East Midlands Gateway
Phase 2 (EMG2)

Document DCO 6.6B/MCO 6.6B
ENVIRONMENTAL STATEMENT

Volume 2 Technical Appendices

Appendix 6B

Sustainable Transport Strategy

July 2025

06

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

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East Midlands Gateway

Phase 2

Sustainable Transport Strategy

June 2025

East Midlands Gateway

Phase 2

Sustainable Transport Strategy

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June 2025

Produced by:

For:

Contact:

Integrated Transport Planning Ltd.
1st Floor, 1 Broadway
Nottingham
NG1 1PR
UNITED KINGDOM

0115 824 8250
www.itpworld.net

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Client	SEGRO
Project Code	3897
Project Name	EMG2
Project Director	Jim Bradley
Project Manager	Stephanie Meyers
Quality Manager	Jim Bradley
Additional Team Members	Philip Coe, Louise Twining
Sub-Consultants	n/a
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1-1	PC6158	Draft for external comment	LT & PC	SM	SM	01/10/24
1-0	PC6158	Draft for internal comment	LT & PC	SM	JB	04/09/24

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Appendix A EMG2 Proposed Public Transport Investment Strategy

1. Introduction

1.1 Integrated Transport Planning (ITP) has been appointed by SEGRO Properties Ltd (SEGRO) to prepare this Sustainable Transport Strategy (STS) 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 det out in Table 1-1.

Table 1-1: EMG2 Project Components

Main Component	Details	Works Nos.
DCO Application/DCO Scheme		
EMG2 Works	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.	DCO Works Nos. 1 to 5 as described in the draft DCO.
	Together with an upgrade to the EMG1 substation and provision of a community park.	DCO Works Nos. 20 and 21 as described in the draft DCO.
Highway Works	Works to the highway network: the A45. EMG2 access junction works; significant improvements at Junction 24 of the M1 (referred to as the J24 Improvements) and works to the wider highway network including active travel works.	DCO Works Nos. 6 to 19 as described in the draft DCO.
MCO Application/MCO Scheme		

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 access works.	MCO Works Nos. 3A, 3B, 5A, 5B, 5C, 6A and 8A in the draft MCO.

1.4 The MCO application provides for additional warehousing development on Plot 16 to which a different arrangement at EMG1 will apply. Accordingly, this STS only applies to the DCO Scheme.

1.5 This STS 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 emphasis on sustainable transport set out in this STS aligns with SEGRO's corporate Responsible SEGRO[1] framework which has a focus on sustainability and low carbon growth for all new developments. Sustainable commuting is integral to this framework; hence the EMG2 Main Site proposals have been developed with a clear priority to reduce carbon emissions by promoting sustainable commuting, supporting access to employment, and improving health and wellbeing of the workforce.

1.7 This STS is also supported by:

- A Transport Assessment (TA) prepared by BWB, which describes in detail the site layout, the proposed vehicle access, and any potential highway impact (Document 6.6B).
- A Framework Travel Plan (FTP) prepared by ITP, which sets out the practicalities of working with the end-occupiers to promote, incentivise and monitor sustainable commuting (also in this Appendix - Document 6.6E).

Report Structure

1.8 The remainder of the STS is structured as follows:

- Section 2 provides an overview of the proposed development and anticipated trip generation.

[1] SEGRO. (n.d.) *Responsible SEGRO*. Available at: https://www.segro.com/responsible-segro (Accessed: 20 June 2025).

- Section 3 summarises the sustainable travel policy context.
- Section 4 identifies existing sustainable transport options.
- Section 5 outlines the existing travel patterns of the local population and workforce.
- Section 6 explains the stakeholder engagement that has taken place to inform the STS and wider integration with other strategic developments.
- Section 7 sets out the proposed sustainable transport strategy including the aim, objectives and targets, followed by the measures to deliver the strategy by mode.
- Section 8 detail how it will be funded and managed.
- Section 9 explains the anticipated impacts of the strategy.
- Section 10 concludes the strategy.

1.9 The structure of this document was shared with the EMG2 Transport Working Group prior to developing the detail of the STS.

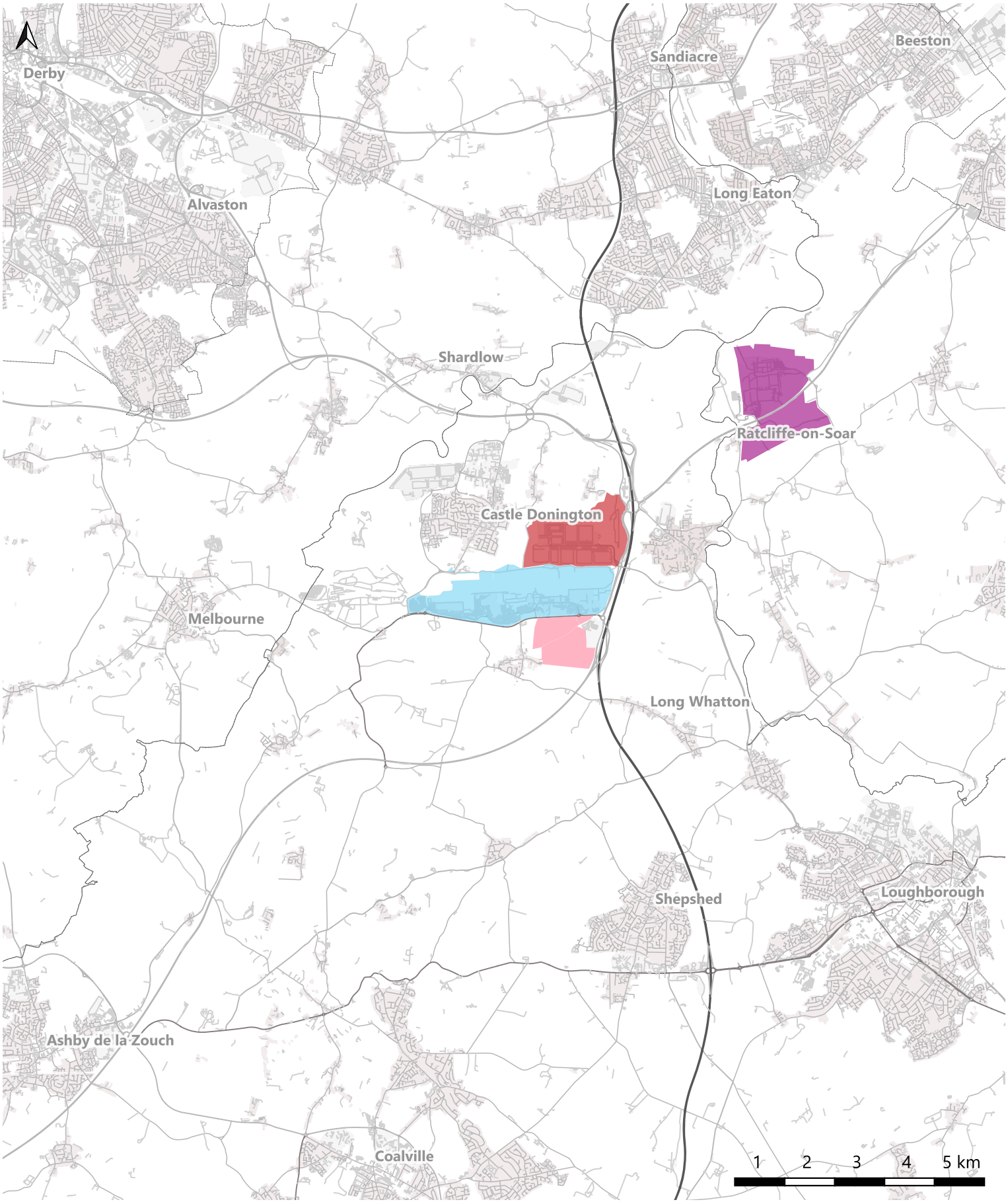
2. Proposed Development

Location

2.1 Regionally, the EMG2 Main Site 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). It also falls within the East Midlands Freeport[2], which has been developed to drive economic regeneration across the East Midlands. There are three clusters within the Freeport area and EMG1 and EMG2 fall within the East Midlands Airport and Gateway Industrial Cluster (EMAGIC)[3].

2.2 The wider EMAGIC cluster complements two other proposed developments within the East Midlands Freeport, the Ratcliffe-on-Soar Power Station[4] site in Nottinghamshire, which was granted Local Development Order planning status in July 2023; and the East Midlands Intermodal Park[5] (EMIP) in South Derbyshire. The site's relationship with other proposed strategic developments in close proximity has been considered within this STS. Figure 2-1 visualises the geographic context of the site.

[2] East Midlands Freeport. (n.d.) *East Midlands Freeport*. Available at: https://www.emfreeport.com/ (Accessed: 20 June 2025).
[3] 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).
[4] East Midlands Freeport. (n.d.) *Ratcliffe-on-Soar Power Station Site*. Available at: https://www.emfreeport.com/site/racliffe-on-soar-power-station-site/ (Accessed: 20 June 2025).
[5] 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).



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Key

- East Midlands Gateway 1
- East Midlands Gateway 2 Main Site (Proposed)
- East Midlands Airport
- Ratcliffe-on-Soar Power Station (Consented)

Project
East Midlands Gateway Phase 2

Figure title
EMG2 Site Context

Revision
A

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Sep 2024

Figure number
Figure 2-1

Use & Operations

2.3 The EMG2 Main Site comprises of approximately 400,000sqm Gross Floor Area (GFA) of development, including 100,000sqm of mezzanine, which will accommodate several units of general industrial, storage and distribution. This will be accompanied by ancillary offices and associated roads, parking, and landscaping. Further details of the proposed development on the EMG2 Main Site are contained in Chapter 3 of the Environmental Statement.

2.4 It is anticipated that the EMG2 Main Site could create approximately 4,000 new jobs and when combined with the existing workforces at EMG1 (approximately 6,000 employees) and East Midlands Airport (approximately 10,000 employees) it will create a regionally significant employment hub of approximately 20,000 employees. In line with the Freeport timescales, if the first commercial operations begin in 2029, it is anticipated the Scheme could be fully developed by 2033.

2.5 It is expected that business located at 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

2.6 There will be a small number of office and administration employment opportunities, 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.

2.7 As with EMG1, SEGRO will work with each business located at the site to encourage, so far as possible, the staggering of shift times to elongate the employee arrivals/departures window. 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

2.8 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.

3. Relevant Policy

3.1 This section sets out the national and local policy context and how the STS aligns with this to support these sustainability objectives.

National Planning Policy Framework

3.2 Chapter 9 of the National Planning Policy Framework (NPPF) sets out the ways that developments should be promoting sustainable transport, highlighting that transport should be considered at the earliest stages of plan-making and development proposals. The reasons for considering transport issues are detailed in paragraph 109 including addressing impacts on transport networks, utilising opportunities from existing infrastructure and technology, promoting walking, cycling and public transport usage and considering the environmental impacts of traffic and transport infrastructure.

3.3 Paragraph 117a specifically states that applications for development "should give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use".

3.4 EMG2's Sustainable Transport Strategy meets these policy objectives by setting out the active travel infrastructure provision and integrating with the current bus network. It seeks to make best use of existing transport facilities alongside proposed enhancements to existing bus services, to ensure their capacity can manage the increased demand because of the Scheme's development.

National Networks National Policy Statement

3.5 The EMG2 development is subject to the provisions of the National Networks National Policy Statement (NN NPS). Paragraph 5.287 of the NN NPS highlights the importance of ensuring that developments are designed to encourage sustainable transport choices, including walking, cycling, and public transport, and to reduce the need for car travel. The EMG2 Sustainable Transport Strategy aligns with this policy by prioritising active travel infrastructure, enhancing connectivity to public transport, and reducing reliance on single occupancy vehicle use. This integrated approach supports the NN NPS objectives by mitigating transport-related environmental impacts and promoting

a more sustainable, accessible transport network for the workforce and wider community.

Leicestershire Local Transport Plan

3.6 One of the key parts of Leicestershire's Local Transport Plan (LTP3) is to encourage more active and sustainable travel to reduce congestion but also reduce carbon emissions from road transport, provide enhanced access to jobs and training and improve people's health. The short-term approach focuses on improving the marketing of, and information on existing facilities and services that enable people to travel by bike, on foot, by bus and by rail.

3.7 This local policy has since been updated (LTP4) with Phase One (up to 2030) of the guidance identifying the key challenges faced across Leicestershire and the Council's strategic vision, themes and policies required to address them. As part of *Core Policy 2,* a safe, accessible, connected and sustainable transport network must be delivered to provide access to employment and achieve economic growth, whilst also protecting the environment.

3.8 The STS supports these goals by setting out the sustainable transport options for getting to the EMG2 Main Site, but also the wider marketing and engagement activities with the end-occupiers and their employees, to embed sustainable commuting within the new workforce.

Leicestershire Bus Service Improvement Plan

3.9 Leicestershire County Council's (LCC) Bus Service Improvement Plan (BSIP) focuses on targets to improve passenger growth, customer satisfaction, journey times, reliability, and bus emission standards across Leicestershire's bus network. The BSIP acknowledges that EMG1 is one of the major employment areas in Leicestershire and that it is vital for public transport to be maximised for workers at EMG. Although the BSIP did not receive central government funding in 2022, LCC, local bus operators and district councils are continuing to move forward with the Plan through Leicestershire's Enhanced Partnership[6].

[6] Leicestershire County Council. (n.d.) *Enhanced Partnership Plan and Scheme.* Available at: https://www.leicestershire.gov.uk/roads-and-travel/buses-and-public-transport/enhanced-partnership-plan-and-scheme (Accessed: 20 June 2025).

3.10 The development of the EMG2 Main Site would help support Leicestershire to work towards its BSIP targets by promoting and encouraging public transport use amongst employees and therefore creating increased patronage on the existing network.

Leicestershire Local Cycling & Walking Strategy

3.11 The vision for Leicestershire's Cycling and Walking Strategy is for "Leicestershire to become a county where walking and cycling are safe, accessible and an obvious choice for short journeys and a natural part of longer journeys, helping to deliver healthier, greener communities."

3.12 Policy 2 of the strategy sets out that "new residential and employment developments should be built in line with current walking and cycling guidance with land developers providing funding for revenue measures. Policy 4 is to maximise opportunities for people to undertake cycling and walking as part of journeys linking up with passenger transport (bus and rail)".

3.13 In line with this, the development of the EMG2 Main Site will promote connectivity to other modes of transport through the provision of appropriate walking and cycling routes through the EMG2 Main site, including shared paths along the length of the estate road to connect the proposed bus interchange with each employment unit.

4. Existing Transport Options

4.1 This section outlines the existing sustainable transport options, including any on and off-site active travel infrastructure and public transport services.

Active Travel

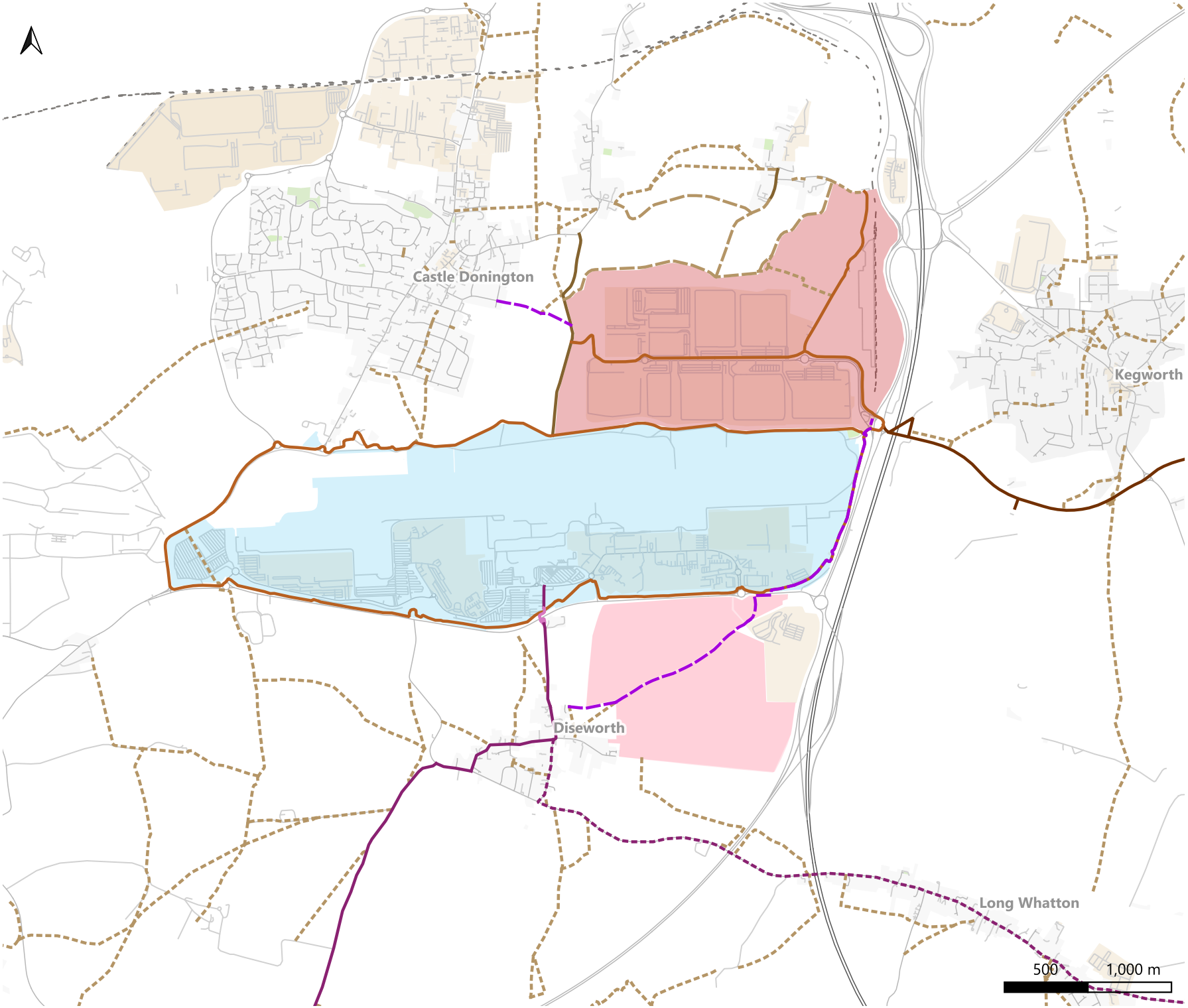
Supporting Infrastructure

4.2 An unclassified single-track road with an unbound gravel surface, known as Hyam's Lane, dissects the EMG2 Main Site from south-west to north-east. A registered Public Right of Way (PRoW) footpath (L45/L46) follows the route of Hyam's Lane. This PRoW is currently used by pedestrians, cyclists and equestrians, providing connectivity between Diseworth Village and Donington Park 'Moto' Services. This existing route will be retained.

4.3 There are currently no cycle facilities (e.g. covered cycle parking) within the existing boundary of the EMG2 Main Site, given the nature of its current use.

Wider Infrastructure

4.4 The area surrounding the EMG2 Main Site benefits from an existing network of PRoW footpaths and bridleways, offering the potential to attract future employees from the local area who may find it most convenient to walk the short distance to the site, as well as providing infrastructure to facilitate last-mile journeys by these active modes. There are existing PRoW connections from Diseworth, Kegworth and Castle Donington. Hemington and Lockington will be accessible via EMG1. The existing cycle and Public Right of Way (PRoW) network is shown in Figure 4-1.



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Key

Active Travel

- NCN On Road Cycleway
- NCN Traffic Free Cycleway
- NCN Link Route
- Shared Use Footway/Cycleway
- Private Road Permissive Path
- Quiet Lane
- Proposed Improvement
- Public Bridleway
- Public Footpath

Rail

- Railway

Developments

- EMG1
- EMG2
- EMA

* *NCN = National Cycle Network*

Client
SEGRO

Project
East Midlands Gateway Phase 2

Figure title
Active Travel Infrastructure Context

Revision	Project number
A	P-PC6158
Figure number	**Date**
Figure 4-1	Mar 2025

Public Transport

Bus

4.5 There are four existing bus services which pass the EMG2 Main Site, these are: the skylink Express, skylink Nottingham, skylink Derby and Airway 9. These services provide bus connectivity between the key cities of Nottingham, Derby and Leicester as well as EMA, EMG1 and the Nottingham Express Transit (NET) tram service at Clifton Park and Ride. The skylink Derby service is operated by Kinchbus, the skylink Express and skylink Nottingham are operated by trentbarton and the Airway 9 is operated by Diamond bus. Trentbarton and Kinchbus are both subsidiaries of the Wellglade Group. Whilst not connected directly to the EMG2 Main Site, the my15 bus service connects Ilkeston with EMA, where employees will be able to interchange onto other services.

4.6 In addition to the fixed route bus services outlined above, Nottinghamshire County Council introduced a Demand Responsive Transport (DRT) service in May 2023 called 'Nottsbus On Demand' which operates within the West Rushcliffe Zone (Z4) providing a bus service from settlements in south Nottinghamshire to EMA, East Midlands Parkway (EMP), EMG1 and University of Nottingham's Sutton Bonington campus. There is the potential to extend the service to encompass the EMG2 Main Site to provide local services for those not on conventional bus routes and a new connection to EMP train station.

4.7 A summary of the existing bus services close to the EMG2 Main Site is provided in Table 4-1 and visualised in Figure 4-2 and Figure 4-3. This demonstrates the reach of bus services across Nottinghamshire, Derbyshire and Leicestershire serving EMA, EMG1 and in the future, the EMG2 Main Site.

Table 4-1: Existing Bus Service Routes, Frequencies and Hours of Operation

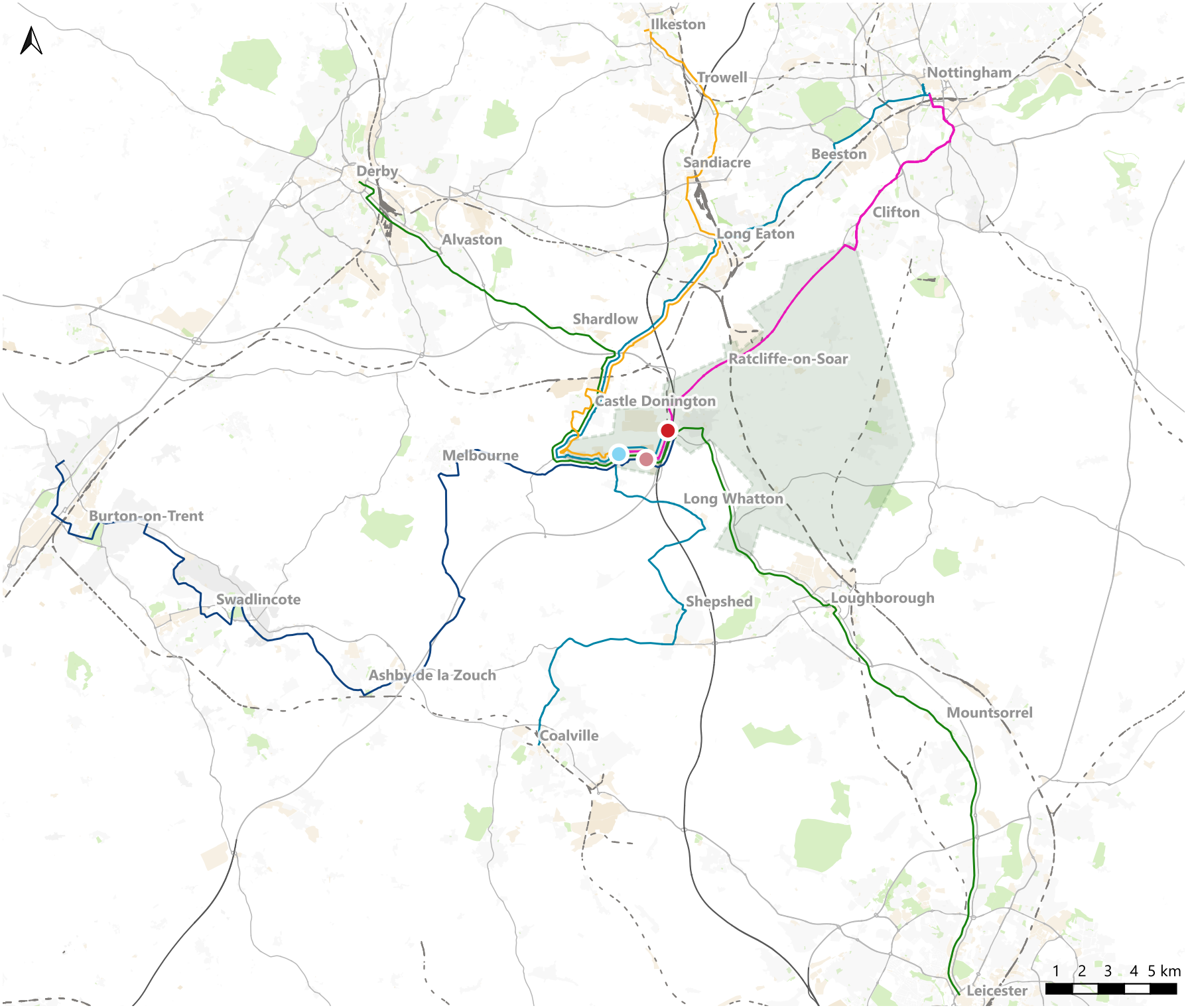
Service	Operator	Route	Frequency[7]	Hours of operation
skylink Derby-Leicester	Kinchbus	Leicester – Loughborough - Kegworth – EMG – EMA1 – Castle Donington - Derby	4 buses per hour	24/7

[7] May 2023 typical bus service frequencies

		EMG1- Loughborough	4 buses per hour (09:00-21:00) 3 buses per hour (05:00-09:00) 2 bus per hour (21:00-00:00) 1 bus per hour (00:00 – 05:00)	24/7
skylink Express	trentbarton	Nottingham - Clifton - non-stop to EMG1	2 buses per hour	4:00am-11:00pm
skylink Nottingham	trentbarton	Nottingham - Long Eaton - Castle Donington – EMA – EMG1	3 buses per hour (2 buses per hour at EMG)	24/7
		EMA – Diseworth – Long Whatton - Coalville	1 bus per hour	4:30am-7:00pm
Airway 9	Diamond Bus	Horninglow – Burton – Ashby – Melbourne – EMA – EMG1	1 bus per hour[8]	4:15am-10:30pm
my15	trentbarton	Ilkeston – Stapleford – Old Sawley – Castle Donington - EMA	2 bus per hour	5:00am-midnight
Nottsbus DRT	Nottinghamshire County Council and trentbarton	West Rushcliffe Zone[9]	Flexible	7:00am-midnight

[8] Does not serve EMG on Sundays between 07:25 – 17:05

[9] Nottsbus On Demand operates in four zones in Nottinghamshire, the West Rushcliffe Zone covers EMG1 and EMA with the zone map available here https://www.nottinghamshire.gov.uk/media/5081614/z4-west-rushcliffe-zone-leaflet.pdf



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Reviewed: SM
Date: Mar 2025

Key

Public Transport

- Airway 9
- my15
- skylink Derby
- skylink Express
- skylink Nottingham
- DRT West Rushcliffe Zone
- Railway

Interchanges

- EMG1 Bus Interchange
- EMG2 Bus Interchange
- EMA Bus Interchange

Client
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Project
East Midlands Gateway Phase 2

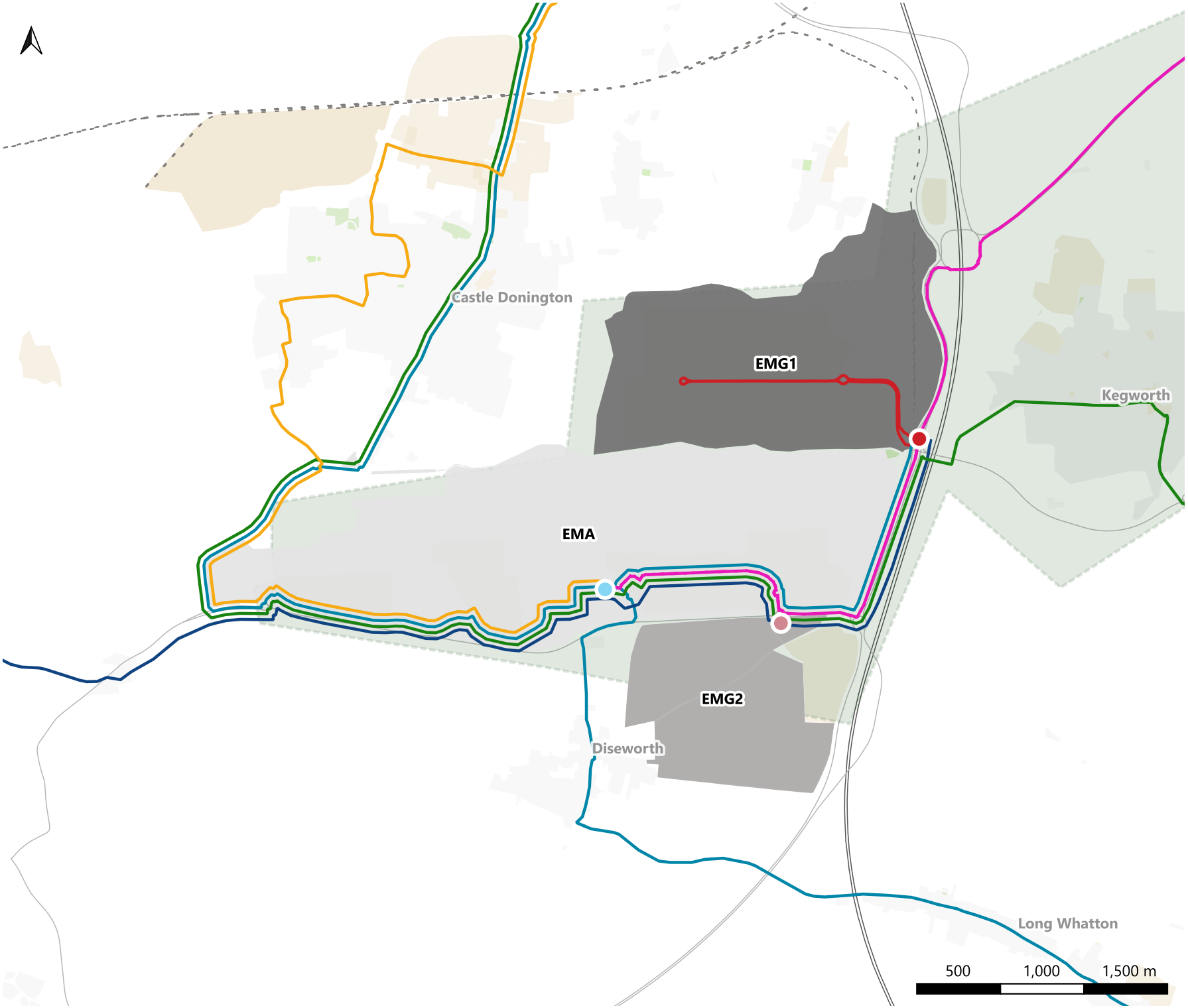
Figure title
Existing Bus Services

Revision
A

Project number
P-PC6158

Figure number
Figure 4-2

Date
Mar 2025



Prepared	Reviewed	Date
PC	SM	Mar 2025

Key

Public Transport

- Airway 9
- my15
- skylink Derby
- skylink Express
- skylink Nottingham
- DRT West Rushcliffe Zone
- EMG1 Shuttle
- Railway

Developments

- EMG1
- EMG2
- EMA

Interchanges

- EMG1 Bus Interchange
- EMG2 Bus Interchange
- EMA Bus Interchange

Client

SEGRO

Project

East Midlands Gateway
Phase 2

Figure title

Existing Bus Services
EMAGIC Cluster

Revision	Project number
A	P-PC6158
Figure number	**Date**
Figure 4-3	Mar 2025

Rail

4.8 EMP train station is located 5 miles to the north-east of the EMG2 Main Site, with direct trains to Leicester, Loughborough, Derby and Nottingham as well as services outside of the East Midlands to London St Pancras and Sheffield (Table 4-2).

Table 4-2: Existing Rail Service Routes and Frequencies

Train Operator	Route Beginning and End	Additional Calling Points	Approx. Frequency
East Midlands Railway	London St Pancras - Nottingham	Kettering, Market Harborough, Leicester, Loughborough, EMP, Beeston, Nottingham	2 per hour
East Midlands Railway	London St Pancras - Sheffield	Leicester, Loughborough EMP, Long Eaton, Derby, Belper, Chesterfield, Dronfield	2 per hour
East Midlands Railway	Leicester - Lincoln	Syston, Sileby, Barrow-upon-Soar, Loughborough, EMP, Beeston, Nottingham, Carlton, Burton Joyce, Thurgaton, Bleasby, Fiskerton, Rollerston, Newark Castle, Swinderby, Hykeham, Lincoln	Hourly

4.9 Prior to the introduction of the Notts Bus On Demand service, there were no direct public transport connections between EMP and the nearby developments in the EMAGIC Freeport cluster. This new service now unlocks access to the rail station for existing employees at EMG1 and EMA, and potentially the EMG2 Main Site, expanding the sustainable travel options for those commuting within the East Midlands and for visitors from further afield.

Tram

4.10 The nearest tram stop is 8 miles to the north-east at Clifton Park and Ride, which is the terminus station for the route. From here there are direct trams to/from Nottingham city centre with onward connections into the wider urban area. The Nottsbus On Demand service and skylink Express both call at the Clifton P&R tram stop which would enable passengers to interchange onto these services to reach the EMG2 Main Site.

Smarter Driving

4.11 Existing local authority strategies to support smarter driving focus on sharing vehicles for commuting and business trips, using electric or low emission vehicles, and reducing the need to travel.

4.12 At EMG1, SEGRO have invested in a car share journey matching platform[10], hosted by Liftshare. This platform connects people who can give, or would like to receive, a lift from people travelling along the same route. Although this platform is intended for use by EMG1 businesses and their employees, the system also offers the option to match with car share partners in the open national Liftshare database.

4.13 A review of public electric vehicle car charging locations on ZapMap[11] show there are four EV chargers at Moto A42 services. Whilst these could provide ad hoc charging facilities for people travelling to/from work at the proposed development, it would not be appropriate to use for charging whilst at work. There are EV chargers provided on-site at EMG1 for use by employees with each of the occupier's car parks

Conclusion

4.14 The location of the proposed development means there are already numerous sustainable transport connections within close proximity to the EMG2 Main Site. Public transport, and particularly the bus, offers frequent connections to the three major cities in the East Midlands, alongside settlements on the routes. These services operate either 24/7 or from 05:00 through to 23:00, meaning that the shift pattern nature of the proposed operations at EMG2 would be accommodated. The recent introduction of the Nottsbus On Demand service has further expanded the potential for public transport commuting, by providing a connecting service to the nearest railways station and tram stop. Whilst active travel is only likely to be a possibility for those that live within the neighbouring villages of Diseworth, Castle Donington and Kegworth, existing PRoW are in place, which could be upgraded to ensure they are suitable for commuting purposes.

[10] Liftshare. (n.d.) *East Midlands Gateway Liftshare Community.* Available at: https://liftshare.com/uk/community/emg (Accessed: 20 June 2025).
[11] ZapMap. (n.d.) *Live Map of Electric Car Charing Points*. Available at: https://www.zap-map.com/live/ (Accessed: 20 June 2025).

5. Existing Travel Behaviour

5.1 This section draws on available data to review the travel patterns of the local population and the workforce at EMG1 as a proxy for the likely travel patterns of those commuting to the proposed development.

Residents

5.2 The travel patterns of the local population have been assessed using the Census 2011 and 2021 travel to work data for the wards surrounding the proposed development. The percentages in Table 5-1 and Table 5-2 represent the proportion of the totals excluding for those working mainly at or from home.

5.3 For the 2011 Census, the travel to work data for the wards of Breedon, Castle Donington and Kegworth and Whatton has been presented in Table 5-1. The proposed development is located within the ward of Breedon and the existing EMG1 is located within the Castle Donington ward. The travel to work data for Kegworth and Whatton ward has been included as this is to the north-east of the development and a useful indicator as residents in the Kegworth and Whatton wards would also be within a commutable distance.

5.4 The journey to work data from the 2021 Census is split into smaller wards (Table 5-2) and the proposed development lies within the Worthington and Breedon and Long Whatton & Diseworth wards. For comparison with the table above, data for the Castle Donington, Daleacre Hill and Kegworth wards has also been included.

5.5 When comparing the data from the two Census periods the average mode share for those driving alone ranges from 79.6% in 2011 through to 81.1% in 2021 representing a slight (1.5%-point) increase. Conversely, 3.9% of the local population said they commuted by a form of public transport (train, tram, bus) in 2011, but this reduces to 3.3% in 2021 (a 0.6%-point change). Finally, 10.8% of the population said they commuted by active modes in 2011, and this increased to 11.3% (0.5%-point change) in 2021.

5.6 When considering the travel to work data for the 2021 Census, it is worth noting this was collected during the Covid-19 pandemic, at a point when people were encouraged not to travel. This said, when comparing the 2011 and 2021 Census datasets for the method of travel to work there are only marginal changes to the mode share data between the two Census years.

Table 5-1: 2011 Journey to Work Modal Split Data

Wards	Driving car or van	Passenger in car or van	Train	Tube/ tram	Bus/ minibus /coach	Bicycle	On Foot	Taxi	M'bike/ scooter /moped	Other
Breedon	86.6%	3.3%	0.9%	0.2%	1.0%	1.8%	4.8%	0.1%	0.5%	0.8%
Castle Donington	76.9%	4.1%	1.0%	0.1%	3.9%	2.5%	9.9%	0.03%	0.6%	0.9%
Kegworth and Whatton	75.3%	5.1%	0.6%	0.05%	4.0%	2.3%	11.2%	0.05%	1.0%	0.5%
Average	79.6%	4.2%	0.8%	0.1%	3.0%	2.2%	8.6%	0.1%	0.7%	0.7%

Table 5-2: 2021 Journey to Work Modal Split Data

Wards	Driving car or van	Passenger in car or van	Train	Tube/ tram	Bus/ minibus /coach	Bicycle	On Foot	Taxi	M'bike/ scooter /moped	Other
Worthington & Breedon	89.2%	4.0%	0.0%	0.1%	1.1%	0.5%	3.2%	0.4%	0.9%	0.7%
Long Whatton & Diseworth	84.5%	4.9%	0.2%	0.1%	1.7%	1.7%	5.5%	0.0%	0.2%	1.0%
Castle Donington Castle	71.3%	5.4%	0.1%	0.0%	5.8%	2.2%	13.7%	0.4%	0.7%	0.4%
Castle Donington Central	83.6%	2.6%	0.5%	0.3%	2.1%	0.4%	8.6%	0.3%	0.0%	1.6%
Castle Donington Park	81.6%	3.6%	0.5%	0.0%	3.4%	1.8%	6.8%	0.5%	0.5%	1.5%
Kegworth	78.2%	4.5%	0.4%	0.1%	2.8%	0.8%	10.9%	0.1%	0.3%	1.9%
Daleacre Hill	78.9%	4.8%	0.5%	0.0%	3.5%	1.8%	8.5%	0.4%	0.5%	1.0%
Average	81.1%	4.3%	0.3%	0.1%	2.9%	1.3%	8.2%	0.3%	0.4%	1.1%

Employees

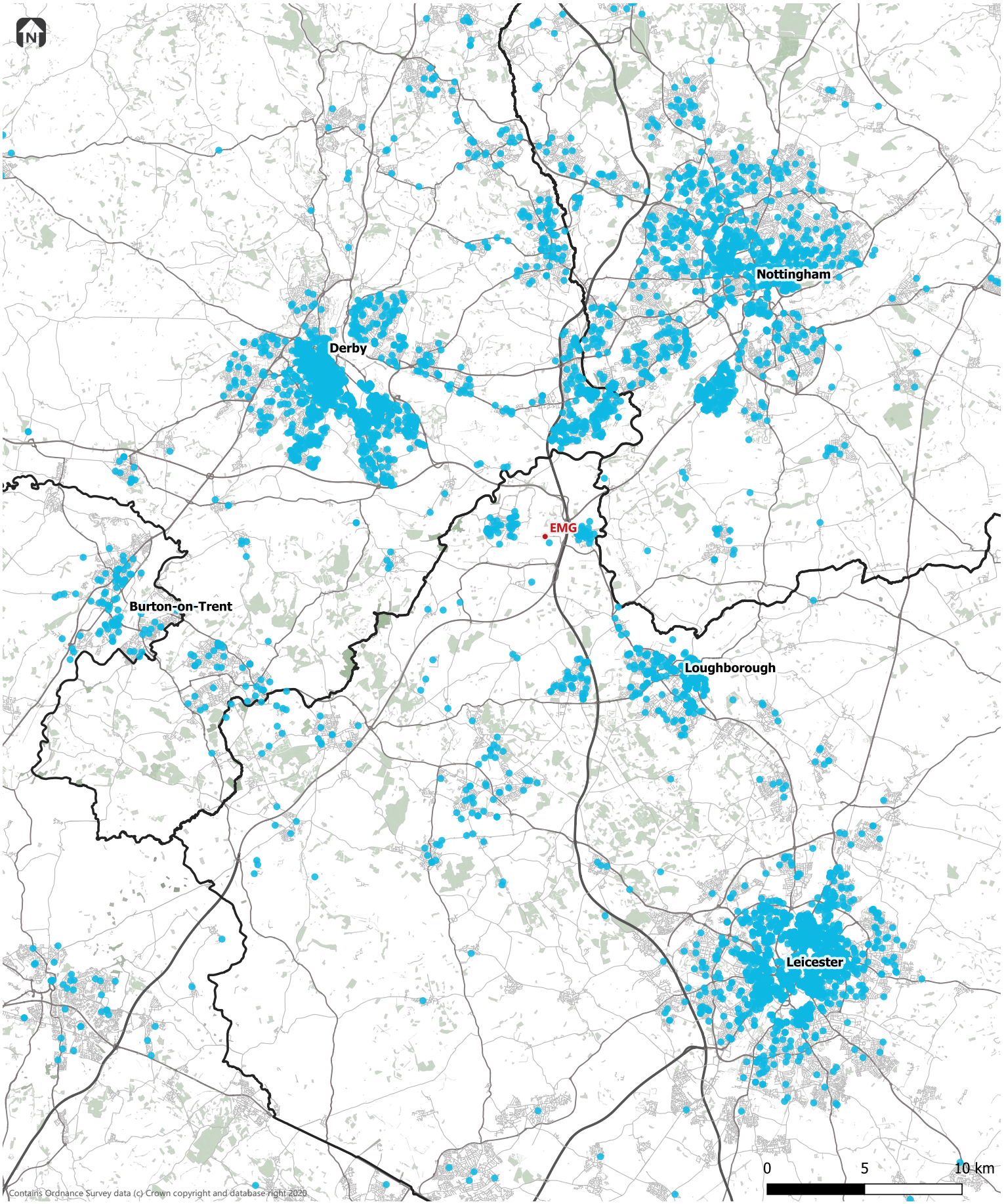
5.7 Whilst the Census data can provide insight into local resident travel patterns, the workforce for the proposed development is likely to have a much wider geographic reach than the surrounding villages. Indeed, the type of job roles at the proposed development are likely to be similar to that at EMG1, with a mixture of management, skilled, semi-skilled and unskilled roles within the proposed warehousing facilities.

5.8 Considering this, the travel patterns of existing employees at EMG1 have been analysed to provide an indication of where future employees are likely to travel from and how they may choose to commute, based on similar sustainable transport connectivity. Businesses at EMG1 provided the anonymised home postcodes for their workforces to support this assessment in 2023 and Figure 5-1 shows this information visually and is supported by a breakdown of postcodes by local authority area in Table 5-3.

5.9 Over 4,000 postcodes were provided and of those, 98% were located within one of the East Midlands authorities. The largest number of employees commute from Leicester city (34%) and Derby city (24%). Discussions with the businesses HR teams noted that the higher proportion of the workforce commuting from Derby and Leicester is partly due to recruitment strategies which are informed by the availability of regular (every 15mins) public transport connections from the skylink Derby (to Leicester) bus service.

Table 5-3: EMG1 Employee Home Postcodes Local Authority Districts (2023)

County/City	Number of postcodes	Percentage of total postcodes
Derby	1,332	24%
Derbyshire	571	10%
Leicester	1,844	34%
Leicestershire	451	8%
Nottingham	620	11%
Nottinghamshire	624	11%
Total	5,442	98%



Prepared	Reviewed	Date
BD	SM	Nov 23

Key

- EMG
- Employee Postcodes
- Local Authority Boundaries

itp a company of Royal HaskoningDHV

Client SEGRO

Project
SEGRO East Midlands Gateway 2023

Figure title
EMG1 Employee Home Postcodes within Local Authority Boundaries

Revision	Project number
A	3897
Date	Figure number
Nov 2023	Figure 5-1

5.10 Turning to how employees at EMG1 commute, Table 5-4 shows the results of the employee travel surveys that were conducted at EMG1 in 2021, 2022, 2023 and 2024. Businesses are required to conduct these surveys as part of the Occupier Travel Plan monitoring on-site. The surveys are optional for employees to complete, but they are incentivised with a prize draw to encourage participation.

5.11 In 2024, 1,203 employees across 11 businesses participated in the survey. The sitewide average results are shown in Table 5-4 below, alongside the EMG1 Site Wide Travel Plan targets which need to be achieved by 2028. The data shows that 56% of employees commute alone by car – comfortably below the Travel Plan target of no more than 68%, and significantly lower than the 81.1% recorded in the 2021 Census for surrounding wards. Furthermore, 39% of employees reported commuting via sustainable modes – such as car sharing, public transport, or active travel – exceeding the 2028 target of 32% and far outperforming the local average of just 14.6% (combined public transport and active travel) in 2021. These results clearly demonstrate the positive impact of proactive travel planning. With the right measures in place, it is possible to meaningfully influence commuting behaviour and achieve a high share of sustainable travel, even in areas with historically high car dependency.

Table 5-4: EMG1 Employee Travel Survey Findings (2021 – 2024)

Mode	10-year Travel Plan Target	Employee Travel Survey Mode Share			
		2021	2022	2023	2024
Drive alone	68%	43%	42%	51%	56%
Car share	17%	26%	38%	25%	22%
Public transport	10%	28%	14%	18%	16%
Active Travel	5%	0%	3%	2%	1%
Other	n/a	3%	3%	4%	5%

6. Stakeholder Engagement

6.1 The proposed development is located within Leicestershire County Council's administrative boundary, but the strategic location and significance of the site and its involvement in the East Midlands Freeport means that several neighbouring local authorities and local stakeholders have a vested interest in the development of the EMG2 Main Site and its potential impact on the transport network. ITP has met with the following stakeholders via the EMG2 Transport Working Group to identify the key sustainable transport issues and considerations to shape the EMG2 STS:

- National Highways
- Highway Development Management teams at Leicester City and Leicestershire County Councils.
- Highway Development Management teams at Nottingham City and Nottinghamshire County Councils.
- Highway Development Management teams at Derby City and Derbyshire County Councils.

6.2 Additional meetings or email correspondence has been had with the following stakeholders, to share specifics around connecting existing transport services to the EMG2 Main Site and gain a wider understanding about proposed sustainable transport measures being delivered through the East Midlands Freeport:

- Highway Development Management, Behaviour Change and Public Transport teams at Leicestershire County Council.
- Asset Manager of EMG1.
- Ratcliffe Redevelopment Manager at Uniper.
- Planning Manager at EMA.
- Managing Director of Trent Barton (local bus operator).
- Operations Manager of Diamond Bus (local bus operator).
- Team Manager at Nottsbus/Nottinghamshire County Council (local bus operator).

6.3 Key considerations for the STS from these meetings highlighted the need to explore:

- The lessons learnt from delivering high sustainable mode share at EMG1 and applying these to EMG2 Main Site.
- Where to locate the EMG2 Main Site bus interchange, to maximise the potential to connect with existing high frequency services.

- Facilitating 'last mile' sustainable transport connections from the EMG2 Main Site bus interchange to the employment units.
- Enabling safe cycling and walking within the site and to neighbouring villages via new / upgraded routes.
- Ease of buses exiting the EMG2 Main Site onto the A453, to minimise any potential delays to existing passengers.
- Mitigating capacity constraints on bus services at shift changeover by working with businesses to stagger shift patterns and working with operators to provide funding to increase capacity on services.
- Mitigating capacity constraints at EMA bus interchange due to a limited number of bus bays.

6.4 Each of these points has been addressed within the proposed STS.

7. Proposed Sustainable Transport Strategy

7.1 This section sets out the proposed strategy for ensuring that sustainable transport options are available for employees to use from first occupation, the specific measures to be introduced, how they will be funded and the phasing of their delivery.

Overview

7.2 Learning from the experience of successfully embedding sustainable commuting at EMG1, it is the intention to carry forward the strategies that are having the most impact. This includes working closely with local stakeholders, transport authorities and operators to jointly deliver strategies through a Sustainable Transport Working Group and report back to stakeholders annually to demonstrate progress. This approach builds on the successful implementation at EMG1, where collaboration between local stakeholders led to the development of coordinated Occupier Travel Plans and a comprehensive Site-Wide Travel Plan, ensuring strong and continued progress toward the site's sustainable commuting targets.

7.3 Experience also highlights the need for realistic sustainable transport options to be provided from first occupation (and not when development triggers are reached) to ensure there are viable and attractive sustainable options available from the outset. SEGRO also works closely with HR teams, recruitment consultants and local jobcentres to provide sustainable transport information in job adverts, at recruitment fares and in screening interviews and this approach is covered in more detail in the EMG2 FTP (also in this Appendix).

Aims

7.4 The STS can be distilled into two main aims:

- 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 private car for their journey to work.

Objectives

7.5 Supporting these aims are several objectives, namely:

Active Travel

- To provide the necessary new/upgraded infrastructure and services to facilitate last mile journeys *within* the EMG2 Main Site by walking or cycling.
- To ensure any proposed off-site active travel improvements connect to nearby villages and existing infrastructure.

Public Transport

- To deliver a network of bus services which directly access the EMG2 Main Site, serving the main local urban areas.
- 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 the network of local bus services are frequent, reliable and of a high quality, and operate with sufficient capacity and at suitable times of day.
- To ensure any bus service enhancements are developed with a clear intention to become commercially viable within a defined time period.
- 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 journeys by bus to/from the EMG2 Main Site is not prohibitive (when compared to the car-based equivalent).

Smarter Driving

- To extend the existing EMG1 car share journey matching platform to cover the EMG2 Main Site, to enable existing and prospective employees to car share together.
- To provide EV charging provision for 20% of car parking spaces within the development, to encourage the use of low carbon options for those that choose to drive.

Targets

7.6 To align with the aims and objectives of this STS, a set of targets has been developed for the FTP. These targets were formulated in collaboration with the EMG2 Transport Working Group and have been agreed upon without objection from stakeholders.

- **22% of employees** working at EMG2 Main Site to **car share** to the site within 5 years of full occupation (estimated to be 2033).

- **16% of employees** working at EMG2 Main Site to arrive by **public transport** within 5 years of full occupation (estimated to be 2033).
- **2% of employees** working at EMG2 Main Site should arrive by **cycling or walking** within 5 years of full occupation (estimated to be 2033).

7.7 The EMG2 targets 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.

7.8 The EMG2 10-year targets are 12% points more ambitious in terms of reducing SOV use compared to EMG1, demonstrating SEGRO's focus on furthering the number of employees commuting sustainably to the site. To aid this comparison, the EMG1 10-year targets have been included in Table 7-1 alongside the EMG2 proposed mode share targets.

7.9 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 7-1: EMG2 Mode Share 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

7.10 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.

7.11 Considering this, prior to first occupation of the EMG2 Main Site, it is proposed the mode share targets will be reviewed again by the voting members of the EMG2 Sustainable Transport Working Group (as set out in Chapter 8) to take account of any new mode share data collected at EMG1 in the remaining three years of Travel Plan delivery (2025 – 2028).

7.12 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.

Active Travel

7.13 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 connecting the EMG2 Main Site with EMG1, EMA and residential areas surrounding the development as follows:

- 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 ensuring they are separated from the vehicle and HGV traffic.
- 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.

- A new toucan crossing point will be installed for pedestrians and cyclists to safely cross the A453 to/from the EMG2 Main Site, unlocking connections to EMG1, Kegworth and beyond.
- A new shared use cycle track from the EMG2 Main Site bus interchange to the proposed A453 toucan crossing.
- 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 providing an improved route for cyclists in the wider area, such as between Kegworth and the Airport.

7.14 Wider improvements to public rights of way in the area surrounding the EMG2 Main Site include (with further details in DCO document) 2.16):

- 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.
- 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; and
- A new footpath 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.

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

7.16 In addition to active travel routes, there will be a requirement to provide secure, covered cycle parking at each employment unit (aligning with BREEAM standards) as well as showering and changing facilities. The number and location of unit-specific cycle parking will be provided as further details pursuant to the requirements set out in the DCO.

Public Transport

7.17 Access to the EMG2 Main Site is proposed to be via the A453 and will be used by bus services to connect into the EMG2 Main Site and has been highlighted on Figure 4-3 along with the proposed infrastructure and connecting routes described below.

Infrastructure

7.18 A purpose-built bus interchange will be provided to the north-east of the site, close to the proposed EMG2 Main Site access from the existing roundabout on the A453/Pegasus Business Park. The location of the interchange has emerged following discussions with the key local bus operator (trentbarton) and the EMG2 Transport Working Group. The agreed location of the interchange from the existing roundabout allows for the interception of existing bus services travelling both along the A453 and via Pegasus Park. The intention is to ensure the bus interchange is constructed prior to first occupation and that commercial bus services stop at the interchange from occupation of the first unit on-site, but this will be confirmed by the location of the first tenants, their employee headcount and shift patterns.

7.19 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.

7.20 The EMG2 Main Site bus interchange building will be equipped with seating, lighting, heating, and toilets, to create a safe and comfortable waiting area for employees (Figure 7-1). Outside the building will be bus shelter(s), flagpole, flag, timetable case containing information about the Gateway Shuttle and commercial bus services service, raised kerbs to support level boarding, waste/recycling bin and road markings to denote the bus stop on the carriageway.

7.21 Real time information (RTI) will be provided via an operator-led RTI bus feed projected onto a TV screen within the building. This is a similar to the provision of the EMG1 interchange (see Figure 7-6).

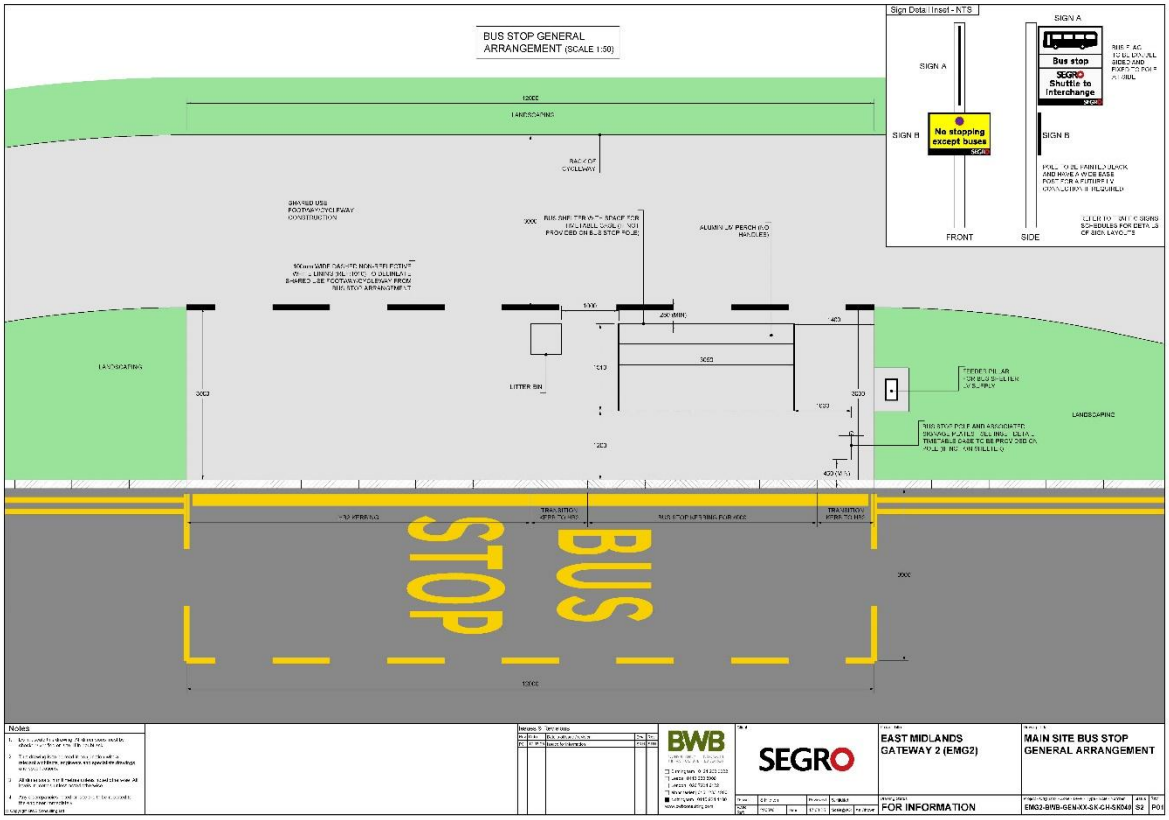
Figure 7-1: EMG1 Bus Interchange

Figure 7-2: EMG1 Bus Stop

7.22 In addition to the EMG2 Main Site bus interchange, bus stops (Figure 7-2) 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 to support level boarding, waste/recycling bin and road markings to denote the bus stop on the carriageway.

7.23 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. A drawing of the bus stop infrastructure is provided in Figure 7-3 below. The bus stops will be served by the Gateway Shuttle service, which will provide a direct connection from the EMG2 Main Site bus interchange to the bus stops along the estate road.

Figure 7-3: EMG2 Bus Stop Infrastructure Drawing



7.24 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 have dual purpose, it 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.

7.25 Learning from the experience at EMG1, a vehicle layby is also being proposed for the outbound carriageway of the estate road, close to the EMG2 Main Site bus interchange. This is to allow employees that are dropping off colleagues to catch the skylink services a safe area to pull over.

7.26 The MCO Scheme also includes the provision of a drop-off layby adjacent to the EMG1 transport hub (MCO Works 2B, 5B, 5C)

Gateway Shuttle

7.27 The EMG2 Main Site bus interchange will also act as the hub for the Gateway Shuttle (Figure 7-4) service once the site is occupied. The shuttle will connect employees arriving at the EMG2 Main Site bus interchange with the bus stops along the estate road. The intention is for the shuttle bus to start operations from first occupation, but this will be determined by the location of the first tenants, their employee headcount and shift patterns.

Figure 7-4: EMG1 Gateway Shuttle

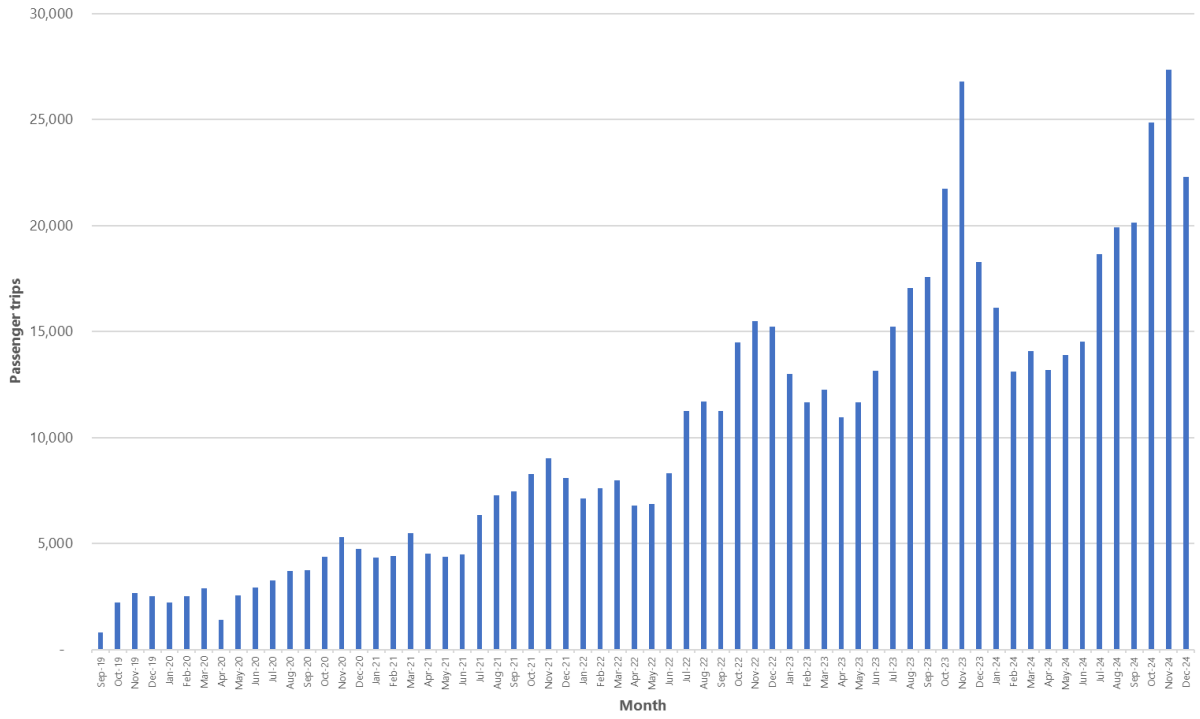
7.28 Starting from the bus interchange, the shuttle will travel along the main estate road picking up and dropping off passengers at each bus stop along the way. A turning circle at the end of the estate road will facilitate the vehicle travelling back along the road to the EMG2 Main Site bus interchange.

7.29 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 evening shift changeover, however as the site is built out this will be extended to meet demand. At EMG1 this service now operates from 04:45 until 23:15, every 15mins.

7.30 During its hours of operation, the shuttle will operate on a continuous 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. As with EMG1, the shuttle will be funded through the site's management charge and will be free for employees to use. It is the intention for the service to be fully electric to meet SEGRO's sustainability ambitions as the EMG1 service currently is.

7.31 Data from the EMG1 employee travel surveys indicates that asking employees to interchange from the commercial bus network onto the shuttle bus service for the last mile connection has not impacted the site's ability to reach the bus mode share targets, with 16% of the workforce using public transport in 2024 compared to a 10-year target of 10% by 2028. Similarly, patronage data collected via the EMG1 Gateway Shuttle service (Figure 7-5) indicates that in November 2024 (seasonal peak) there were 27,000 trips made on the service.

Figure 7-5: EMG1 Gateway Shuttle patronage



7.32 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.

Commercial Services

7.33 The routes of existing commercial bus services will be modified to include a stop at the proposed EMG2 Main Site bus interchange to ensure high frequency bus services connect the site from first occupation, this by the location of the first tenant's unit, their employee headcount and shift patterns. Discussions with the primary operators trentbarton, Kinchbus and Diamond Bus have indicated that once the interchange is operational, they would be interested in serving the development. Previous investment in the bus network from operators, local authority partners, EMA and SEGRO via EMG1,

means the existing services already operate in the early morning and late evening, which aligns with the likely shift patterns of future EMG2 Main Site tenants.

Bus Network Improvement Considerations

7.34 EMG1 employee home postcode data indicates that if businesses are to recruit from similar labour pools, there could be increased demand from settlements along the skylink Derby corridor from Derby, Derbyshire, Leicester and Leicestershire (see Expected Impacts, chapter 9 below). This was also reflected in initial discussions about EMG2 with the bus operators in 2023. Since then, the operator has increased the frequency of the Skylink Derby service from every 20mins to every 15mins. This positive increase means there are now more vehicles operating along the route and therefore more capacity on the service at peak times. It is thought that this capacity increase could be sufficient to allow for the growth in patronage at EMG2, however there could be a requirement for further investment as the site reaches full occupation.

7.35 The skylink Express service currently has capacity for additional passengers, but if all the proposed employment and residential growth along the A453 corridor comes to fruition, this could lead to capacity constraints, specifically at shift changeover. Considering this, investment could be required to support additional vehicles on this service at peak times, but this would be in the latter phases of the build out of the EMG2 Main Site.

7.36 Stakeholders have also encouraged SEGRO to also explore options to invest in more rural services to increase frequency and hours of operation, this includes for both the Airway 9 and Nottsbus On Demand, as well as an option for a fixed route bus service between East Midlands Parkway Rail Station and EMG1, EMG2 Main Site and the Airport to provide a more regular bus connection to access rail services.

7.37 Two services that were not raised directly by operators or local authorities for investment were the my15, connecting Ilkeston with EMA, and the skylink Nottingham, which connects Nottingham via Beeston and Long Eaton.

7.38 Trentbarton and LCC also identified potential bus bay capacity constraints at EMA bus interchange. SEGRO is willing to be part of discussions with the Airport to phase any investment in services to tie in with improvements EMA could be considering to the layout of the Airport interchange, to ensure the long-term viability of routes that service both sites.

Proposed Service Enhancements

7.39 Based on the success of EMG1, a ring-fenced EMG2 Bus Fund will be established to invest in public transport services over the EMG2 STS delivery period. This Fund would be overseen by the EMG2 Sustainable Transport Working Group with the intention of making data-led investment decisions to improve services to the EMG2 Main Site.

7.40 At this stage, analysis of the current and potential demand for bus services suggests that investment in the high-frequency 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. Instead, a suggested investment criteria has been developed (Appendix A) which could be used by the STWG to prioritise and agree investment from the EMG2 Bus Fund as development triggers are reached. This investment could include any of the suggestions from stakeholders listed in the previous section, or additional suggestions from STWG members. This follows a similar successful approach conducted at EMG1 by the STWG.

7.41 SEGRO will also continue to engage with Uniper, neighbouring Freeport sites and other potential development sites in the local area, to ensure any funding allocated through the EMG2 Bus Fund does not duplicate investment being made elsewhere, to explore the opportunity for jointly funding bus service improvements and to support a more coherent approach to public transport investment for the benefit all stakeholders.

Phasing

7.42 Table 7-2 sets out the indicative approach to phasing improved public transport connectivity to the site via the EMG2 Bus Fund.

Table 7-2: Investment Phasing of the EMG2 Bus Fund

Phase	Measure	Trigger
Phase 1(i)	Bus interchange constructed	Prior to the first unit reaching practical completion at the EMG2 Main Site, but this will be determined by the location of the first tenants, their employee headcount and shift patterns.
	Bus interchange served by skylink Derby, skylink, Express, skylink Nottingham	
Phase 1(ii)	Gateway shuttle bus introduced	

	Bus stops and associated infrastructure installed along the main estate road	Prior to the first unit reaching practical completion at the EMG2 Main Site, based on its location within the development, employee headcount and shift patterns.
Phase 2	Financial contribution to local bus service	300,000sqm development excl. mezzanines and/or 1,000 employees at the EMG2 Main Site
Phase 3	Financial contribution to local bus service	400,000sqm development excl. mezzanines and/or 3,000 employees at the EMG2 Main Site

Real Time Information

7.43 All skylink bus services on the commercial routes are fully enabled for real time information and hence the interchange will provide display screens showing real time arrivals and departures (Figure 7-6).

7.44 Each of the individual employers on site will be provided with the digital real time information link to display on a screen in the main foyer, showing the departure times of the next services to leave the interchange, enabling them to plan their departure via the site shuttle bus.

Figure 7-6: Example RTI Display at EMG1

Ticketing

7.45 'Taster tickets' for bus services allow employees to try the bus for free to encourage them to commute regularly by bus, before committing to a season ticket. A similar taster ticket scheme is in place at EMG1 where new or existing employees can apply to get a free weekly taster ticket for any of the bus services to EMG1. We have used this as the evidence base for our approach at the EMG2 Main Site. The criteria for accessing a taster ticket at EMG1 is:

- Have a contract of employment with a business at EMG1.
- Live on a bus route connecting to EMG1.
- Not already using the bus for commuting to EMG1.
- Not having already applied/received for a free taster bus ticket.

7.46 Whilst longer-term taster ticket options were explored (e.g. 6-months) it was decided that trialling the bus for one week for free should be sufficient for the employee to determine if commuting by bus is a feasible option, which is the primary objective of a taster ticket. If free tickets were offered for a longer period (e.g. 6-months) this is likely to simply be subsidising bus travel and should be considered as a fallback measure if the targets are not being met, rather than as a taster to try the bus for all new employees. The success of promoting commuting by bus at EMG1 suggests that the above approach would be appropriate at the EMG2 Main Site as well.

7.47 The mode share target for public transport at EMG2 is 16% of the workforce. If the site reaches the anticipated headcount of 4,000 employees, this means encouraging 640 employees to commute by bus to the site. Considering this, SEGRO will set aside funding to provide up to 800 weekly taster tickets over the lifetime of the travel plan delivery period. These tickets will be administered by the EMG2 Site Wide Travel Plan Coordinator on behalf of SEGRO. A similar incentive was received positively by new employees during the EMG1 recruitment process.

Smarter Driving

7.48 Although all employees will be encouraged to use active and public modes of transport, it is acknowledged that these will not be appropriate or the chosen mode of transport for everyone as some may live too far from the site to walk/cycle or not live on a bus route. For this reason, car sharing and the promotion of low carbon vehicles will also form part of the STS for the EMG2 Main Site.

Car Sharing

7.49 At EMG1 there is already a car share platform in place to facilitate journey matching for the commute, funded by SEGRO. This platform is accompanied by promotional campaigns to 'launch' the service to each new business and their employees when they occupy the site (Figure 7-7 and Figure 7-8). The intention is to expand the reach of the existing platform to encompass the EMG2 Main Site businesses too.

7.50 The benefits of this are twofold, it means there is only one car share platform to promote across both parks – making it easier to understand and communicate from an employee perspective – but also the more employees that sign up to the same platform, the more opportunity there is for employees at both parks to find a car share match.

7.51 As with EMG1, any new business moving to the EMG2 Main Site will be provided with support from the EMG2 Site Wide Travel Plan Coordinator to set up appropriate car sharing policies, introduce car share bays in preferential locations near to employee entrances, receive a car share launch campaign, have access to 'trip authentication' to provide an added layer of safety for those choosing to share the commute together, and access to the EMG1 car share leaderboard, for the chance to win prizes for sharing together.

Figure 7-7: Example Car Share Launch at EMG1

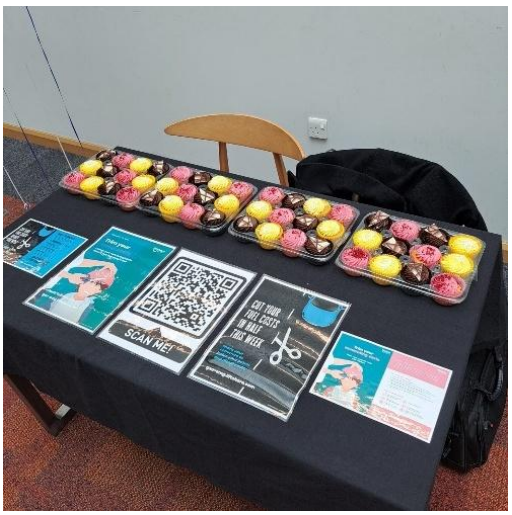


Figure 7-8: Example Car Share Workshop at EMG1

Electric Vehicles

7.52 To future-proof the development for the increase in electric vehicles (EVs) over the next 10 years and accelerate the transition from internal combustion engine vehicles to

low emission/electric vehicles, SEGRO will provide capability for EV charging for at least 20% of all car parking spaces as standard for each unit. Passive provision in the form of electrical ducting will be provided within each car park to enable EV provision to be increased beyond 20% if there is sufficient demand.

Managing Parking

7.53 There will be no public parking permitted along the private estate road and double yellow lines will be introduced to prevent parking on the carriageway.

7.54 Car parking within each unit on-site will be the responsibility of the end-occupiers to determine based on local authority guidance and implemented through the approval of details.

7.55 Each occupier will be required to prepare an Occupier Travel Plan which will align with the Framework Travel Plan and outline the availability and type of parking provided (e.g. disabled parking, EV parking, car share parking) and how they will manage their parking provision (e.g. barriered access for employees, or any employee permit schemes introduced). Within this Occupier Travel Plan, as stated previously, businesses will be strongly encouraged to introduce priority parking for car sharers and become part of the sitewide Liftshare scheme to incentivise and encourage sustainable commuting.

Information, Engagement and Promotion

7.56 For the aims and objectives of this STS to be met, it is crucial that the occupiers and their employees are fully aware of the options available to them. The supporting Framework Travel Plan (FTP) sets out in detail how SEGRO as the EMG2 Site Wide Travel Plan Coordinator will work with each end-occupier to encourage and support them to promote sustainable commuting to their employees over the lifetime of the FTP delivery period.

7.57 Prior to occupation, SEGRO will develop appropriate resources for promoting sustainable travel. Digital travel information packs will be given to all businesses, recruitment consultants and jobcentres to ensure future employees are aware of their travel options for reaching the EMG2 Main Site. Hard copies will also be available for those that are offered a contract. The travel information provided in the packs will include:

- Maps showing walking and cycling routes from neighbouring villages.

- Maps showing the direct public transport services from Nottingham, Derby and Leicester, links to timetable information and information about the taster bus ticket.
- Information regarding the EMG2 Main Site's journey matching platform to help find a car share partner.

7.58 The existing EMG1 transport website[12], which collates travel information relevant to EMG1, will be updated to include travel information pertaining to the EMG2 Main Site. 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. Further details of ongoing sustainable travel campaigns and employee engagement have been detailed in the EMG2 FTP.

[12] SEGRO. (n.d). *SEGRO Logistics Park East Midlands Gateway Travel.* Available at: https://slp-emg-travel.com/ (Accessed: 20 June 2025).

8. Delivery

8.1 This section sets out how the STS will be managed and funded.

Management

8.2 The STS sets out the overarching approach for encouraging and facilitating sustainable commuting at the EMG2 Main Site and the FTP outlines how it will be delivered, by whom and how it will be funded over the lifetime of the travel plan period.

8.3 The management structure for delivering the STS and FTP includes:

- A Sustainable Transport Working Group (STWG) of strategic stakeholders steering the direction of sustainable travel interventions on-site,
- A Site Wide Travel Plan Coordinator (SWTPC) who works with the businesses and stakeholders to deliver the measures set out in the FTP;
- Occupier Travel Plan Coordinators at each unit to communicate measures to their workforces.

8.4 This is the same management structure used to implement the successful travel plan at EMG1, hence why it is being proposed for the EMG2 Main Site. More detail on the management structure can be found in the EMG2 FTP.

Figure 8-1: EMG1 STWG Members

8.5 Although there is an established STWG at EMG1 this group will only be required to meet until 2028 which marks the end of the EMG1 Site Wide Travel Plan delivery period.

8.6 Based on the timescales for planning, build and potential first occupation of the EMG2 Main Site it is anticipated that the STWG could be in place from 2029, which means there could be a natural transition of the purpose of the STWG to change focus from EMG1 to the EMG2 Main Site from 2028 to 2029. 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.

8.7 The group will be chaired by the SWTPC. It is anticipated the same organisation will transition into the role from EMG1 to the EMG2 Main Site, as they have established relationships with all local stakeholders and partners. The STWPC will be in post for the duration of the EMG FTP delivery period (appox. 2038).

8.8 The SWTPC will also be responsible for supporting each of the end-occupiers at the EMG2 Main Site to prepare an Occupier Travel Plan for approval by the local authority and support them to promote the site wide travel plan measures to their workforces.

Funding

8.9 Two ring-fenced, indexed-linked funds have been established by SEGRO for the EMG1 FTP and Public Transport Strategy. Approval to draw on the funds to deliver both strategies is given by the voting members of the EMG1 Sustainable Transport Working Group, the constitution of which is governed by the EMG1 S106 agreement. This approach to flexibly administer funds to deliver sustainable initiatives, with input from all voting stakeholders has been a successful route for joint working with local authority partners. For EMG2, the same funding methodology is being proposed for the EMG2 Main Site, except this will be governed by the DCO. More details of the funding mechanism have been provided in Appendix A of this document and in the EMG2 FTP.

8.10 The proposed voting members of the EMG2 Sustainable Transport Working Group are SEGRO, Leicestershire County Council, Leicester City Council, Nottinghamshire County Council, Nottingham City Council, Derbyshire County Council, Derby City Council and National Highways. This is largely the same as for EMG1, but with the inclusion of National Highways, at their request.

8.11 Consideration will also need to be given to whether the newly established East Midlands Combined County Authority (EMCCA) should also be a voting member of the group, as the new Local Transport Authority in this East Midlands. 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.

8.12 It is proposed that the delivery of the EMG2 Main Site Gateway Shuttle service and car share platform 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 there will be a continued funding stream to operate the service, even after the FTP delivery period has ended.

9. Expected Impacts

9.1 This section details the expected impacts of providing sustainable transport connections in terms of the geographic reach by active travel and public transport, and the number of people we anticipate using sustainable modes based on the FTP and STS targets.

Improving Site Accessibility

Active Travel

9.2 Providing on-site active travel infrastructure will connect with existing off-site infrastructure to enable those living within the nearby villages to walk or cycle for the commute.

9.3 Figure 9-1 visualises the 60-minute cycling catchment for the EMG2 Main Site. This map considers cycling on all roads, except motorways, as well as any designated off-road cycle routes. It shows that the villages in the immediate vicinity of the EMG2 Main Site – Diseworth and Kegworth - are within a 15mins cycle, Castle Donington, Shepshed and EMP Railway Station are within a 30mins cycle; and the southern/south-eastern boundary of the Nottingham urban area (e.g. Clifton, Long Eaton, Sandiacre, Sawley) are within a 60min cycle.

9.4 Using the EMG1 workforce data (2022) as a proxy for where future employees at the Scheme could be drawn from, shows that 25% of the EMG2's workforce live within a 60min cycle of the Scheme. Whilst this is significantly higher than the 5% active travel mode share target within the FTP and STS, it must be appreciated that longer-distance cycle connections (e.g. 30min+) may not be appealing to employees working 10-12hr shifts in a warehouse, who also start very early in the morning or late in the evening.

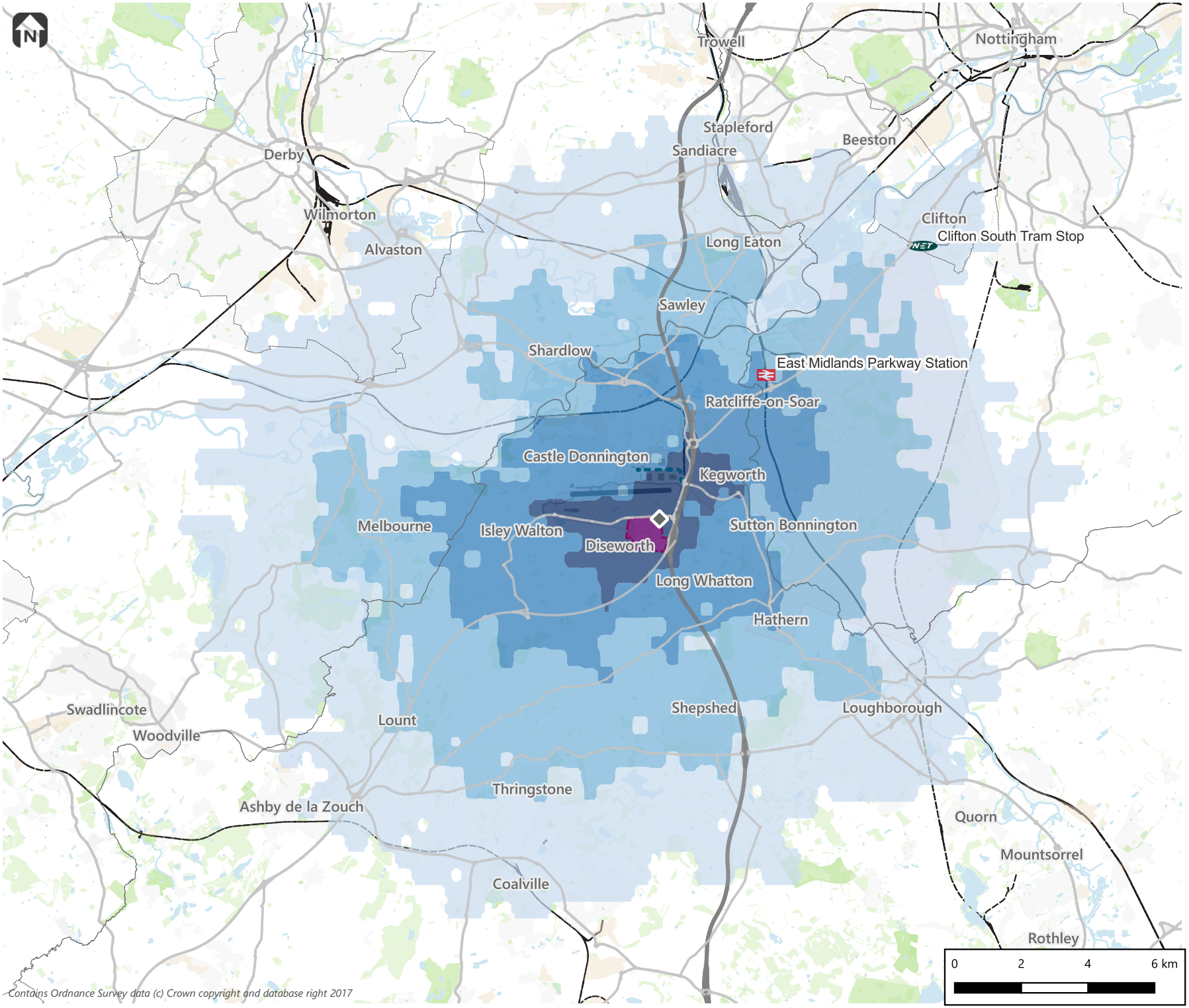
9.5 Considering this, the proposed 2% active travel mode share target is more achievable and aligned with the travel patterns recorded at EMG1. There is the potential for this to increase as more residential developments emerge within the vicinity of the site and as more off-road/segregated cycle infrastructure is introduced along the major roads, for example through the future East Midlands Combined Authority transport programme.

Public Transport

9.6 The Scheme is within close proximity to existing high frequency bus services and introducing an on-site bus interchange will facilitate those services stopping at the

EMG2 Main Site, making it possible for employees to commute by bus, as well as interchanging onto tram or rail services. Figure 9-2 visualises the 60min public transport catchment for EMG2. It shows that all the major settlements in the East Midlands, including Loughborough, Leicester, Derby, and Nottingham, are accessible within an hour, highlighting a wide geographic catchment for public transport commuting. The proposed investment in the skylink Express service to improve service frequency will not have an impact on the geographical extent of the public transport catchment for the EMG2 Main Site but will improve the attractiveness of the service for employees and increase capacity of the service for the operator.

9.7 Using the workforce data from EMG1 (2022) and applying it to the EMG2 Main Site, 32% of the workforce live within a 60min public transport commute of the EMG2 Main Site. This suggests that if the EMG2 Main Site employees are drawn from similar settlements, there is a high potential for them to have access to commuting by public transport and therefore to achieve the mode share targets in the EMG FTP and STS.



Prepared	Reviewed	Date
BD	SM	May 23

Key

Cycle Catchment (Minutes)

- 0 - 15
- 15 - 30
- 30 - 45
- 45 - 60
- EMG2 Bus Interchange
- East Midlands Parkway Station
- Clifton South Tram Stop
- EMG2

a company of Royal HaskoningDHV

Client

SEGRO

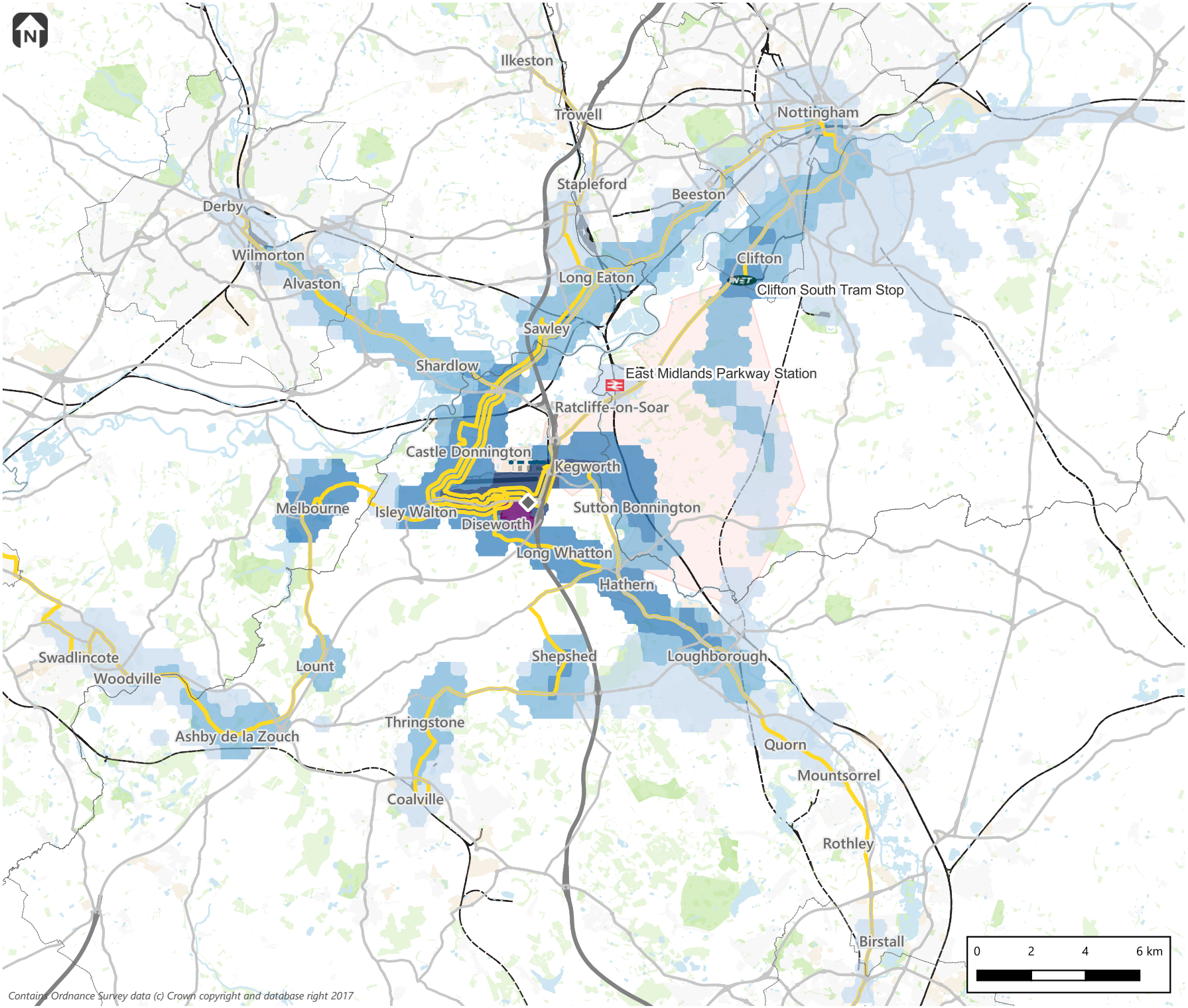
Project

East Midlands Gateway - Phase 2

Figure title

60 Minute Cycle Catchment

Revision	Project number
A	3897
Figure number	Date
Figure 9-1	May 2023



Prepared	Reviewed	Date
BD	SM	May 23

Key

PT Result (Minutes)

- 0 - 15
- 15 - 30
- 30 - 45
- 45 - 60
- EMG2 Bus Interchange
- East Midlands Parkway Station
- Available Bus Routes
- Clifton South Tram Stop
- EMG2

itp a company of Royal HaskoningDHV

Client
SEGRO

Project
East Midlands Gateway - Phase 2

Figure title
60 Minute PT Catchment

Revision	Project number
A	3897
Figure number	Date
Figure 9-2	May 2023

Increased Bus Passenger Trips

9.8 Due to the considerations raised by stakeholders regarding capacity on existing bus services and suggestions of further investment in more rural services (see Appendix A), a more in-depth analysis has been carried out to forecast the additional trips to/from the EMG2 Main Site which will have the biggest impact on the network and therefore which services may need to be prioritised for capacity investment.

9.9 Table 9-1 sets out the anticipated number of new employees per year as the site is built out, scaling public transport mode split targets (starting at 12% and increasing to 16%, as shown in Table 7-1) and how many return public transport trips this would equate to per day and per year.

9.10 With the target of 16% of employees commuting by bus and a total headcount of 4,000 employees, 60% of whom would be expected to be on-site on a typical day, we estimate there could be 768 additional trips made per day. When multiplied by 253 working days per year, this would mean 194,304 bus trips per year to / from the EMG2 Main Site by 2038, if the mode share bus targets are met. Over a 10-year period this would equate to approx. 1,418,517 bus trips from 2029-2038.

Table 9-1: Development-related Bus Trips to EMG2 (2029 – 2038)

Year	2029	2030	2031	2032	2033
New Employees	**1,000**	**500**	**500**	**1,000**	**1,000**
Cumulative Employee Headcount	**1,000**	**1,500**	**2,000**	**3,000**	**4,000**
Approx. employees on-site per day	600	900	1,200	1,800	2,400
Target for bus use (%)	12%	13%	14%	14.25%	14.5%
Return bus trips per day	144	234	336	513	696
Total bus trips per year	36,432	59,202	85,008	129,789	176,088

Year	2034	2035	2036	2037	2038
New Employees	**-**	**-**	**-**	**-**	**-**
Cumulative Employee Headcount	**4,000**	**4,000**	**4,000**	**4,000**	**4,000**
Approx. employees on-site per day	2,400	2,400	2,400	2,400	2,400
Target for bus use (%)	14.75%	15%	15.33%	15.67%	16%
Return bus trips per day	708	720	736	752	768

Total bus trips per year	179,124	182,160	186,208	190,256	194,304

9.11 Based on an assessment of EMG1 employee home postcodes, the percentage of trips originating in each local authority area has been set out in Table 9-2. These postcodes are being used as a proxy for likely trips to be made to the EMG2 Main Site, given the type of job opportunities and transport connections are similar for both sites.

9.12 Using insights from employee travel surveys and through discussions with the local bus operator, we have estimated which bus services these employees are likely to use to commute to work based on where they live.

Table 9-2: Bus Patronage Distribution to EMG2

Local Authority Area	EMG1 Home Postcodes	% spilt of EMG1 postcodes by service				
		skylink Derby	My15	skylink Express	skylink Nott'm	Other Services
Derby	24%	100%				
Derbyshire	10%	30%	20%		50%	
Leicester	34%	100%				
Leicestershire	8%	90%			10%	
Nottingham	11%			75%	25%	
Nottinghamshire	11%			25%	75%	
Outside East Mids.	2%					100%

9.13 Taking the trip distribution from Table 9-2 into account, these percentages have been applied to the anticipated passenger growth from Table 9-1 to calculate the number of additional trips per route over a 5-year build-out period and a further 5-years of travel plan delivery at full occupation (Table 9-3). A five-year build-out has been applied for the EMG2 Main Site based on the rate of occupation at EMG1.

9.14 For the Skylink Derby service, there could be an additional ~132,000 bus trips per year by 2038. It should be noted that this does not take account of any development-related bus trips from nearby developments (e.g. the Ratcliffe on Soar redevelopment) which is likely to increase the demand for the Skylink Express service.

Table 9-3: Bus Patronage Trip Distribution to EMG2

Bus Service	2029	2030	2031	2032	2033
skylink Derby	24,847	40,376	57,975	88,516	120,092
My15	729	1,184	1,700	2,596	3,522
skylink Express	4,008	6,512	9,351	14,277	19,370
skylink Nottingham	6,121	9,946	14,281	21,805	29,583
Other service	729	1,184	1,700	2,596	3,522
Total	**36,432**	**59,202**	**85,008**	**129,789**	**176,088**

Bus Service	2034	2035	2036	2037	2038
skylink Derby	122,163	124,233	126,994	129,755	132,515
My15	3,582	3,643	3,724	3,805	3,886
skylink Express	19,704	20,038	20,483	20,928	21,373
skylink Nottingham	30,093	30,603	31,283	31,963	32,643
Other service	3,582	3,643	3,724	3,805	3,886
Total	**179,124**	**182,160**	**186,208**	**190,256**	**194,304**

10. Conclusion

10.1 This document has set out a clear strategy for promoting sustainable commuting to the EMG2 Main Site. It considers the necessary sustainable travel infrastructure and services that will need to be provided during the build/pre-occupation phase, as well as the engagement that will take place when the first businesses begin operating.

10.2 The strategy is built on a sound evidence base of the effective measures that have been delivered at EMG1 which has seen the site positively exceed the Travel Plan targets with 39% of employees commuting using sustainable modes (bus, car share and active travel). The similarities between EMG1 and the EMG2 Main Site, in terms of location, existing transport connections, planned operations and type of employment, means applying the same approach to embedding and promoting sustainable commuting, should lead to high sustainable commuting outcomes for the EMG2 Main Site. The key highlights from the strategy are summarised below:

- Continuation of the Sustainable Transport Working Group for EMG2 Main Site.
- A dedicated Site Wide Travel Plan Coordinator in post for the duration of the 10-year FTP delivery period, funded by SEGRO.
- A new high-specification bus interchange at the entrance to EMG2 Main Site and bus stops with shelters along the main estate road.
- Four high frequency bus services and an on-demand service calling at the EMG2 Main Site bus interchange from first occupation, but this will be determined by the location of the first tenants, their employee headcount and shift patterns.
- An electric Gateway Shuttle bus connecting the EMG2 Main Site bus interchange with bus stops along the main estate road to make it quick and easy to reach the employment units.
- Financial investment to improve bus services to the EMG2 Main Site with a suggested criteria for informing investment decisions.
- Provision of one-week taster bus tickets to enable employees to try the bus.
- Expansion of the existing EMG1 car share platform to encompass the EMG2 Main Site to help employees from both sites to find a car share partner.
- EV chargers provided at 20% if all car share spaces.
- Provision of internal active travel infrastructure to support cycling and walking to the site.

Appendix A

EMG2 Proposed Public Transport Investment Strategy

Title	EMG2 Proposed Public Transport Investment Strategy
Date	23/04/25
Author(s)	Stephanie Meyers & Phil Coe
Project Code	PC6158
Version	3

1. Introduction

1.1 This technical note provides an overview of the existing bus network surrounding the Scheme, any future considerations for enhancing services, a proposed approach to funding and managing enhancements; and a proposal of objectives to inform investment decisions.

2. Existing Bus Network

2.1 The Scheme is positioned at the heart of a high-frequency bus network, which means it is well placed to integrate into the existing network of services. Table 2-1 sets out the current hours of operation and service frequency of nearby services (as of Sept 2024) and Figure 2-1 visualises the routes. The EMG2 Main Site will be connected directly to the local bus network through the development of a dedicated bus interchange on its northern periphery, which will also allow users to connect to the proposed EMG2 Main Site shuttle bus for onward travel into the site.

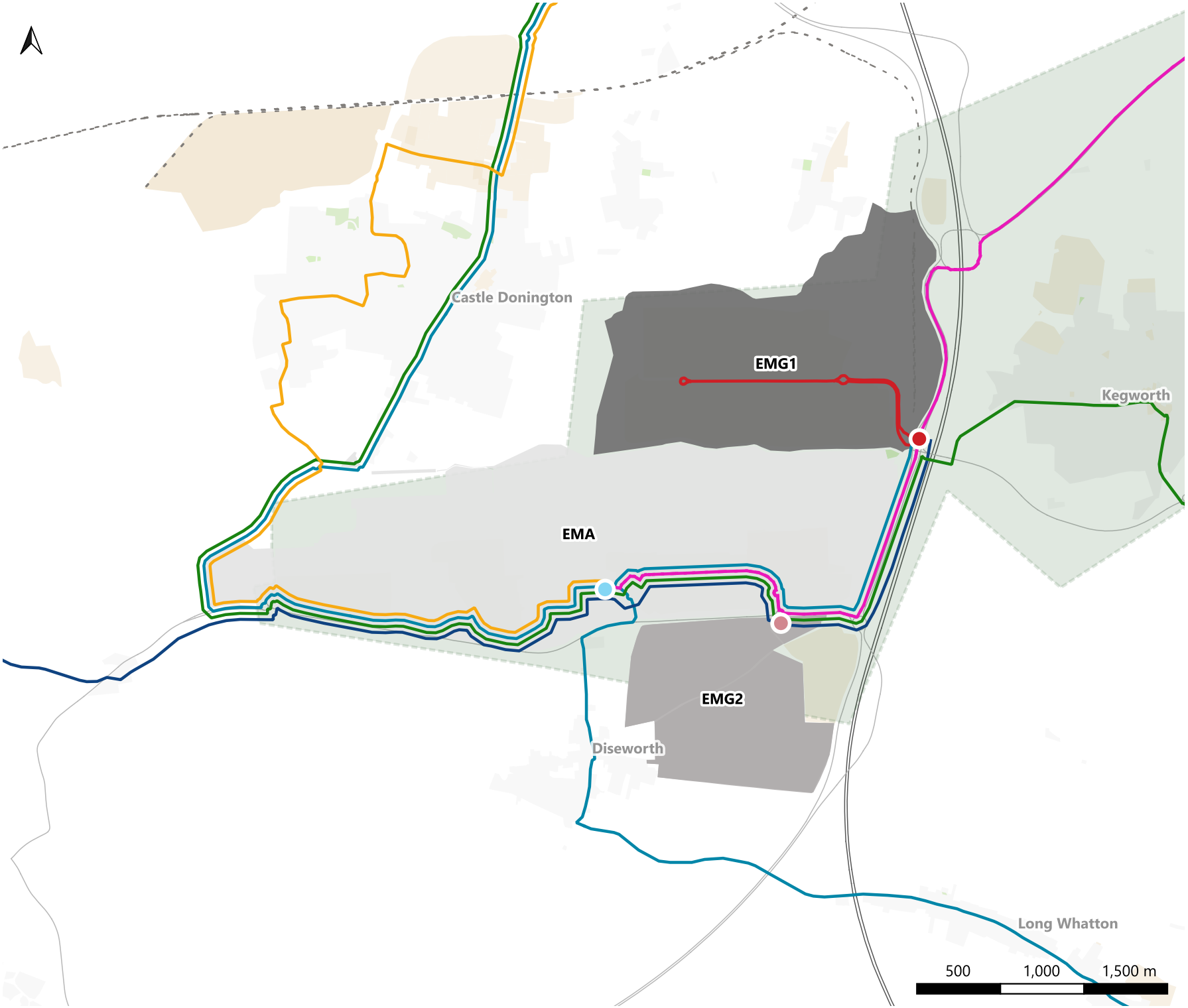
Table 2-1: Bus Services

Service	Operator	Route	Direct to EMG2?	Peak Frequency	Hrs of Operation
skylink Derby	Kinchbus[1]	Leicester – Loughborough - Kegworth – EMG – EMA1 – Castle Donnington - Derby	Yes	4 p/h	24/7

[1] Kinchbus and Trentbarton are both part of the The Wellglade Group of operators.

skylink Nottingham	trentbarton	Nottingham - Long Eaton - Castle Donnington – EMA – EMG1	Yes	3 p/h to EMA (2 p/h to EMG1)	24/7
skylink Express	trentbarton	Nottingham - Clifton - non-stop to EMG1 & EMA	Yes	2 p/h	4am – 11pm
Airway 9	Diamond Bus	Burton – Ashby – Melbourne – EMA – EMG1	Yes	1 Bus per Hour[2]	3am – 10:30pm
Nottsbus On Demand	Nottinghamshire County Council	Flexible travel within the West Rushcliffe area including EMA, EMG1, EMG2 and East Midlands Parkway	Yes	n/a on demand	7am – Midnight
my15	trentbarton	Ilkeston – Stapleford – Old Sawley – Castle Donnington - EMA	No	1 p/h to EMA	4am - Midnight

[2] Does not serve EMG on Sundays between 07:25 – 17:05



Prepared	Reviewed	Date
PC	SM	Mar 2025

Key

Public Transport

- Airway 9
- my15
- skylink Derby
- skylink Express
- skylink Nottingham
- DRT West Rushcliffe Zone
- EMG1 Shuttle
- Railway

Developments

- EMG1
- EMG2
- EMA

Interchanges

- EMG1 Bus Interchange
- EMG2 Bus Interchange
- EMA Bus Interchange

Client

SEGRO

Project

East Midlands Gateway Phase 2

Figure title

Existing Bus Services EMAGIC Cluster

Revision	Project number
A	P-PC6158
Figure number	**Date**
Figure 2-1	Mar 2025

3. Network Enhancements

3.1 Through discussions with bus operators and local authorities, several considerations were raised to enhance bus services to the site. This included:

- Increased capacity on the skylink Derby and skylink Nottingham services which connect to Derby, Leicester and Nottingham.
- Increased frequency of the Airway 9 service to Burton-on-Trent.
- Increased hours of operation for the Notts Bus on Demand service.
- A direct bus connection to East Midlands Parkway station.

Increased Capacity

3.2 For those high frequency services that are already well-used, the potential patronage growth due to existing or approved employment sites (EMA1, EMA, Ratcliffe on Soar) and the Scheme, means services could reach maximum capacity at shift changeover. To address this, additional vehicles could be added to the service, or larger vehicles could be used (e.g. double decker vehicles / coaches). Through discussions with the operator, the skylink Derby and skylink Express were both identified as services at risk of future capacity concerns.

3.3 The operator for the skylink Derby recently invested in additional vehicles for the service which had the dual benefit of increasing capacity and enhancing service frequency from every 20mins to every 15mins. This investment means that since the initial engagement with stakeholders, the identified capacity issue with the skylink Derby service has been largely resolved, but there may be the need to revisit this in the future.

3.4 For the skylink Express, capacity is only anticipated to be a constraint at shift changeover when large numbers of employees will be starting / finishing shifts at the same time. During the interpeak periods, demand is anticipated to be manageable. Through discussions with the bus operator, a suggestion to increase the frequency of the service from every 30mins to ever 20mins would provide two additional vehicles and also resolve the potential capacity issues. The recommendation from the operator is to apply this frequency increase consistently during hours of operation (0400-2300), which would cost between £550 to £600k per year. This financial support is likely to be required for a minimum of three years to allow patronage to grow in line with the build-out of the development. It would mean a total contribution of £1.8m to facilitate the improvement. These costs to increase the frequency of the service do not consider the likely increased revenue from additional passengers as a result of EMG2 or wider

developments. As passengers increase the cost to deliver the service increase will reduce.

3.5 Any investment in the skylink Express through financial contributions from the developer would need to be carefully considered from a commercial viability perspective given that the service is currently receiving funding support from the EMG1 Bus Fund and via public sector subsidy to maintain the existing 30min service frequency. Increasing the frequency further to every 20mins will ultimately increase the operational costs and require more passengers to use the service for it to become commercially sustainable.

3.6 If this service frequency increase is applied throughout the day/evening, rather than just at shift changeover, it poses a greater risk to achieving sustainability just considering development-related growth at the Scheme. An alternative suggestion could be to increase frequency at shift changeover when the capacity issue has been identified (and also reduce the funding contribution needed) or align the introduction of the service increase with the occupation for the Ratcliffe on Soar redevelopment, to jointly fund the service increase as both developments would benefit.

Increased Frequency

3.7 Through discussions with the operator of the Airway 9 (Diamond Bus) service, there is a desire to serve the EMG2 Main Site, but within the current timetable of an hourly service it could be challenging do so, even though the service passes the site. To incorporate the EMG2 Main Site could require an additional vehicle on the route, which would cost £250,000-£300,000 per year. It is anticipated that this support could be required for several years.

3.8 The service is currently receiving subsidy from Derbyshire County Council to support the early morning and late evening service runs. Should this funding cease, it is possible that the hours of operation for the service will decrease, which would mean it would no longer align with the early and late shift changeovers. Any potential investment made through developer contributions should carefully consider the long-term viability of the service and the potential demand from future employees commuting from Staffordshire and South Derbyshire.

Increased Operational Hours

3.9 Notts Bus on Demand provides a flexible bus service for the villages in the West Rushcliffe area. There is interest from Nottinghamshire County Council in serving the EMG2 Main Site but have identified the current hours of operation (07:00 – 00:00) may not best serve those trying to reach the site for the early morning shift changeover and

extending operating hours could mean a greater number of potential employees could use the service. NCC has suggested increasing the operating hours to start the service at 05:00. Funding support of £350,000 per year would be required to support this enhancement.

3.10 Unlike conventional bus services, flexible bus services usually require ongoing subsidy due to higher operating costs and low vehicle capacity. Any investment in Notts Bus on Demand would need to be considered alongside continuation funding for the service beyond any developer contributions, the potential demand in the service and confirmed shift patterns on-site to determine if a 05:00 start is required. Data from EMG1 suggests that approx. 100 trips per month were made to/from the site using the service.

East Midlands Parkway

3.11 Currently any employees using East Midlands Parkway (EMP) to reach EMG1 or EMA would need to use the Notts Bus on Demand service, which would require pre-booking via the operator's app. A suggestion from Nottinghamshire County Council to consider a direct, fixed bus route connection between EMP and the EMG2 Main Site (as well as EMG1 and EMA) could encourage more rail-bus journeys within the Freeport area.

3.12 Investment in such a service should consider financial contributions being made by other developments in the area, such at Ratcliffe on Soar, where there is an aspiration for the skylink Express to serve the redevelopment at East Midlands Parkway station, therefore providing the missing link within the Freeport area.

Other Services

3.13 Two services that were not raised by operators or local authorities were the my15, connecting Ilkeston with East Midlands Airport, and the skylink Nottingham, which connects Nottingham via Beeston and Long Eaton. As there can often be significant change in the bus network from planning stage to first occupation and whilst these services have not been highlighted as an investment need currently, this should be revisited prior to first occupation.

4. Potential Demand

4.1 The EMG2 Sustainable Travel Strategy sets out where EMG1 employees are currently commuting from as a proxy for the Scheme (Figure 5-1), the anticipated development-related trips to the EMG2 Main Site based on the Travel Plan targets (Table 9-1) and how these bus trips are likely to be distributed onto the network based on insight from EMG1 (Table 9-2). This indicates that the highest demand is anticipated to be along the

skylink Derby corridor, particularly south of Derby city centre, Loughborough and Leicester. This is followed by trips from the Nottingham urban area (skylink Express/skylink Nottingham) and the Beeston, Long Eaton corridor (skylink Nottingham). Limited trips are currently being seen from the Staffordshire / South Derbyshire area and west Rushcliffe.

4.2 Based on this information and the considerations raised by stakeholders, at present investment to support the skylink Express is likely to be the priority, with opportunity to invest in other services if there is demand, or if the network changes. It should be noted that developments along the A453 corridor, such as the Ratcliffe-on-Soar redevelopment, has a Sustainable Travel Strategy and Site Wide Travel Plan in place, which outlines potential improvements along the Nottingham to EMA corridor. There could be further opportunities to optimise developer contributions to benefit both developments (EMG2 Main Site & Ratcliffe-on-Soar), EMG1 and the Airport in the future, all of which are within the Freeport area. This should be a consideration when investment decisions are made from the EMG2 Bus Fund.

5. Managing and Funding Improvements

Investment Approach at EMG1

5.1 A ring-fenced, indexed-linked Bus Fund of £1.7m was established by SEGRO at EMG1 to fund the improvements to services set out in the EMG Public Transport Strategy, this was a condition of the Development Consent Order (DCO). The Fund was set up by SEGRO prior to first occupation and it has retained ownership over the fund throughout the delivery period.

5.2 In parallel, the EMG Sustainable Transport Working Group (STWG) was also established, specifically for the site to oversee the spend from the EMG Bus Fund. The constitution of the STWG was mandated in the DCO. Voting members are the Developer (SEGRO) and the local authorities. The STWG group meets twice per year to review progress against the EMG Site Wide Travel Plan and EMG Public Transport Strategy; and allocate funding from the EMG Bus Fund to improve local services.

5.3 Investment allocated by EMG STWG is agreed in separate phases. The trigger for each phase is based on the completed square footage of development, which allows investment to be staggered throughout the build-out. At the planning stage, the potential bus investment options were set out in the Public Transport Strategy however, flexibility was built into STWG constitution to allow the group to discuss and invest in different bus services, based on what would be a more effective use of the Fund.

5.4 Any investment decisions are based on a review of employee home postcodes, areas targeted for recruitment by tenants, the alignment of existing services with shift patterns / working hours, the performance of existing services and the potential for long term financial sustainability of the service. This data-led approach has been effective in allowing the group to collectively agree, via a vote, where funding should be spent, based on where there is the greatest need at the time.

5.5 Table 5-1 sets out the EMG1 bus investment triggers. By the end of 2024, £800,000 (47% of the Bus Fund) had been spent or committed to supporting local bus services.

Table 5-1: EMG1 Bus Investments

Phase	Trigger	Measure	Investment	Year
Phase 1	2million sqft	Bus Interchange	Infrastructure Fund	2019
		Shuttle Bus	Management Charge	2019
		skylink Express	£150,000	2019-20
Phase 2	3million sqft	Airway 9	£67,000	2020
Phase 3	4million sqft	skylink Express	Up to £450,000	2025-2028
Phase 4	5million sqft	TBC	TBC	TBC
Phase 5	6million sqft	TBC	TBC	TBC
Bus Fund coordination and promotion of services			£133,000	2019-24
Total spend and committed investment			**£800,000**	**47%**

Proposed Approach for the Scheme

5.6 Given the successful way in which the STWG has worked together to oversee and allocate the EMG1 Bus Fund, and the built-in flexibility to respond to changing needs and industry challenges, we are proposing the same approach for the Scheme. The current STWG will only be in place until 2028, which marks the end of the 10-year travel plan delivery period at EMG1. As the construction and first occupation of EMG2 is likely to be after this point, the intention will be to re-establish the STWG and focus on the delivery of the EMG2 Sustainable Travel Strategy and Framework Travel Plan.

Considering this, it will be advocated that same constitution for the EMG1 STWG is repeated for the DCO conditions for the Scheme.

5.7 As with EMG1, a ring-fenced Bus Fund is being proposed for the Scheme and this fund should be used flexibly to invest in service improvements based on data about the workforce at the EMG2 Main Site, travel needs and aspirations, and the support needed in the network at the point the investment triggers are reached.

6. Allocating Funding

6.1 It would be premature at this stage to allocate investment from the proposed EMG2 Bus Fund to specific bus routes. Development and planned investment in the Freeport area, and a wider shift in how the Government funds public transport all mean the bus network has the potential to change over the next five years before the first units become operational. Based on experience at EMG1, this means that the services that require support in 2025 could be different to those at first occupation (approx. 2029).

6.2 This said, it is prudent to outline an investment criteria and indicative timeline for phasing investment now so that it can be used by the STWG to inform the future decision-making process.

Investment Criteria

6.3 The suggested criteria outlined below could be used by the STWG to help develop proposals or prioritise potential funding proposals or requests from stakeholders. They are meant to help guide the decision-making process to allow for the most effective, responsive, relevant and sustainable use of the EMG2 Bus Fund. The aim is that they can be supported by local data to help inform the process:

- Demand – considering not only where demand is (where people are travelling from) but also when they are travelling (and alignment with shift patterns and work hours).
- Potential future demand – new and relevant housing developments, as well as areas being targeted for recruitment by tenants.
- Viability – performance of existing service, including historic trends.
- Sustainability – potential for decreased funding over future years of investment, ability to reach commercial viability.
- Cost/benefit – relative benefits (demand met, viability etc) compared to proposal cost.
- Relative cost – cost relative to the wider EMG2 Bus Fund, and ability for the STWG continue other investment over the period of the Travel Plan.

- Integration – with the wider network, especially linking with wider public transport proposals that support the development of the East Midlands Freeport.
- Support and maintenance - of the current public transport network
- Relevancy – to the EMG2 wider priorities, and other relevant STWG stakeholder priorities.

Investment Phasing

6.4 Aligned with the criteria for investment, Table 6-1 sets out the proposed phasing for service investment. This has been linked to the build-out of the development, but also considers the number of employees on-site, given that some large units may have low employee numbers, depending on the business operations and level of automation.

6.5 Phase 1 is focused on connecting the site by public transport via the construction of a dedicated bus interchange, working with operators to agree serving the interchange with existing services and introducing the on-site shuttle bus. This last measure will be informed by those units that come forward for development first, for example if the first units that are occupied are located near the bus interchange this may delay the introduction of the service until it is required.

6.6 Phase 2 and 3 focus on investing in bus services to enhance provision based on the criteria set out previously. As the EMG2 Main Site is smaller than EMG1, this is reflected in the number of investment phases. Note, flexibility should be considered to adapt these proposed phases if agreed through the STWG.

Table 6-1: Investment Phasing of the EMG2 Bus Fund

Phase	Measure	Trigger
Phase 1(i)	Bus interchange constructed	Prior to the first unit reaching practical completion at the EMG2 Main Site.
	Bus interchange served by skylink Derby, skylink, Express, skylink Nottingham	
Phase 1(ii)	Gateway shuttle bus introduced	Prior to the first unit likely to require a shuttle bus reaching practical completion at the EMG2 Main Site.
	Bus stops and associated infrastructure installed along the main estate road	

Phase 2	Financial contribution to local bus service	300,000sqm development excl. mezzanines and / or 1,000 employees at the EMG2 Main Site
Phase 3	Financial contribution to local bus service	400,000sqm development excl. mezzanines and / or 3,000 employees at the EMG2 Main Site

7. Conclusion

7.1 This note outlines that there is already a comprehensive network of bus services surrounding the Scheme and many of these operate 24/7 which aligns with proposed operations. Through discussions with stakeholders, consideration needs to be given to any investment needed in the network to achieve the EMG2 Sustainable Travel Strategy and Framework Travel Plan targets. Potential financial support could be required to increase capacity on high frequency bus services to Nottingham at shift changeover and stakeholders have also encouraged exploring options to invest in more rural services to increase frequency or hours of operation.

7.2 Analysis of the current and potential demand for services suggests that investment in the high-frequency services to key cities should be prioritised, but to be mindful of other public and private sector stakeholders within the Freeport that could be making similar investments over the next five years. This suggests the potential for jointly funding improvements in the Freeport area, to optimise investment decisions to benefit all stakeholders.

7.3 Based on the success of EMG1, it is suggested that a ring-fenced EMG2 Bus Fund is established to invest in public transport services over the Sustainable Travel Strategy delivery period and this will be overseen by the Sustainable Transport Working Group. This group will make data-led investment decisions to improve services to the EMG2 Main Site based on clear criteria and aligned to the build-out and occupation of the development.

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