

Reducing car dependence in new urban extensions

A case study on New Lubbesthorpe

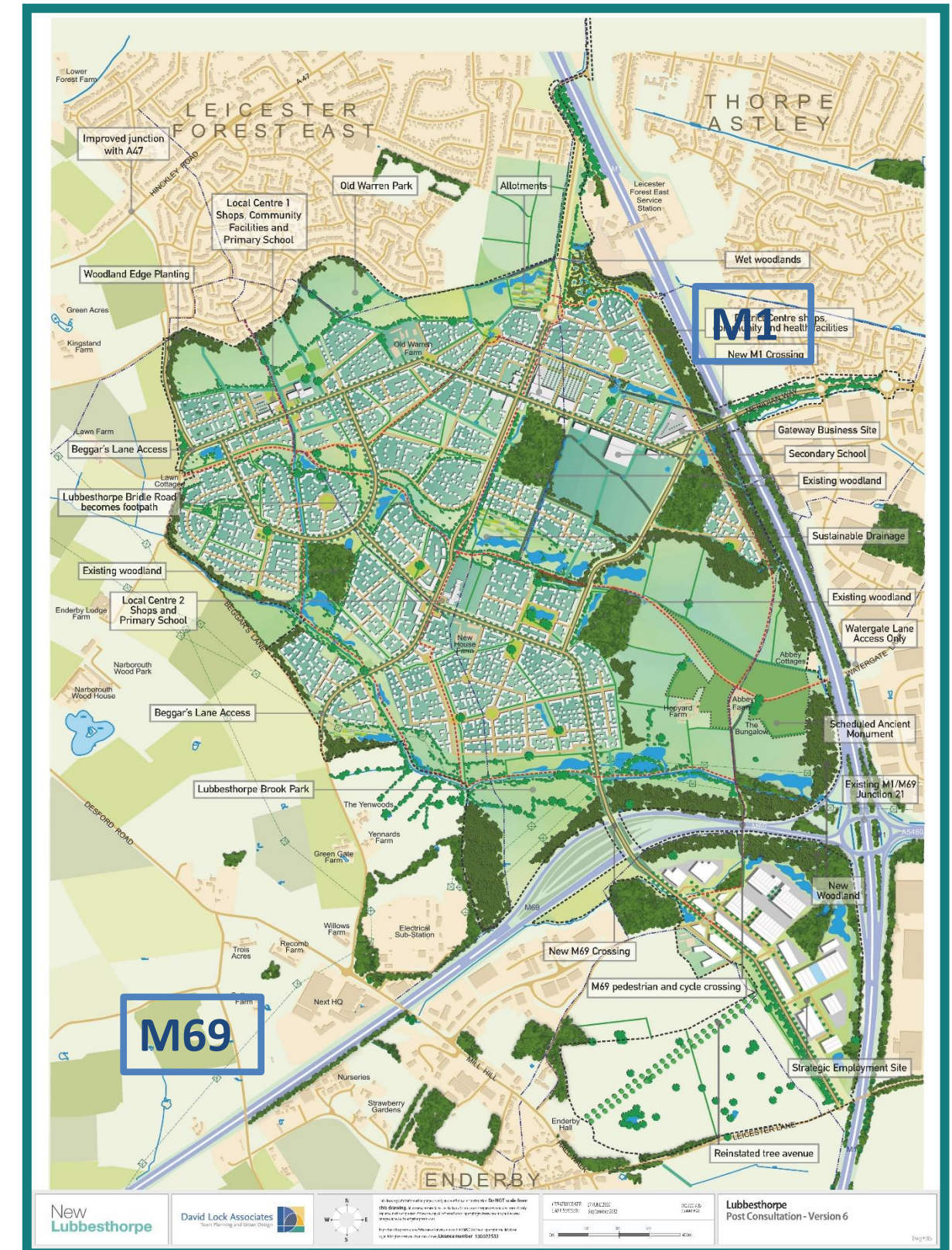
www.newlubbesthorpe.co.uk

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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



The approach taken to travel planning

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

Investment

Novus bus services + e-bikes + car club



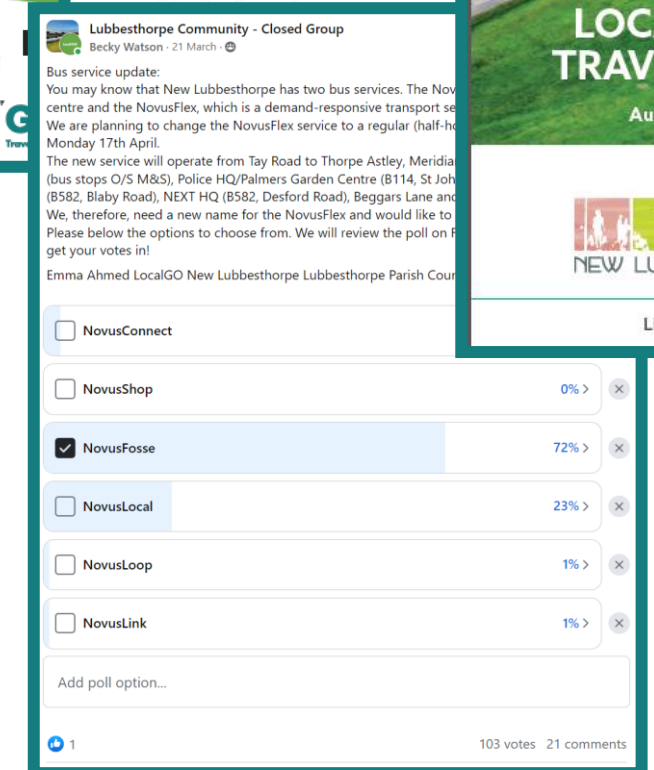
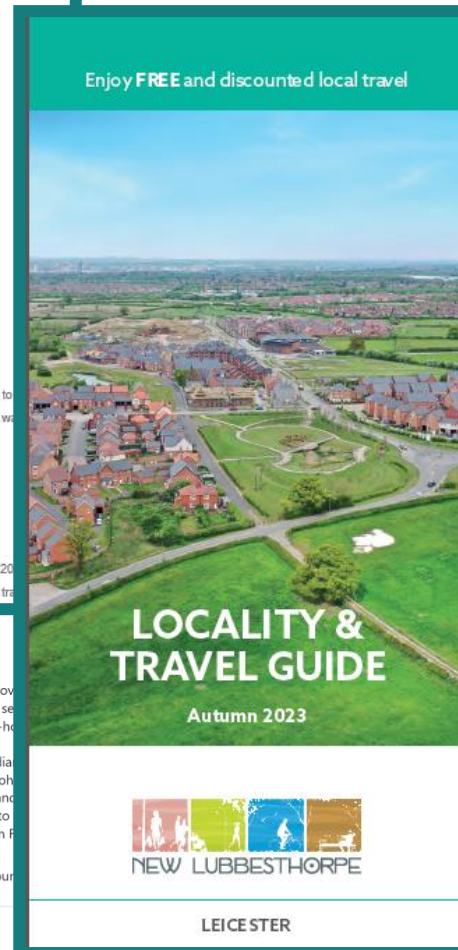
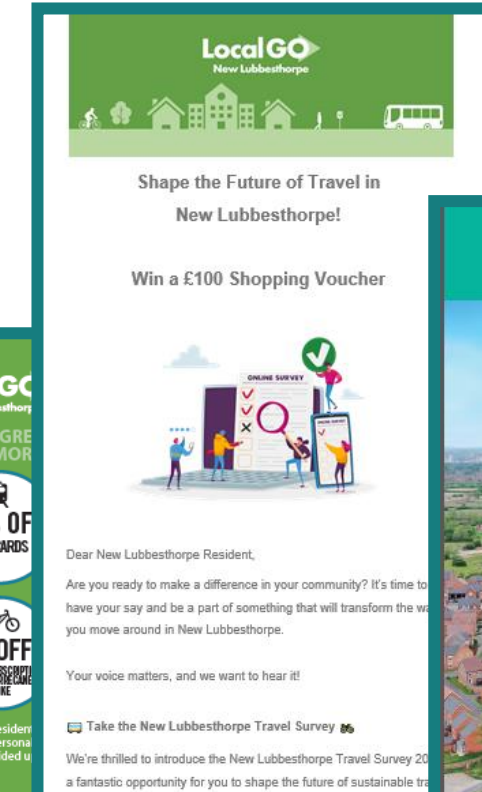
The approach taken to travel planning



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

Information

Online + printed + community comms + LocalGO



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

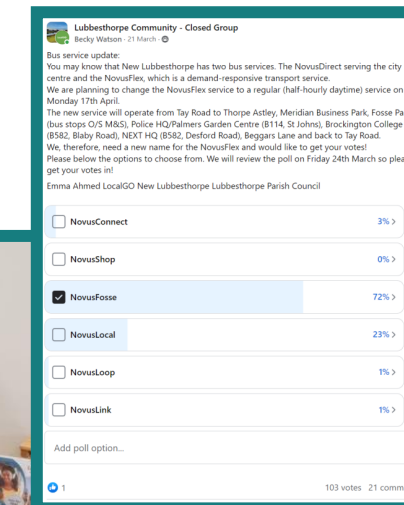
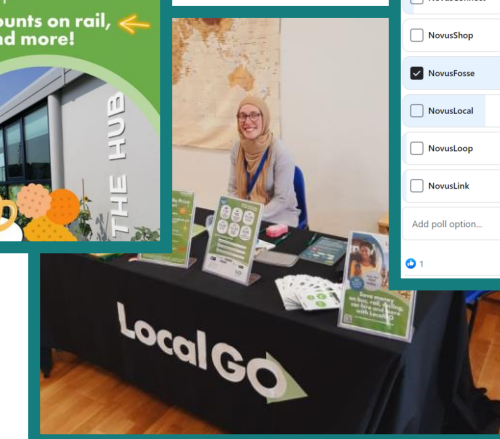
- LocalGO



- Emma our LocalGO Ambassador



- Depth of community involvement



- Range of initiatives with flexibility

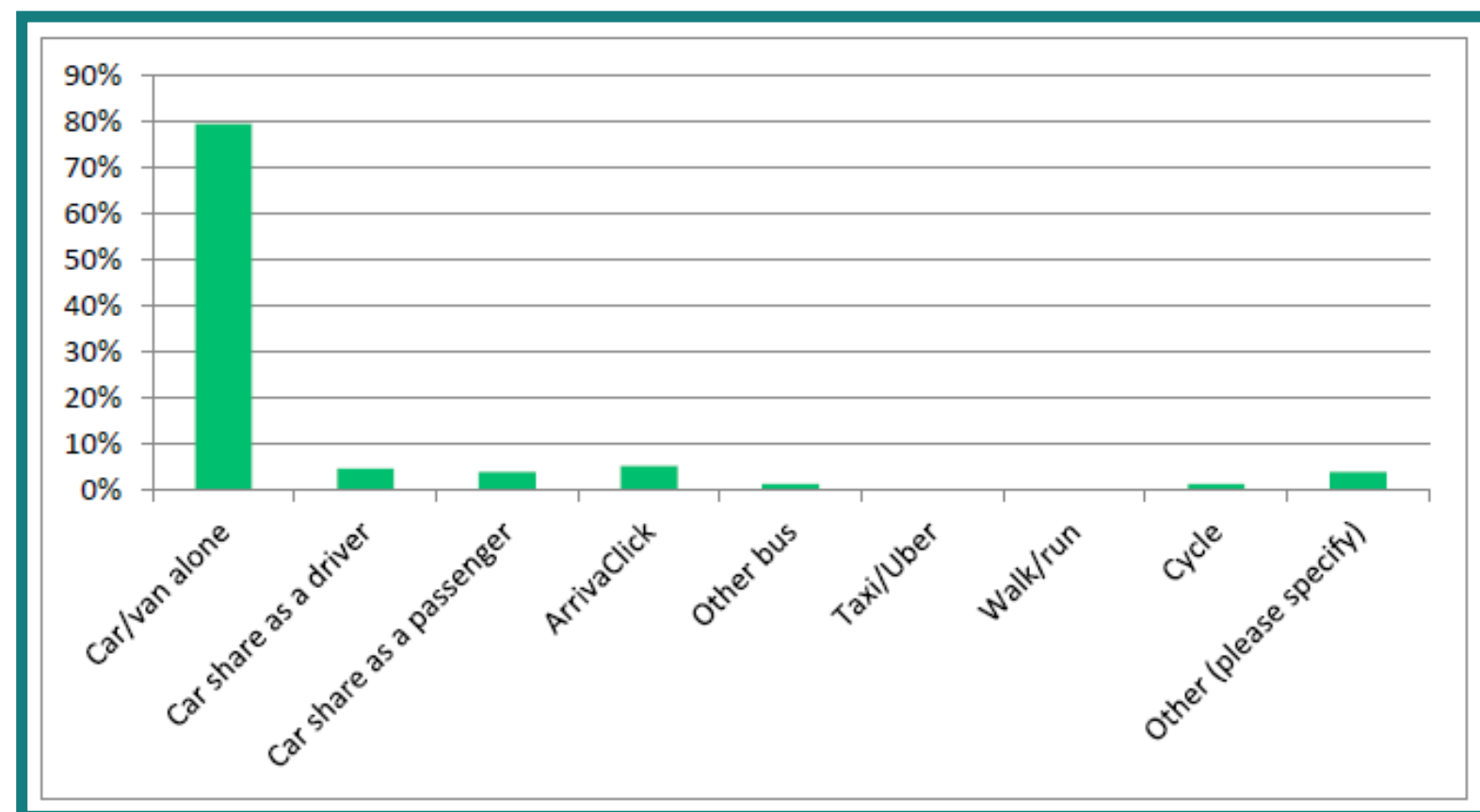


The approach taken to travel planning

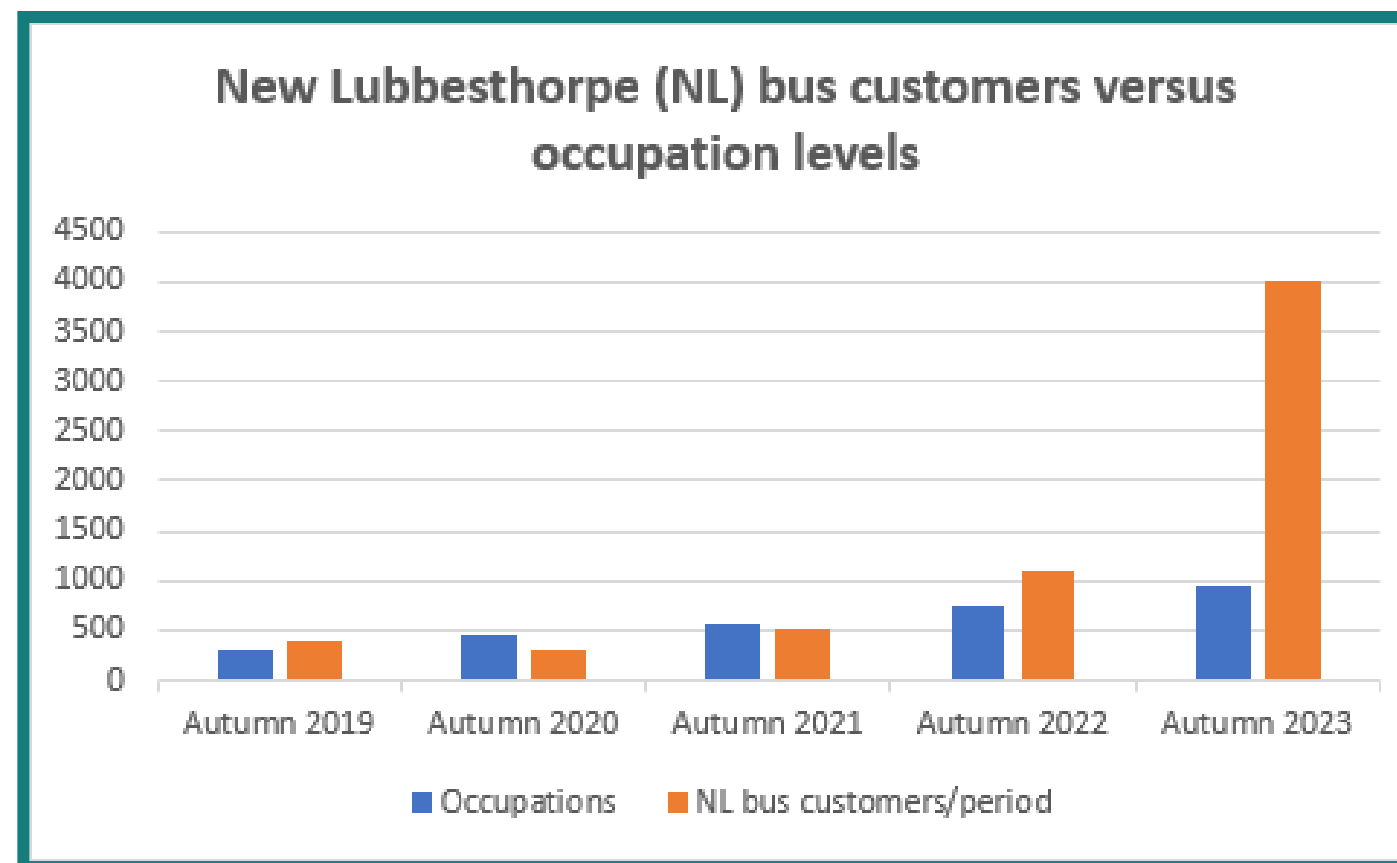
Are we making a difference?

Travel Survey results

2019 Travel Survey – How do you commute?



Bus usage



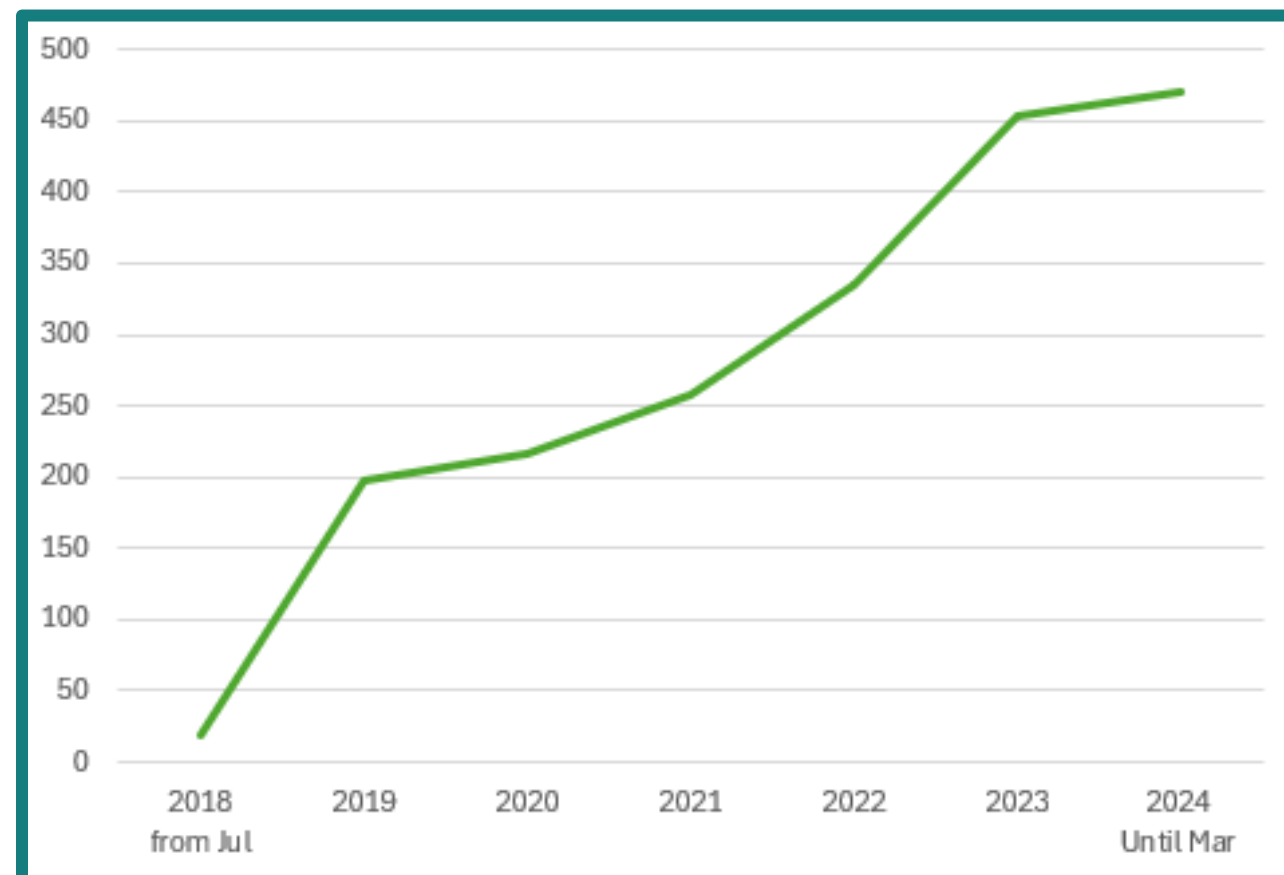
2019 Single occupancy car 80% and bus 6% (ArrivaClick and other)

2023 Single occupancy car 50% and bus 24%

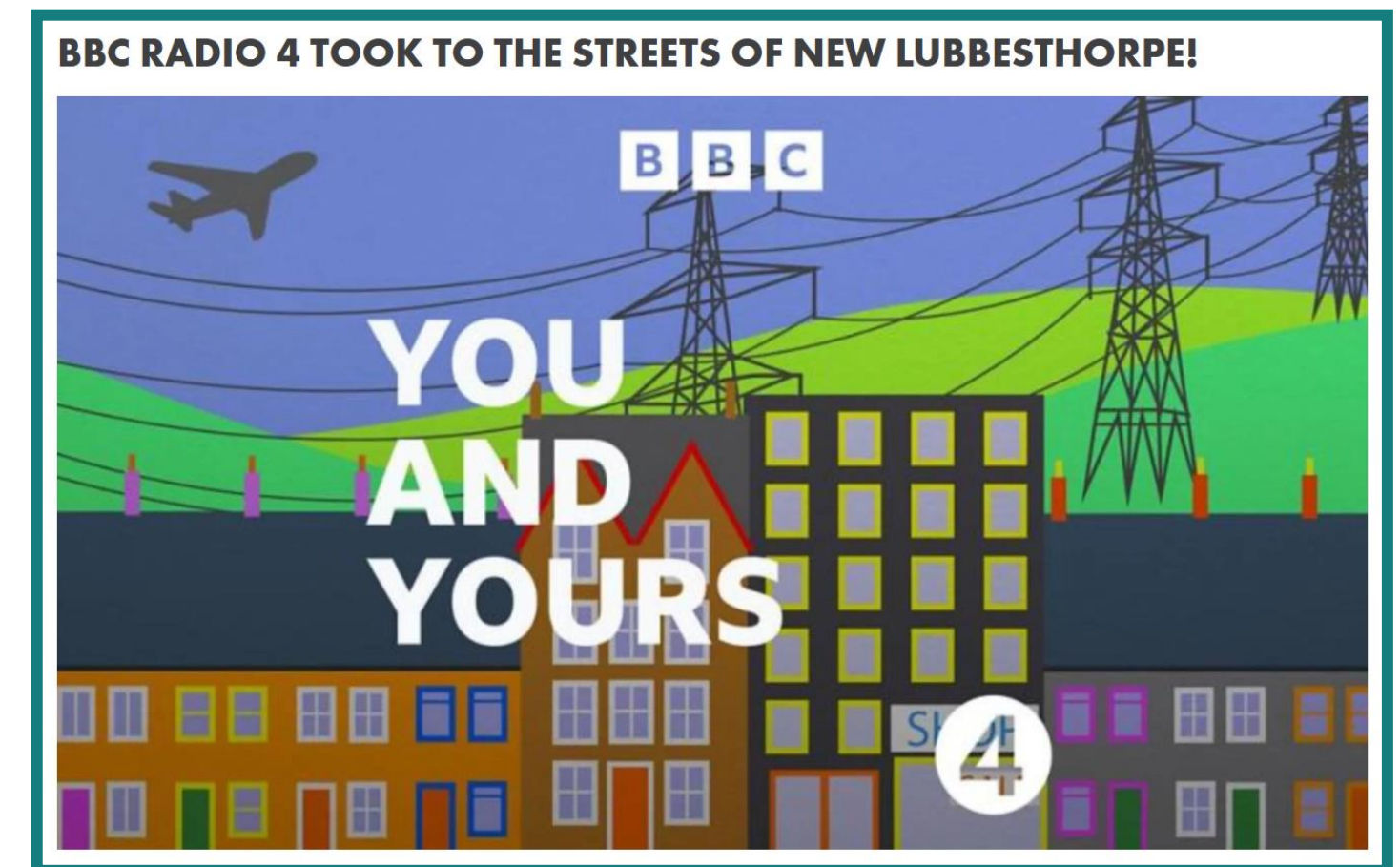
The approach taken to travel planning

Are we making a difference?

LocalGO Members



Outcomes



The approach taken to travel planning

Development areas

Car club



Cycle community

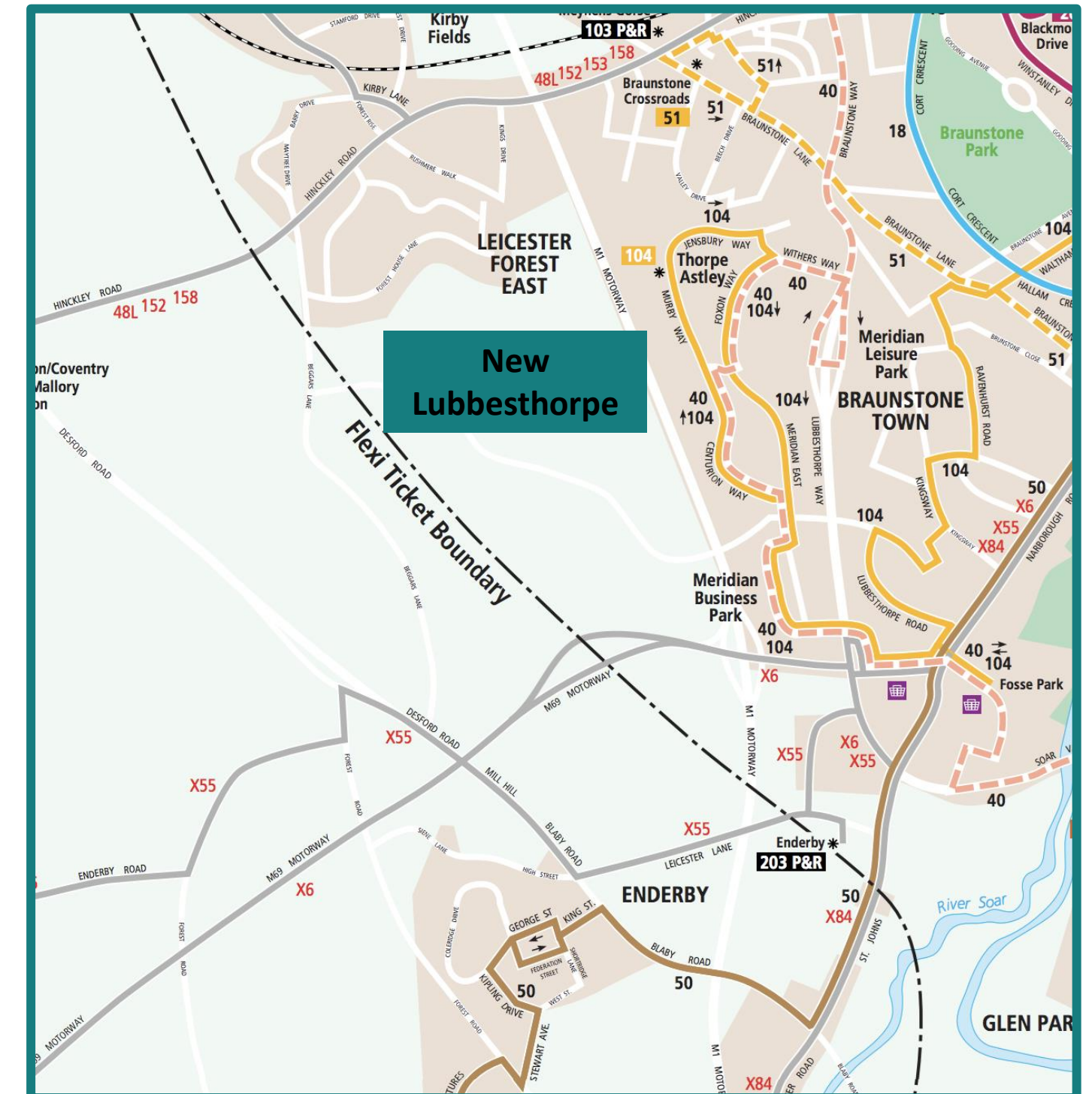


Bus infrastructure



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

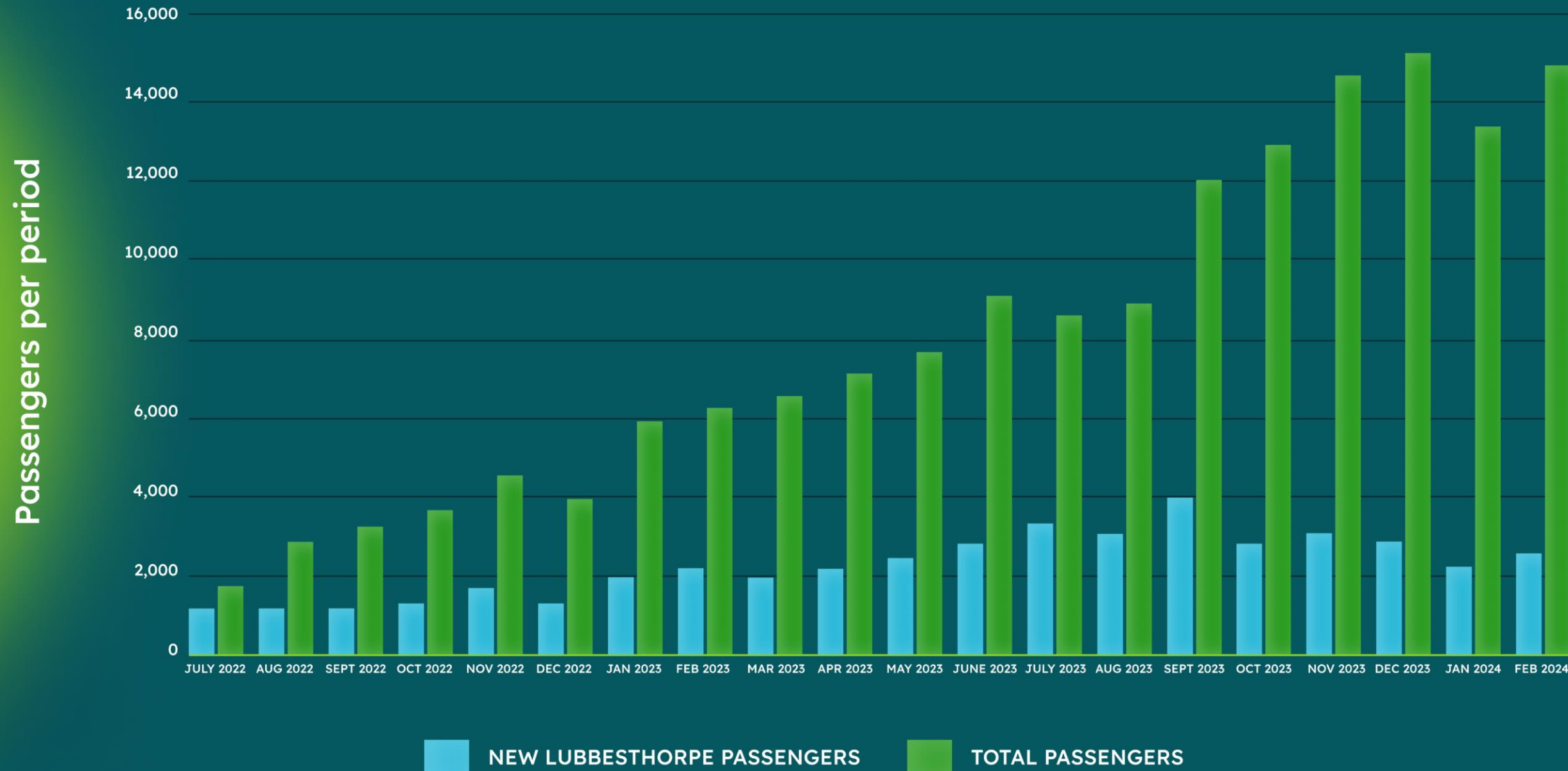
PVR and frequency increase on NovusDirect due to patronage increases, NovusFosse retained

The development of bus services



NOVUS

Novus Customer Bus Trips from July 2022 to Feb 2024



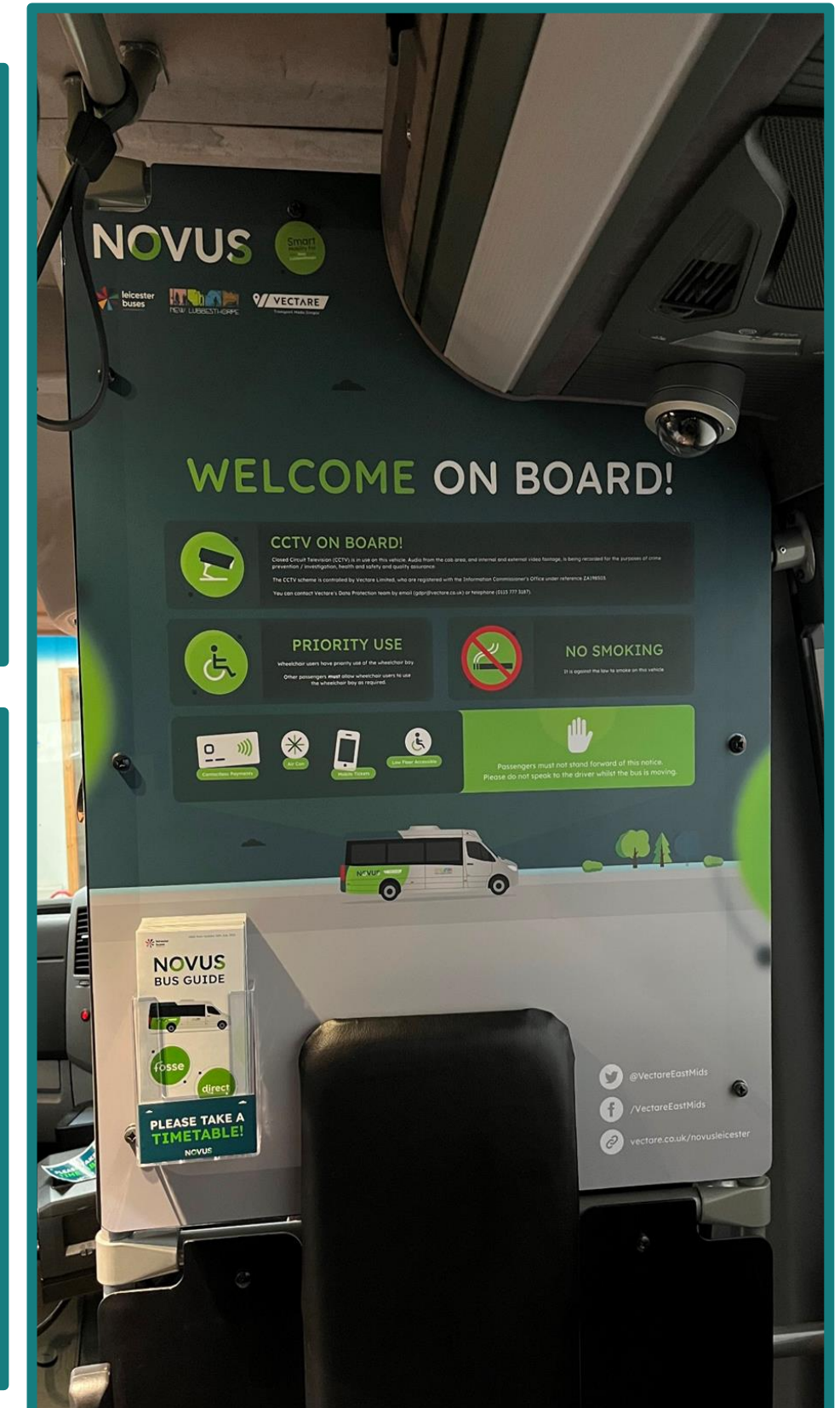
Which operational model is best?

- 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



- Community engagement central
- Range of measures
- Flexing of strategy and measures with effective LPA and LTA partnership working
- Range of communication channels
- Sustainable transport needs to be a common thread: scoping > planning > delivery



Travel Solutions

SmartGO

LocalGO

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