linking the County-wide Walking for Health Bid with the appointment of a Cardiac - Rehabilitation Officer to promote walking as a treatment to cardiac-rehabilitation patients in the Loughborough area.

### AIR QUALITY

**5a.45** The Borough Council's air quality manager sits on the Leicestershire, Leicester and Rutland Air Quality Forum. The Forum acts to ensure a consistent countywide approach to air quality reviews, to share expertise and good practice and to co-ordinate the public presentation of the complex data derived from the review and assessment process.

**5a.46** The Borough Council has reported on its first review and assessment of air quality, which indicates that areas adjacent to the main road links in the town may be likely to exceed the Government's air quality thresholds for NO<sub>2</sub>. The principal source of these pollutants is road traffic. Consultation on the report will commence from the start of August 2000, and the Borough Council will make a decision before the end of 2000 as to if and where any parts of Loughborough are to be declared Air Quality Management Areas.

**5a.47** Charnwood Borough Council carried out a major review of its air pollution monitoring activities in mid 1999 following the completion of the Stage 1 review. The review resulted in an increase in sites monitored for traffic derived emissions with particular emphasis on identified hot spots. As a consequence the sites monitored have now increased to 29.

**5a.48** During 1999 the Borough Council invested £50,000 in new real time air pollution monitoring equipment. In addition to this approximately £30,000 is spent annually on collecting air pollution data.

## WALKING

**5a.49** The compact nature of Loughborough, and of the villages elsewhere in the area, should facilitate walking as a means of travel for a greater proportion of journeys. A programme of improvement schemes is being implemented, which includes pedestrian refuges, signal controlled pedestrian crossings, improvements to existing footways and crossing points and the construction of new footways. Measures introduced to assist schoolchildren through School Travel Plans will also benefit other pedestrians.

**5a.50** In recent years the Borough Council has implemented extensive pedestrian priority schemes in Loughborough and Shepshed centres, and has an ongoing programme of footway lighting improvements, centred on improving safety. In addition the Walking Strategy for Loughborough will be reviewed during 2000/2001.

**5a.51** It is anticipated that the bid would allow:

- £55,000 funding for pedestrian crossing and footway improvements for 2001/2002 and a further £60,000 in 2002/2003;
- a programme of pedestrian preference works, following the detrunking of the A6(T), and completion of the Epinal Way Extension and the Inner Relief Road;

## CYCLING

**5a.52** The strategy adopted for the Loughborough - Shepshed Transport Policy Programmes (TPP) Package placed considerable emphasis on measures to encourage greater cycle use. The main emphasis of this measure has been to further develop the now relatively extensive cycle network to provide convenient and safe cycle access for commuting, school, shopping and leisure purposes. This entails dedicated cycle routes and traffic management techniques applied on an area-wide basis.

**5a.53** The villages on the west side of the Soar Valley are already linked by a cycleway which follows the former A6. It will be necessary to identify how the network can be developed to serve the wider area. The network will take advantage of the opportunities that arise from the development of School Travel Plans and other initiatives, including Business Travel Plans.

**5a.54** Schemes will include:

- further dedicated cycle routes;
- alterations to give greater priority to cyclists at junctions;
- the provision of signalled crossings on busy roads;
- provision of secure parking stands for cyclists at public destinations, education and employment sites.

**5a.55** Over the last two years the major effort has been directed towards the completion of a link between Loughborough and Shepshed. There are two dedicated cycle routes between Loughborough and Shepshed:

- the County Council route alongside the A512 including the crossing of J23 of the M1; and
- the Sustrans off-road route across Garendon Park, which is part of National Cycle Network Route 6 between Derby and Leicester via Loughborough, Shepshed, Quorn, Mountsorrel, Rothley and Birstall.

**5a.56** The A6004 Epinal Way and A512 Ashby Road junction has also been improved; this junction had a particularly poor accident record for two-wheeled vehicles, and the introduction of traffic signal control on the roundabout has substantially improved safety for vulnerable road users travelling through and across the junction, whilst enhancing its overall efficiency in controlling traffic movements. The improvement was also funded by contributions from the pedestrian and safety allocations, as well as Sustrans.

**5a.57** In conjunction with Sustrans, further development in the town of Route 6 of the National Cycle Network is proposed by the provision of facilities between Epinal Way and A6 Leicester Road via Ling Road and Shelthorpe Avenue.

# Loughborough, Shepshed, Soar Valley Area

5a

**5a.58** Following a funding agreement with the developers of a proposed industrial development, traffic signal controls are being introduced at the junctions of Belton Road West Extension and Jubilee Drive. These two improvements will incorporate advance cycle stop lines and crossing facilities complementary to the cycleway being promoted along Belton Road by the County Council. An extension of this route towards the railway station will be sought as part of future redevelopment in the Burder Street area.

**5a.59** Charnwood Borough Council continues to supplement County Council and Highways Agency investments in the provision of cycle facilities. With support from Sustrans, the Derwent main route has been constructed linking residential areas to the west of the town via the University and Thorpe Acre schools' campus.

**5a.60** The developer of the Grange Park residential development has agreed to contribute £150,000 towards a range of facilities, which includes provision of cycle links from the development to local facilities.

**5a.61** The signing of cycle routes in Loughborough is currently being improved. A priority for further work is the improvement of access for cyclists in and around the town centre. This will build upon the facilities provided as part of the Highways Agency's A6 improvement scheme completed earlier this year.

**5a.62** Schemes implemented in Loughborough during 1999/00 are:

Epinal Way/Burleigh Way Toucan £42,000

Alan Moss Road cycleway extension £34,000

Loudon Way

(Sustrans/Landmark/County Council/Borough Council partnership scheme) £60,700

Burleigh College link £2,000

**5a.63** Other schemes under consideration for the period up to the end of 2001/2002 include Hospital Way to Loughborough town centre, a route through Loughborough University campus, Burleigh Way widening and Thorpe Hill to the University.

**5a.64** A cycle scheme is being investigated along the Blackbrook corridor with a contribution of £25,000 secured from AstraZeneca as part of a planning agreement.

**5a.65** A joint scheme between Charnwood Borough Council and Central Trains will be implemented in 2000/2001 to increase secure parking at Loughborough rail station. It will include a pilot scheme for two secure lockers.

**5a.66** During the Plan period the cycleway network is to be improved between Quorn/Barrow upon Soar, Sileby/Mountsorrel, Shepshed/Hathern, and various sites in and around Loughborough town centre to improve access to the rail station, major employment centres and the colleges.

## Monitoring

**5a.67** The County Council has purchased 10 cycle counters which are being used to gather base data on cycle use. At one site two counters have been installed to enable a comparison to be made of cycle use on the carriageway and on the adjacent cycleway.

**5a.68** Initial cycle user surveys were undertaken on Loughborough cycle routes in Spring 1999, and October 1999. Both were manual counts and provide initial information on use of cycle routes. Further surveys will obtain qualitative information from a sample of users about attitudes and views of current and potential users.

## SAFETY OBJECTIVE

### ROAD CASUALTY REDUCTION

**5a.69** A traffic calming scheme will be implemented along Old Ashby Road in Loughborough in 2000/01 including measures to control traffic outside Boothwood Primary School.

**5a.70** A strategy is being developed to assess the priority for traffic calming and speed reduction schemes in Loughborough. Programmed schemes will be developed to take account of the scope to combine them with Residents' Parking and any other transport measures considered appropriate.

**5a.71** Charnwood Borough Council's Summer Leisure Passes include cycling proficiency tests.

## PERSONAL SECURITY

**5a.72** In 2000/2001, £80,000 has been budgeted for new or extended CCTV systems in two Loughborough town centre car parks. £40,000 for improved lighting in two town centre car parks and £14,000 for Secured Car Parks works in Beehive Lane Car Park. A CCTV strategy for the Borough will be developed.

**5a.73** The Borough Council's Best Value Performance Plan gives a high priority to crime prevention. One of the commitments is to actively support the Charnwood Community Safety Partnership's 'Crime and Disorder Reduction Strategy 1999-2002' which includes the aim of reducing the incidence of vehicle thefts and thefts from vehicles by 9% over 3 years. One target for one car park with a history of high auto crime is to achieve AA Secure Standard by 2002.

## ENVIRONMENTAL OBJECTIVE

### HIGHWAY NETWORK

#### Epinal Way Extension

**5a.74** Epinal Way forms an important part of the overall transport strategy for Loughborough. The Epinal Way Extension (EWE) is proposed to:

- reduce the environmental impact of traffic on Shelthorpe Road (A6004) and the A6(T) south of Shelthorpe Road;
- start to remove primary route traffic from the A6(T) through Loughborough town centre;
- facilitate the introduction of measures to improve access to the town centre on the A6(T) for buses, cyclists and pedestrians;
- allow the development of the largest housing allocation (Grange Park) in the Deposit Draft Local Plan.

**5a.75** The scheme also includes a segregated cycleway which would function as part of Sustrans National Route 6.

**5a.76** It is proposed that the scheme will be fully developer funded, and as a result progress has been dependant on the progress of the Local Plan. The Local Plan Inspectors indicated in their report in June 2000 that the EWE needed to be considered in the light of the Borough Council's transport strategy, including the promotion of alternatives to the car. In supporting provision of the scheme as part of the proposed housing development south of Loughborough (see 5a.118) they found that the road was needed to allow the housing to go ahead. It would also provide significant traffic relief for south Loughborough. They found that:

*"...providing the EWE would enable the A6 to be considered for priority measures in favour of cycling, walking and public transport...the EWE is not proposed merely as a way of increasing road space to cater for the private car, it is very much part and parcel of an integrated transport strategy"*

**5a.77** Given favourable conditions the earliest start date for the construction works would be autumn 2001.

#### Loughborough Inner Relief Road

**5a.78** The Loughborough Inner Relief Road (IRR) will provide a peripheral route around the central core, replacing the A6 between its junctions at Bridge Street and at Southfields Road. The IRR is not intended to increase capacity, but it will enable the part of the A6 through the town centre to be closed off to traffic (except buses) and eliminate the severance and conflict which exists between the high volume of traffic and large numbers of pedestrian crossing movements.

**5a.79** The IRR is therefore complementary to the Epinal Way Extension, but is not regarded as a substitute.

**5a.80** The scheme shows a good rate of economic return and is capable of delivery within the plan period, given:

- the proposed detrunking of the A6 through Leicestershire;

# Loughborough, Shepshed, Soar Valley Area

5a

- the scaling down of the scheme's design to maximise use of existing highways and limit the need for additional land acquisition;
- the availability of significant private sector funding.

**5a.81** The Charnwood Local Plan Inspectors made supportive comments on the need for an Inner Relief Road in their report. With regard to the benefits of diverting traffic from the A6(T) in the town centre, they said that they would be:

*“ an expansion of the town centre with the viability of opportunity sites improved, an enhanced and safer environment for town centre visitors, and a broader canvas of opportunity to implement significant transport measures. In whatever guise the IRR was eventually constructed, it could have a lasting and beneficial influence on the way the town centre developed.*

*“ If, indeed, it were to be constructed simply for traffic management purposes, with environmental and commercial improvements, in my opinion it would be justified on those scores alone, and still be fully in accord with the principles of PPG13.”*

**5a.82** Loughborough is a focus for development in the Deposit Drafts of both the Leicestershire Structure Plan and the Charnwood Local Plan, and the Inner Relief Road appears in both. The scheme affects several sites which have been identified as 'opportunity sites' for major redevelopment. In consequence, significant private sector funding input to the scheme is possible through the enablement of redevelopment initiatives.

**5a.83** In the light of its decision in May 2000 to redevelop a site including the bus station site, the Borough Council resolved that a study be prepared in consultation with bus operators, bus users and other interests to provide improved bus facilities in Loughborough. This would form an integral part of the implementation of the overall strategy embracing the IRR and detrunking of the A6. It is recognised that provision will need to be made to allow delivery of appropriate improvements resulting from the study. Contributions will be sought from the bus companies and relevant town centre developments.

**5a.84** It is expected that the new facilities will be partially developer funded by two important sites which are considered likely to come forward within the next 5 years. These are the redevelopments of the bus station and multi-storey car park at Fennel Street and the redevelopment of land owned by the Health Trust between Baxtergate and Pinfold Gate.

**5a.85** The details of the developments are dealt with in 5a.122 and 5a.123 respectively, but between them they would contribute significantly to the IRR, by providing improvements on Bridge Street and Fennel Street, and between Baxtergate and Pinfold Gate.

**5a.86** In addition to the development funding, the Highways Agency has agreed in principle to support the tie-in of the IRR to the A6(T) and associated highway works on the bypassed section of the A6(T). The remainder of the cost of the scheme will be borne by the County Council, and is included in the bid for 2004-05.

## Nottingham Road (A60) to Meadow Lane link road

**5a.87** This road will be provided as part of the regeneration of the area around Loughborough rail station. It will improve the quality of the environment by removing through traffic from nearby housing areas, particularly Ratcliffe Road, where the noise and air quality environment due to the heavy traffic directly fronting terraced housing is very poor, and where residential parking on both sides of the road makes conditions hazardous for both crossing pedestrians and traffic. Over 1000 residents will benefit.

**5a.88** There is the opportunity to create improved bus/rail interchange and better car and cycle parking at the station to take advantage of the much improved train services from Loughborough. The scheme will also enable the removal of the nuisance parking by commuters on local roads.

**5a.89** Local bus operators have indicated through the Loughborough Quality Bus Partnership that they would divert, and even add, bus services into the station area when this link road is provided.

**5a.90** The scheme is consistent with the County Council's aims for the relief of areas suffering environmental problems from road traffic, and by improving the access to the rail station it will contribute to the increased use of a principal point of public transport interchange.

**5a.91** Design work on the link road is currently being carried out by the County Council. The budgetary estimate for the construction and land acquisition for the scheme is £1.5 million, the bulk of which is expected to be funded by Charnwood Borough Council, although this depends on satisfactory negotiations with Railtrack and other rail companies over the sale of the land. The scheme is currently being prepared for the submission of an outline planning application.

**5a.92** The need for, and level of, contribution by the County Council will depend on the final cost of the scheme, and will be included in the annual LTP progress report.

## **Multi Modal studies for the M1 and A453.**

**5a.93** The outcome from both these studies will influence the implementation of transport policies in this strategy area. The area falls within the M1 study area and the A6 provides a parallel north to south corridor with the M1 north of Leicester.

**5a.94** The Studies are covered in more detail in the Castle Donington and Kegworth Strategy Area, but it is worth noting that, although Kegworth is outside this strategy area, the construction of a Kegworth bypass and/or any improvements to the M1 will affect how traffic travels between this strategy area and the area around East Midlands airport. This will have an impact on Hathern and the approaches to Loughborough.

## **A6(T) Minor Improvements**

**5a.95** The Highways Agency has been, and will be, undertaking a programme of improvements to the A6(T) corridor through Loughborough as an integral part of the Strategy:

- Bus lanes on the north and south approaches to the town, detailed in 5a.12ff,

and improvements in the town centre are completed; the latter aim to enhance safety for cyclists and pedestrians. The surface treatments and reallocation of roadspace in the town centre have improved conditions for vulnerable road users without any apparent detriment to traffic movements.

- Over the LTP period:
- the Bishop Meadow Road roundabout north of Loughborough is to be signalised;
- the Alan Moss Road/Belton Road junction on the Loughborough ring road is to be improved;
- the Shepshed Road/Narrow Lane junction at Hathern is to be improved.
- A feasibility study is underway for the provision of a cycleway to the south of Loughborough as part of a major maintenance scheme in 2001/02.

## **SCHOOL TRAVEL**

**5a.96** Over the past two years, school-related speed management schemes have been implemented at

- Britannia Street, Shepshed
- High Street, Barrow upon Soar
- Old Ashby Road and Thorpe Acre, Loughborough

**5a.97** The Safer Routes to Schools initiative will continue to develop throughout the Plan period, with emphasis in the earlier years on Loughborough, Shepshed, Sileby, Barrow upon Soar, Quorn and Mountsorrel. The LTP participation exercise revealed strong support for measures to alleviate problems outside schools in the area.

## BUSINESS PLANS AND TRAVEL AWARENESS

### THE LOUGHBOROUGH TRAVEL FORUM

The Loughborough Travel Forum, involving the 7 largest local employers was set up in September 1999, following the appointment of a Transport Policy Co-ordinator to develop travel awareness. It is the first such forum in the County. Initial successes include AstraZeneca's development of their internal Web site with detailed travel information and the initial funding of the extension to the University shuttle bus service by two companies. British Gas are providing a bus shelter.

It is intended to extend the Forum, with the priority for inclusion being medium sized companies or groups of smaller businesses.

The Borough Council's Staff Travel Plan for about 700 staff has been developed through a Working Group advised by the Transport Policy Co-ordinator. A Travel Pack has been distributed, discounted bus travel negotiated, a car share register and extra secure cycle parking are being provided. Further projects under consideration include integrated facilities for cyclists, home and flexible working and a pool car scheme.

From 2000/2001 onwards travel awareness initiatives will be developed to make people more aware of travel choices and schemes being implemented.

## PARKING MANAGEMENT

### Parking in New Developments

**5a.98** The Borough Council has adopted the County Council's maximum parking standards for new developments. The quantity of parking allowed will reflect:

- the proposed use and location of the development;
- the availability of public off-street parking;
- the current or potential accessibility by non-car modes;
- the feasibility of commuted payments;
- the scope for practical measures to reduce significantly the use of private car trips to and from a site;
- the need to reduce existing levels of private non-residential (PNR) car parking.

**5a.99** The aim generally will be to secure a level of parking which as a minimum discourages reliance on the private car, but provides sufficient off-street parking to allow development to proceed without creating traffic problems. However, in the central areas of Loughborough and Shepshed, and areas of significant trip generation, levels of provision lower than current County Council standards will be sought by negotiation. Reduced provision will be sought, where, for example:

- a site is or can be served by effective public transport services, along with provision for the safe and direct movement of cyclists and pedestrians;
- existing public off-street parking close to the site can cater for the development;
- there are special local environmental circumstances;
- a residential development is such that it ensures that car ownership will remain at a low level, or even car-free, in the long term.

**5a.100** In all such cases the Borough Council may seek to negotiate a legal agreement with the developer to secure commuted payments in lieu of part or all of parking provision; this would be used to fund an appropriate balance of off-street public car parking measures, and measures to improve access by public transport, cycle or foot.

**5a.101** Where circumstances allow, a reduction in PNR parking will be sought through development or redevelopment schemes.

**5a.102** The Borough Council will seek to offset anticipated on-street parking problems as a result of reduced off-street parking provision by: requiring the submission of Commuter Plans with planning applications, negotiating contributions towards the implementation of appropriate on-street controls, and, in less central areas, seeking contributions to fund improvements to non-car access.

**5a.103** In the particular case of Loughborough town centre, planning permission will be granted for additional off-street public car parking facilities where it is necessary to ensure a continuing and adequate supply of short-stay parking. The Borough Council will seek to negotiate a legal agreement for such parking to be managed for short-stay users, without generating significant peak-hour traffic movement.

## Public Car Parks

**5a.104** The former TPP Loughborough – Shepshed Package introduced measures to increase the cost of parking in the Borough Council-owned public car parks in the centre of Loughborough. This was accompanied by the introduction of residents' parking schemes adjacent to the town centre.

**5a.105** The Borough Council increased the price of long stay car parking in its own car parks to £3.50 per day in December 1999. Car parking charges in Loughborough are higher than anywhere else in the county. They are also comparable with the contract parking charges in nearby cities. A further review is planned by March 2001.

**5a.106** The Borough Council has adopted a parking strategy which seeks to use flexible charging to discourage reliance on cars and encourage the use of alternative modes. It will seek to ensure that changes to parking do not disadvantage the area's economic position relative to competitors. Town, village centres and district centres outside Loughborough town centre are challenged by strong commercial competition from other centres. In

these locations the emphasis will be on providing adequate short term parking to safeguard the vitality and viability of the centres.

**5a.107** £150,000 was budgeted in 1999/00 for enhanced pay & display machines in town centre car parks. These will provide better user information to help the development of car parking policy.

## On-street Parking

**5a.108** The ongoing programme of residents' parking schemes around Loughborough town centre assumes one new area can be implemented each year. Six schemes have been prioritised.

## INTEGRATION OBJECTIVE

### LAND USE PLANNING

**5a.109** Over the last few years Loughborough and the Soar Valley have been the focus for a significant proportion of the development in Leicestershire. Some of this has been completed or is underway, but there remains a number of outstanding development commitments. Further significant development is also proposed in the Charnwood Local Plan. The Deposit Draft Structure Plan proposes that Charnwood Borough Council should accommodate a higher proportion of new residential development than any other part of the county.

**5a.110** There has been a decline in traditional industries in the area, many of which were located close to, or within, residential areas. There is however, a growing demand for new employment sites, which planning policies resist.

**5a.111** The East Midlands Draft Regional Planning Guidance expects further housing and economic development within and adjoining Loughborough. There is the possibility of pressure for some further housing if there is significant expansion of employment around East Midlands Airport, although the priority locations are likely to be Nottingham and Derby.

# Loughborough, Shepshed, Soar Valley Area

5a

**5a.112** Loughborough does not presently have good sustainable transport links to East Midlands Airport. There is a limited - hourly, daytime Mon-Sat - bus service, but links are predominantly car based. Significant improvements will be needed to achieve good access by public transport, and the proposed East Midlands Parkway Station could have a role to play in this respect.

**5a.113** While the location of proposed Structure Plan development in the area will be a matter for a future Local Plan, it is apparent that constraints around Loughborough mean that the options are severely limited. Transportation issues are likely to become even more of an issue if the area becomes a focus for development.

**5a.114** Sites allocated in the Borough of Charnwood Deposit Draft Local Plan have emerged from a rigorous, comparative assessment of locations against a range of planning and technical factors. Existing accessibility, and the scope for realistic improvement by public transport, cycling and walking have been key factors. Sites are allocated primarily on the basis of location and accessibility. Greenfield sites are only used where there is a lack of brownfield options.

**5a.115** The report from the Local Plan Inspectors was received in June 2000, endorsing all but one modest housing allocation. Charnwood Borough Council will now consider the recommendations, and publish necessary modifications with a view to adoption by the end of 2001.

## Developer Contributions to Transport Infrastructure

**5a.116** The Charnwood Local Plan contains a number of major development allocations which will be expected to contribute to improving safety, promoting cycling and public transport initiatives and providing environmental network enhancements.

**5a.117** Figures in circles relate to development sites shown on Figures 5a.1 and 5a.2 at the start of this chapter.

## South Loughborough ①

**5a.118** This is a residential allocation for over 600 dwellings, and it is expected that the development will fully fund the design and construction of the Epinal Way Extension (see 5a.74). The development proposal has been received favourably by the Local Plan Inspectors. The development will also be required to contribute to enhancing public transport services to the site; traffic calming/management measures on the approach roads; the appropriate provision of pedestrian and cycle links to, and within, the development including a recreational cycle route to Woodhouse village. Discussions with the prospective developer are ongoing.

## A512/Snells Nook Lane Junction ②

**5a.119** The junction has a poor accident record. In addition, the junction lacks crossing facilities for cyclists riding between Nanpantan and Shepshed via the Loughborough-Shepshed cycle route.

**5a.120** A junction improvement and the installation of traffic signal control will overcome these problems.

**5a.121** Most of the funding for the scheme will be provided by a developer in accordance with an agreement signed in 1991 to establish the British Gas National Research Centre adjacent to the A512. The County Council has also allocated funding within the 2000/2001 Capital Programme to meet the remainder of the estimated costs.

## Redevelopment of Biggin Street/Fennel Street Bus Station area ③

**5a.122** An application was approved in May 2000 for the redevelopment of Loughborough bus station and the Fennel Street multi storey car park, subject to the completion of satisfactory agreements covering a number of detailed planning and highway matters. This major town centre retail and leisure development scheme will:

- ❑ fund the provision of an improved on-street bus interchange on Baxtergate/Swan Street/Market Place /High Street closer to

the town centre core and with related bus standing areas and toilets;

- include substantial new pedestrianised areas north of the A6 integrated with existing areas;
- facilitate the delivery of about one third of the A6 Inner Relief Road (see 5a.78ff), including a traffic signalled junction at Fennel Street/Bridge Street and complementary controlled pedestrian crossing facilities to facilitate pedestrian movements near Limehurst High School;
- provide parking managed to favour short term users in line with the wider town centre parking strategy;
- be expected to provide Travel Plans to help reduce traffic generation

### Town Centre Hospital Site ③

**5a.123** An application is being considered by the Borough Council for the second phase of Loughborough Community Hospital on Epinal Way. Implementation of this scheme in the near future would release the existing town centre hospital site on Baxtergate for redevelopment for general retail and/or commercial purposes.

**5a.124** The site offers the opportunity of a further major contribution to the Inner Relief Road.

### Regent Place, Loughborough ④

**5a.125** The development involves the redevelopment of land between Broad Street and Regent Street for 6800 m<sup>2</sup> of retail warehousing/leisure/restaurant and 24 flats.

**5a.126** This development will fund a package of traffic calming works on the Broad Street and Regent Street and contribute to a traffic signal improvement at Ashby Road/Broad Street. A financial contribution was also made to the scheme of works recently carried out by the Highways Agency at the A6/Broad Street/Bridge Street junction to facilitate pedestrian movements.

### Jubilee Drive Retail Park, Loughborough

⑤

**5a.127** Developments permitted off Belton Road (for a new DIY store and an extension to the employment area) will provide traffic signals at the junction of Belton Road/Jubilee Drive with full facilities for pedestrians and cyclists plus a contribution of £10,000 towards the provision of a cycleway along Belton Road.

### Bottleacre Lane, Loughborough ⑥

**5a.128** A 6 ha extension to the employment area will provide traffic signals with cycle lanes at Belton Road/Belton Road West. Planning permission has been granted, and detail design of this scheme and preparation of a legal agreement are currently being undertaken.

### Dishley, Loughborough ⑦

**5a.129** A proposed 20 ha employment area would contribute a new road link between the A6(T) and Bishop Meadow Road and other junction improvements on the A6(T), as well as public transport measures and a cycleway alongside Blackbrook. Discussions with the developer are ongoing.

### Rothley Lodge, A6, Rothley ⑧

**5a.130** A proposed 14 ha employment area would provide improvements to the grade-separated junction on the A6(T), cycle and footpath links, traffic calming on the former A6, and a contribution to public transport measures. Discussions with the developer are ongoing.

### Cotes Road, Barrow upon Soar ⑨

**5a.131** A 250-dwelling residential development would create a new distributor road link between Cotes Road and Willow Road, enabling some through traffic to be removed from the village centre. Pedestrian and cycle links to the village centre would also be provided.

# Loughborough, Shepshed, Soar Valley Area

---



Seagrave Road and Kendal Road, Sileby

⑩

**5a.132** Redevelopment of former industrial premises with these residential developments would contribute to traffic calming works within Sileby village.