

# East Midlands Gateway Phase 2 (EMG2)

Document DCO 6.6C/MCO 6.6C

ENVIRONMENTAL STATEMENT

Technical Appendices

Appendix 6C

# Framework Travel Plan

~~October 2025~~ June 2026

# 03

The East Midlands Gateway Phase 2  
and Highway Order 202X and The East Midlands Gateway  
Rail Freight and Highway (Amendment) Order 202X

[SEGRO.COM/SLPEMG2](https://www.segro.com/slpemg2)

**SEGRO**



**SEGRO**

East Midlands Gateway  
Phase 2

Framework Travel Plan

August 2025 May 2026

East Midlands Gateway  
Phase 2  
Framework Travel Plan

Version 5-~~35~~

May 2026~~August 2025~~

Produced by:



For:

**SEGRO**

Contact:

Integrated Transport Planning Ltd.  
1<sup>st</sup> Floor, 1 Broadway  
Nottingham  
NG1 1PR  
UNITED KINGDOM

0115 824 8250  
stephanie.meyers@itpworld.net  
www.itpworld.net

## Project Information Sheet

Client	SEGRO
Project Code	PC6158
Project Name	EMG2
Project Director	Jim Bradley
Project Manager	Stephanie Meyers
Quality Manager	Jim Bradley
Additional Team Members	Phil Coe
Sub-Consultants	n/a
Start Date	May 2022
File Location	EMG2\Project files\Travel Plan

## Notice

This report has been prepared for SEGRO in accordance with the terms and conditions of appointment. Integrated Transport Planning Ltd cannot accept any responsibility for any use of or reliance on the contents of this report by any third party.

## Changes Log

<u>Version</u>	<u>Date</u>	<u>Reason for Issue</u>	<u>Updates</u>	<u>Author</u>	<u>Reviewer</u>
5-5	May 2026	Submission at Deadline 4	Revision to Gateway Shuttle	PC	SM

- Formatted: Font: Bold
- Formatted: Font: Bold
- Formatted: Font: Bold
- Formatted: Centered
- Formatted: Centered
- Formatted Table
- Formatted: Centered
- Formatted: Centered

## Table of Contents

1. Introduction.....	1
2. Background.....	5
Location.....	5
Use and Operations.....	7
Trip Generation.....	8
Site Audit.....	8
3. Travel Plan Scope.....	20
Overview.....	20
Individuals and organisations impacted by the Travel Plan.....	21
4. Objectives.....	22
Aim.....	22
Objectives.....	22
Targets.....	23
5. Implementation.....	25
Action Plan.....	25
Funding.....	29
6. Management.....	32
EMG2 Sustainable Transport Working Group.....	32
Site-Wide Travel Plan Coordinator.....	32
Occupier Travel Plan Coordinators.....	34
7. Marketing.....	35
Pre-Occupation.....	35
Occupation.....	36
Continued Engagement.....	37
8. Monitoring.....	38
Baseline Travel Surveys.....	38
Annual Travel Surveys.....	38
Discussion Groups.....	39

Traffic Counts.....	39
Additional monitoring.....	40
Fall-back Measures.....	40
Reporting .....	42

## List of Tables

Table 1-1: EMG2 Project Components.....	1
Table 2-1: Existing Bus Service Routes and Frequencies.....	10
Table 4-1: EMG2 Travel Plan Targets.....	24
Table 5-1: Proposed Travel Plan Measures .....	25

## List of Figures

Figure 2-1: EMG2 Site Context.....	6
Figure 2-2: EMG1 Bus Interchange.....	10
Figure 2-3: EMG1 Bus Stop .....	10
Figure 2-4: Existing Bus Services .....	12
Figure 2-5: Existing Bus Services EMAGIC Cluster .....	13
Figure 2-6: East Midlands Gateway Electric Shuttle.....	14
Figure 2-7: 'Lunchtime Led Walks' at EMG1 .....	17
Figure 2-8: Active Travel Infrastructure Context.....	18
Figure 7-1: Example Walking and Cycling Route Map Supplied at EMG1 .....	35
Figure 7-2: Example Travel Website Created at EMG1 .....	36

## Appendices

- Appendix A EMG1 Case Study
- Appendix B EMG1 Commuter-related Carbon Emissions

## 1. Introduction

- 1.1 Integrated Transport Planning (ITP) has been appointed by SEGRO Properties Ltd (SEGRO) to prepare this Framework Travel Plan (FTP) to support the Development Consent Order (DCO) application for a second phase of East Midlands Gateway Logistics Park (EMG1).
- 1.2 EMG1 is a nationally significant infrastructure development comprising a rail freight terminal and warehousing. It was authorised by The East Midlands Gateway Rail Freight Interchange and Highway Order 2016 (SI 2016/17) (the EMG1 DCO) and is substantially complete.
- 1.3 This second phase is referred to in this document as 'East Midlands Gateway 2' or 'EMG2' or the 'EMG2 Project' comprises of a DCO application and a Material Change Order (MCO) application. Details are set out in Table 1-1.

Table 1-1: EMG2 Project Components

Main Component	Details	Works Nos.
<b>DCO Application/DCO Scheme</b>		
EMG2 Works	<p>Logistics and advanced manufacturing development located on the EMG2 Main Site south of East Midlands Airport and the A453, and west of the M1 motorway. The development includes HGV parking and a bus interchange.</p> <p>Together with an upgrade to the EMG1 substation and provision of a community park.</p>	<p>DCO Works Nos. 1 to 5 as described in the draft DCO (Document DCO 3.1).</p> <p>DCO Works Nos. 20 and 21 as described in the draft DCO (Document DCO 3.1).</p>

Highway Works	Works to the highway network: the A453. EMG2 access junction works; significant improvements at Junction 24 of the M1 (referred to as the J24 Improvements), works to the wider highway network including the Active Travel Link, Hyams’s Lane Works, L57 Footpath Upgrade, A6 Kegworth Bypass/A453 Junction Improvements and Finger Farm Roundabout Improvements together with other works	DCO Works Nos. 6 to 19 as described in the draft DCO (Document DCO 3.1).
<b>MCO Application/MCO Scheme</b>		
EMG1 Works	Additional warehousing development on Plot 16 together with works to increase the permitted height of the cranes at the EMG1 rail-freight terminal, improvements to the public transport interchange, site management building and the EMG1 Pedestrian Crossing	MCO Works Nos. 3A, 3B, 5A, 5B, 5C, 6A and 8A in the draft MCO (Document MCO 3.1)..

- 1.4 SEGRO has made two concurrent applications for the three component parts. The first is for a Development Consent Order for the EMG2 Works and the Highway Works (referred to as the DCO Application or the DCO Scheme). The second application is for a material change to the existing EMG1 DCO for the EMG1 Works (referred to as the MCO Application or the MCO Scheme).
- 1.5 This FTP sets out the proposed approach for connecting the EMG2 Main Site (as part of the DCO Scheme) by sustainable means, to ensure that future employees working at the site have viable and attractive options to walk, cycle, use public transport, car share or use electric vehicles to reach the site.
- 1.6 The MCO application provides for additional warehousing development on Plot 16 to which a different arrangement at EMG1 will apply. Accordingly, this FTP only applies to the DCO Scheme.

- 1.7 The EMG2 Project is regionally located within the East Midlands Freeport<sup>1</sup> and specifically the East Midlands Airport and Gateway Industrial Cluster<sup>2</sup> (EMAGIC). It is located immediately south of EMA and EMG1 and will serve as an extension to the latter. Consent for EMG2 (to which this FTP pertains to) is being sought through a Development Consent Order (DCO) application via the Planning Inspectorate.
- 1.8 Responsible SEGRO<sup>3</sup> is a corporate framework demonstrating SEGRO's commitment to sustainability and low carbon growth. Sustainable commuting is integral to the Responsible SEGRO framework; hence both EMG1 and EMG2 have been developed with a clear priority to reduce carbon emissions by promoting sustainable commuting, supporting access to employment, and improving the health and wellbeing of the workforce, all of which are supported by this FTP.
- 1.9 As most of the development's end-occupiers are unknown at this stage, this FTP sets outcome targets and indicators for the overall site, and there will be a requirement for individual occupiers to prepare and implement occupier-led travel plans to help support the delivery of the FTP.
- 1.10 A Transport Assessment (TA) has been prepared by BWB for the proposed development at EMG2, which describes in detail the the proposed vehicle access, and any potential highway impact. This FTP should be read in conjunction with the TA (Document 6.6B).

## Report Structure

- 1.11 This FTP has been produced in accordance with Leicestershire County Council's guidance "*Writing a successful Travel Plan: A guide for developers*" and consideration has also been made to the Department for Transport (DfT) "*Good Practice Guidelines: Delivering Travel Plans through the Planning Process*". This document has been superseded by the Department for Levelling Up, Housing and Communities "*Planning Practice Guidance*" but remains a valuable guidance document.
- 1.12 As such, following this introduction, the FTP is structured as follows:
- Section 2 provides an overview of the proposed development, anticipated trip generation and connectivity to the surrounding transport network.
  - Section 3 summarises the scope of the Travel Plan.

<sup>1</sup> East Midlands Freeport. (n.d.) East Midlands Freeport. Available at: <https://www.emfreeport.com/> (Accessed: 20 June 2025).

<sup>2</sup> East Midlands Freeport. (n.d.) East Midlands Airport and Gateway Industrial Cluster (EMAGIC). Available at: <https://www.emfreeport.com/site/east-midlands-airport-and-gateway/> (Accessed: 20 June 2025).

<sup>3</sup> SEGRO. (n.d.) Responsible SEGRO. Available at: <https://www.segro.com/responsible-segro> (Accessed: 20 June 2025).

- Section 4 identifies the objectives and targets.
- Section 5 outlines how the Travel Plan will be implemented, including the action plan, how the measures will be funded and fall-back mechanisms.
- Section 6 explains how the Travel Plan will be managed, including the appointment of a Travel Plan Coordinator.
- Section 7 sets out the marketing plan to engage occupiers and employees with sustainable commuting.
- Section 8 details the monitoring mechanisms for measuring progress towards the FTP targets.

## 2. Background

### Location

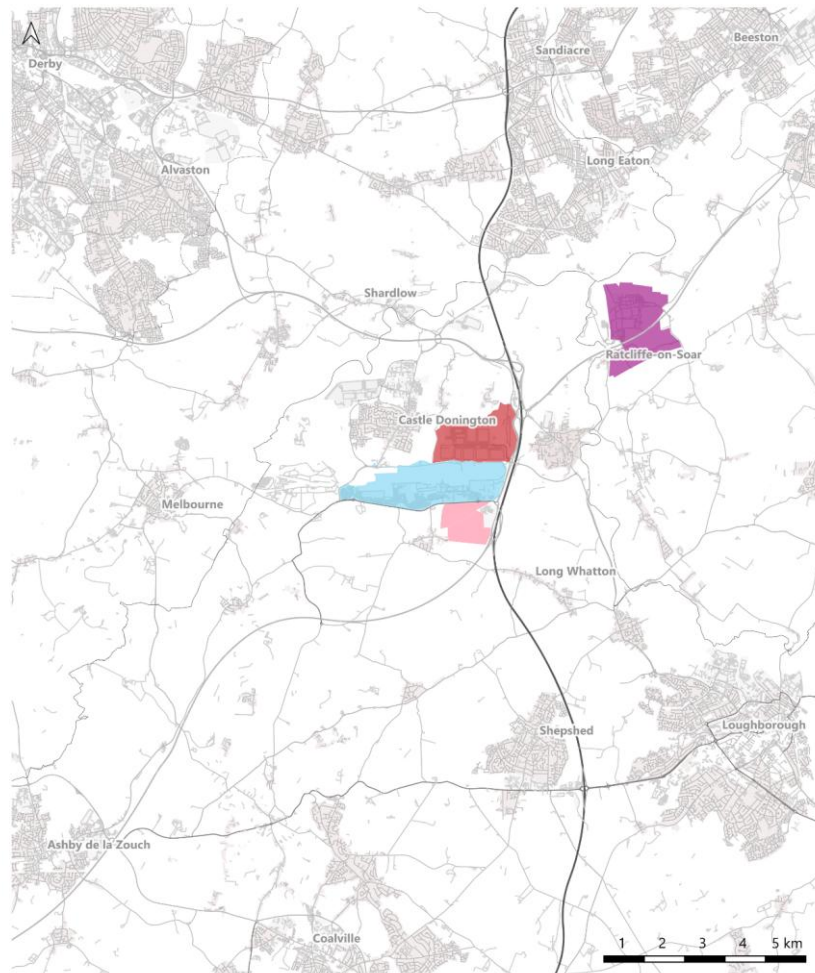
- 2.1 Regionally, the DCO Scheme is positioned between the key settlements of Loughborough (approximately 15 km to the south-east), Nottingham (approximately 25 km to the north-east) and Derby (approximately 25 km to the north-west).
- 2.2 The DCO Scheme also falls within the East Midlands Freeport, which has been developed to drive economic regeneration across the East Midlands. There are three clusters within the Freeport area and EMG2 falls within the East Midlands Airport and Gateway Industrial Cluster (EMAGIC).
- 2.3 The wider EMAGIC cluster complements two other proposed developments within the East Midlands Freeport, the Ratcliffe-on-Soar Power Station<sup>4</sup> site in Nottinghamshire, which was granted a Local Development Order planning status in July 2023; and the East Midlands Intermodal Park<sup>5</sup> (EMIP) in South Derbyshire. The site's relationship with other proposed strategic developments in close proximity has been considered within this FTP.
- 2.4 [Figure 2-1](#) visualises the geographic context of the site.

---

<sup>4</sup> East Midlands Freeport. (n.d.) Ratcliffe-on-Soar Power Station Site. Available at: <https://www.emfreeport.com/site/ratcliffe-on-soar-power-station-site/> (Accessed: 20 June 2025).

<sup>5</sup> East Midlands Freeport. (n.d.) East Midlands Intermodal Park (EMIP). Available at: <https://www.emfreeport.com/site/east-midlands-intermodal-park/> (Accessed: 20 June 2025).

Figure 2-1: EMG2 Site Context



Prepared  
PC

Reviewed  
SM

Date  
Sep 24

Client  
SEGRO

Key	
<span style="color: red;">■</span>	East Midlands Gateway 1
<span style="color: lightcoral;">■</span>	East Midlands Gateway 2 Main Site (Proposed)
<span style="color: cyan;">■</span>	East Midlands Airport
<span style="color: purple;">■</span>	Ratcliffe-on-Soar Power Station (Consented)

Project  
East Midlands Gateway Phase 2

Figure title  
EMG2 Site Context

Revision  
A

Date  
Sep 2024

Project number  
P-PC6158

Figure number  
Figure 2-1

## Use and Operations

- 2.5 The EMG2 Main Site comprises approximately 300,000sqm Gross Floor Area (GFA) of development, including 200,000sqm of internal mezzanine, which will accommodate several units of advanced manufacturing and logistics development. This will be accompanied by ancillary offices and associated roads, parking, and landscaping. Further details of the DCO Scheme are provided in the corresponding Transport Assessment.
- 2.6 A further 30,000sqm of B8 development will comprise Plot 16, located on the EMG1 site, with consent sought through the MCO Scheme application. As the EMG1 site, already has a Site Wide Travel Plan and Public Transport Strategy in place, a separate arrangement will be proposed for Plot 16 under the MCO application.
- 2.7 It is anticipated that the EMG2 Main Site could create approximately 3,700 new jobs and when combined with the existing workforces at EMG1 (approximately 6,000 employees) and EMA (approximately 10,000 employees) it will create a regionally significant employment hub of around 19,700 employees. In line with the Freeport timescales, if the first end-occupiers started operations in 2029, it is anticipated the construction of units will be complete by 2031 and development could be fully occupied by 2033.
- 2.8 It is expected that the EMG2 Main Site will operate 24/7. Due to the industrial nature of the development, it is assumed businesses will operate predominantly on a three-shift basis, like that of EMG1. These shift patterns are likely to be as follows:
- 06:00 – 14:00
  - 14:00 – 22:00
  - 22:00 – 06:00
- 2.9 There will be a small number of office and administration employment opportunities at the EMG2 Main Site, and these employees are likely to work 09:00 – 17:30. The arrival and departure information from the businesses at EMG1 corroborates with the key shift changeovers and office hours start/finish times: 05:00-07:00, 13:00-14:00, 16:00-19:00 and 21:00-22:00.
- 2.10 As with EMG1, SEGRO will work with each occupier to encourage, so far as is possible, the staggering of shift times to elongate the employee arrivals/departures window at the EMG2 Main Site. Staggering the shift patterns means employees arrive and depart throughout the day, therefore supporting the operation of bus services and ensuring

there are fare-paying passengers on early and late evening services, as well as those during the day.

## Trip Generation

- 2.11 The anticipated trip generation of the DCO Scheme once fully operational is provided in the corresponding TA (Document 6.6B). As agreed with the highways authority, the utilised trip rates to derive this trip generation are consistent with those used at the planning stage for EMG1 (2014), given the similarities in expected operation and land use.
- 2.12 The 'with development' scenario which has been modelled and documented within the TA accounts for the development on both the EMG2 Main Site and Plot 16 of EMG1. A scenario has not been undertaken that considers EMG1 traffic in isolation, which is being applied for as a Material Change of Use (MCO). Plot 16 is expected to generate 53 two-way trips in the morning peak hour and 67 in the evening peak hour, which equates to circa one per minute, on average. This would have a negligible impact on the network and would not trigger the requirement for strategic transport modelling on its own merit or result in a severe impact on the operation of the local highway network including EMG1 site access gyratory.

## Site Audit

- 2.13 The development of the DCO Scheme includes proposals to ensure that infrastructure is in place to encourage sustainable travel to the site and make public transport, cycling and walking a priority from first occupation. The infrastructure proposed in the following section seeks to support the existing sustainable transport networks in the vicinity of the DCO Scheme and is also detailed in the EMG2 Sustainable Travel Strategy (STS).

## Public Transport

- 2.14 The integration of public transport services to form a comprehensive network facilitating access to/from the EMG2 Main Site is the focus of public transport intervention associated with the development. Enhancements to the existing public transport services will ensure connections can be made between the EMG2 Main Site and EMG1, EMA and neighbouring towns and cities including Nottingham, Derby, Leicester and Loughborough. It is anticipated the interventions set out in this FTP and corresponding STS will build upon the phased investment already made at EMG1.

### *Bus Interchange*

- 2.15 Any improvement to public transport accessibility will start with implementing the infrastructure necessary to provide access to bus services for future employees. A purpose-built bus interchange will be provided to the north-east of the EMG2 Main Site, close to the proposed access from the existing roundabout on the A453 and Pegasus Business Park. The location of the EMG2 Main Site bus interchange has been determined following discussions with key local bus operator (trentbarton) and Highway Development Management officers from neighbouring Local Authorities. The location of this interchange allows for the interception of existing bus services travelling both along the A453 and via Pegasus Park.
- 2.16 There will be dedicated bus bays at the EMG2 Main Site bus interchange to allow both commercial bus services and the proposed on-site shuttle service to call at the interchange. This means any employees arriving at the site by bus can seamlessly interchange onto the on-site shuttle bus to reach their workplace. Provision will be made for EV bus charging points at the interchange to facilitate the use of an electric vehicle for the shuttle service.
- 2.17 The EMG2 Main Site bus interchange building will be equipped with real-time bus information, seating, lighting, heating, and toilets, to create a safe and comfortable waiting area for employees. This is similar to the provision of the EMG1 interchange ([Figure 2-2](#) ~~Figure 2-2~~).

### *Bus Stops*

- 2.18 In addition to the EMG2 Main Site bus interchange, bus stops will be located along the length of the estate road. The bus stops will be positioned close to the entrances of the employment units. Each bus stop will have a shelter, flagpole, flag, timetable case containing information about the Gateway Shuttle bus service, raised kerbs, waste/recycling bin and road markings to denote the bus stop on the carriageway.
- 2.19 One of the proposed bus stop locations along the main estate road will be near the pedestrian and cyclist crossing at Hyam's Lane. This bus stop will primarily serve as a bus stop for employees reaching the nearby employment unit, but it could also be used by members of the public to access the Gateway Shuttle service, which is available for the community to use, to reach the wider network of bus services operating from the EMG2 Bus Interchange.
- 2.20 Real time information will be provided in the foyers of the employment units, as it is at EMG1, rather than at the bus stops themselves. [Figure 2-3](#) ~~Figure 2-3~~ shows what the bus stops will look like.

Figure 2-2: EMG1 Bus Interchange



Figure 2-3: EMG1 Bus Stop



*Existing Bus Services*

- 2.21 There are four existing bus services which pass by the site, the skylink Express, skylink Nottingham, skylink Derby and Airway 9. These services provide bus connectivity between key cities such as Nottingham, Derby and Leicester, EMA and EMG1. It is the intention for the routes of these services to be modified to call at the EMG2 Main Site bus interchange from first occupation, depending on the location of the first tenants within the site, and their workforce headcount. Discussions with the local bus operator, trentbarton, have already begun to enable this comes to fruition. These services are part of the established commercial bus network which also serves passengers travelling to EMG1 and EMA from the main urban areas of Nottingham, Derby and Leicester.
- 2.22 A summary of the existing bus services close to the EMG Main Site is provided in [Table 2-1](#), with their respective routes shown in [Figure 2-4](#) and [Figure 2-5](#). This demonstrates the existing reach of bus services across Nottinghamshire, Derbyshire and Leicestershire serving EMA, EMG1 and in the future, the EMG2 Main Site.

Table 2-1: Existing Bus Service Routes and Frequencies

Service	Route	Frequency <sup>6</sup>
skylink Derby	Leicester – Loughborough - Kegworth – EMG – EMA1 – Castle Donington - Derby	4 buses per hour
skylink Express	Nottingham - Clifton - non-stop to EMG1	2 buses per hour

<sup>6</sup> October 2022 typical bus service frequencies

East Midlands Gateway Phase 2 Framework Travel Plan

<b>skylink Nottingham</b>	Nottingham - Long Eaton - Castle Donington – EMA – EMG1	3 buses per hour (2 buses per hour at EMG)
	EMA – Diseworth – Long Whatton - Coalville	1 bus per hour
	EMG1 - Loughborough	1 bus per hour (at Loughborough, 08:00 – 19:00)
<b>Airway 9</b>	Horninglow – Burton – Ashby – Melbourne – EMA – EMG1	1 bus per hour <sup>7</sup>
<b>My15</b>	Ilkeston – Stapleford – Old Sawley – Castle Donington - EMA	2 buses per hour

<sup>7</sup> Does not serve EMG on Sundays between 07:25 – 17:05

Figure 2-4: Existing Bus Services

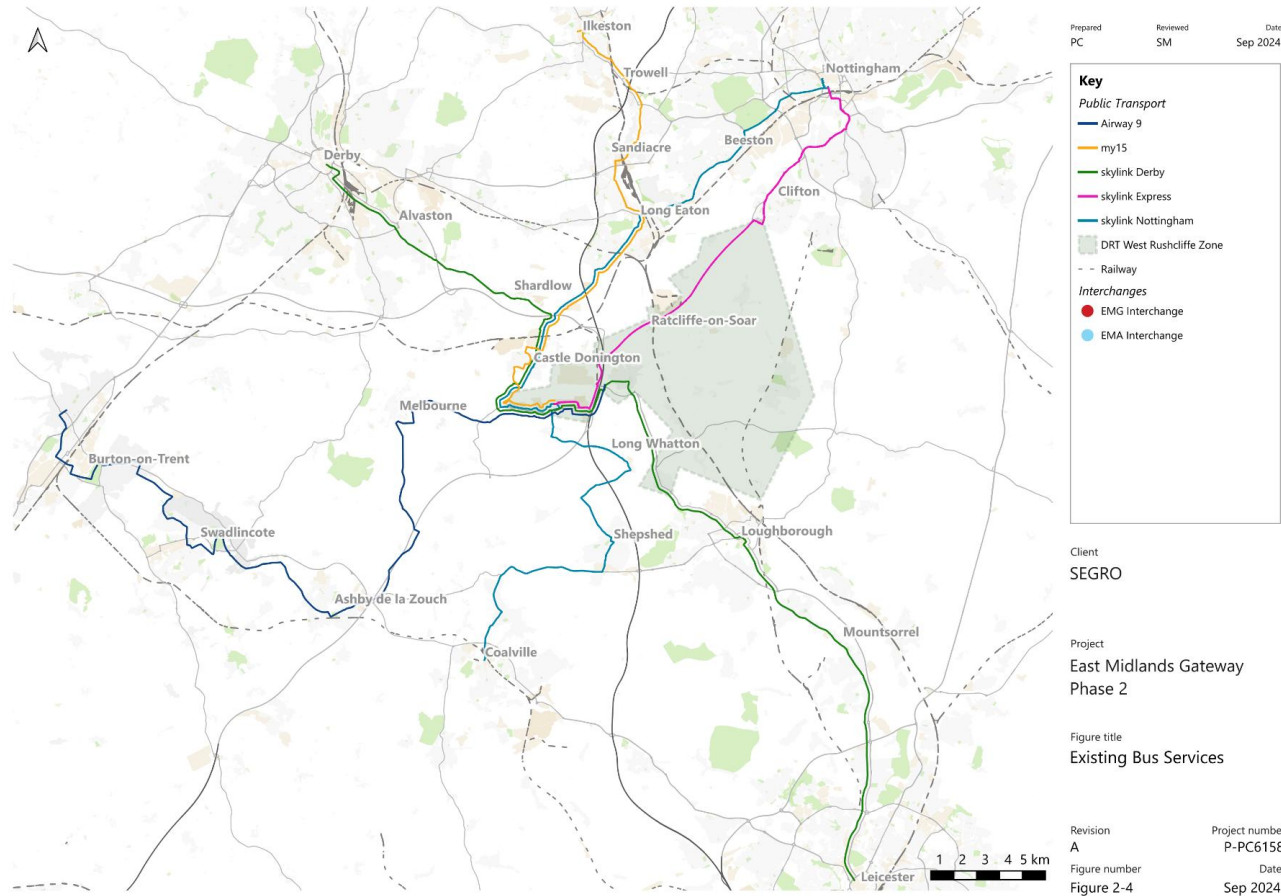
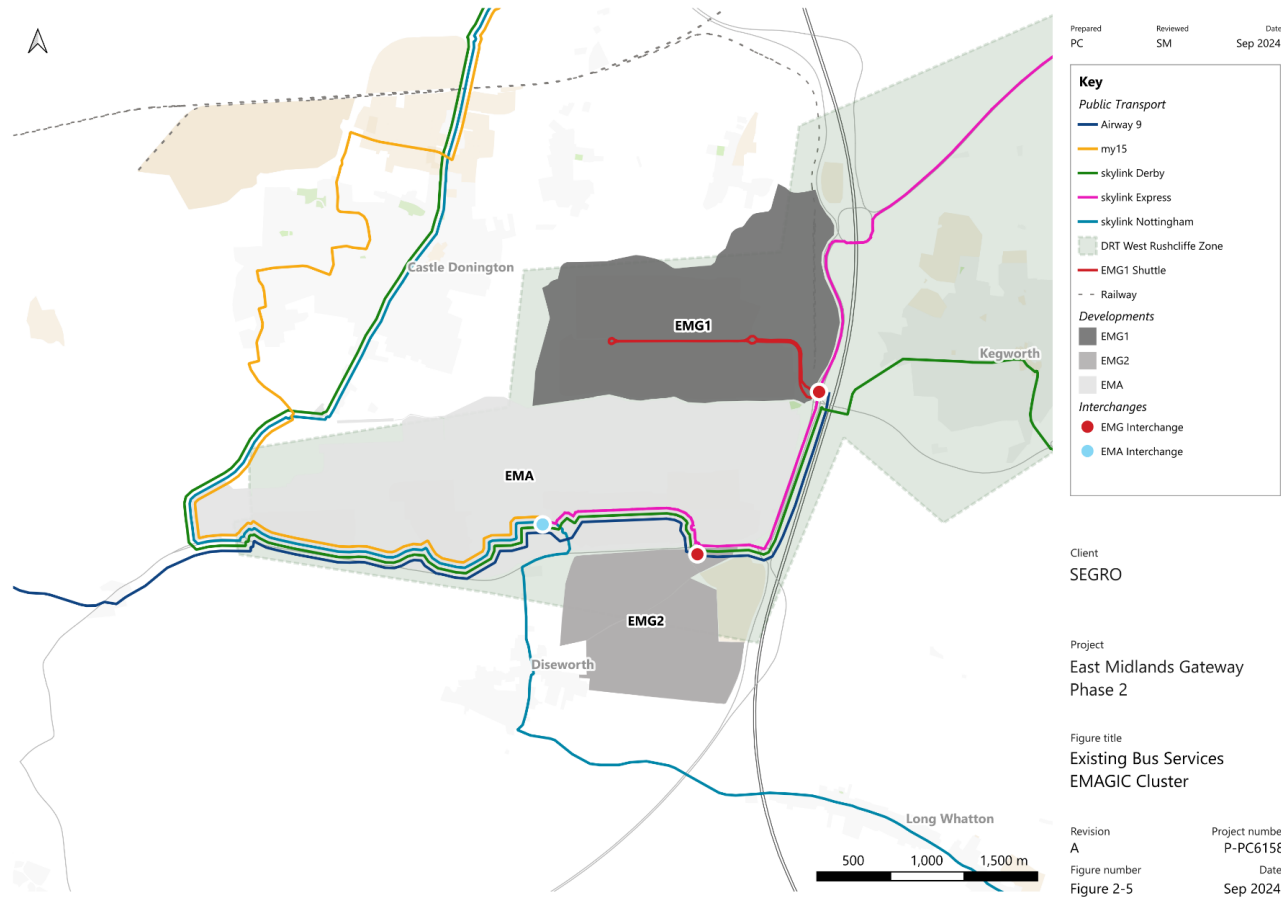


Figure 2-5: Existing Bus Services EMAGIC Cluster



- 2.23 The EMG2 Main Site bus interchange will also act as the hub for a new EMG2 Gateway Shuttle service once the site is occupied. The shuttle ([Figure 2-6](#)) will connect employees arriving at the EMG2 Main Site bus interchange to their workplace. The hours of operation for the shuttle service will align with the occupiers' shifts. Initially this is likely to be focused on the morning and afternoon shift changeover, however as the site is built out this will be extended to meet demand. During its hours of operation, the shuttle will operate on a loop between the EMG2 Main Site bus interchange and the bus stops along the estate road, providing a 'turn up and go' service for employees on-site. The service will be fully electric to meet SEGRO's sustainability ambitions. The service will also be open to members of the wider public.
- 2.24 Finally, with both EMG1 and the EMG2 Main Site operating electric shuttle services within the site, SEGRO are exploring the potential for an e-bus depot with EV charging infrastructure to provide additional space for charging and storing e-buses used to deliver the shuttle services, which would be delivered as part of MCO Scheme (MCO Works 3B, 5B, 5C). Land near the entrance to EMG1 has been identified as a safe and secure space for the e-bus depot. The proposed location is opposite the site's management suite which provides 24/7 security as well as being located close to the EMG1 bus interchange to enable the depot to be easily incorporated into the operation of services at EMG1 and EMG2 Main Site.

Figure 2-6: East Midlands Gateway Electric Shuttle



*Future Investment*

- 2.25 With a network of established, high-frequency, 24/7 bus services already in place surrounding the site (as outlined in [Table 2-1](#)), the intention is to work with the operators to modify the route to enable the service to stop at the new EMG2 Bus

Interchange. This will provide a level of bus service which is consistent with EMG1, where there is currently a 16% bus mode share for the commute amongst the workforce.

- 2.26 SEGRO is committed to further enhancing the bus connectivity for the benefit of those commuting to the EMG2 Main Site, which will have wider benefits for the surrounding employment sites. Based on the success of EMG1, a similar mechanism for investing in bus services will be established through a ring-fenced 'EMG2 Bus Fund'. This Fund will be used to invest in enhancements to public transport services over the EMG2 STS delivery period. The Fund will be held by SEGRO and investment decisions overseen by the voting members of the EMG2 Sustainable Transport Working Group (see Chapter 6) with the intention of making data-led investment decisions to improve services to the EMG2 Main Site.
- 2.27 At this stage, analysis of the current and potential demand for bus services suggests that investment from the EMG2 Bus Fund may need to be allocated to expanding passenger capacity on the existing in the high-frequency bus services to key cities may need to be prioritised. However, as there can often be significant change in the bus network from the planning stage to first occupation, it could be premature to fix this financial investment to a specific service at this stage. Further details of the funding approach and additional bus investment options have been outlined in the EMG2 Sustainable Travel Strategy (STS) and Appendix A to the STS.

## Active Travel

### *Supporting Infrastructure*

- 2.28 There will be multiple pedestrian and cyclist access points into the EMG2 Main Site to ensure future employees, and the general public can move through the site quickly, easily and safely. Consideration has also been given to ensuring the EMG2 Main Site connects with EMG1, EMA and residential areas surrounding the development. These access points are described below:
- A new shared use footway/cycleway along the length of the EMG2 Main Site estate road, providing pedestrian and cyclist access to each employment unit and the bus interchange, and ensuring they are separated from the vehicle and HGV traffic (part of DCO Works No. 2).
  - The existing Public Right of Way (PRoW) (L45) which bisects the EMG2 Main Site with a north-east to south-west alignment, and currently follows the southern boundary of Hyam's Lane, will become integrated into Hyam's Lane. This will be

surfaced as part of the works to improve cyclist access and gated to prevent vehicle access. This route provides connectivity towards Kegworth and EMG1 to the north-east and Diseworth to the south-west (part of DCO Works No. 7).

- A new Toucan crossing point will be installed on the A453 to the east of the Hunters Road roundabout for pedestrians and cyclists to safely cross the A453 to/from EMG2 Main Site and connecting to the active travel link, unlocking connections to EMG1, Kegworth and beyond (part of DCO Works No. 6). A new shared use cycle track from Hyam's Lane to the proposed A453 toucan crossing (part of DCO Works No. 2).
- A new dedicated shared use cycle track north of the new toucan crossing alongside the A453 will connect the EMG2 Main Site to EMG1 for pedestrians and cyclists and provide an improved route for cyclists in the wider area, such as between Kegworth and EMA. (part of DCO Works No. 14).
- The route along Hyam's Lane, to the Toucan Crossing and then to the EMG1 access junction will form of an extension to the National Cycle Route 15 providing connectivity towards Kegworth and EMG1 to the northeast and Diseworth to the southwest.
- The Hyam's Lane Works will also provide signage at the junction of Hyam's Lane and Grimes Gate and resurfacing works along Hyam's Lane to enhance cycle access.

2.29 Wider improvements to public rights of way in the area surrounding the EMG2 Main Site include:

- At the A453/East Midlands Airport junction an uncontrolled crossing providing pedestrian crossing improvements across the A453 to between the airport and proposed EMG2 Community Park (DCO Works No. 15).
- A new footpath from the western end of Hyam's Lane and PRoW L45/L46 northwards through the proposed community park connecting to the A453 Ashby Road by the Airport entrance junction via the western edge of the EMG2 Main Site (part of DCO Works No. 21).
- A diverted bridleway and new pedestrian from the western end of Hyam's Lane and PRoW L45/46 southwards through the proposed community park connecting to Long Holden (part of DCO Works No. 21); and
- A new bridleway from the eastern end of Hyam's Lane, and PRoW L45 southwards connecting to Long Holden via the eastern edge of the EMG2 Main Site, creating a further valuable new publicly accessible route and a circular walk around the

southern part of the EMG2 Main Site. This footpath will be gated to prevent vehicle access; and

- Restricting access to Long Holden by changing its status from an all-purpose highway to a bridleway which more accurately reflects its character and will allow access to be controlled.

2.30 In addition to the active travel improvements to/from the EMG2 Main Site, proposals within the DCO Scheme also include surfacing the L57 PRoW which connects Diseworth Lane, to the west of EMG1 and Castle Donington, for improved connectivity for cyclists (DCO Works 19).

2.31 The above active travel connections are visualised in [Figure 2-8](#)~~Figure 2-8~~.

2.32 These infrastructure improvements are anticipated to help facilitate further measures and actions detailed within Section 5 of this FTP, for example the delivery of site wide walking events, including lunchtime-led walks like those undertaken at EMG1 ([Figure 2-7](#)~~Figure 2-7~~).

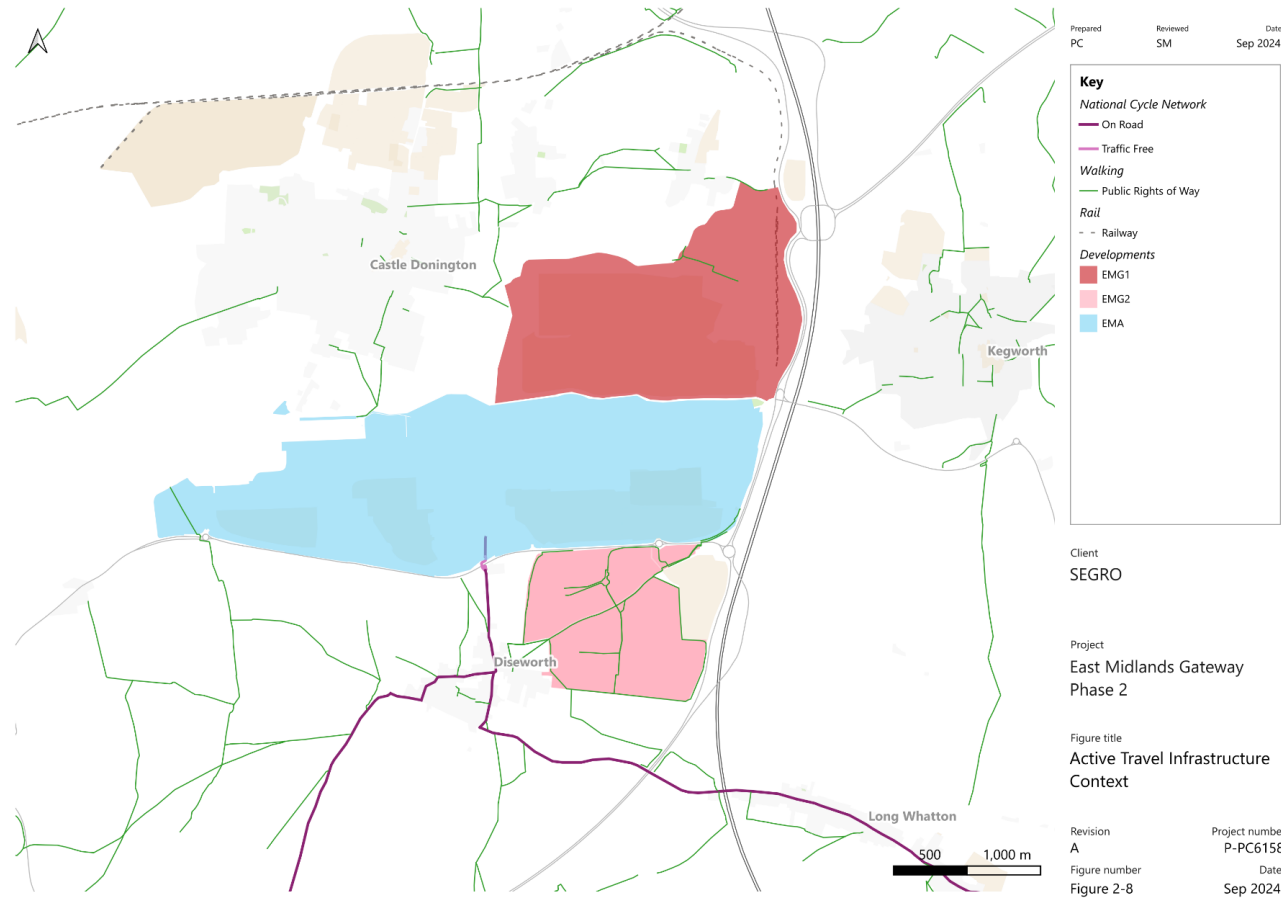
Figure 2-7: 'Lunchtime Led Walks' at EMG1



### *Cycle Parking*

The Leicestershire County Council design guidance requires cycle parking spaces to be provided at 1 per 400sqm. However, these standards do not reflect the large-scale warehousing proposed at the site, and in this case the application of the standard would result in an over provision of cycle parking. Secure cycle parking will be incorporated into the detailed design of the units on-site. The use of the cycle parking spaces would be monitored as part of the travel plan, with space provided on-site should additional provision become necessary in the future.

Figure 2-8: Active Travel Infrastructure Context



## Vehicle Parking Provision

- 2.34 The car and HGV parking requirements associated with the proposed development are based on Leicestershire's Highway Design Guide requirements and are commensurate with the proposed land use classes at the DCO Scheme.
- 2.35 As part of SEGRO's commitment to decarbonising the commute, 20% of parking spaces will have EV charging provision from first occupation. Passive provision in the form of electrical ducting will be provided to enable end-occupiers to expand the provision of EV parking beyond the standard 20% proposed, if there is demand.
- 2.36 As part of a site-wide car-sharing initiative proposed for the EMG2 Main Site, end-occupiers will be encouraged to assign designated car share bays within their car parks for priority use for those that car share to work. The bays will be in preferential locations and provided adjacent to the entrances to the employment units. Car sharing has been particularly successful at EMG1 and it is proposed that the existing EMG1 Liftshare scheme<sup>8</sup> is extended to encompass the EMG2 Main Site to maximise the potential for employees to find a car share partner across either one of the sites.

---

<sup>8</sup> Liftshare. (n.d.) East Midlands Gateway Liftshare Community. Available at: <https://liftshare.com/uk/community/emg> (Accessed: 20 June 2025).

## 3. Travel Plan Scope

### Overview

- 3.1 The Transport Assessment (TA) has taken a robust approach to identifying the impacts of the generated traffic from the DCO Scheme. This has included the use of Leicestershire County Council's Pan Regional Transport Model (PRTM). The PRTM is a strategic highway assignment model that assesses the impacts of new developments during the traditional morning and evening peak hour periods.
- 3.2 The data underpinning the modelling for the DCO Scheme to assess traffic generation is the same as the trip rates used in the EMG1 TA (2014) for consistency. However, it should be noted that these trip rates do not consider the high levels of sustainability achieved at EMG1 from 2019 to 2024. Therefore, any proposed measures in the TA to mitigate the impact of the DCO Scheme on the Strategic Road Network (SRN) and the local road network (e.g. junction and link capacity upgrades), provide for a scenario of very low/no sustainable transport movements to/from the DCO Scheme. This means if this FTP achieves its aims, objectives and targets, it will be a betterment of the modelled highway scenario and subsequent mitigation measures. Conversely, if the FTP failed to meet its targets, the strategic road network should not be negatively impacted as sufficient mitigation has already been accounted for. Further details of this can be found in the corresponding EMG2 TA.
- 3.3 More broadly, FTP has a key role in widening the accessibility of the DCO Scheme and aims to enhance and promote the sustainable travel facilities at the site. It focuses upon providing a range of initiatives to facilitate, encourage and induce people to travel to the site by walking, cycling, public transport and car sharing. The aim is to make these sustainable forms of transport an attractive and affordable alternative, in comparison to travelling alone in a private car. It also supports those people to access employment opportunities, improves the health and well-being of employees by promoting active forms of travel, and aims to cut carbon and enhance the sustainability of the site.
- 3.4 The scope of this FTP has been developed with consideration to the successful sustainable travel measures delivered at EMG1 and with the aim of mirroring these successes within this DCO Scheme to reach the sustainable travel targets. This is in part due to the expected similarities in the type of businesses and operation of the two sites, but also due to the evidenced successes of EMG1 in surpassing interim sustainable travel targets.

- 3.5 Appendix A of this FTP provides a case study of the key achievements from the delivery of the EMG1 Site Wide Travel Plan and Appendix B sets out the calculated 'Scope 3' carbon emissions savings as a result of influencing more sustainable commuting to EMG1 compared to the baseline travel patterns.

## Individuals and organisations impacted by the Travel Plan

- 3.6 The location of the development site is within the Leicestershire County Council boundary, though the strategic significance of the proposed development means that several neighbouring local authorities and local stakeholders have a vested interest in the new development and its impact on the transport network.
- 3.7 ITP has met with the following stakeholders via the EMG2 Transport Working Group to identify any key issues and considerations:
- National Highways
  - Leicestershire County Council (Highway Development Management).
  - Leicester City Council (Highway Development Management).
  - Nottinghamshire County Council (Highway Development Management).
  - Nottingham City Council (Highway Development Management).
  - Derbyshire County Councils (Highway Development Management).
  - Derby City Council (Highway Development Management).
- 3.8 Additional meetings have also been held with:
- Leicestershire County Council (Behaviour Change and Public Transport teams).
  - Local bus operators (trentbarton/kinchbus, Diamond Bus, Notts Bus on Demand).
  - Freeport stakeholders (Uniper UK Ltd, SEGRO EMG1).

## 4. Objectives

### Aim

4.1 The main aim of the FTP is to:

- Ensure the EMG2 Main Site is served by sustainable transport from the first stage of development; and
- Ensure employees have a reasonable sustainable alternative (car share, public transport, active travel) to the single occupancy private car for their journey to work.

### Objectives

4.2 Supporting these aims are several objectives, namely:

- To ensure employees are encouraged to use public transport by promoting the network of services which directly access the EMG2 Main Site, highlighting the frequency and reliability of the services over the development's hours of operation.
- To deliver a dedicated shuttle bus service connecting the EMG2 Bus Interchange with individual units across the site, ensuring convenient last-mile connectivity for employees.
- To ensure that employees are encouraged to use active travel by promoting the local walking and cycling routes, as well as running promotional campaigns and providing site-specific advice on cycling initiatives to businesses.
- To ensure that employees are encouraged to car share to work by promoting ways to find a car share partner and introducing priority car share bays where appropriate.
- To reduce the proportion of single occupancy vehicle trips in the peak hours in accordance with proposed targets.
- To ensure good quality and timely information is provided to employees to enable them to make informed choices about their travel options.
- To ensure the time and cost of the journey by sustainable travel is not prohibitive (when compared to the car-based equivalent).
- To ensure occupiers (employers) at the EMG2 Main Site promote sustainable travel, through site specific travel plans.

- To work with EMG1, EMA and local authorities to annually report the results of sustainable travel promotion to the EMG Sustainable Transport Working Group and East Midlands Enterprise Gateway Access to Work Partnership.

## Targets

- 4.3 To support the aim and objectives of this Travel Plan, the following targets have been developed:
- **22% of employees** working at EMG2 should **car share** to the site within 5 years of full occupation (estimated 2038).
  - **16% of employees** working at EMG2 should arrive by **public transport** within 5 years of full occupation (estimated 2038).
  - **2% of employees** working at EMG2 should arrive by **active travel** (walking or cycling) within 5 years of full occupation (estimated 2038).
  - All businesses at EMG2 should receive a travel pack and necessary travel information to disseminate to staff prior to first occupation.
  - All businesses at EMG2 should receive information regarding the discounts available for sustainable travel (e.g., publicising any season ticket discounts secured) prior to first occupation.
  - To ensure all employers at EMG2 have introduced a site specific (occupier) travel plan. Each occupier should have their travel plan in place on occupation of their unit and it should be updated based on the results of their baseline travel survey, which is required within the first three months of occupation, or when the unit reaches 50% full occupancy, whichever is sooner.
  - To report the findings of monitoring activities to Leicestershire County Council and the EMG2 Sustainable Transport Working Group annually to ensure that the Travel Plan will meet its targets within 5 years of full occupation (estimated 2038).
- 4.4 The EMG2 targets ([Table 4-1](#)) are informed by the mode share recorded at EMG1 in 2024 from the site wide employee travel survey. This data has been used to inform the targets due to the similarities between the two sites in terms of proposed business operations and sustainable transport connections.
- 4.5 The EMG2 10-year targets are 12% points more ambitious in terms of reducing Single Occupancy Vehicle (SOV) use compared to EMG1, demonstrating SEGRO's focus on furthering the number of employees commuting sustainably to the site.

4.6 The EMG2 10-year mode share targets are markedly more ambitious than both local and national benchmarks. While the 2024 National Travel Survey for England reports that 61% of commuters travel by SOV, and the 2021 Census data for surrounding wards indicates an even higher local average of 81.1%, EMG2 is aiming for a significantly lower SOV rate – demonstrating a strong commitment to promoting sustainable travel behaviours well beyond prevailing trends.

Table 4-1: EMG2 Travel Plan Targets

Mode	EMG2				EMG1
	Opening year target	Interim 'Year 3' target	Interim 'Year 7' target	End 'Year 10' target	End 'Year 10' target
	2029	2031	2035	2038	2028
Drive Alone	68%	64%	58%	56%	68%
Car Share	15%	17%	21%	22%	17%
Public Transport	12%	14%	15%	16%	10%
Active Travel	1%	1%	2%	2%	5%
Other	4%	4%	4%	4%	n/a

4.8 It should be noted that since the annual employee travel survey data collection began at EMG1, there have been fluctuations in the recorded SOV mode share each year as influencing travel behaviour is rarely a linear process. It is anticipated these fluctuations in mode share will continue for remainder of the Travel Plan period meaning that aligning the EMG2 mode share targets with the EMG1 data from 2024 may only present a snapshot of travel patterns.

4.9 When tracking progress towards the mode share targets, it is suggested that the data collected in the years preceding the interim target should be averaged to take account of any fluctuations of mode share. For example, when measuring progress towards the 'Year 3' interim target, this would mean the average SOV mode share from the employee travel survey data collected in Year 1, Year 2 and Year 3, would be used to assess progress.

## 5. Implementation

### Action Plan

- 5.1 Specific measures have been developed to achieve the overall aim of encouraging employees to commute to EMG2 more sustainably and reduce the dependency on single-occupancy car use.
- 5.2 These proposed measures are set out in [Table 5-1](#) alongside the party responsible for introducing the measure and the approximate timescale for implementation. This demonstrates the commitment to undertake certain actions against appropriate timescales and will help inform the progress and success of the Occupier Travel Plans once they have been established.

Table 5-1: Proposed Travel Plan Measures

Measure	Responsibility	Timescale
<b>Management<sup>9</sup></b>		
Appointment of a Site-Wide Travel Plan Coordinator	Developer	Prior to first occupation
Establish the EMG2 Sustainable Transport Working Group	Developer	Prior to first occupation
Appointment of Occupier Travel Plan Coordinators for individual employment units	End-occupiers of units	On occupation
Development of Occupier Travel Plan(s) for individual employment units	End-occupiers of units with support from Site Wide Travel Plan Coordinator (SWTPC)	On occupation of each employment unit
<b>Walking</b>		
Provision of appropriate well lit, safe walkways/footpaths on approach to, and throughout the development	Developer	Prior to first occupation
Provision of adequate pedestrian/cyclist access points	Developer	Prior to first occupation

<sup>9</sup> Refer to Section 6 of this Travel Plan for responsibilities of the Site-Wide and Occupier Travel Plan Coordinators.

Measure	Responsibility	Timescale
Design and dissemination of a site-specific active travel map (to also cover EMG1) encompassing walking and cycling routes to nearby settlements	SWTPC	Prior to first occupation
Provision of incentives to support walking (e.g. personal alarms, umbrellas)	SWTPC	On occupation
Promotion of area wide active travel events/challenges (e.g. EMG1 Move More campaign)	SWTPC and Occupier TPC's	Annually
Promotion and delivery of site wide walking events, including lunchtime-led walks	SWTPC	Annually
<b>Cycling</b>		
Provision of cycle connections on approach to, and throughout the development	Developer	Prior to first occupation
Provision of adequate cycle parking near EMG2 bus interchange	Developer	Prior to first occupation
Provision of adequate secure cycle parking at employment units	End-occupiers of units	Prior to first occupation of unit
Provision of shower facilities, changing rooms and locker facilities in employment units	End-occupiers of units	Prior to first occupation
Establish the EMG2 Transport User Group (formerly the BUG)	SWTPC	On occupation and ongoing
Promotion of the Cycle2Work Scheme to occupiers and employees	End-occupiers of units	On occupation
Promotion of area wide cycling events/challenges (such as the EMG1 Move More campaign)	SWTPC	Annually
<b>Public Transport</b>		
Provision of a Bus Interchange with seating, lighting, toilets, and real-time information	Developer	Prior to first occupation
Routing of existing bus services to serve the new EMG2 Bus Interchange	Developer/SWTPC/Bus Operator	On occupation

Measure	Responsibility	Timescale
Provision of funding support for local bus services	Developer	Phased with build out of the development
Provision of a new EMG2 Gateway Shuttle connecting the bus interchange with employment units	Developer/SWTPC	On occupation
Provision of a real-time information link (via operator app) to employers to project onto digital screens in foyers/staff rooms	SWTPC	On occupation and ongoing
Dissemination of public transport information including maps, timetables and ticket discounts / integrated tickets (e.g. Leicestershire's proposed 'Flexi' product)	SWTPC and Occupier TPC's	On occupation and ongoing
Promotion of area wide bus events (such as the EMG1 Super Commuter campaign)	SWTPC	Annually
<b>Car Sharing</b>		
Provision of clearly marked designated car share bays at each unit	End-occupiers of units	On occupation
Extension of the EMG1 site-wide car sharing platform to EMG2, to maximise the potential for finding a car share match across both sites	SWTPC	On occupation and ongoing
Provision of a car share launch campaign at each employment unit to promote the platform to employees and encourage sign-ups	SWTPC and Occupier TPC's	At 50% occupancy of the unit
Promotion of area wide car share events (such as the EMG1 Liftshare campaign)	SWTPC	Annually
<b>Car Parking</b>		
Restrictions to prevent parking on internal access roads. Parking to be monitored by an on-site management company	Developer/ Managing Company	On occupation and ongoing
<b>Marketing</b>		

Measure	Responsibility	Timescale
Provision of travel information on the EMG2 website to inform prospective businesses (and employees) of the sustainable transport connections	SWTPC	Prior to occupation and ongoing updates
Provision of sustainable travel information to occupier’s HR teams to include in job adverts, at jobs fairs, recruitment events and interviews to ensure prospective employees can make an informed decision about their travel options	SWTPC & Occupier TPCs	During recruitment
Provision of travel information to local Jobcentres work coaches to provide to jobseekers who are considering job opportunities at EMG2	SWTPC	Prior to occupation
Provision of digital or printed sustainable travel information ‘Welcome Packs’ to disseminate to all new employees via the induction process.	SWTPC & Occupier TPCs	On occupation and ongoing
Provision of a digital or printed transport “Bulletin Board” at each employment unit. Artwork will be prepared which could be projected onto a digital display screen or printed onto a hard-backed bulletin board	SWTPC	On occupation and ongoing
Quarterly distribution of newsletters to all occupiers at the site to be shared with employees	SWTPC	Ongoing (until the end of the Travel Plan period)
Involvement in national travel related events (e.g. light promotion of National Walking Month, Bike Week, Liftshare Week etc)	Site-Wide and Occupier TPC’s	Ongoing
Fall back funding for additional promotional events for site-specific campaigns	Developer	Annually from Year 3 of occupation
<b>Monitoring</b>		
Baseline employee travel survey	SWTPC and Occupier TPC’s	On occupation of each unit
Employee travel surveys for 5 years following full occupation	SWTPC and Occupier TPC’s	Annually

Measure	Responsibility	Timescale
Discussion Groups	SWTPC	Annually
Public Transport Satisfaction Surveys	SWTPC	Annually
Traffic Counts	SWTPC	Annually
Submission of an Occupier Travel Plan Monitoring Report to summarise the key deliverables at each unit and progress towards targets individual targets	Occupier TPC	Annually
Submission of Site-Wide Travel Plan Monitoring Report to summarise the key deliverables across the park and progress towards targets	SWTPC	Annually

- 5.3 Occupiers at the EMG2 Main Site are expected to have similar business operations to EMG1 in terms of its operating patterns. Due to the proximity and similar surroundings of the EMG2 Main Site, it is considered measures and actions introduced at EMG1, and comparable to those included within [Table 5-1](#), will promote similar benefits and outcomes associated with sustainable travel to and from the site.
- 5.4 Furthermore, the proximity of the EMG2 Main Site to EMG1 offers the potential for measures to be integrated and implemented across both sites, further enhancing the available sustainable transport options. For example, the current EMG1 car sharing platform, Liftshare, will be expanded to include EMG2 Main Site units, making it easier for employees to find a car share partner and commute sustainably.

## Funding

- 5.5 Following the successful delivery of travel plan measures at EMG1 it is proposed that the same funding mechanism is used to deliver measures at the EMG2 Main Site. That funding mechanism is to establish two ring-fenced Funds which will be drawn upon each year to deliver the measures in the FTP.
- 5.6 The two funds are as follows:
- EMG2 Travel Plan Fund – This will fund the role of the EMG2 Site Wide Travel Plan Coordinator, the implementation of the measures as set out in [Table 5-1](#) and the monitoring requirements set out in Chapter 8 to measure the success of the Travel Plan. The ring-fenced Fund will form part of the DCO conditions. It will be set up by SEGRO ahead of first occupation of the site and spend against the

Fund will be overseen by voting members of the EMG2 STWG. The EMG2 Travel Plan Fund will be £0.85m, indexed-linked to the Consumer Price Index.

- EMG2 Bus Fund – This will provide financial support to increase capacity on the bus services to EMG2 to ensure the public transport mode share targets can be reached (as agreed through any DCO requirements). The ring-fenced Fund will form part of the DCO conditions. It will be set up by SEGRO ahead of first occupation of the site and spend against the Fund will be overseen by voting members of the EMG2 STWG. The EMG2 Bus Fund will be £1.45m, indexed-linked to the Consumer Price Index.

- 5.7 The two fund values have been calculated based on the 'per-employee' investment made in sustainable transport measures at EMG1 and applied to the anticipated headcount at EMG2 Main Site.
- 5.8 Approval to draw on the two Funds will be via the voting members of a proposed EMG2 Sustainable Transport Working Group (see Section 6 for further details). The proposed voting members of that group are SEGRO, Leicestershire County Council, Leicester City Council, Derbyshire County Council, Derby City Council, Nottinghamshire County Council, Nottingham City Council and National Highways. Largely the same constitution and voting mechanisms will apply as in Schedule 7 of EMG1's Development Consent Order. However, as National Highways were not previously a voting member this will therefore be reflected in the weighting of votes within the group.
- 5.9 Consideration will be given in the DCO to the voting rights of the East Midlands Combined County Authority (EMCCA) as the new Local Transport Authority, as their membership of the Sustainable Transport Working Group could supersede representation from Derbyshire County Council, Derby City Council, Nottinghamshire County Council, Nottingham City Council. However, as the responsibilities for EMCCA are still being determined, their involvement and ability to vote in the group will need to be reviewed as the roles of their team are defined.
- 5.10 Non-voting members will also be invited to participate in the STWG to group, these will include:
- Occupiers / businesses based within the EMG2 Main Site
  - Local transport operators East Midlands Railway, Trentbarton and Diamond Bus
  - Strategic stakeholders whom SEGRO could work collaboratively to make improvements to public transport services, including East Midlands Airport and Uniper

- 5.11 Future developers of the proposed Isley Woodhouse residential development, whom SEGRO could work collaboratively to make improvements to public transport services. Separately, it is proposed that the delivery of the EMG2 Gateway Shuttle service will be funded through the site's management charge, which is an annual levy paid by all occupiers for the provision of site-wide services. This is the same funding mechanism used at EMG1 and future-proofs the service so that there will be a continued funding stream to operate the service, even after the Travel Plan delivery period has ended.

## 6. Management

- 6.1 The developer is responsible for establishing a framework for travel planning at the EMG2 Main Site (i.e., through this document) to create a long-term management strategy for integrating sustainable travel into the operation of the proposed development. This will include three critical functions: a Sustainable Transport Working Group, a Site Wide Travel Plan Coordinator and tenant-led Occupier Travel Plan Coordinators.

### EMG2 Sustainable Transport Working Group

- 6.2 At EMG1 a Sustainable Transport Working Group (STWG) was established as part of the DCO requirements for the site. This group currently brings together the local transport authority, local bus operators, estates management and site occupiers across EMG1 to share knowledge and experiences of sustainable commuting, present progress towards sustainable commuting targets and agree future transport investment where necessary.
- 6.3 The STWG also holds accountability and final approval of spend from the EMG1 Travel Plan and Public Transport Funds and will be in place until 2028 when the EMG1 Site Wide Travel Plan monitoring period ends. Due to the success of the EMG1 STWG in delivering sustainable schemes in partnership with stakeholders, the same model is being proposed at EMG2.
- 6.4 Based on the indicative timescales for planning, build and first occupation of EMG2, it is anticipated that the STWG will need to be in place from 2029. This means there will not be an overlap with the lifetime of the EMG1 STWG and will mean a natural transition of the purpose of the STWG from EMG1 to EMG2. Where appropriate, the group will consider sustainable transport measures that will be beneficial for both sites. The group will meet every 6-months to discuss progress towards the FTP and STS targets and new initiatives to be delivered.

### Site-Wide Travel Plan Coordinator

- 6.5 After planning permission is granted and before the occupation of the application site, the developer will appoint a Site-Wide Travel Plan Coordinator (SWTPC) to oversee the implementation and monitoring of the FTP.
- 6.6 For the Travel Plan to be successful the appointed SWTPC should be an enthusiastic advocate of the travel planning process, and the ability to encourage partnerships and

work closely with external bodies such as local authority officers will be vital. The SWTPC will be responsible for a wide range of tasks including:

- Implementation and promotion of the FTP at a site-wide level.
- Liaising with the occupiers of each unit to gain their initial support and commitment to the aims and objectives of the FTP.
- Guiding tenants through the process for developing the Occupier Travel Plan and coordinate the approvals process via Leicestershire County Council.
- Co-chairing the EMG2 Sustainable Transport Working Group every six months.
- Overseeing the delivery of the site-wide sustainable travel measures outlined within [Table 5-1](#), including managing spend against the Travel Plan and Public Transport Funds.
- Acting as a single point of contact for transport-related advice and information to occupiers and employees at EMG2
- Liaising with occupier TPCs within each of the employment units and third parties (i.e., public transport operators, the Council, EMA, National Highways) on travel planning matters.
- Being the liaison point between the development and the highway authorities.
- Representing SEGRO at wider strategic stakeholder meetings regarding transport including the East Midlands Airport Surface Access Forum and any future meetings regarding strategic sustainable transport investment into East Midlands Freeport.
- Monitoring the success of the Travel Plan in achieving its aims by coordinating baseline and annual employees travel surveys, traffic counts, public transport satisfaction surveys and discussion groups. All of which will be reported to the STWG annually.

6.7 It is anticipated that the same organisation transition into the role of SWTPC from EMG1 to the EMG2 Main Site, to ensure a holistic approach to travel planning across the DCO Scheme, to draw on best practice from EMG1 initiatives and to enhance the strategic connectivity between the two sites.

6.8 The EMG2 SWTPC will be formally appointed prior to occupation but in the interim this role will be undertaken by the EMG1 SWTPC, Stephanie Meyers, Associate Director at ITP.

## Occupier Travel Plan Coordinators

- 6.9 Due to the nature of the development proposals, which comprise individual employment units with unknown end-occupiers, it will be the future occupier's responsibility to develop an 'Occupier Travel Plan' (OTP) for their own employees, based around the principles set out in this FTP.
- 6.10 These OTPs are to be prepared prior to occupation of each employer on site and then updated after the employers have undertaken a baseline travel survey (to be undertaken within 3 months of initial occupation). It will be the role of the SWTPC to ensure that they are in keeping with the principles set out in this FTP and once finalised, each occupier travel plan will be submitted to Leicestershire County Council's Travel Plan officer for review and approval.
- 6.11 An Occupier Travel Plan Coordinator (OTPC) will be nominated by each occupier who will act as the lead contact within each business and will be responsible for delivering occupier specific travel plan measures at each employment site and will liaise with the SWTPC on issues which are relevant to EMG as a whole.
- 6.12 OTPCs will be provided with the necessary resources, advice, and support to ensure that the travel plan will be successfully implemented at each occupier's site. It is the role of SWTPC to ensure this is provided to each of the OTPCs.

## 7. Marketing

7.1 It is important that occupiers and their employees are fully aware of the existence and benefits of a Travel Plan when they occupy the site and that they are effectively 'signed up' to achieving the potential benefits as soon as possible. Through engagement of the commercial occupiers, we can maximise the benefits of this FTP.

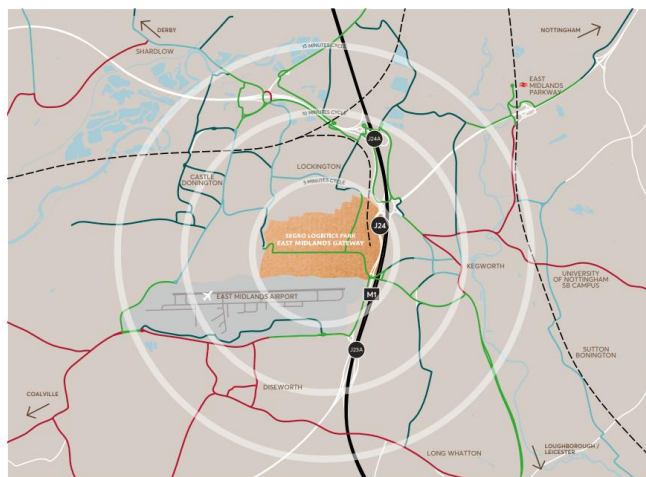
### Pre-Occupation

7.2 Ahead of engaging with businesses it will be necessary to develop and source the appropriate resources for promoting sustainable travel. Digital information will be provided in the first instance, but hard copies will also be made available on request. Travel information that will be provided includes:

- Maps showing walking and cycling routes;
- Details and timetables of local public transport services; and
- Information regarding the provision of the dedicated car-share spaces and network events.

Figure 7-1: Example Walking and Cycling Route Map Supplied at EMG1

#### WALKING & CYCLING



- 7.3 A dedicated webpage consolidating travel information relevant to the EMG1 site will be updated to include travel information pertaining to EMG2. This contains links to relevant travel information pages, provides downloadable copies of transport maps and timetables and provides a live news section detailing travel campaigns happening at the development.

Figure 7-2: Example Travel Website Created at EMG1



## Occupation

- 7.4 As an introduction to sustainable travel, all businesses will be issued with a 'welcome pack' upon occupation of the site. This will outline information about the site wide travel plan, its aims and expected outcomes and also make note of the benefits of promoting sustainable travel in order to gain early support from the occupier TPCs.
- 7.5 The SWTPC will work with the occupier's HR team or recruitment consultants to brief them on the sustainable travel options for commuting to EMG2, so they can cascade this information to prospective employees. The HR team/recruitment consultants will be encouraged to include digital travel information or a link to the travel website on any job adverts they issue, or at recruitment fairs they attend or when inviting candidates to interview, to embed sustainable commuting from the recruitment stage.
- 7.6 Occupiers will also be provided with an employee-focused digital 'travel pack' which they will be encouraged to provide to employees during their induction. The pack will contain sustainable travel information relevant to the site. It will contain basic sustainable travel information collated by the travel plan coordinator in addition to:
  - SWTPC contact details; and

- Information highlighting:
  - The health and financial benefits of walking and cycling.
  - Local bus routes with links to operators' website for hours of operation, bus timetables and ticket options.
  - The EMG site-wide car share platform to help find a car share partner to share a ride with.
  - The location of electric vehicle charging bays provided on-site and information detailing the sustainable benefits of driving electric cars.

## Continued Engagement

- 7.7 Once the OTPs have been produced and employee travel surveys have been completed, site-wide initiatives and occupier-specific challenges will be introduced to sustain engagement. Maintaining the momentum of occupier travel plans will be the responsibility of the occupier TPCs, with support from the SWTPC.
- 7.8 Engagement activities that the SWTPC will be responsible for include:
- The production and circulation of a quarterly newsletter.
  - The extension and management of the transport working group.
  - The negotiation of bus promotions with operators; and,
  - The organisation of complementary promotional events.
- 7.9 Ideally the marketing of promotional events will coincide with activities at EMG1 to provide consistency in campaigns and the potential to partner on campaign advertising.
- 7.10 The annual employee travel surveys will allow for continual engagement between businesses and their employees and provide insight into employee views on transport. Results will be collated by the OTPC and fed back to the SWTPC, but also to the workforce. It is important to provide this feedback to gain their future support for the initiative.

## 8. Monitoring

- 8.1 The FTP monitoring period will be from first occupation until five years following full occupation of EMG2.

### Baseline Travel Surveys

- 8.2 A baseline travel survey will be undertaken within the first three months of occupation or at 50% occupancy, whichever comes first at each unit. It will be the responsibility of each employer to administer the survey to their staff, however the SWTPC will assist the OTPCs by providing:

- The baseline travel survey template in digital and paper format to ensure there is consistency across all occupiers in terms of how the survey questions are asked.
- Artwork to promote the survey to employees on digital screens, or to be printed on A4 posters.
- Draft communications including proposed content for employee emails and manager briefings to help promote the survey.
- A prize draw incentive to encourage employee participation in the survey.
- Provision of a summary of the key findings to the occupier along with suggested site-specific measures which would have the most impact in encouraging sustainable commuting.

- 8.3 It will be the SWTPC's responsibility to aggregate all this data to provide a site-wide picture of commuting patterns.

### Annual Travel Surveys

- 8.4 Following the baseline travel surveys, every year in September each occupier will undertake an employee travel survey which will assess any change to commuting patterns when compared with their established baseline. As with the baseline travel surveys, the SWTPC will provide the travel survey template to ensure the findings can be aggregated across the site.
- 8.5 As the annual travel surveys will be compared against the FTP mode share targets to measure travel behaviour change, it is important for these to achieve a strong response rate. The survey will therefore be incentivised with a prize draw to encourage participation.

- 8.6 Results from these surveys will feed into the annual site wide travel plan monitoring reports to identify progress against targets and any updated measures. For example, increased trips made by electric vehicle or by bicycle will require additional electric vehicle charging spaces or cycle storage, respectively.
- 8.7 The same travel plan survey templates will be used across EMG1 and EMG2 to enable the data to be aggregated to provide a complete picture of commuter travel across the two sites.

## Discussion Groups

- 8.8 To gain a deeper understanding of the sustainable travel needs and barriers to staff working at EMG2, a discussion group will be held with employees in November each year. It will be an opportunity for the SWTPC to speak directly to employees to understand their perceptions of sustainable transport and potential initiatives that could be delivered. Participants in the discussion group will be recruited via the annual travel survey. Those participating in the discussion may be offered an incentive (e.g., Love 2 Shop voucher) to take part.

## Traffic Counts

- 8.9 Vehicle traffic counts, using temporary or permanent traffic camera technology, will help monitor the number of vehicles visiting the site. Monitoring will take place each September each year to align with the coordination of the employee travel survey. The vehicle counts will be carried out for 7-days for 24hrs. There will be counters placed at all access points to live employment units to capture both employee and freight movements for all occupiers. This data will be aggregated to provide a site wide overview of vehicle movements into / out of the site. The findings from the counts will be reported in the annual travel plan monitoring report.
- 8.10 If the number of vehicle trips generated to / from the site exceeds those assessed in the EMG2 Transport Assessment in the AM and PM peak, additional 7-day traffic counts will be carried out every April during the travel plan delivery period. The purpose of these additional counts will be to more regularly monitor the number of employee vehicles arriving / leaving the site to determine any wider impact on the strategic road network. These additional counts were a response to a request from National Highways regarding concerns for the strategic road network. This additional monitoring means that traffic counts will be carried out every six months (April and

September) until the end of the Travel Plan period, or until vehicle counts reduce in line with those assessed in the Transport Assessment.

## Additional monitoring

- 8.11 SEGRO understand the importance of monitoring activity to understand progress towards the Travel Plan targets. In addition to the standard local authority monitoring required above, the Site Wide Travel Plan Coordinator will also coordinate:
- **Monthly progress reporting to SEGRO** to demonstrate the Travel Plan measures that have been delivered.
  - **Monthly employee headcount data from each occupier** to understand the peaks and troughs of workforce numbers.
  - **Monthly Gateway Shuttle patronage data** to understand usage levels and growth in the service.
  - **Monthly Gateway Shuttle bus stop boarding data** to understand which end-occupier's employees are using the service the most/least.
  - **Monthly EMG Liftshare platform usage data** to understand the number of employees using the site.
  - **Annual employee home postcode data mapping** to understand the employment catchment of the site and the relationship to existing public transport services.
  - **Annual public transport satisfaction surveys** to provide an indication of passenger's perceptions of the bus and to identify if there are aspects of the journey that could be enhanced. This information will be shared with the local bus operators to help inform any future enhancements to the network and will be documented within the annual travel plan monitoring report.

## Fall-back Measures

- 8.12 A series of fall-back measures can be invoked if the agreed outcomes and targets of this FTP are not achieved. The comprehensive monitoring approach outlined in this FTP helps to ensure the SWTPC and the STWG all have a clear understanding of travel behaviour at the site from first occupation. The monitoring measures in place also allow for responsive identification of when fall-back measures may need to be introduced. If fall-back measures do need to be introduced, this strategy will be to deliver these within the 10-year Travel Plan period. A two-fold approach will be taken, at a site-wide and plot specific level.

## Site Wide

- 8.13 The SWTPC will assess the sustainable transport network to identify any gaps that might be hindering the potential uptake in use of sustainable modes. This assessment will involve mapping the anonymised home postcodes of employees and overlaying this data with available sustainable travel options (such as shared paths, bus routes/stops), as well as evaluating the potential for car sharing among employees living in the same area. If any unforeseen gaps in the network are discovered that were not anticipated during initial planning, this will prompt discussions with the STWG to consider whether strategic investments in new transport services are necessary (e.g., new or extended bus services, tram connections, or enhanced cycle routes).
- 8.14 If no barriers to using sustainable transport are identified, the SWTPC will then examine behavioural and attitudinal barriers. This will involve incorporating attitudinal questions into the annual employee travel survey to gauge employees' perceptions of transport. The insights gained will allow the SWTPC to segment the workforce and identify opportunities to influence travel patterns. Site wide targeted campaigns and messaging can then be implemented to address real or perceived barriers to sustainable transport. The enhanced travel survey, along with its analysis and reporting, will be part of the SWTPC responsibilities, likely funded through the site's management charge. Any targeted campaigns will be financed by a ring-fenced fallback fund, with contributions from each end-occupier.

## Plot-Specific

- 8.15 If it is identified that an employment unit is not achieving their individual travel plan targets, fall-back measures introduced will be solely dependent on the requirements of that organisation. For example, should an occupier have limited success in promoting a certain mode of transport, the SWTPC will meet with the occupier TPC to develop a tailored mode-specific marketing campaign to incentivise its use.
- 8.16 This personalised approach enables the development of a series of fall-back measures that is sympathetic to the nature of the business and therefore creates a higher likelihood of participation and subsequent behaviour change.
- 8.17 Examples of possible fall-back measures and initiatives that could be delivered include:

### *Promotional Activities*

- Intensive short term 'sprint' campaigns for particular modes of transport (for example one-month intensive programmes to widely promote walking, cycling, car sharing or public transport).

- On site travel clinics and Personalised Travel Planning.

#### *Active Travel*

- Bikers/walkers breakfast.
- Site-specific workplace challenges – e.g., virtually cycle Land's End to John O'Groats.
- Promotional events – e.g., Dr Bike.

#### *Public Transport*

- Targeted marketing campaign of the bus discounts achieved by frequent bus use.
- Passing on discounts for bulk purchasing tickets to employees.
- Highlighting integrated ticketing offers (e.g. the proposed Leicester 'Flexi' bus ticket for use on services connecting to the skylink services).
- Interest free loans to purchase season tickets.

#### *Car Sharing*

- Monthly prize draw for employees who car share.
- Car share network events to help employees find a car share partner.
- Emergency guaranteed ride home promotion.
- 'Cash-out' schemes that give daily payment to car sharers.
- Accrual in annual leave for car sharers.

- 8.18 Any initiatives/measures that are plot-specific (e.g. cycle to work schemes, additional cycle racks) would need to be funded by the respective occupier.

## Reporting

- 8.19 As included within the Site Wide TPC's responsibilities, an annual monitoring report will be provided to LCC to include:

- An update on the build-out and occupation of the site.
- Details of the distribution of the workforce across the East Midlands.
- The sustainable travel initiatives delivered through the year.
- Results from the annual travel surveys and traffic counts.

The results of the monitoring surveys will be shared with LCC and the wider STWG members each year.

## Appendix A

### EMG1 Travel Plan Case Study



## Appendix B

### EMG1 Carbon Emission Savings

Integrated Transport Planning Ltd  
Cornerblock  
2 Cornwall Street  
**Birmingham**  
B3 2DX, UK  
+44 (0)121 285 7301

Integrated Transport Planning Ltd  
15 Bermondsey Square  
**London**  
SE1 3UN, UK  
+44 (0)7498 563196

Integrated Transport Planning Ltd  
1 Broadway  
**Nottingham**  
NG1 1PR, UK  
+44 (0)115 824 8250

[www.itpworld.net](http://www.itpworld.net)

