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DESCRIPTION OF THE AREA

5c.1 The Strategy Area covers approximately 110 sq. km and includes the county towns of Coalville and Ashby-de-la-Zouch that provide the focus for the majority of the population, employment and service facilities (see Figure 6.3). The population for the whole area is approximately 68,000, with about 63% living in the major towns.

5c.2 The area also includes the larger villages of:

- Whitwick
- Thringstone
- Hugglescote
- Ellistown
- Ibstock
- Measham

5c.3 There are also a number of smaller villages clustered in the area known as Ashby Woulds which is part of the Leicestershire and South Derbyshire coalfield area.

5c.4 The Special Workplace Statistics for the area show that Coalville and surrounding villages are attracted towards Leicester for employment, whereas Ashby de la Zouch and its surrounding villages in the Ashby Woulds area have a greater affinity to Burton upon Trent for employment.

5c.5 The A42(T) passes through the west of the area. It forms part of the National Trunk Road Network and is a dual carriageway that links the M1 at junction 23A, to the north, with the M42 to the south west of the area. It has three major grade separated junctions within the area and provides one of the primary routes into the National Forest. The average daily flow is in the region of 56,000.

5c.6 The A511 passes through the heart of the Strategy Area and provides the spine road through the National Forest. It is a

primary route and provides access to the A42(T) and M1. The current traffic flow on the A511 passing through Ashby town centre is showing no sign of reducing as a result of the new A50 (T). The current flows are in excess of 20,000 vehicles per day and are resulting in significant congestion throughout the day, with average speeds of approximately 12mph within the town centre.

THE NATIONAL FOREST

5c.7 The Strategy Area lies completely within the boundaries of the National Forest. The National Forest Company (NFC) was established in 1995, with the vision of reversing the economic decline and environmental degradation in the area, due to the demise of the coal and other mineral working industries, and transforming one of the least wooded areas in the country into a working forest. Its task is to create a new forest in a 200 square mile area between Burton-on-Trent and Leicester within the counties of Leicestershire, Derbyshire, Staffordshire, by increasing the woodland cover over this area from its present level of 6% to about a third.

5c.8 By improving the landscape and the wider environment, the Forest will contribute to sustainable environmental, social and economic development, while the major new leisure, recreational and tourism opportunities will help to regenerate both urban and rural economies. It is now the single largest sustainable development project in Britain.

5c.9 By the end of 1998-1999, the NFC had secured tree planting of 1,500 Ha. Half of this was achieved through the National Forest tender scheme, 85% of which is accessible to the public. The establishment and guiding principles of the National Forest dominate planning considerations in the area and provide a framework for new development.

**ACCESSIBILITY
OBJECTIVE****PUBLIC TRANSPORT****Bus Transport**

5c.10 Inter-urban bus services operating to Coalville are a mixture of commercial and contract operations. The busiest corridor, between Leicester and Ashby/Burton via Coalville sustains most of its services without subsidy, although Sunday services are secured under contract to the County Council. Similarly, the main service from Coalville to Loughborough is commercial throughout the week. Services from Coalville to Hinckley are less frequent but again commercially provided.

5c.11 Coalville town services and services to surrounding villages are a similar mix of commercial and contract operations. Most town services are commercial operations, though there has been an increasing requirement for the County Council to secure these under contract as the trend has been for operators to reduce their services, even at peak and inter-peak times. Evening and Sunday elements of most services are retained under County Council contract. An increasing number of services to villages in the surrounding area require subsidy to retain them at the present levels.

5c.12 The local Ashby town services and services from the surrounding areas are secured under contract by the County Council.

5c.13 The public participation exercise revealed that cross border public transport provision should be given more consideration. This will be tackled by increased partnership working with neighbouring authorities.

5c.14 Provision for buses in Coalville has been improved by increasing the number of bus stops in Marlborough Square and providing a Bus Clearway Order to improve bus reliability and give priority to buses. At Memorial Square the bus stop layout has been revised and a Bus Clearway Order,

raised kerbs to accommodate low floor buses and new bus shelters have been provided. These all help to increase the attractiveness of bus services.

5c.15 The future focus for bus service development is likely to include:

- further development of rural services to meet access needs cost effectively;
- enhancing town services in Ashby and Coalville to provide access and offer an attractive alternative to the car;
- further development of inter-urban services, with improved interchange to give greater opportunity for journeys further afield using the public transport network.

5c.16 Depending on the progress of the Ivanhoe Rail project, there may be a particular emphasis on developing high quality express services on the Leicestershire to Burton Corridor.

Taxis

5c.17 In conjunction with the County Council, the District Council has introduced taxi ranks in Market Street, Ashby-de-la-Zouch and has also made amendments to the Hackney Carriage Stand in Coalville.

5c.18 Towards the end of the LTP period the District Council will provide new depot facilities for taxi testing and MOTs.

**PUBLIC TRANSPORT
INFORMATION AND
INTERCHANGE**

5c.19 A key issue in the Coalville town centre improvements was the provision of adequate bus passenger information, and the Memorial Square scheme included the laying of ducting in anticipation of introduction of the Startrak electronic information system. In addition improvements to facilitate interchange between local and inter-urban services are also proposed in Coalville.

5c.20 The establishment of a Coalville Quality Bus Partnership (QBP) is being investigated. This QBP would provide

opportunities for the enhancement of public transport information, and the local development of county-wide bus initiatives.

5c.21 It is intended in the longer term, to establish interchange nodes for rural links with the inter-urban services. This would be supported by extension of the Startrak real time information system.

PASSENGER RAIL

Ivanhoe Line

5c.22 The Ivanhoe railway line follows a similar alignment to the A511. Starting from Leicester it traverses the length of the National Forest and eventually terminates in Burton upon Trent. It passes through Coalville and Ashby de la Zouch and then very close to the National Forest Visitor Centre at the hub of the Forest. Presently the line is used for freight only but prior to its closure to passenger traffic there were stations at Coalville, Ashby and Moira.

5c.23 Stage 1 of the Ivanhoe rail line, between Loughborough and Leicester, opened in May 1994. Plans to complete the service by extending it from Leicester to Derby via Ashby and Burton, were however undermined by the major increases in train operating costs brought about by the Railways Act 1993.

5c.24 The public participation exercise revealed that there was strong public support for completion of the Ivanhoe Line.

5c.25 The County Council in turn recognises the value that the completion of the Ivanhoe rail line would add to the transport strategy and the wider regeneration of this area. However, the County Council has serious concerns relating to the uncertainties in funding for local rail improvements and the subsequent need for substantial and ongoing subsidies.

5c.26 The County Council has resolved not to submit a bid for Rail Passenger Partnership Funding at this time but instead to use its utmost endeavours in negotiating with the Strategic Rail Authority and other appropriate bodies to see a way forward to progress Ivanhoe Stage 2.

SOCIAL INCLUSION

5c.27 The Community Profile work undertaken by the County Council reveals that the most deprived areas of North West Leicestershire District were focused within small pockets in Coalville and Ashby-de-la-Zouch. Lack of provision of transport increases social exclusion, and transport measures will be identified to improve access to facilities and places of employment.

DISABILITY

5c.28 The County and District Councils, along with the local Council for Voluntary Services, are actively involved in the local disability forum, Handstand. The District Council is also a member of a local Multi-Disability Forum.

5c.29 The District Council over several years has provided dropped kerbs at pedestrian crossing points and minor footway improvements, many of these schemes having been generated via the Handstand Forum. This work will continue throughout the life of the LTP.

ECONOMIC OBJECTIVE

TOWN CENTRE MANAGEMENT

Ashby-de-la-Zouch

5c.30 In the light of the Department of Transport's successful Bypass Demonstration Projects, which included Market Harborough in Leicestershire, it is proposed to introduce an integrated package of traffic management and town centre improvements for Ashby on completion of the Ashby Bypass (see 5c.64ff) These measures will further enhance the benefits for the local community of Ashby.

5c.31 There will be further local consultation on the proposals, whose objectives are to:

- create a safe environment in the residential areas, town centre and in the vicinity of the schools;

- further discourage through traffic by reducing speeds on through routes and prohibiting HGV through movements;
- improve the pedestrian environment in the town centre for the benefit of shoppers and local commerce;
- improve pedestrian and cycle links into and through the town centre;
- improve the reliability of, and accessibility to, public transport;
- complement the unique character of the town centre and its tourist attractions, and support its new role as the centre of the National Forest.

Coalville

5c.32 As part of the SRB1 funded four-year Forest Town project, substantial traffic calming and landscaping works are nearing completion in Coalville town centre.

5c.33 Extensive carriageway narrowing and shrub planting has been carried out on Ashby Road to reduce traffic speeds and casualties, discourage unnecessary use by extraneous traffic, and enhance the visual quality of this major approach into Coalville and the Snibston Discovery Park.

5c.34 Further phases followed to improve safety and pedestrian amenity in Belvoir Road and Marlborough Square.

5c.35 Most recently, substantial carriageway reallocation and landscaping works have been carried out at Memorial Square to give greater priority to pedestrians and public transport users. This involved the removal of traffic from one of its two carriageways to create a paved pedestrian space, and the repositioning of bus terminal points to include higher kerbs to assist bus loading and the provision of bus turn-round facilities. Traffic signal control equipment has also been replaced.

FREIGHT

5c.36 Heavy goods vehicles within Ashby town are approximately 15% of the total traffic. These are intimidating for pedestrians using the town centre and in particular children walking to and from the

schools. Some of this heavy traffic serves the industrial estate on Smisby Road and has no alternative at present but to pass through the town centre to gain access to the A42(T). Once the Ashby Bypass is constructed, however, much of this freight will be diverted away from the town centre, which should facilitate the imposition of weight restriction orders (WROs) on the existing A511.

5c.37 With the exception of the Ashby Wolds, most of the Strategy Area is subject to WROs that channel major heavy goods movements onto the Trunk and A & B class roads.

5c.38 The Ashby Wolds area WROs are being developed in conjunction with major employment sites being promoted through the Ashby Wolds and Cross Border strategies and depend on the progress of those developments. It is proposed to spend £80,000 on the WROs and traffic calming in 2001-03.

5c.39 The WROs for the Ashby Wolds area will be progressed in a phased manner, but the B586 will remain open to heavy goods vehicles through Oakthorpe, Donisthorpe and Moira until such time as the Ashby Bypass Stage 2 is completed.

5c.40 Concern was expressed during the public participation exercise that existing weight limits do not appear to be enforced. The County Council will continue to work with the Police in this regard.

WATERWAYS

5c.41 The Ashby Canal passes through the National Forest Strategy Area and a restoration scheme is currently in progress extending the limits of navigation towards the original terminus near Moira. The extension of the Ashby Canal will provide a water link between major attractions in the area, for example the Heart of the National Forest Visitor Centre, Moira Furnace and the National Forest Discovery Centre, and to cycle routes such as the Moira/Measham Trail and Donisthorpe Woodland Park.

HEALTH OBJECTIVE

AIR QUALITY

5c.42 Stage 1 of the Review and Assessment of Air Quality for North West Leicestershire used the DMRB (Design Manual for Roads and Bridges) screening model and 5 years of monitoring data. This report concluded that the pollutants Benzene, 1,3-Butadiene and Carbon Monoxide would not need further assessment. However Lead, Particles (PM₁₀), Sulphur Dioxide (SO₂) and Nitrogen Dioxide (NO₂) would need further assessment.

5c.43 Further assessment has included two new SO₂ monitoring sites, and six new NO₂ monitoring sites. Also provisions have been made to purchase a £50,000 real time air pollution monitor. The whole of the district has been modelled for predicted pollution levels (PM₁₀, NO₂, SO₂) based on road traffic flows and emissions from airport, power stations, domestic coal burning and major industrial sources. Early indications from this modelling (which is expected to be completed by August 2000) suggest that by 2005 the national air quality objectives are likely to be met for SO₂ and PM₁₀ and the hourly mean for NO₂ but the annual mean for NO₂ may be exceeded in Coalville town centre. This would indicate that an air quality management area would be required.

WALKING

5c.44 The District Council has introduced a local walking programme aimed at social enjoyment and improved fitness but with the added benefit of promoting walking as a means of travel and therefore reducing car dependency.

5c.45 Recent improvements to Coalville town centre have laid particular emphasis on pedestrian facilities and improved crossing locations, which benefit mobility impaired people, as well as providing a pleasant pedestrianised area.

5c.46 During the public participation exercise suggestions were made that

opportunities should be enhanced for urban - rural walking links as a means of improving access to the countryside in general, and in particular to the new National Forest woodland sites.

CYCLING

5c.47 As a result of a partnership between the District Council, the County Council, Parish Councils, local cycling groups, community groups and Sustrans, a District Cycle Strategy was approved and adopted by District Council in April 1996. This will feed into the detailed county-wide strategy currently in preparation.

5c.48 The key objectives of the strategy are:

- to maintain, preserve and enhance the environment in a sustainable manner which will improve the health and quality of life of the people in the district;
- to encourage all residents to participate in sport, recreational and cultural activities as a means of enhancing their health, fitness and quality of life, strengthening the community and bringing benefits to all.

5c.49 The partnership has assisted in the identification of a programme of cycle routes that connect into and complement the Sustrans national cycle network but also serve the local needs of the community, for example for school and recreational routes.

5c.50 Approximately 1.5 km of cycleway has been completed in the Coalville area in the last financial year. Proposals are nearing completion for a cycle network in the Ibstock area and draft proposals are being prepared for the Ashby area cycle network.

5c.51 The Heart of the National Forest Visitor Centre opened in May 1999 and provides the hub for a local cycle network. The reclamation of the former Rawdon Colliery site includes the provision of a cycleway which links into the Heart of the National Forest Visitor Centre and the wider cycle network. The District Council has

produced leaflets promoting family cycling routes for both on and off road routes.

SAFETY OBJECTIVE

ROAD CASUALTY REDUCTION

5c.52 Analysis of personal injury accidents in the area has identified a number of existing accident cluster sites in:

- Ashby-de-la-Zouch;
- Coalville;
- Measham;
- Oakthorpe and Donisthorpe;
- Whitwick.

5c.53 These cluster sites will be investigated further to establish the most appropriate methods to address the particular problems identified and will form the basis for the Casualty Reduction programme.

5c.54 In recent years the District Council has initiated various road casualty / speed reduction schemes in the area, including:

- Stamford Drive, Coalville;
- The Green / Loughborough Road, Thringstone;
- Marlborough Square / Memorial Square / Ashby Road - part funded by SRB monies and part District Council funds;
- Ashby Road, Coalville - this traffic management scheme was a particular success, producing a fall of around 30% in the 85 percentile speed, as well as a significant reduction in the volume of large goods vehicles using the road.

5c.55 Analysis of the personal injury accidents information along the A511 through Ashby town centre reveals that there have been in the region of one hundred reported injury accidents over the last 5 years. Of those, one third involved vulnerable users and in the region of 10% involved HGVs. The situation will be much improved on completion of the Bypass and town centre improvements.

SPEED MANAGEMENT

5c.56 As part of the rural speed limit programme, one new speed limit was introduced in 2000, with three more programmed for 2000-01.

5c.57 Traffic calming measures and speed cameras have recently been introduced in Albert Village.

5c.58 Speed management measures have been implemented on High Street, Ibstock and Measham.

5c.59 Traffic calming has been introduced as part of local safety schemes in Whitwick and Thringstone.

PERSONAL SECURITY

5c.60 The Crime and Disorder audit for the North West Leicestershire area has highlighted the theft of vehicles and road safety, particularly related to excessive speed, as being of particular concern.

5c.61 The District Council is actively pursuing the provision of town centre CCTV in conjunction with the Partnership for Safer Communities Forum. This will include bids to the Home Office for the extension of the system in Ashby and a new system in Coalville. These schemes will assist in deterring vehicle crime and will improve safety for pedestrians and users of public transport.

5c.62 The County Council's casualty reduction programme and its speed management and Road Safety Education strategies will seek to address the road safety concerns.

5c.63 With regard to the theft of vehicles the District Council is undertaking a review of car park security as part of its "Best Value" car parking review, with a view to achieving the 'AA' secure standards.

ENVIRONMENTAL OBJECTIVE

HIGHWAY NETWORK

A511 Ashby Bypass

5c.64 In August 1989, the Ashby By-pass Stage 1 was completed as part of the A42(T) works. It re-routed the A511 (then A50) to the east of Ashby de la Zouch connecting in to a new junction on the A42(T).

5c.65 A successful bid for funding of Stage 2 of the Ashby Bypass was made in the provisional LTP. The scheme will remove the vast majority of the heavy traffic from the town centre, including traffic associated with all the industry/commerce on Smisby Road. The start date is November 2000, and the year by year predicted expenditure is:

2000/01 - £1.8 m

2001/02 - £4.19m

2002/03 - £257,000

2003/04 - £53,000

SCHOOL TRAVEL

5c.66 Two specific areas which will be considered for improvement under the School Travel Strategy are:

- traffic signals and traffic calming at Ellistown crossroads;
- traffic signals on the A511 at Coalville on Stephenson Way and Broom Leys Road.

BUSINESS TRAVEL PLANS

5c.67 The District Council is working with the County Council to encourage Business Travel Plans for local employers and is seeking to secure such plans, through planning agreements and conditions associated with all new major development proposals within the district.

5c.68 The District Council is considering a range of measures for its own employees and a survey has been conducted to assess the present transport modes and patterns with a view to formulating a Business Travel Plan.

PARKING MANAGEMENT

Public Car Parks

5c.69 The existing public parking policy within North West Leicestershire is to provide free unlimited parking to facilitate the economic vitality of the towns and villages within the District. The District Council does, however, recognise that the management of its parking stock is an essential element of reducing reliance on the private car and will carry out a Best Value review of public parking policy in 2000 / 2001.

5c.70 In undertaking the review the District Council will seek to ensure that any proposals are not detrimental to the vitality of its towns and villages; measures are therefore likely to be aimed at shifting the balance from long stay commuter parking to short stay parking. The District Council will consider issues jointly with neighbouring authorities.

TOURISM

5c.71 The National Forest Strategy Area is a growing tourism area. Attractions include the National Forest Visitor Centre, Moira Furnace and Craft Centre and Donington le Heath Manor House. The area hosts an abundance of walks, rides and cycle paths through pleasant countryside. There are also several country parks and picnic sites.

5c.72 Improved access by the more sustainable modes will be an important consideration in developing the scheme programme for this area.

**INTEGRATION
OBJECTIVE****LAND USE/TRANSPORT
INTEGRATION**

5c.73 The deposit Local Plan allocated a substantial amount of new housing (approx. 130 ha) and employment (approx. 86 ha) in the area. Of particular note are the following major sites:

- Housing sites:
 - Two sites in Ashby-de-la-Zouch comprising 22 ha (450 dwellings).
 - A major site at Coalville comprising 33.8 ha (450 dwellings in the Local Plan but capable of providing over 1,000 beyond 2006).
 - Two major sites in Moira comprising 16 ha (350 dwellings) (removed from the Plan).
- Employment sites that the Inspector found acceptable:
 - Smisby Road, Ashby-de-la-Zouch 12.3 ha.
 - Spring Cottage and the former Rawdon Colliery, Moira 47.3 ha.

5c.74 In November 1998, the Local Plan Inspector's report was released, and it made a number of comments and recommendations that are particularly relevant to this area.

5c.75 With regard to the residential development allocated in Ashby the Inspector recommended that the relative size of the two sites should be amended so as to provide only 350 dwellings, and that neither of the amended allocations should be progressed before the Ashby Bypass was completed. The acceptance of the Bypass for funding will now allow these developments to proceed.

**Developer Contributions to
Transport Infrastructure**

Figures in circles relate to development sites shown on Figures 5c.1 at the start of this chapter.

Coalville ①

5c.76 The North West Leicestershire Draft Deposit Local Plan includes a proposed major development allocation at Coalville which could accommodate over 1000 dwellings in the longer term. The development of this site will be subject to:

- the construction of a new 1.5 km section of road to bypass the A511 between the Birch Tree Roundabout and the Coalville Relief Road;
- a contribution to the provision of a new railway station on the proposed Ivanhoe Line;
- cycleway links to Coalville town centre, Hugglescote and the Bardon Employment area;
- enhanced public transport services.

Ashby-de-la-Zouch ②

5c.77 In the Inspector's report on the North West Leicestershire Local Plan it was noted that the two housing areas in Ashby recommended for development (amounting to about 300 dwellings) should make financial contributions to the bypass in order to bring forward its early construction. Discussions are still ongoing with the prospective developer of these sites and an appropriate level of contribution to the Bypass and complementary town centre improvements is expected.

Millennium Discovery Centre, Moira ③

5c.78 Developer contributions have been secured to undertake works on the B586 to encourage cycling, walking and public transport access to the site. Facilities to be implemented on the B586 include:

- cycleway and footway improvements;
- bus lay-bys;

- traffic calming between Moira and the site access (approximately 1 km).

Bardon 22 ④

5c.79 Bardon 22 is an employment site, currently under construction. Some £900,000 has been secured for improvements in the area. These are likely to be targeted at accident reduction and pedestrian and cycling improvements, which could be located at the Flying Horse and Ellistown crossroads.

Woodville

5c.80 As part of a regeneration strategy for the former coalfield area in Ashby Wolds/South Derbyshire, a possible redevelopment of the former Pipeworks site in Woodville has emerged. The site is not in either of the current Derbyshire or Leicestershire County Council's Development Plans, but its potential as the opportunity to redevelop a brownfield area is the subject of ongoing discussions with the landowners. A traffic study has been carried out by Consultants which has identified the following transport requirements:

- a new link between the A511 and B5004;
- cycle routes linking the site with Woodville and the new Discovery Centre and Country Park;
- traffic calming on Moira Road and other off-site improvements in Albert Village;
- a good quality public transport service to serve the site at an early stage.

Regeneration

5c.81 The National Forest has benefited from the support of a number of regeneration programmes. The regeneration of the Leicestershire and South Derbyshire Coalfields Rural Development Area has been supported by the Rural Development Commission and subsequently the East Midlands Development Agency since 1990. Support will continue until at least 2004.

Single Regeneration Budget (SRB)

SRB1

5c.82 The whole of the Strategy Area lies within the former Coalfield Priority Area (CPA) in North West Leicestershire.

5c.83 In 1994 the Coalfield Priority Area (CPA) Partnership was successful in securing £3.35 million of SRB1 funding to support the regeneration of the former CPA.

5c.84 The £14m regeneration scheme has now been successfully completed, and focused on the following:

- enhancing employment prospects, education and skills of local people;
- encouraging sustainable development;
- tackling crime and improving community safety;
- protecting and improving the local environment and infrastructure.

SRB5

5c.85 The SRB5 scheme (1999-2004) complements the Rural Development Programme. The scheme will support the development of a network of One Stop Shops across the coalfields, which will provide enhanced services to young people, and also reduce the need to travel.

SRB6

5c.86 Local regeneration partnership arrangements have recently been reviewed. The formation of the new Leicestershire and South Derbyshire Coalfields Regeneration Partnership reaffirms local commitment to the regeneration of the area defined by the Coalfields Task Force. The Partnership has submitted and SRB6 bid to support the regeneration of the most deprived communities within Coalville, Ashby-de-la-Zouch and Swadlincote.

Other Regeneration Strategies

5c.87 In addition to the CPA there are a number of further complementary regeneration strategies for the Ashby Wolds and South Derbyshire area.

5c.88 The Ashby Wolds Regeneration Strategy was prepared by the Ashby Wolds Forum. It provides a long term strategic framework for the regeneration of 13 sites and a guide to development of some 650 Ha of land left derelict due to the decline in mining and clay extraction in the National Forest Area. The Forum consists of a wide range of Local Authorities, other Agencies (East Midlands Development Agency, National Forest Company), local Parish Councils, Mineral Companies, Land Owners and various voluntary groups.

5c.89 The north part of the Ashby Wolds Strategy area is also covered by the Borders Regeneration Strategy. This strategy was promoted by North West Leicestershire and South Derbyshire District Councils in partnership with Leicestershire and Derbyshire County Councils, in response to pressure for a number of mineral and landfill opportunities in the Ashby Wolds / Swadlincote area and the potential for further development.

5c.90 The National Forest Company has been the lead or supporting partner in bids for EU, challenge and lottery funds, which have already attracted some £34 million into the area, mainly for regeneration.

Land Reclamation

5c.91 A key element of regeneration is the programme of land reclamation carried out by the County and District Councils. Reclamation work in Leicestershire is guided by the County Council's Land Reclamation Strategy and Action Programme, and focuses on the area of concentrated dereliction in the north-west of the county. This work has helped transform the image and economy of the area. It continues to contribute to sustainable transport through the construction of the Ashby Canal and provision of safe cycling routes such as the Moira/Measham Trail and the trails at Donisthorpe Woodland

Park. Reclamation work is funded by a range of sources, including the East Midlands Development Agency, the European Community and the National Forest Company.

5c.92 The challenge for the Area Strategy is to ensure that the transport impact associated with redevelopment is kept to a minimum and that the transport infrastructure for the area is provided in a co-ordinated and sustainable manner, ensuring that the alternatives to the private car are in place as the area's economy improves.