



Interim Melton Mowbray Transport Strategy

Executive Summary



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Foreword



Modern-day traffic congestion is a blight on all our lives - and I know this is particularly keenly felt in the market town of Melton Mowbray.

That is why the County Council has developed an interim Melton Mowbray Transport Strategy (MMTS).

As the interim strategy was being developed, it became clear that, at present, the congestion in Melton Mowbray, particularly in the town centre, is impacting on residents' lives, the efficiency of its businesses and is also limiting the town's ability to grow (to provide new homes and jobs).

One of the key elements of the MMTS is the proposed Melton Mowbray Distributor Road. At least £50m has been earmarked by Government towards its delivery, and we are well advanced with work on the North and East sections of the route. (A plan showing the northern, eastern and southern sections of the MMDR is shown in Figure 1 on Page 13.)

We are making great progress towards being ready to start building the distributor road. However, as welcome as it is, the distributor road on its own is not sufficient to support the planned growth of the town and surrounding area as set out in the adopted Melton Local Plan.

The MMDR needs to form part of a wider package of measures to help address the town's existing traffic problems, support the growth of the town and to achieve wider objectives, including environmental improvements.

The interim MMTS includes initial measures that are needed to support the delivery of the MMDR; setting out plans for re-classifying and re-signing town roads as well as re-routeing lorries to encourage as much traffic as possible to use the distributor road.

However, we intend the final strategy to go much further than this. The interim strategy provides a clear framework for putting these other measures in place, by setting out the key areas we intend to explore in more detail during the next phase of work to develop the strategy, including:

- Proposals for improving the walking and cycling network;
- The possibility of a 'bus hub' - a type of mini-station - to support passenger transport provision;
- Possible changes to town centre roads to increase public space and improve walking and cycling facilities.

The interim strategy also provides us with the evidence needed to secure developer contributions and other possible government funding to improve the town's transport network, now and in the future.

During the public engagement on the draft interim MMTS, held between January and March 2021, we received a wide range of feedback, which has been invaluable to completing the interim strategy and will continue to assist us during the next stage of work. I would like to take this opportunity to thank everyone who took the time to respond.

Ozzy O'Shea

Cabinet Member for Highways and Transport
Leicestershire County Council

1. Introduction

- 1.1 Leicestershire County Council has committed to developing a transport strategy for Melton Mowbray, to support growth and maximise economic, environmental and health opportunities for the town.
- 1.2 The Melton Mowbray Transport Strategy (MMTS)¹ supports The Melton Local Plan (2011-2036), which guides land use and development across the Borough. It identifies future transport investment that is needed to support the Local Plan. It also supports the wider objectives and priorities set out through Leicestershire County Council's Strategic Plan and transport policies.
- 1.3 The full strategy will take several years to complete, as there are a number of further pieces of work that need to be undertaken to develop it, some of which is set out under the workstreams in this interim MMTS. In the meantime, this interim version of the Strategy has been produced to guide the delivery of early priority measures, including the Melton Mowbray Distributor Road (MMDR) - the northern and eastern sections of which are currently being prepared for construction - and to provide a framework to develop other measures to be put in place after the MMDR has opened.
- 1.4 The content of the interim strategy has been informed by feedback received from stakeholders and residents through public engagement undertaken between January and March 2021. The comments received will also be used to help develop the full strategy.
- 1.5 The interim MMTS document defines the County Council's approach to investment in Melton Mowbray's transport system, until superseded by the full MMTS.

¹ [Report to cabinet, 11th September 2015](#). Development of a Melton Mowbray Transport Strategy, item 333.

Key Steps to Developing a Melton Mowbray Transport Strategy

1. Completion of the Interim Melton Mowbray Transport Strategy

The final Interim MMTS document provides a framework for developing the full MMTS, including a baseline package of proposals (see chapter 4 - The interim strategy proposals).

The preparation of the full MMTS will be undertaken through the future workstreams identified in chapter 5 - work needed to develop the full strategy.

The workstreams will follow on from the adoption of the final Interim MMTS, subject to funding, confirmation of wider aspirations for the town (town centre, sustainable neighbourhoods and manufacturing zones) and understanding long-term implications of Covid-19.

2. Progression of Future Workstreams

3. Completion of the Full Melton Mowbray Transport Strategy

The full MMTS will supersede the interim MMTS once finalised and adopted by the County Council. Further public consultation will take place prior to this.

The proposals identified through the full MMTS will be grouped into logical scheme packages and developed in detail through integrated MMTS scheme masterplans.

This process is likely to be undertaken in phases, subject to funding and emerging scheme delivery options.

4. Development of MMTS Scheme Masterplans

5. MMTS Scheme Delivery Program

MMTS proposals that are fully developed and funded will be taken forward to detailed design and construction/implementation through a MMTS Scheme Delivery Programme (as with the North and East MMDR Scheme).

The Purpose of Having a Strategy

- 1.6 Despite previous investments in highway improvements, Melton Mowbray continues to experience significant traffic problems. Evidence highlights that further planned significant housing and economic growth in the town is likely to make these problems worse, unless measures are put in place to deal with them.
- 1.7 These transport problems are complex and impossible to resolve through any single, stand-alone solution. Instead, a package of transport measures is needed. The strategy, which is a long-term, evidence-based plan for future transport investment in the town, addresses the challenges that Melton Mowbray faces, maximises benefits and supports the town's successful growth.
- 1.8 The strategy, and evidence used to help develop it, are also vital when seeking funding for transport measures, including from the government and from developers, such as house builders.

Key Benefits of a Transport Strategy

- ✓ *Provides a long-term vision for the delivery of future improvements to Melton Mowbray's transport network, using evidence to identify issues and solutions.*
- ✓ *Maximises benefits from the North and East MMDR and other investment in Melton Mowbray.*
- ✓ *Helps to ensure that future transport improvements in the town are planned and coordinated, minimising costs and disruption.*
- ✓ *Improves opportunities to secure funding for these transport improvements (through central government bids and developers).*
- ✓ *Helps deliver the town's planned strategic growth, as set out in the Local Plan; reducing the risk of scattered growth that could be more difficult and costly to provide transport solutions for.*
- ✓ *Provides opportunities for environmental improvements.*
- ✓ *Maintains and enhances collaborative working with key partners and stakeholders.*

2. Current Traffic and Transport Issues in the Town

The MMTS and Covid-19

Most of the evidence and proposals set out within the Interim Melton Mowbray Transport Strategy are based on Pre-Covid-19 assumptions. Leicestershire County Council will review the specific evidence and proposals as further evidence regarding the potential longer-term societal and economic changes arising from the pandemic becomes available.

However, the fundamental requirement for this document and the proposals set out within it have not changed as a result of the pandemic. It will be important to continue with the strategy despite the uncertainty regarding the Covid-19 Pandemic, to ensure that Melton Mowbray's potential is fully unlocked and the town is able to grow and prosper in the future as planned.

- 2.1 Melton Mowbray's highway network is poorly equipped to deal with the current volume and types of traffic using it. The resulting traffic congestion affects the town and wider borough's residents, businesses and visitors, detracts from the quality and environment of the town and poses a major barrier to new homes and jobs to meet future needs.
- 2.2 The town's existing passenger transport (bus) network receives financial support from the County Council to meet essential travel needs,¹ but on its own is unlikely to encourage people to change travel habits away from the car, or support the town's long-term growth aspirations. It is also vulnerable to future changes in the commercial bus market and reduced funding as a result of public sector financial pressures.
- 2.3 Despite Melton Mowbray's relatively compact geography, the town is not achieving its full potential for people cycling, walking and making other use of footways (pavements), such as the use of mobility scooters, to get to their destinations. The low quality and intermittent provision of cycling and walking infrastructure may contribute to this.
- 2.4 The current limitations in sustainable travel provision across the town means that there is a high dependence on the car for most travel needs.

¹ As set out in the County Council's [Passenger Transport Policy and Strategy](#)

3. Future Challenges and Opportunities

3.1 Melton Mowbray's transport system is of central importance to a range of broader issues, challenges and opportunities facing the town. The MMTS addresses these, through five key themes:

Theme	Key Issues
Growth	<ul style="list-style-type: none"> • The Melton Local plan envisages 3,700 homes and 160 ha (hectares) of employment land to the north and south of Melton Mowbray, as well as 1,649 homes across the wider borough; however the town's ability to grow and continue to act as the main service hub for the wider borough is severely restricted by its transport system. A broad package of transport measures is needed to ease these limitations. • The scope for improving the quality of public areas and pedestrian links in and around the town centre is constrained by traffic using the town's central ring road. • The provision of walking, cycling and passenger transport facilities that connect planned growth to the rest of the town will be vital in delivering the growth proposals in the Melton Local Plan.
Environment	<ul style="list-style-type: none"> • It is vital that the transition of Melton Mowbray's transport system towards 'net-zero' emissions is supported and accelerated, to help avoid the worst impacts of, and address the urgent challenges posed by the climate emergency (as declared by Leicestershire County Council and Melton Borough Council). Improving sustainable travel provision, e.g. walking, cycling and passenger transport and electric charging points, will play a crucial role in supporting the transition to net-zero, as well as bringing wider environmental benefits to the town. • Melton Mowbray's key community, environmental and historic assets tend to be located near the town's busiest and most congested corridors. This means that they can be disproportionately affected by vehicular pollution, noise and severance.

Theme	Key Issues
Environment	<ul style="list-style-type: none"> • Some of the town's key recreational assets are currently under-utilised; specifically, its network of open spaces and waterways (and associated walking and cycling links), which have the potential to play a greater role in linking the town centre with the surrounding neighbourhoods and countryside. • Congestion on the town's main road network has resulted in the widespread use of less appropriate routes, to the detriment of other users of these routes, including the communities that live on them.
Access to opportunities	<ul style="list-style-type: none"> • Melton Mowbray is the main service and employment hub for the Borough. Access to most jobs, services and facilities within the town is currently dependent on the car, disadvantaging those for whom this is not an option. There is potential to improve walking, cycling and passenger transport provision within the town, improving access for everyone. • Due to the Borough's rural nature and ageing population it is likely that many will continue to use private vehicles to access the town out of necessity. • Existing transport links to regional and national destinations provides benefits to residents and the economy. This includes to nearby towns and cities, most notably Leicester and Nottingham, which provide services and opportunities that are not available in Melton Mowbray. These links need to be preserved, or enhanced, if suitable opportunities exist.
Health and Wellbeing	<ul style="list-style-type: none"> • There are significant levels of physical inactivity within Melton Mowbray, and potential to help reduce this by providing better opportunities for cycling, walking and other use of footways (pavements). • Key services and facilities within the town play a vital role in maintaining the health and wellbeing of residents. Good access to these services and facilities is therefore essential. • Although vehicle air pollution and road safety are not identified as major public health concerns within the town, local air quality and/or safety improvements may still be needed to support the implementation of wider MMTS priorities, such as encouraging cycling and walking.

Theme	Key Issues
Funding	<ul style="list-style-type: none"> • The delivery of MMTS infrastructure is dependent on securing significant external funding (for instance through government bids and developer contributions). Leicestershire County Council has a strong track record of securing funding and the MMTS will help improve the potential for leveraging in additional funding opportunities. To maximise funding and delivery opportunities, the strategy will need to be coordinated with wider projects (e.g. any future plans for investing in the town centre). • If the MMTS is to deliver long-term benefits it is vital that any measures that are introduced are maintained. Because of financial pressures the County Council's ability to commit its own resources to the upkeep of transport infrastructure and services is very limited. • The long-term costs of maintenance will be taken into account and, where possible, minimised (for example by focusing on proposals that are self-sustaining or capable of attracting long-term external investment to fund their upkeep).

4. The Interim Strategy

- 4.1 We are putting in place an Interim MMTS to cover the delivery of several key proposals that have been identified as early priorities. These early priorities have been developed ahead of the rest of the strategy due to:
- their crucial importance to supporting planned growth in and around Melton Mowbray, including as set out in the Local Plan, and creating opportunities for wider transport improvements within the town
 - the long lead-in time for developing these proposals, to enable their delivery during the early years of the MMTS
 - the need to take advantage of emerging funding opportunities.
- 4.2 Although these early proposals will not be enough to address all of Melton Mowbray's transport challenges and opportunities, the delivery of the interim strategy will address the most urgent transport priorities, without which there would be very little scope for further measures to address wider and longer-term challenges and opportunities.
- 4.3 Further measures will be developed and delivered through the full MMTS. More information about the full strategy, as well as the wider proposals that could be included, are set out in Chapter 5.

4.4 Proposal A – The Melton Mowbray Distributor Road (MMDR)

- 4.4.1 The need for a MMDR, passing to the north, east and south of the town, has been established through the Melton Local Plan, and, through separate processes, the route and layout of the northern and eastern sections of the MMDR have been set, with the County Council concluding the necessary legal processes to build these sections. A summary of the evidence underpinning this need is provided within the corresponding chapter of the main interim MMTS document. More information on the MMDR (North and Eastern section) is available at:
- [North and East Melton Mowbray Distributor Road Scheme Updates](#)
- 4.4.2 Nevertheless, the interim MMTS supports the delivery and purpose of the MMDR through several policies to protect the route and design of the distributor road. These policies build on and complement Policy IN1 of the Melton Local Plan.

Policy 1 – Design of the MMDR

The MMDR must be designed and constructed in accordance with the design standards and principles outlined below:

- i. it will be a single carriageway all purpose 'A' road
- ii. it will have a minimum carriageway width of 7.3m
- iii. the North MMDR (as shown in Figure 1 on page 13 and adjacent to the Melton Mowbray North Sustainable Neighbourhood) and the South MMDR (as shown in Figure 1 and adjacent to the Melton Mowbray South Sustainable Neighbourhood) will be designed to have a speed limit of at least 40mph
- iv. the East MMDR (as shown on Figure 1 and which is located away from planned developments) will be designed to have a speed limit of 60mph
- v. the number of junctions and direct frontage accesses will be limited as necessary to secure and retain the required design standards and speeds (as set out in points (i) to (iv) above)
- vi. its overall length and route will be sufficiently direct to provide an attractive alternative for traffic compared to existing routes through the town centre

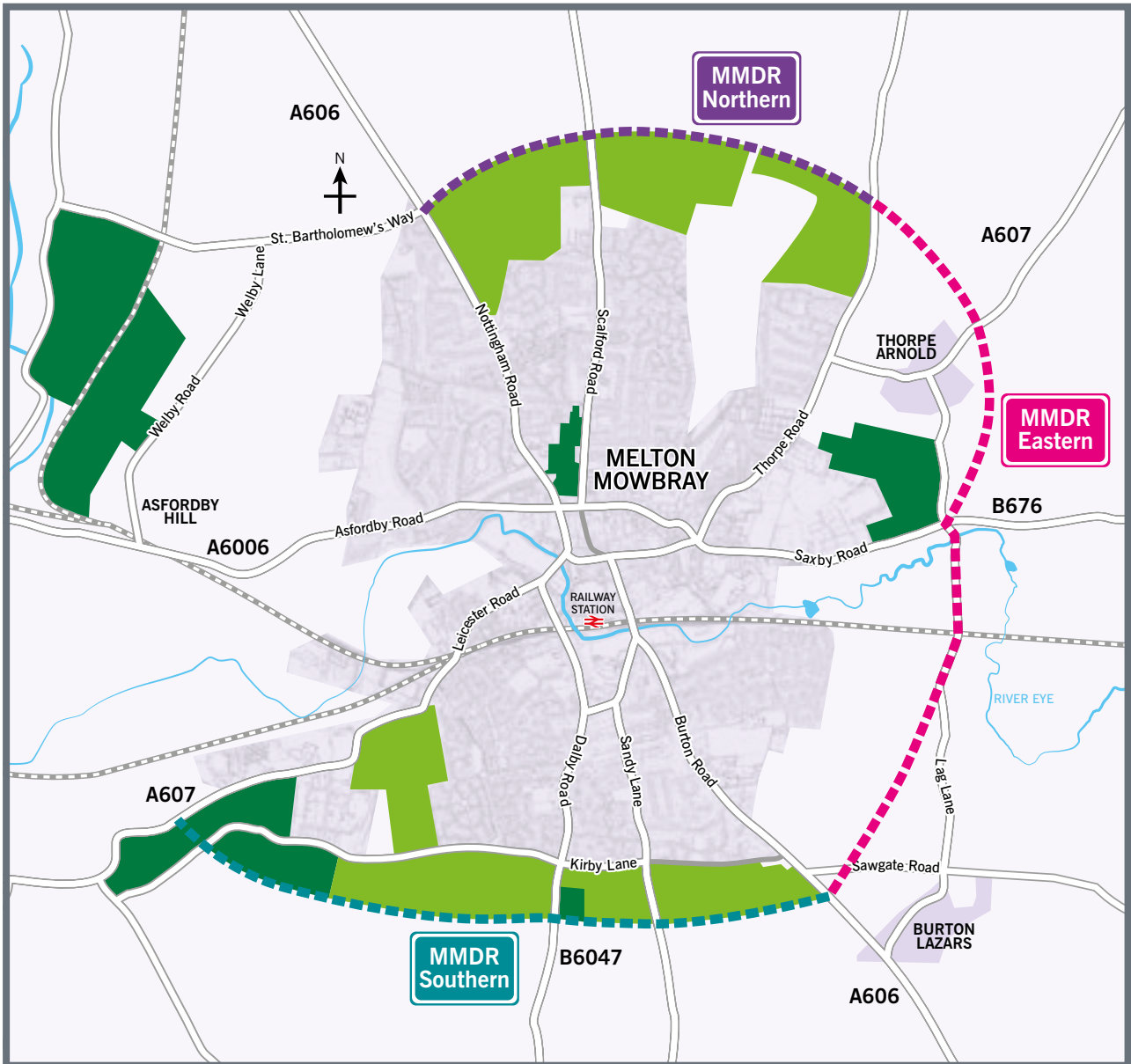
vii. it will include appropriate facilities to provide for the safe movement of pedestrians, cyclists (and, as appropriate, horse riders)

viii. it will include measures to minimise/mitigate the scheme's impacts on existing and future residents and on the environment and ecology along its route.

Accordingly, Leicestershire County Council (as Local Highway Authority) will seek to resist:

- proposals to deliver part(s) or the whole of the MMDR that are not in accordance with the key principles and standards described in points (i) to (viii) above
- proposed future alterations to the MMDR (including to its alignment, speed limits, existing junctions and direct frontage accesses, or through the introduction of new junctions and direct frontage accesses) that would undermine its continued ability to provide an attractive alternative route for traffic compared with existing routes through the town centre.

Figure 1: Conceptual plan of the MMDR showing the three sections of the road (as referred to in Policy 1)



Key

- MMDR Northern ■ MMDR Eastern ■ MMDR Southern
- Housing growth areas ■ Employment growth areas

Policy 2 – Protection of the MMDR Alignment

Leicestershire County Council, as the Local Highway Authority, will work with Melton Borough Council, developers and other stakeholders as appropriate to safeguard land required to deliver the MMDR (in its entirety and in accordance with its preferred alignment), including through its input to the development of master plans and designs for the Melton Mowbray North and South Sustainable Neighbourhoods and the Leicester Gateway Manufacturing Zone.

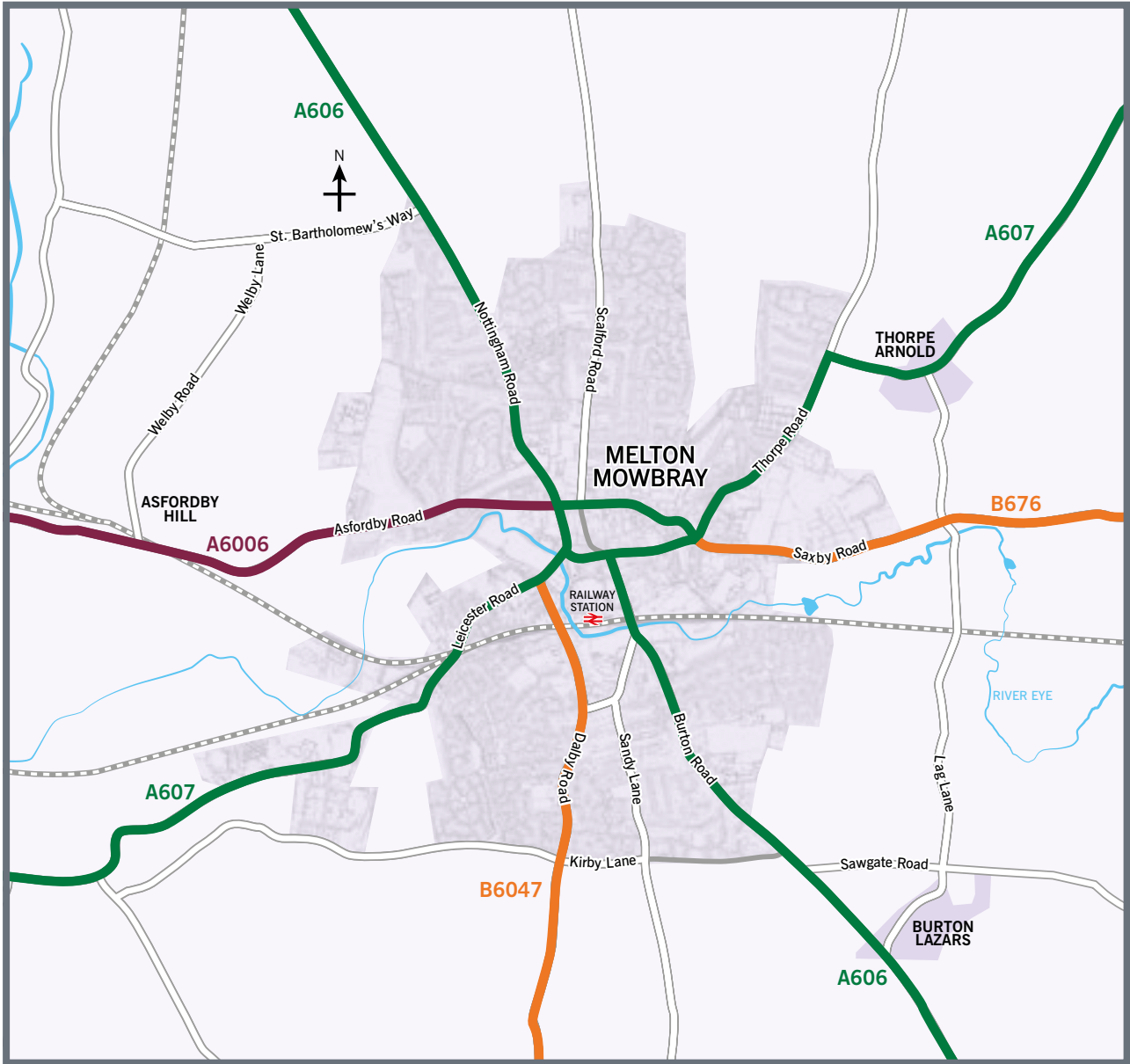
The County Council will seek to resist proposals that:

- i. conflict with the preferred alignments of the northern and eastern sections of the MMDR, as approved through the North and East MMDR scheme planning application (planning application number: 2018/Reg3Ma/0182/LCC)
- ii. conflict with a future preferred alignment of the southern section of the MMDR, once this has been identified
- iii. prior to point (ii) above coming into effect, have failed to demonstrate to the satisfaction of the Local Highway Authority that they would not prejudice the ability to deliver the southern section of MMDR in accordance with the provisions set out in Policies SS4 and IN1 of the adopted Melton Local Plan.

4.5 Proposal B – Reclassification and Re-signing of Roads

- 4.5.1 The delivery of the MMDR scheme will bring about significant changes to what traffic passes through the town and how traffic travels between places in and around the town. This will require significant changes to existing road classifications (Figure 2 on page 15), numbers and signage. At a minimum, the MMDR itself will need to be classified as an A-road and be accompanied by signing across the surrounding area to reinforce its role as the main route for most through traffic.
- 4.5.2 However, to maximise the benefits to Melton Mowbray, the MMTS plans the reclassification of roads across the town, with major changes to the role of some existing routes. The planned changes to the road classifications are shown in Figure 4 on page 17 and will involve:
 - diverting the main A606 and A607 routes, as well as the signed diversion routes for the A1 and A46, via the MMDR
 - downgrading all other existing A and B routes within the town to discourage their continued use by through traffic.
- 4.5.3 It will only be possible to fully implement these plans once all three sections of the MMDR and key supporting works are complete. As the delivery of the MMDR is currently expected to be phased, interim road classifications, are planned, as shown in Figure 3 on page 16.

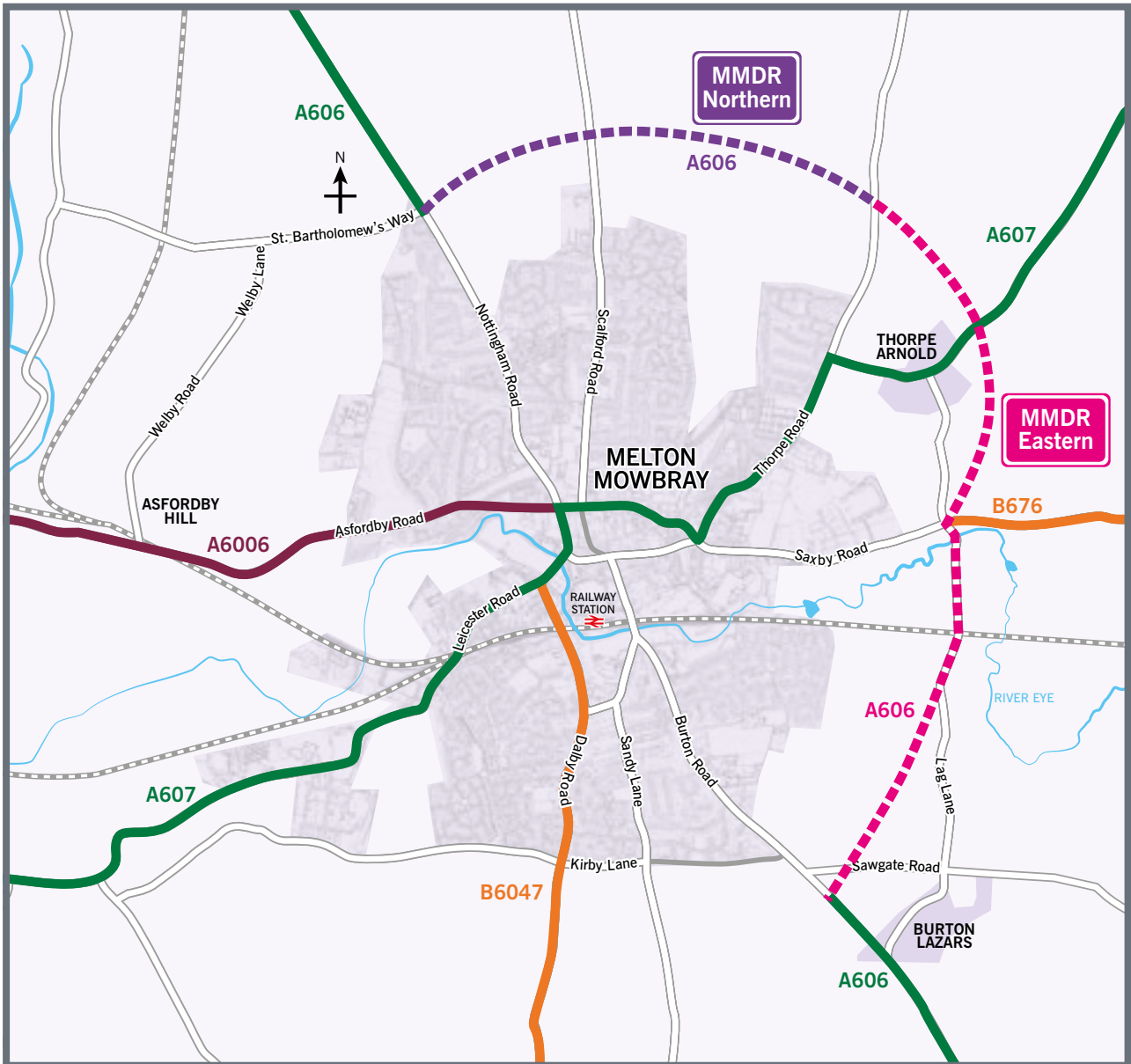
Figure 2: Current Route Classifications in and around Melton Mowbray (without MMDR)



Key

- A Road (primary)
- A Road (non primary)
- B Road
- Un-numbered road

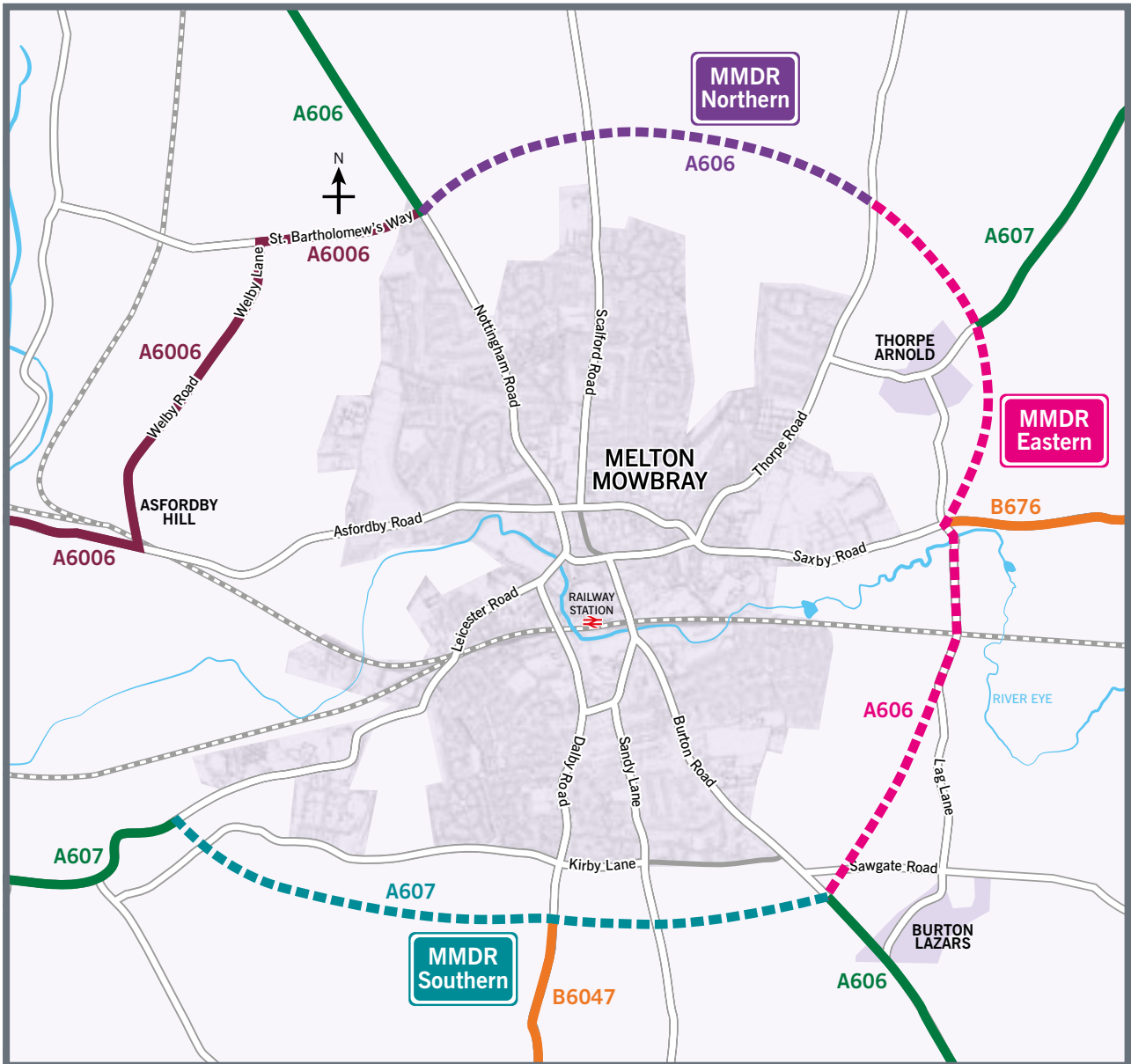
Figure 3: Planned Interim Route Reclassification (with North and East MMDR only - no South MMDR)



Key

- - - MMDR Northern
- - - MMDR Eastern
- A Road (primary)
- A Road (non primary)
- B Road
- Un-numbered road

Figure 4: Planned Final Route Reclassifications (with North, East and South MMDR)



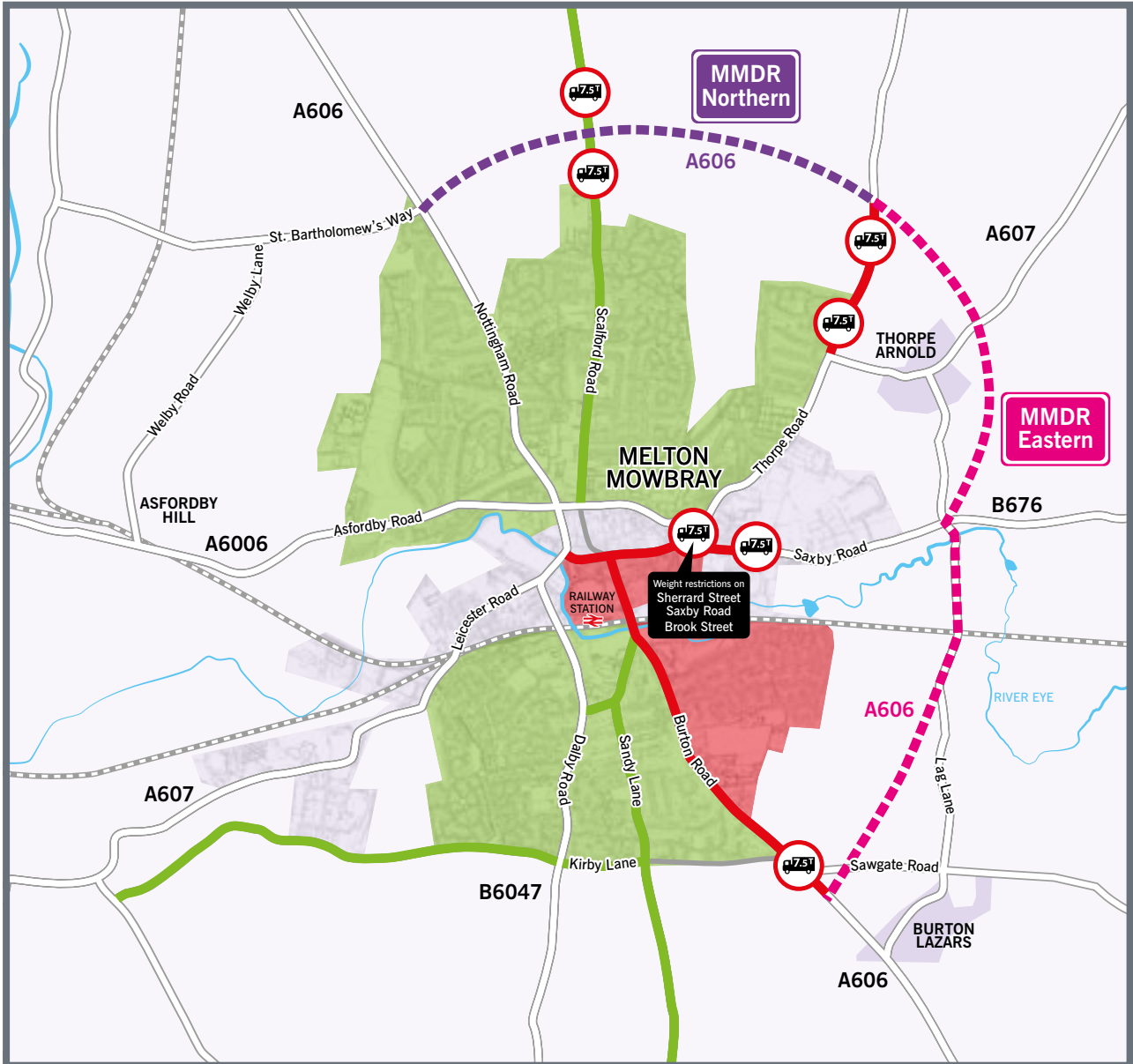
Key

- MMDR Northern
 MMDR Eastern
 MMDR Southern
- A Road (primary)
 A Road (non primary)
 B Road
- Un-numbered road

4.6 Proposal C – Lorry Routing Strategy

- 4.6.1 In conjunction with the opening of the MMDR and the proposed downgrading of all existing roads within the town to unnumbered status, it is planned to introduce environmental weight restrictions within Melton Mowbray to discourage lorry through movements.
- 4.6.2 As with the planned road reclassifications, the introduction of environmental weight restrictions within the town will need to be phased, to align with the anticipated completion and opening of the North and East MMDR, prior to the South MMDR. Upon completion of the North and East MMDR (and associated interim road reclassifications), it is intended to introduce an initial phase of weight restrictions as shown in Figure 5 on page 19.
- 4.6.3 An indicative plan of the planned restrictions, which will take effect upon completion of the full MMDR and associated road reclassifications, is set out in Figure 6 on page 20.
- 4.6.4 The outlined restrictions will be accompanied by new direction signs for lorries on the MMDR and main approaches to Melton Mowbray. This will help lorry drivers identify the most appropriate routes to access key lorry destinations within the town. The specific destinations that will be included on these lorry signs include:
- The Town Centre
 - Leicester Road Industrial Estates
 - Saxby Road Industrial Estates
 - Asfordby Business Park and Holwell Works
 - Melton Mowbray Livestock Market.

Figure 5: Planned Interim Environmental Weight Restriction Extensions (with North and East MMDR only - no South MMDR)



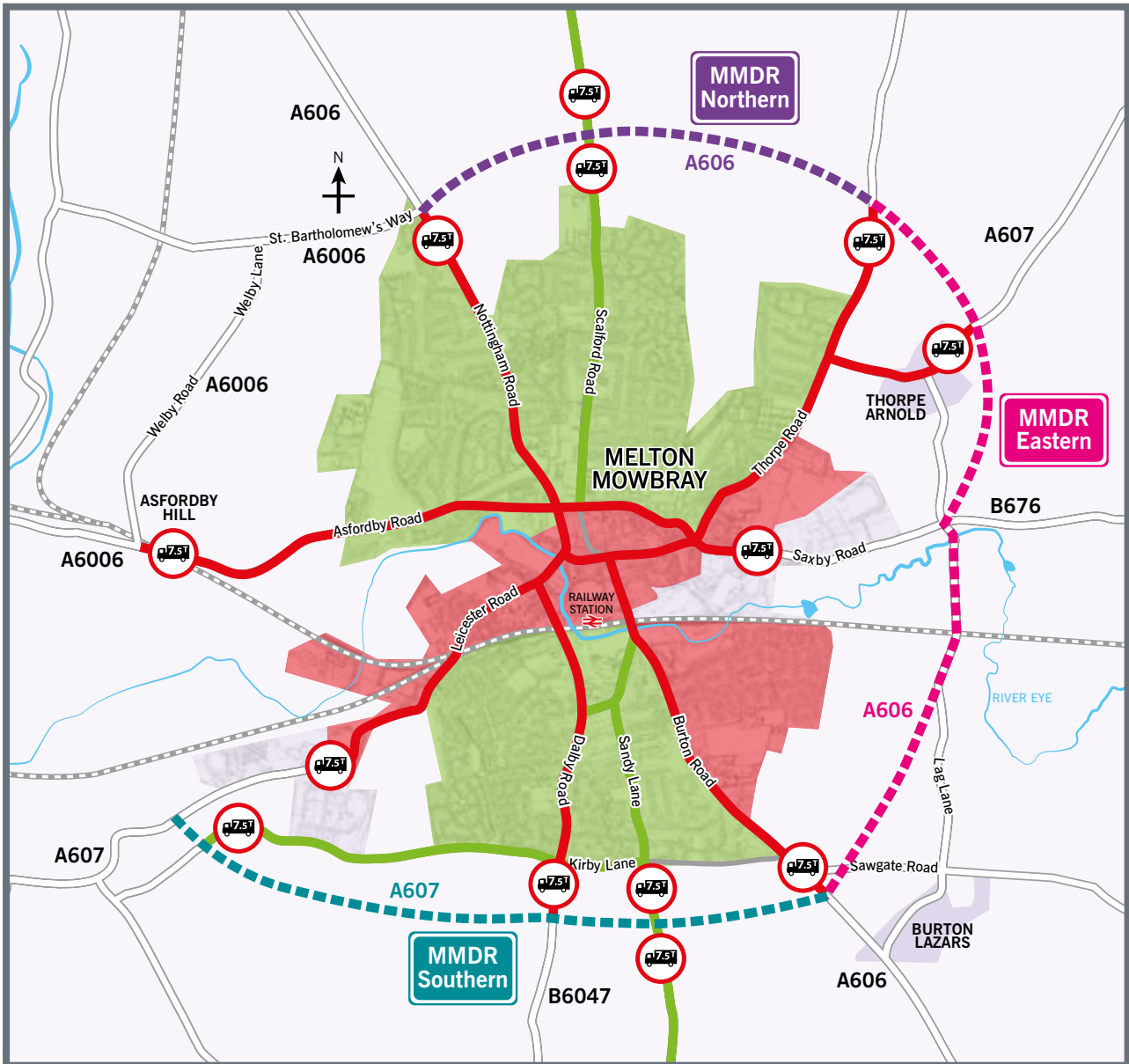
Key

-
- MMDR Northern (no weight restriction)
 MMDR Eastern (no weight restriction)
- Proposed new weight restriction

 7.5t

 Existing weight restriction
- 7.5t
 New weight restriction boundary

Figure 6: Planned Final Environmental Weight Restriction Extensions (with North, East and South MMDR)



Key

- MMDR Northern (no weight restriction)
- MMDR Eastern (no weight restriction)
- MMDR Southern (no weight restriction)
- Proposed new weight restriction
- Existing weight restriction
- New weight restriction boundary

4.7 Alignment with Key Issues

4.7.1 The table below summarises how the interim strategy proposals will help to address the key issues described in Chapters 2 and 3 of the interim MMTS and will provide the foundations for the wider strategy. In doing so, it also highlights why the development and delivery of a full MMTS is needed and how this will build on the foundations created by the interim strategy in respect of each of these key issues.

Key Issues	How will the interim strategy proposals help address this issue?	How will the full strategy build on the interim version?
Existing Transport Network Performance and Constraints	<ul style="list-style-type: none"> • Removes large volumes of existing traffic (including most through traffic) from Melton Mowbray, alleviating congestion and over reliance on key roads and junctions within the town centre. • Creates a more pleasant environment for walking and cycling on existing routes within Melton Mowbray (due to reduced traffic volumes and congestion) • Provides new 'orbital' walking and cycling connections (through the provision of a new dedicated walking/ cycling facility running alongside the MMDR). • Reduces congestion-related delays/ unreliability to bus services within the town and improves access to the railway station and main bus interchange within the town centre. 	<ul style="list-style-type: none"> • Will set out definitive and comprehensive proposals for transforming the town's cycling and walking facilities along existing routes into the town (noting the low-key, intermittent standard of current facilities), to maximise the benefits of removing large volumes of traffic from these routes. • Will seek to improve passenger transport services and infrastructure, whilst identifying a financially sustainable long-term approach to passenger transport provision within the town. • Will seek to reduce levels of car dependency within the town and wider Melton Borough by implementing proposals to aid such change, including those described above

Key Issues	How will the interim strategy proposals help address this issue?	How will the full strategy build on the interim version?
Supporting Growth and Economic Development	<ul style="list-style-type: none"> • Provides access to planned growth areas and releases crucial extra capacity on the town's highway network to accommodate this growth. • Provides an enhanced basis for responding to transport proposals put forward by developers in and around the town, i.e. to support proposals which align with the interim MMTS and resist those which do not. 	<ul style="list-style-type: none"> • Will provide a comprehensive, holistic approach to improving walking, cycling and passenger transport links between the town centre (or other key services/facilities within the town) and planned growth areas, including the Melton Mowbray North and South Sustainable Neighbourhoods. By extension, this will provide a strong foundation for working with developers to coordinate investment and implement such improvements. • Will identify opportunities created by the delivery of the MMDR to support regeneration and enhancement of public spaces in and around the town centre.¹
Transport's Carbon Footprint and Local Environmental Impacts	<ul style="list-style-type: none"> • The reduced volumes and more appropriate routing of traffic within the town, especially in respect of HGVs, will create a more pleasant and less polluted environment in the town centre and on key radial corridors. 	<ul style="list-style-type: none"> • Will substantially expand the range of measures to encourage sustainable travel choices, including comprehensive improvements to walking, cycling and passenger transport services and infrastructure within the town, and/or any promotional, behaviour change initiatives/programmes.

¹ Whilst providing appropriate walking, cycling and passenger transport connectivity to growth areas is generally the responsibility of developers, the cumulative nature of growth across Melton Mowbray (with many different sites and developers) and overlapping transport requirements means that, in this instance, a developer-led approach is likely to result in piecemeal improvements which (individually and collectively) fail to meet overall needs and/or maximise the wider benefits of investment in the town. A piecemeal approach is especially unlikely to provide a sustainable long-term foundation for passenger transport provision within the town.

Key Issues	How will the interim strategy proposals help address this issue?	How will the full strategy build on the interim version?
Transport's Carbon Footprint and Local Environmental Impacts	<ul style="list-style-type: none"> • Encourages more sustainable travel choices for journeys in and around the town (by; (i) providing new dedicated walking and cycling facilities running parallel to the MMDR; (ii) creating a more pleasant environment for walking and cycling within the town and; (iii) improving bus journey times and reliability). • Reduces incentive for 'rat running' on residential routes and rural country lanes in and around the town (by alleviating congestion hot spots within the town and providing a high-quality route avoiding the town altogether). 	<ul style="list-style-type: none"> • Will explore opportunities to provide additional electric vehicle charging infrastructure within the town to support the decarbonisation of the transport system. • Will identify opportunities created by the delivery of the MMDR to enhance the quality of public spaces and/or improve the setting of the town's key socio-cultural and historic assets.
Access to Services and Opportunities	<ul style="list-style-type: none"> • Tackles congestion issues hindering access to Melton Mowbray's town centre and key services and facilities and provides a greater choice of routes into and around the town, especially from planned developments across the town and from the rest of Melton Borough. • Improves 'orbital' connectivity via walking and cycling (through the provision of a dedicated new pedestrian/cycle facility alongside the MMDR). • Improves bus journey times and reliability and therefore accessibility to services and opportunities via passenger transport. 	<ul style="list-style-type: none"> • Will identify more comprehensive improvements to walking, cycling and passenger transport services and infrastructure within the town, which will, in turn, provide better access to services and opportunities for those without access to a car (both to key local services and facilities within the town and wider destinations providing an increased range and choice of facilities and opportunities). • Will seek to reduce levels of car dependency within the town and wider Melton Borough by implementing proposals to aid such change, including those described above.

Key Issues	How will the interim strategy proposals help address this issue?	How will the full strategy build on the interim version?
Supporting Good Health, Safety and Wellbeing	<ul style="list-style-type: none"> • Reduced traffic volumes, including HGVs, lowers exposure to vehicle pollution within the town. • Improves safety for vulnerable road users (pedestrians and cyclists) within the town (for same reasons as above). • Improved access to key services and opportunities (as described above) supports good health and wellbeing across the town and Melton Borough. • Encourages active travel (walking and cycling) and resulting public health benefits (by; (i) providing new dedicated walking and cycling facilities running parallel to the MMDR; (ii) creating a more pleasant environment for walking and cycling within the town). 	<ul style="list-style-type: none"> • Will substantially expand the range of measures to encourage active travel by identifying more comprehensive improvements to walking and cycling infrastructure, as well as supporting promotional, behaviour change initiatives/ programmes within the town.
Availability of Funding	<ul style="list-style-type: none"> • Maximises opportunities to secure public and developer funding towards the delivery of schemes during the early years of the MMTS. 	<ul style="list-style-type: none"> • Will expand opportunities to secure funding for transport improvements within the town, by identifying/ developing proposals beyond the scope of the interim MMTS. • Will seek to identify a financially sustainable, long-term approach to passenger transport provision within the town.

5. Work Needed to Develop the Full Strategy

- 5.1 As the full MMTS is developed additional work will be undertaken to provide wide ranging and long-term solutions to transport issues. These workstreams are set out below.
- 5.2 Several of the planned workstreams are directly linked to key wider aspirations for the future development of Melton Mowbray, including:
- delivery of the Melton Mowbray North and South Sustainable Neighbourhoods
 - delivery of Melton Mowbray's four planned 'Manufacturing Zones'
 - the regeneration of Melton Mowbray town centre.
- 5.3 The further development of proposals for the full MMTS will require a better understanding of the specific proposals for each of the areas listed above. It will also be reliant on confirming more definitive timescales for completing all sections of the MMDR than are available at present. Furthermore, it will need to be developed with an understanding of any potential long-term impacts of the Covid-19 pandemic on travel behaviour and needs.
- 5.4 Once it becomes possible to move forward with the development of the full MMTS, there will be a need for substantial further work through the workstreams to identify, design and model definitive proposals for the final strategy.

5.5 Workstream 1 - Town Centre Highway Network

- 5.5.1 One of the defining features of Melton Mowbray's existing highway network is its central ring road, onto which all the main roads converge (illustrated in Figure 7 on page 22). The central ring road includes the town's busiest roads - as an example, Wilton Road and Norman Way experience traffic levels in excess of 25,000 vehicles on a typical day (highest volumes of traffic at peak times). The busy nature and partially one-way configuration (between Sherrard Street and Leicester Road) of the central ring road means that other roads also play a significant role in distributing traffic in and around the town centre. Most significantly, this includes the Mill Street - Regent Street - Brook Street route to the south of the town centre.
- 5.5.2 The delivery of the MMDR will provide relief to the central ring road and other town centre roads by:
- removing most through-traffic
 - potentially removing some cross-town journeys
 - reducing the impact of additional traffic generated by planned developments.

5.5.3 Once the MMDR is in place the central ring road will primarily be used to distribute traffic in, or immediately around, the town centre. In the future this may enable changes to be made to the central ring road in accordance with the following key principles:

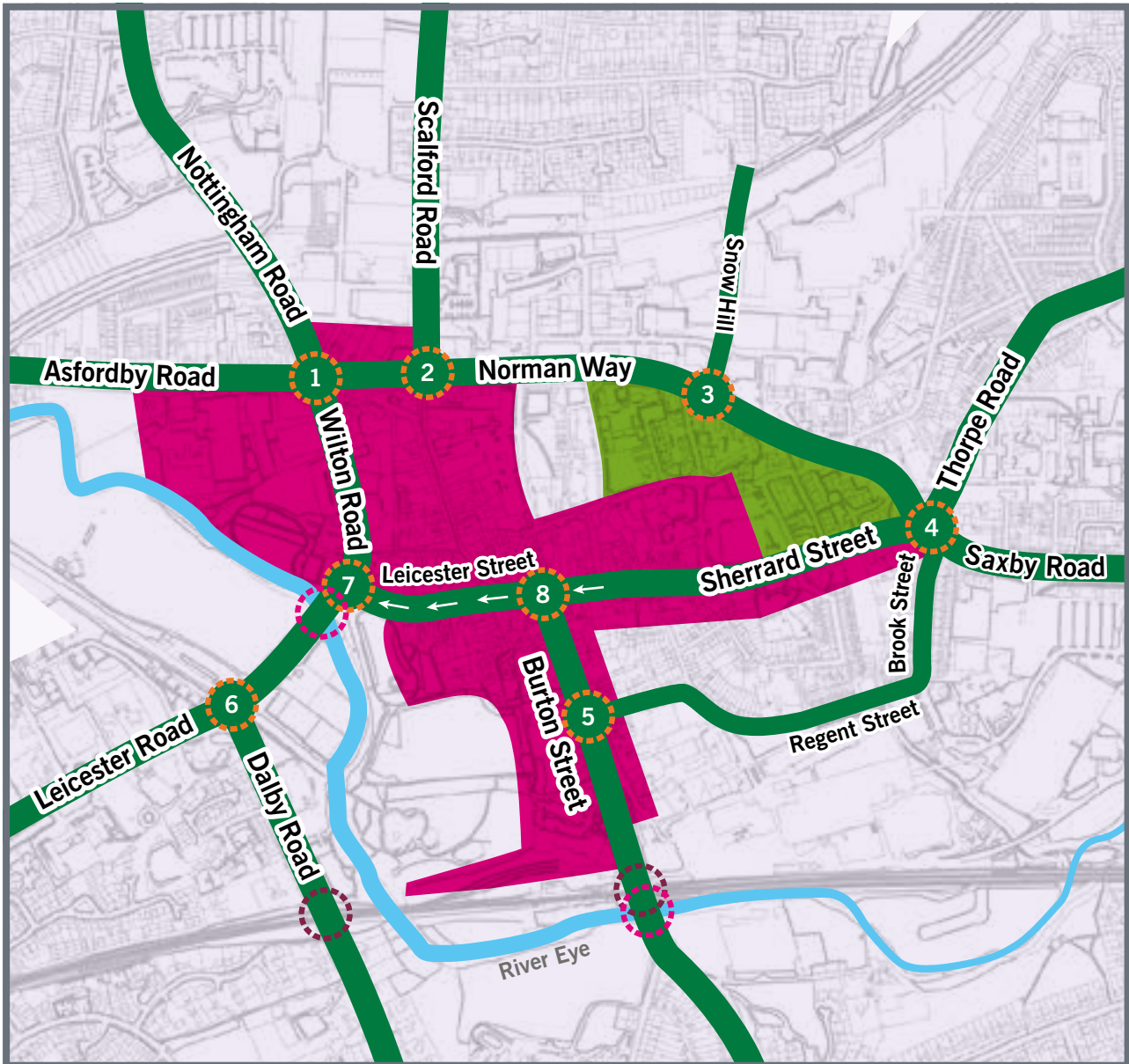
Key Principles for Future Changes to the Town Centre Highway Network

- **Principle 1** - Proposals should soften the physical appearance of the central ring road, to reduce its impacts on the surrounding environment and communities.
- **Principle 2** - Proposals should reduce or eliminate barriers to movement caused by the presence of the central ring road; especially for pedestrians, cyclists and other non-motorised users (as well as equivalent forms of movement such as mobility scooters).
- **Principle 3** - Proposals should create opportunities to enhance public spaces within and at key gateways to the town centre, in accordance with Melton Borough Council's emerging aspirations for regeneration.
- **Principle 4** - Proposals should improve walking and cycling connectivity and facilities in and around the town centre, in accordance with any wider walking and cycling networks proposed as part of the MMTS (see Workstream 3, below).
- **Principle 5** - Proposals should seek to strike an appropriate balance between measures that seek to maximise the use and/or wider benefits of the MMDR whilst at the same time ensuring that essential vehicle journeys into and through the town centre continue to be accommodated, so that everyone who needs to access the town is able to do so and the town remains an attractive place to visit.

Options Explored to Date

- 5.5.4 The aspiration is to be as ambitious as possible, albeit recognising that there will be technical (and other) boundaries to what can be achieved in practice, as well as a need for ‘trade-offs’ to achieve an acceptable balance between the five key principles described above. To this effect, some initial design and modelling work has already been undertaken to explore the following conceptual options for the central ring road:
- A ‘reduced traffic capacity concept’ – which would involve reducing the width of most of Norman Way and Wilton Road to a single lane in each direction
 - A ‘one-way system concept’ – which would involve converting the whole of the central ring road to one-way (clockwise) operation
 - Various concepts to ‘pedestrianise’ (i.e. fully close to traffic) one or more current sections of the central ring road (such as Leicester Street and/or parts of Burton Street, Sherrard Street and Norman Way) and redirect traffic via other routes.
- 5.5.5 The initial design and modelling work identified that, of the options described above, only the one-way system concept appeared to be potentially capable of providing an acceptable balance between the five key principles. However, public and stakeholder views received on the potential one-way system concept (during the wider public engagement exercise on the draft Interim MMTS) indicated a clear lack of appetite for such a radical change to the configuration of the central ring road (and associated traffic routeing around the town).
- 5.5.6 Based on this, none of the potential concepts explored to date would appear to be reasonable options to pursue further during future stages of work. A more detailed summary of the options explored and the work that was undertaken to reach this conclusion is set out within Chapter 5 of the main interim strategy document.
- 5.5.7 Initial investigations have also identified that there is scope to convert Mill Street, Regent Street and Brook Street to one-way, eastbound only traffic. This has the potential to increase the road’s ability to accommodate eastbound traffic, cutting congestion, as well as creating the opportunity to provide some on-street parking for the benefit of residential properties along the route.
- 5.5.8 This idea will require further exploration and development during the next stage of work. If the concept is included in the full MMTS, it would most likely be taken forward as an extension of any wider proposals for the central ring road.

Figure 7: Melton Mowbray Town Centre Highway Network



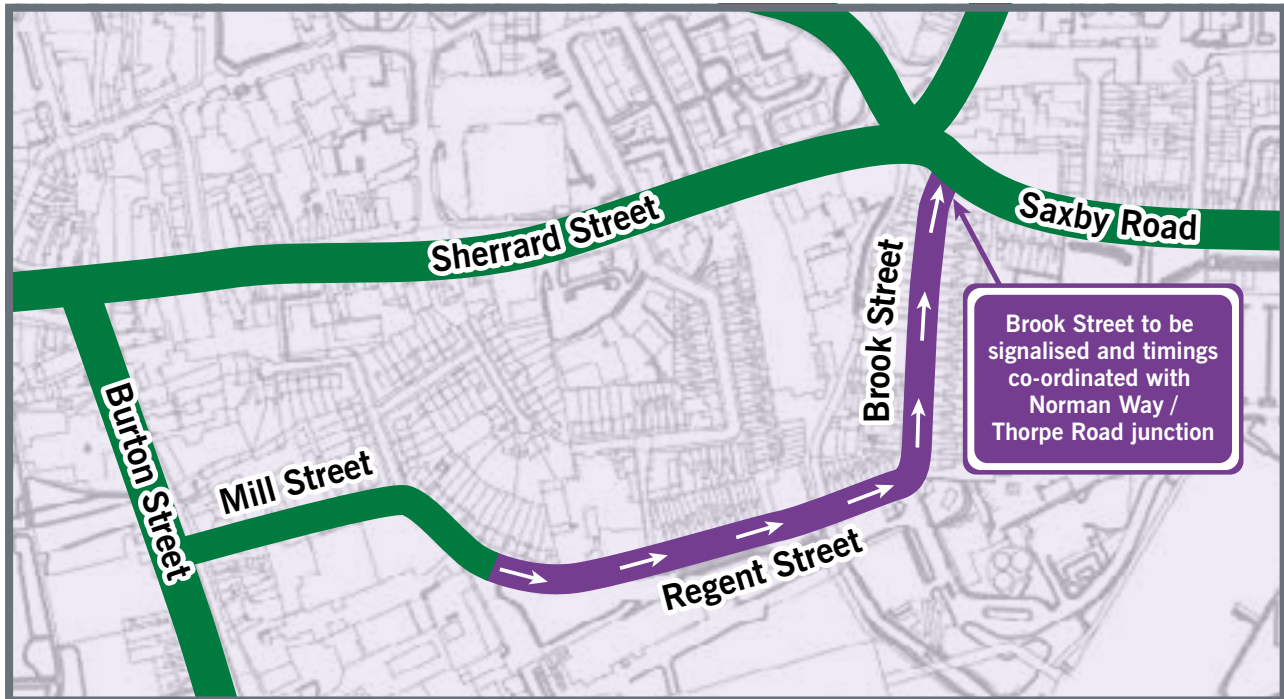
Key

- Town Centre
- Bentley Street Housing Estate
- River crossing
- Rail crossing
- ← ← One-way

Key junctions

- 1 Nottingham Road
- 2 Scalford Road
- 3 Snow Hill
- 4 Thorpe End
- 5 Mill Street
- 6 Dalby Road
- 7 Wilton Road
- 8 Leicester Street

Figure 8: Proposed One-way Eastbound Concept for Mill Street, Regent Street and Brook Street



Key

→ → One-way

Workstream 1 Next Steps

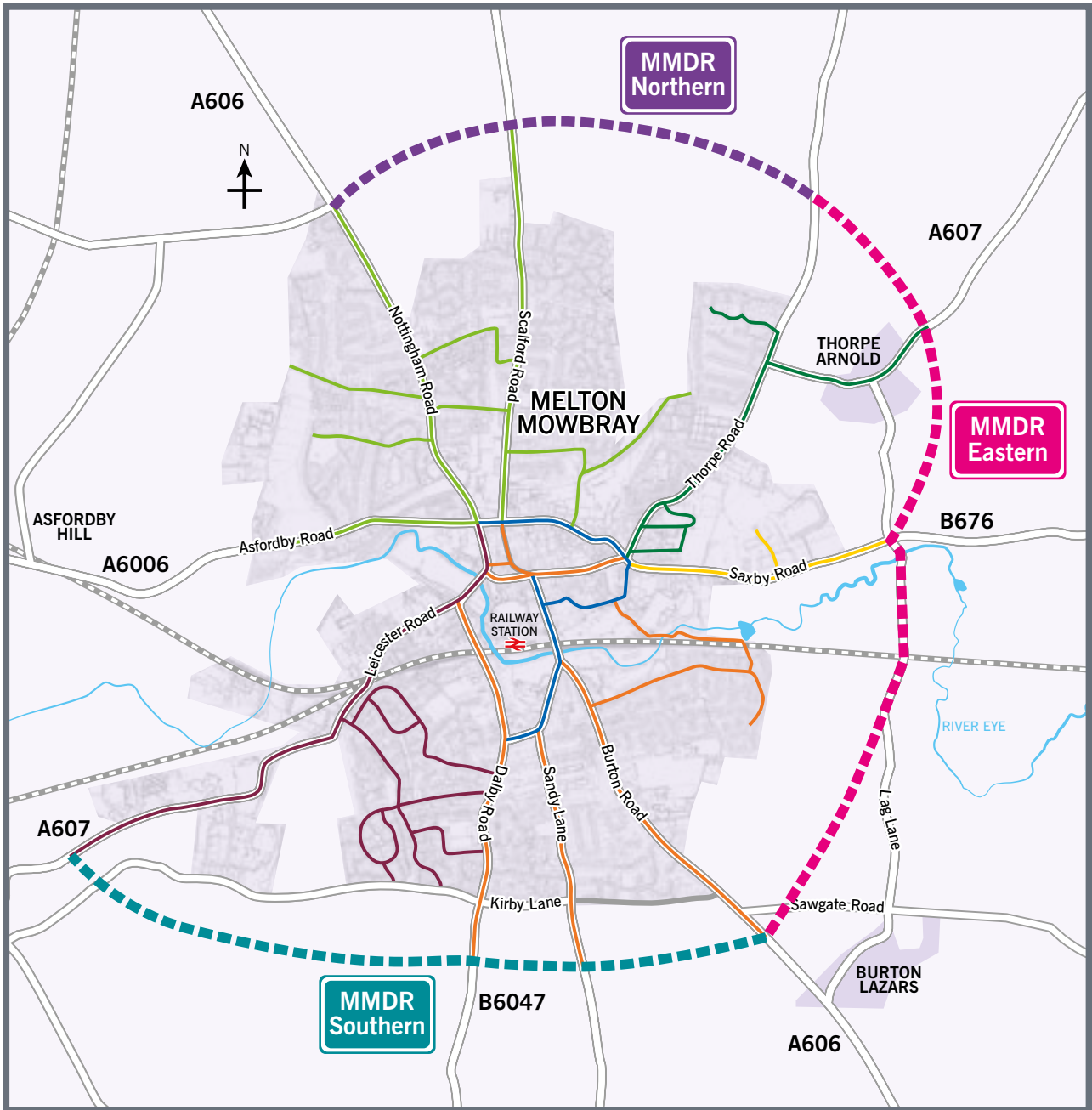
5.5.9 The future direction and progression of workstream 1 is fundamentally linked to Melton Borough Council's emerging aspirations for the regeneration of Melton Mowbray town centre. By extension, it is essential that the next stages of work are informed by a clear and comprehensive outline of the town centre regeneration strategy, including the specific locations and priorities that this is likely to focus on. In turn, this will require close joint working and coordination between Leicestershire County Council, Melton Borough Council and other key partners involved in developing the wider regeneration proposals as appropriate.

5.5.10 Based on the assessments and public engagement carried out to date, it is planned to explore the scope for and benefits of a more incremental package of alterations to the town centre highway network during the next stage of work. Reflecting the principles outlined in paragraph 5.2.3, this could include selective narrowing and reclaiming of road space, but only in locations where this can be achieved without significantly impacting on overall traffic capacity and/or routing. It could also include opportunities to improve pedestrian and cycle crossing facilities at key pinch points and/or provide new features to calm traffic or soften the appearance of the central ring road. The potential uses of any road space 'reclaimed' for other purposes would be further explored as part of this work.

5.6 Workstream 2 - Melton Mowbray Cycle Network

- 5.6.1 A network of cycle routes and supporting infrastructure is proposed across the town. These routes would connect the town centre and other key destinations, including the town's main industrial estates/employment areas, hospital, schools and planned development areas. The proposed network would be divided into six key routes, as shown in Figure 10 on page 25.
- 5.6.2 The proposed cycle network will be further developed and refined during the next stage of work, including exploring potential changes or additions to the network suggested during the public engagement. The proposed network will form the basis for investing in cycling and walking improvements across the town. This could include reallocating existing road space to cyclists and pedestrians or providing new facilities, such as pedestrian crossings. The proposed network will complement and support the emerging proposals for the town centre highway network (see Workstream 1 above), as well as the orbital cycle route that is due to be constructed alongside the MMDR (as indicatively shown in Figure 9).

Figure 9: Proposed Melton Mowbray Cycle Network



Key

- MMDR Northern
 MMDR Eastern
 MMDR Southern
- Route 1 - Melton Foods
 Route 2 - Melton Hospital
- Route 3 - Mars Industrial Area
 Route 4 - Hudson Road Industrial Area
- Route 5 - Town Centre North
 Route 6 - Town Centre South

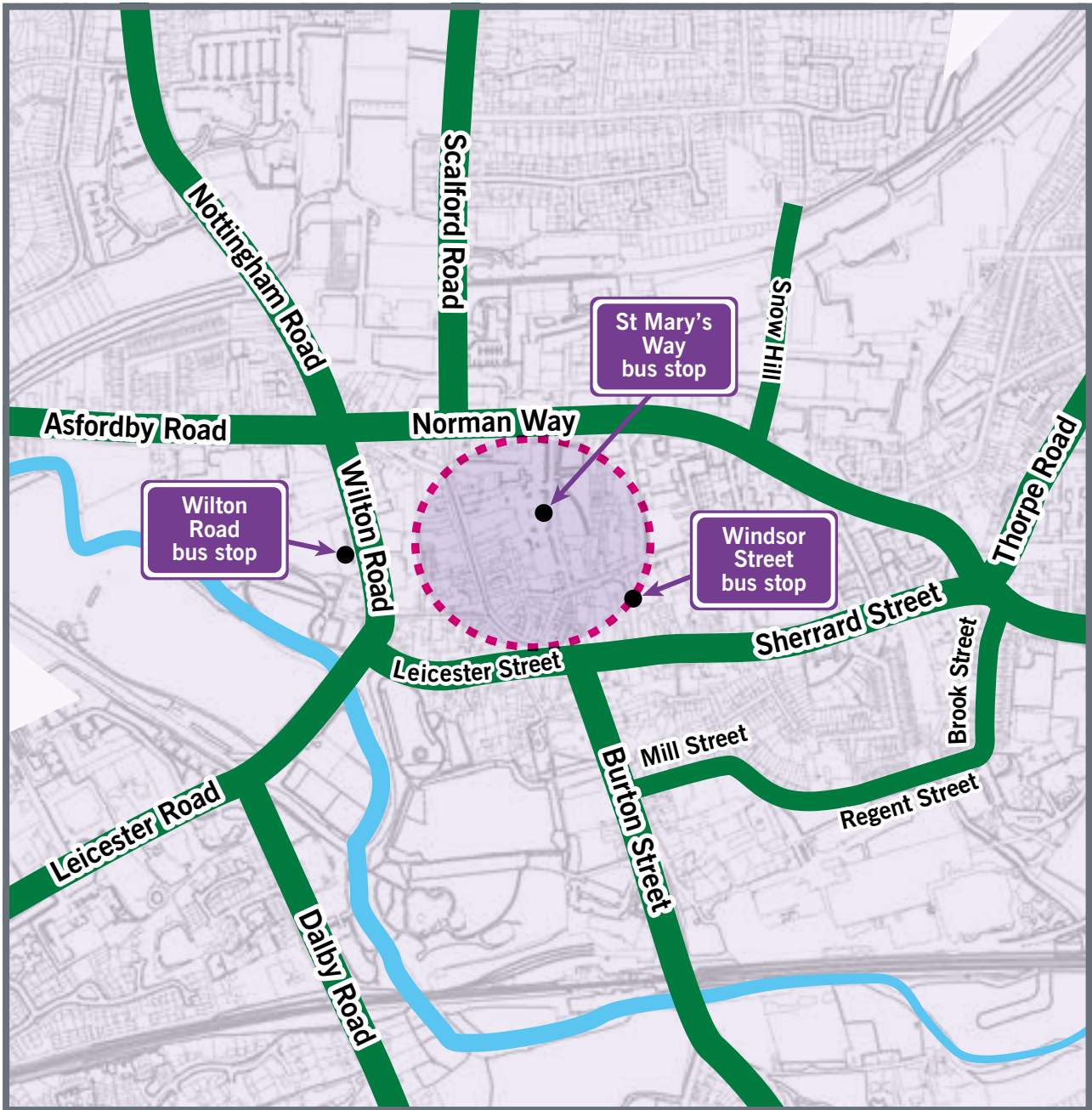
5.7 Workstream 3 - Melton Mowbray Road Passenger Transport Network

- 5.7.1 The full MMTS will investigate the future development of Melton Mowbray's road passenger transport network and will include engagement with passenger transport operators, developers and other key stakeholders.
- 5.7.2 Covid-19 has had a very dramatic impact on the numbers of people traveling on passenger transport across the country and it is too soon to know whether numbers will ever return to pre-pandemic levels. As part of this investigation the long-term implications of the Covid-19 pandemic on road passenger transport will be considered, along with potential changes to the highway network (including through Workstream 1 above) and emerging proposals for regeneration of the town centre on bus routeing.
- 5.7.3 During the next stage of work, we will explore:
- opportunities to enhance existing commercial bus routes serving the town, and better daytime passenger transport connections for local journeys within the town and inter-urban journeys e.g. to Leicester and Nottingham
 - whether more flexible, 'on-demand' road passenger transport services (such as the 'Arriva Click' services, [information about which can be found here](#), currently operating at the New Lubbesthorpe development) could help meet future transport needs
 - opportunities to better integrate bus services within the town and make cross-town journeys/connections to inter-urban bus routes more feasible
 - what, if any, additional infrastructure and facilities could be provided within the town to support the road passenger transport network.
- 5.7.4 To support the development of holistic solutions to future road passenger transport within the town, Leicestershire County Council will continue to work with developers to agree appropriate passenger transport planning obligations (contributions) for their sites.
- 5.7.5 We will also continue to review our ongoing financial commitment towards Melton Mowbray's road passenger transport network, including in response to any changes to commercial bus services, in accordance with our Passenger Transport Policy and Strategy and future Bus Service Improvement Plan.


5.8 Workstream 4 - Town Centre 'Bus Hub'

- 5.8.1 As part of any future regeneration of the town centre, there could be opportunities to develop an enlarged 'bus hub' on St Mary's Way (Figure 11 on page 27). This could potentially accommodate all of the town's main bus stops and be equipped with new and improved passenger facilities.
- 5.8.2 Consolidating the bus stops in a single location would create a more cohesive 'gateway' to the town centre for passengers, simplifying understanding of where to catch a bus from the town centre, as well as enabling easier interchange (passenger connections) between services.

Figure 10: Key existing town centre bus stops and the broad location of the proposed St Mary's Way 'Bus Hub'



Key

 Possible area of consideration for a Bus Hub

5.8.3 The further development of the 'bus hub' concept will need to be undertaken in conjunction with any future plans for regenerating the town centre. It will also allow potential alternative locations for a bus hub to be considered, including suggestions made during the public engagement.

5.9 Workstream 5 - Bus Stop Infrastructure

5.9.1 Aside from the proposed 'bus hub', it is proposed to develop a programme of targeted improvements to bus stops elsewhere in the town, where evidenced by existing usage and/or potential to encourage increased usage.

5.10 Workstream 6 - Passenger Rail Services

5.10.1 The Leicester and Leicestershire Rail Strategy (LLRS) was produced in 2017 by a partnership of Leicestershire County Council, Leicester City Council and the Leicester and Leicestershire Enterprise Partnership. The full MMTS will align with the LLRS priorities.

5.10.2 The LLRS provides a basis for future engagement with key organisations responsible for the planning and delivery of future enhancements to the rail network, including the government (Department for Transport), Network Rail, Midlands Connect and train operators.

5.10.3 One of the LLRS priorities is to improve the Birmingham to Stansted Airport route (currently provided by Cross Country Trains). This route provides the vast majority of train services that pass through Melton Mowbray and provides the town's main and direct passenger rail transport connection to Leicester, Oakham, Peterborough. In comparison, direct services to London are very limited.

5.10.4 Potential benefits of improvements to Melton Mowbray include faster and/or more frequent services, providing better alternatives to the car for journeys to key local, regional and national destinations.

5.10.5 The full MMTS will also take account of any future outputs and recommendations emerging from ongoing studies commissioned by Melton Borough Council to explore potential opportunities to improve rail connections between Melton Mowbray and Nottingham.

5.11 Workstream 7 - Melton Mowbray Railway Station 'Step-Free' Accessibility

5.11.1 It is proposed to explore the potential to install pedestrian crossing facilities that don't have steps at Melton Mowbray railway station, to overcome existing accessibility constraints and help boost the proportion of journeys to and from the town by train. This would need to be undertaken in partnership with the rail industry, Melton Borough Council and other stakeholders as appropriate.

5.12 Workstream 8 - Town Centre Parking Provision

- 5.12.1 It is proposed to explore opportunities for a joint review of parking provision and usage across Melton Mowbray, with Melton Borough Council, to identify any changes that could support the delivery of the full MMTS.
- 5.12.2 The scope of any review could include the quantity, locations, regulation and pricing of parking facilities in and around the town centre (on-street and off-street). Leicestershire County Council is responsible for on-street car parking provision, while Melton Borough Council owns and manages the town's public off-street car parks. Any review would also need to have regard to any emerging aspirations for regenerating the town centre.

5.13 Workstream 9 - Emerging and Future Transport Technologies

- 5.13.1 It is proposed to explore opportunities to equip Melton Mowbray's transport system to cater for key emerging and anticipated future technological advances. In particular this incorporates those new/emerging technologies required to support the decarbonisation of the town's transport system, such as electric vehicle charging facilities. Any proposals will be informed by the latest developments in the market for electric vehicles and other emerging technologies, including technological advances, changes in government policy and funding opportunities.

5.14 Workstream 10 - 'Behaviour Change' Initiatives

- 5.14.1 The full MMTS will include a programme of behavioural change initiatives to increase levels of walking, cycling and passenger transport use across Melton Mowbray, supporting the wider sustainable transport improvements proposed through the strategy. See chapter 5 of the main strategy document and/or our [Choose How You Move](#) website for examples of what this might include.

5.15 Workstream 11 - Local Traffic Management Issues

- 5.15.1 The full MMTS will seek to address significant residual local traffic management issues in and around the town that are not addressed through other components of the strategy. The specific locations and issues to be explored will be informed by feedback and evidence received from members of the public and key stakeholders, including comments and suggestions received during the public engagement.

5.16 How the Workstreams Will Help Realise Aspirations for the Full MMTS

5.16.1 The table below summarises how the planned workstreams will support the development of a comprehensive package of interventions for the full MMTS, building on the foundations created by the interim strategy (as identified previously in Chapter 4 of this document).

Key Issues	How will the full strategy build on the interim version in respect of this issue?	Through which of the planned workstreams will this be achieved?
Existing Transport Network Performance and Constraints	<ul style="list-style-type: none"> • Will set out definitive and comprehensive proposals for transforming the town's cycling and walking facilities along existing routes into the town (noting the low-key, intermittent standard of current facilities), to maximise the benefits of removing large volumes of traffic from these routes. 	<ul style="list-style-type: none"> • Workstreams 1 and 2
	<ul style="list-style-type: none"> • Will seek to improve passenger transport services and infrastructure, whilst identifying a financially sustainable long-term approach to passenger transport provision within the town 	<ul style="list-style-type: none"> • Workstreams 3, 4,5, 6 and 7
	<ul style="list-style-type: none"> • Will seek to reduce levels of car dependency within the town and wider Melton Borough by implementing proposals to aid such change, including those described above 	<ul style="list-style-type: none"> • Workstreams 1, 2, 3, 4, 5, 6, and 7

Key Issues	How will the full strategy build on the interim version in respect of this issue?	Through which of the planned workstreams will this be achieved?
Supporting Growth and Economic Development	<ul style="list-style-type: none"> Will provide a comprehensive, holistic approach to improving walking, cycling and passenger transport links between the town centre (or other key services/facilities within the town) and planned growth areas, including the Melton Mowbray North and South Sustainable Neighbourhoods. By extension, this will provide a strong foundation for working with developers to coordinate investment and implement such improvements.¹ 	<ul style="list-style-type: none"> Workstreams 1,2, 3, 4 and 5
	<ul style="list-style-type: none"> Will identify opportunities created by the delivery of the MMDR to support regeneration and enhancement of public spaces in and around the town centre. 	<ul style="list-style-type: none"> Workstreams 1, 4, and 8
Transport's Carbon Footprint and Local Environmental Impacts	<ul style="list-style-type: none"> Will substantially expand the range of measures to encourage sustainable travel choices, including comprehensive improvements to walking, cycling and passenger transport services and infrastructure within the town, and/or any promotional, behaviour change initiatives/programmes. 	<ul style="list-style-type: none"> Workstreams 1, 2, 3, 4, 5, 6, 7 and 10

¹ Whilst providing appropriate walking, cycling and passenger transport connectivity to growth areas is generally the responsibility of developers, the cumulative nature of growth across Melton Mowbray (with many different sites and developers) and overlapping transport requirements means that, in this instance, a developer-led approach is likely to result in piecemeal improvements which (individually and collectively) fail to meet overall needs and/or maximise the wider benefits of investment in the town. A piecemeal approach is especially unlikely to provide a sustainable long-term foundation for passenger transport provision within the town.

Key Issues	How will the full strategy build on the interim version in respect of this issue?	Through which of the planned workstreams will this be achieved?
Transport's Carbon Footprint and Local Environmental Impacts	<ul style="list-style-type: none"> • Will explore opportunities to provide additional electric vehicle charging infrastructure within the town to support the decarbonisation of the transport system. 	<ul style="list-style-type: none"> • Workstream 9
	<ul style="list-style-type: none"> • Will identify opportunities created by the delivery of the MMDR to enhance the quality of public spaces and/or improve the setting of the town's key socio-cultural and historic assets. 	<ul style="list-style-type: none"> • Workstreams 1, 4, 8 and 11
Access to Services and Opportunities	<ul style="list-style-type: none"> • Will identify more comprehensive improvements to walking, cycling and passenger transport services and infrastructure within the town, which will, in turn, provide better access to services and opportunities for those without access to a car (both to key local services and facilities within the town and wider destinations providing an increased range and choice of facilities and opportunities 	<ul style="list-style-type: none"> • Workstreams 1, 2, 3, 4, 5, 6, and 7
	<ul style="list-style-type: none"> • Will seek to reduce levels of car dependency within the town and wider Melton Borough by implementing proposals to aid such change, including those described above. 	<ul style="list-style-type: none"> • Workstreams 1, 2, 3, 4, 5, 6, and 7
Supporting Good Health, Safety and Wellbeing	<ul style="list-style-type: none"> • Will substantially expand the range of measures to encourage active travel by identifying more comprehensive improvements to walking and cycling infrastructure, as well as supporting promotional, behaviour change initiatives/ programmes within the town. 	<ul style="list-style-type: none"> • Workstreams 1, 2 and 10

Key Issues	How will the full strategy build on the interim version in respect of this issue?	Through which of the planned workstreams will this be achieved?
Availability of Funding	<ul style="list-style-type: none"> Will expand opportunities to secure funding for transport improvements within the town, by identifying/ developing proposals beyond the scope of the interim MMTS. 	<ul style="list-style-type: none"> All workstreams
	<ul style="list-style-type: none"> Will seek to identify a financially sustainable, long-term approach to passenger transport provision within the town. 	<ul style="list-style-type: none"> Workstream 3

5.17 Delivering the Workstreams

Work to develop and deliver proposals will require the extensive involvement of a range of external partners and stakeholders, as well as significant funding, to achieve the wide range of transport, economic, health and environmental benefits that the MMTS is intended to deliver. This will not be something that Leicestershire County Council could do, or afford, on its own. We will therefore seek to progress the work and secure funding towards it, from other sources, in accordance with Policy 3 below.

Policy 3 - Development and Delivery of the Full MMTS

Leicestershire County Council will work with Melton Borough Council, developers and other key partners and stakeholders, as appropriate, to progress the workstreams described within Chapter 5 of the Interim MMTS document.

The County Council will also pursue suitable opportunities to fund and/or deliver any specific proposals identified through the workstreams (which could include the initial scheme ideas outlined within Chapter 5 of the Interim MMTS document), noting that such funding and delivery opportunities may arise prior to the overall completion and adoption of the Full MMTS.

Pursuant to the above, developer contributions will be sought in accordance with Policy 4 of the Interim MMTS, as appropriate, towards:

- The taking forward of the further work required under the workstreams, and/or;
- The delivery of specific proposals emerging from the workstreams, in full or in part.

6. Implementation of the Strategy

6.1 Status of the Interim MMTS Document

6.1.1 The interim MMTS document defines our planned approach to investment in Melton Mowbray's transport system, until superseded by the full MMTS.

6.2 Process for Completing the Full MMTS Document

6.2.1 Work to develop the full MMTS will be undertaken in accordance with the planned workstreams set out in chapter 5 of this document, subject to funding and sufficient understanding of the wider matters outlined in the introduction to chapter 5.

6.2.2 The full MMTS will be subject to further public engagement and approval by Leicestershire County Council. Once approved, it will replace the interim MMTS, providing a comprehensive outline of our planned approach and priorities for investing in the town's transport system through to at least 2036.

6.3 Interim Approach to Funding

6.3.1 Due to the large scale of investment required, the delivery of schemes proposed in both the interim and future full strategy will be reliant on external funding.

6.3.2 The cost of delivering the interim MMTS proposals is over £100m, with the full MMTS having the potential to include further major transport infrastructure enhancements within the town.

6.3.3 Developer contributions will be an essential component of external funding. The principle of developer contributions towards the MMTS is already well established and is underpinned within the adopted Melton Local Plan. Policy 4 is intended to build on and complement Policies IN1 and IN3 of the Local Plan, by setting out in more detail how contributions towards the MMTS will be sought in future.

Policy 4 – Developer Contributions Towards the MMTS

Where a transport assessment indicates that development will add to the cumulative traffic and other transport problems of Melton Mowbray, Leicestershire County Council, as the Local Highway Authority, will seek proportionate contributions towards the delivery of the MMTS.

The contributions sought may be financial or ‘in kind’ (as defined within the National Planning Policy Framework – NPPF; e.g. developer-led delivery of specific schemes identified through the MMTS) and will be attributable to one or more of the types (i.- iii.) described below, as appropriate:

- i. a Strategic Highway Contribution towards the delivery of required improvements to the town’s road network, including but not limited to the MMDR. The total contribution for each development/site will be calculated on a pro-rata basis (e.g. based on numbers of dwelling and/or floorspace) as agreed between Melton Borough Council (as the local planning authority) and Leicestershire County Council (as the local highway authority)
- ii. an Active Travel Contribution towards the provision of new cycling and walking infrastructure and associated promotional activities within the town. The contribution will be equal in value to the agreed costs of any standalone cycling and walking measures required to make the development ‘acceptable’ in transport terms, as identified through the transport assessment
- iii. a Passenger Transport Contribution towards the provision of new or enhanced road passenger transport services and/or the delivery of new passenger transport infrastructure within the town. The contribution will be equal in value to the agreed costs of any standalone passenger transport service and/or infrastructure proposals required to make the development ‘acceptable’ in transport terms, as identified through the transport assessment.

In relation to points (ii) and (iii) above, the contribution will be accompanied by a review mechanism, to determine whether it should be provided as a financial or ‘in kind’ contribution, along with the specific details of the proposal(s) to be implemented. The review mechanism will be triggered at or before the point that the contribution becomes due under the conditions and/or obligations attached to planning permission.

‘In kind’ contributions will only be agreed where they align with the proposals and/or workstreams identified through the MMTS and are in accordance with the appropriate Leicestershire County Council and/or government design guidance at the time of securing such funds.

