



Transport and developments

A case study on New Lubbesthorpe through the Travel Plan Coordinator role

www.newlubbesthorpe.co.uk

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Managing Director

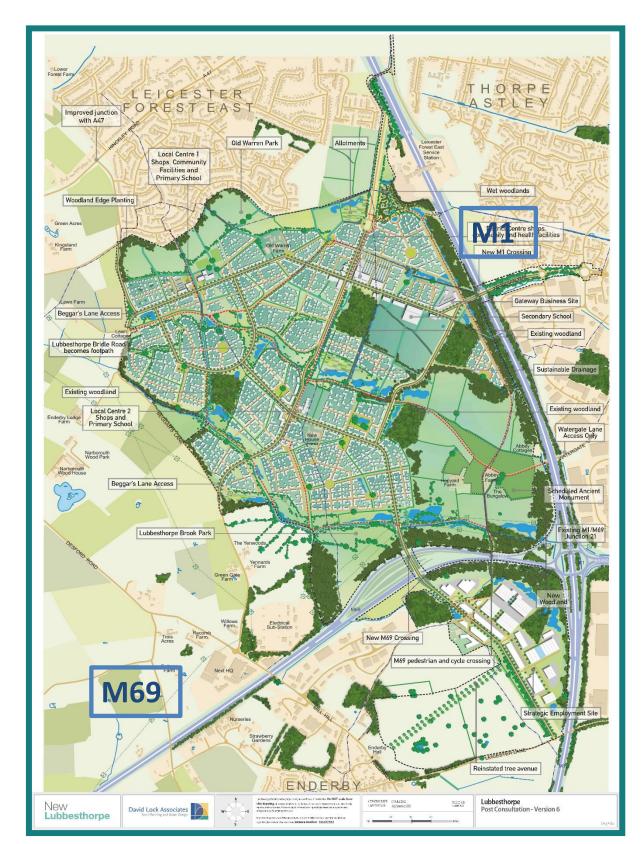
GO Travel Solutions



Overview of the New Lubbesthorpe development

- The Drummond Trust 'Doing The Right Thing'
- 5 miles west of Leicester
- Sustainable Urban Extension of 4,000+ homes
 (currently just over 1,000), schools, local amenities,
 325 acres of parkland, Community Interest Company and Parish Council.
- LPA is Blaby District and LTA is Leicestershire County









What have we done in our Travel Plan Coordinator (TPC) role

Investment

Novus bus services + e-bikes + car club



The approach taken to travel planning



What have we done in our Travel Plan Coordinator (TPC) role

Information

Online + printed + community comms + LocalGO







Local GO New Lubbesthorpe	2			
Shape the Future of Travel in New Lubbesthorpe!				
Win a £100 Shopping Voucher	Enjoy FR	EE a	nd discounted local travel	
OMANI SUPERIOR			Note: No. 1988	
Dear New Lubbesthorpe Resident, Are you ready to make a difference in your community? It's time to have your say and be a part of something that will transform the way you move around in New Lubbesthorpe.				
Your voice matters, and we want to hear it!				
Take the New Lubbesthorpe Travel Survey Mo We're thrilled to introduce the New Lubbesthorpe Travel Survey 20				
a fantastic opportunity for you to shape the future of sustainable tra Lubbesthorpe Community - Closed Group Becky Watson · 21 March · ❷ revice update: hay know that New Lubbesthorpe has two bus services. The Nove e and the NovusFlex, which is a demand-responsive transport se e planning to change the NovusFlex service to a regular (half-he ya 17th April. ew service will operate from Tay Road to Thorpe Astley, Meridia tops O/S M&S,), Police HQ/Palmers Garden Centre (B114, St Joh Blaby Road), NEXT HQ (B582, Desford Road), Beggars Lane and nerefore, need a new name for the NovusFlex and would like to e below the options to choose from. We will review the poll on four votes in! A Ahmed LocalGO New Lubbesthorpe Lubbesthorpe Parish Cour	TR	A\	CALITY & VEL GUIDE Autumn 2023 LUBBESTHORPE	
NovusConnect			LEICESTER	
NovusShop	0%>	×		
NovusFosse	72% >	×		
NovusLocal	23% >	×		
NovusLoop	1% >	×		
NovusLink	1% >	×		
f poll option				



The approach taken to travel planning



What have we done in our Travel Plan Coordinator (TPC) role

Incentives

LocalGO with transport partners www.localgo.co.uk/newlubbesthorpe



...Plus the established planning requirements of the TPC role

The approach taken to travel planning



What's different from a typical TPC approach

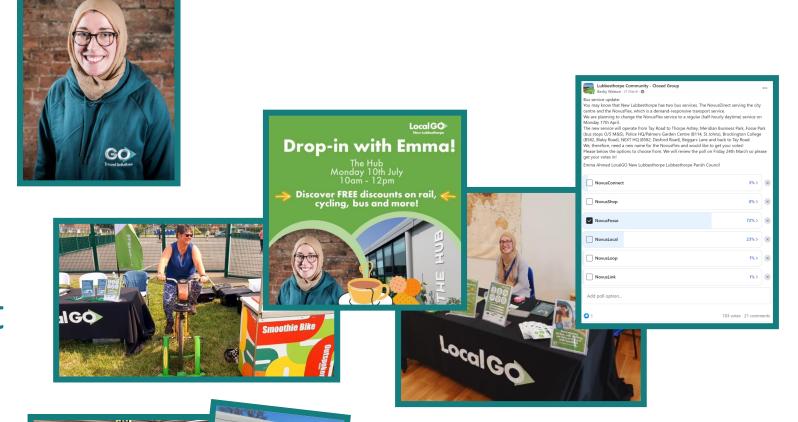
LocalGO



Emma our LocalGO Ambassador

Depth of community involvement

Range of initiatives with flexibility



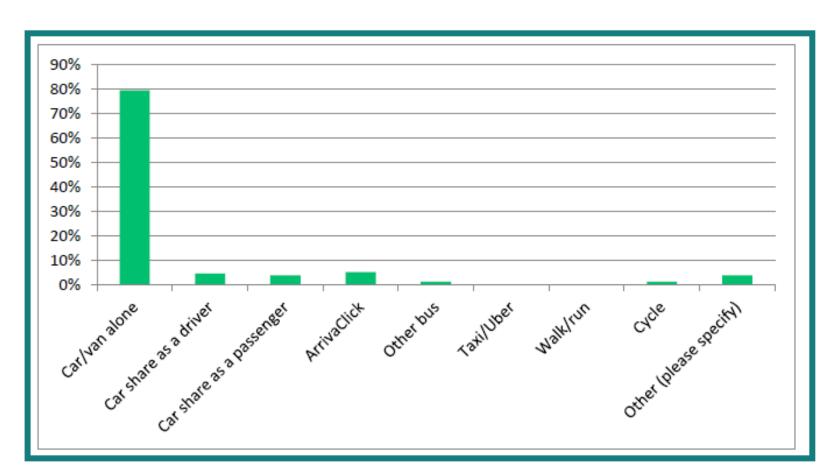




Are we making a difference?

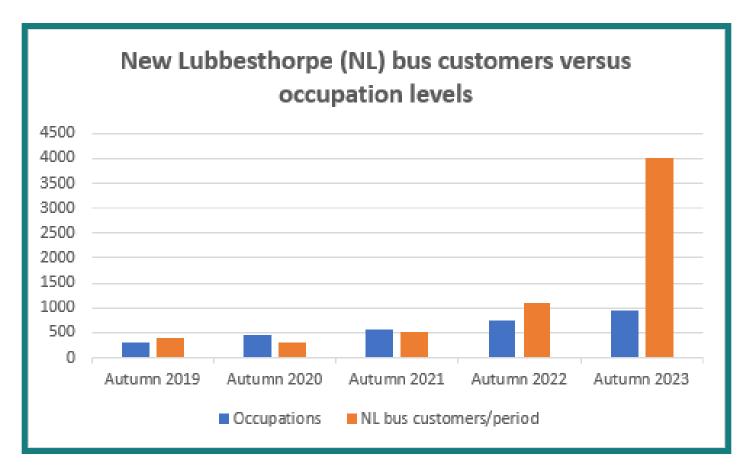
Travel Survey results

2019 Travel Survey – How do you commute?



Single occupancy car 80% and bus 6% (ArrivaClick and other) Single occupancy car 50% and bus 24%

Bus usage

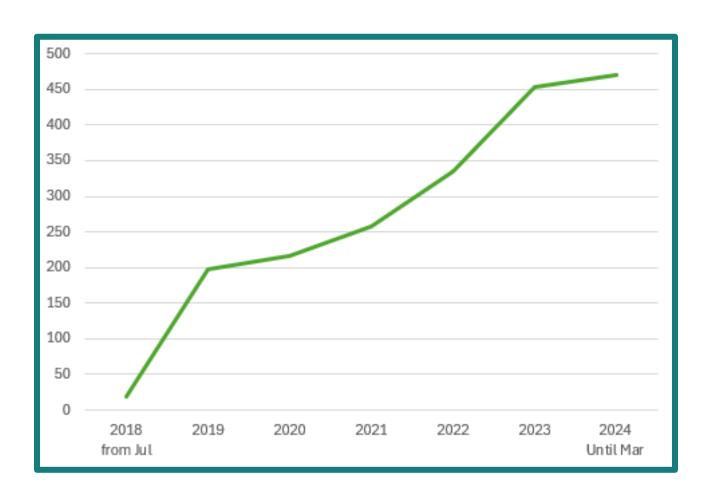




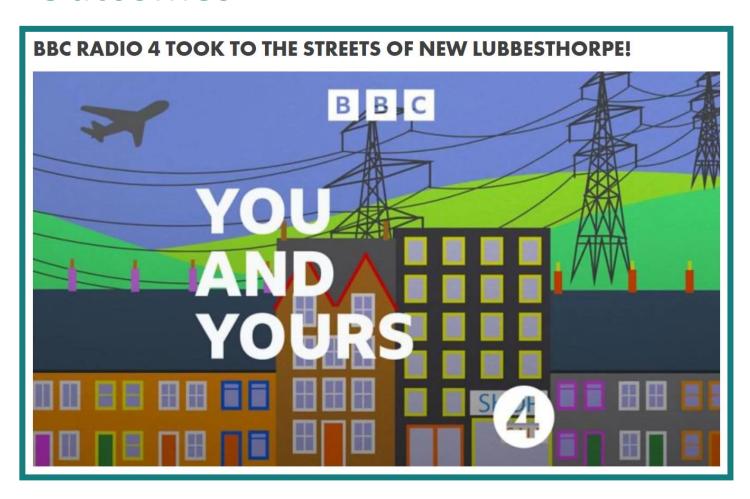


Are we making a difference?

LocalGO Members



Outcomes







Development areas

Car club



Cycle community



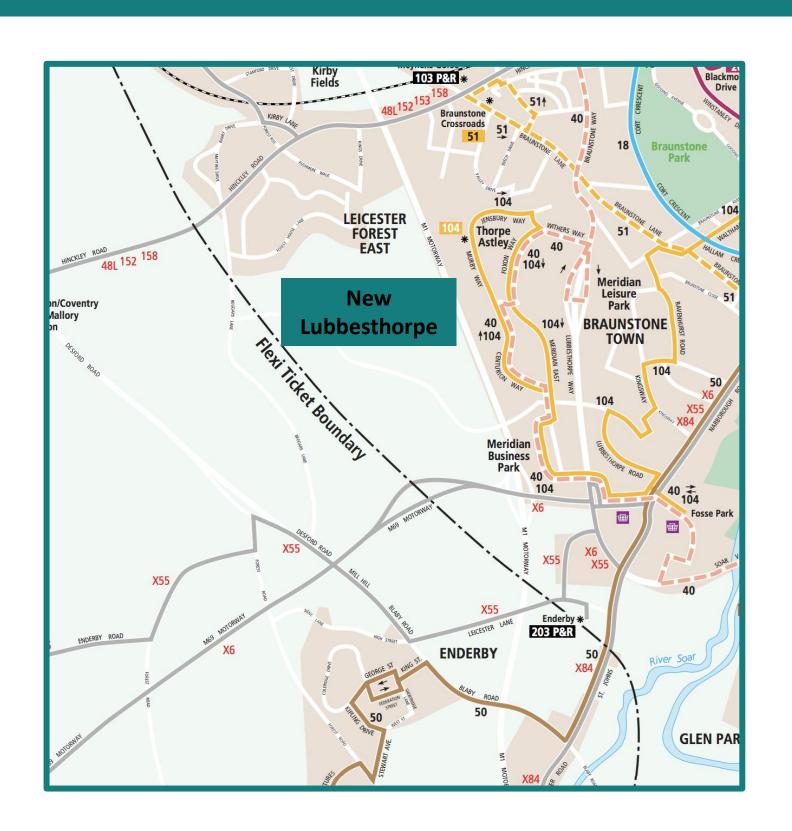
Bus infrastructure





Bus service strategy and development

- Bus services essential for new housing developments on the scale of New Lubbesthorpe
- No existing bus services were suitable for diversion / extension, so bespoke provision using Section 106 monies as required
- At the start of a build-out phase, travel demand and destinations are relatively unknown





The development of bus services



New Lubbesthorpe transport over time

APRIL 2019

ArrivaClick Leicester introduced, using New Lubbesthorpe funding by serving south west Leicester area (DRT)

AUGUST 2022

ArrivaClick replaced by NovusDirect and NovusFlex services, with more focus on New Lubbesthorpe (hybrid of DRT and fixed route)

JULY 2023

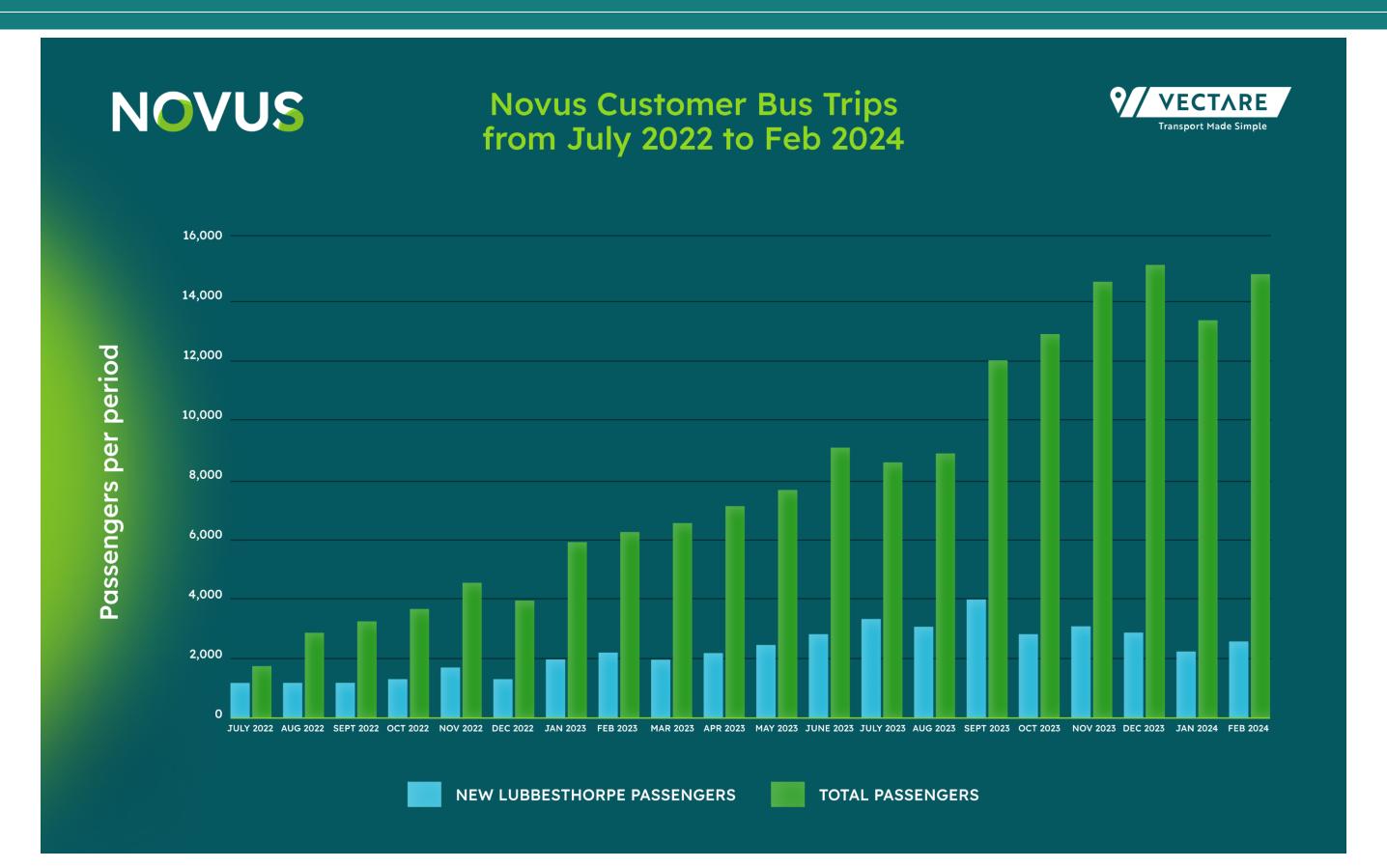
NovusFlex replaced by NovusFosse, NovusDirect retained (network now fully fixed route)

JANUARY 2024

PVR and frequency increase on NovusDirect due to patronage increases, NovusFosse retained



The development of bus services





Which operational model is best?

- DRT, hybrid or fixed route(s)
- What are we trying to achieve?
 - Data collection?
 - Modal shift?
 - Service awareness?
 - Service sustainability?
- How long do we have?
- How many people do we need to move?





What are the secrets to success?

- Focus on partnership
 - Developer
 - Travel Plan Coordinator
 - Community
- Focus on service delivery
 - Reliability
 - Punctuality
 - Frequency
 - Capacity
- Focus on communication







The challenges of embedding sustainable travel in new developments – from across project portfolio



- Phasing of income from land sales and funding of initiatives
- Flexing of measures to reflect new realities
- Ambition and capacity of authorities
- House builder focus on just the house, not the place

Lessons learnt for embedding sustainable travel in new developments



- Developer / landowner attitude 'Do the right thing'
- Community engagement central
- Flexing of strategy and measures with effective LPA and LTA partnership working
- Range of communication channels
- Collaboration with all possible parties



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