



## East Midlands Gateway

A tall, grey metal signpost stands in a landscaped area. The sign is white with red and black text. The top part of the sign reads 'SEGRO LOGISTICS PARK EAST MIDLANDS GATEWAY' in red and black. Below that, the 'SEGRO' logo is displayed in large black letters with a red 'O'. At the bottom of the sign, the website 'SLP-EMG.COM' is written in white on a black background. In the background, there is a modern building with large glass windows and a road with traffic lights under a cloudy sky.

SEGRO  
LOGISTICS PARK  
EAST MIDLANDS  
GATEWAY

SEGRO

SLP-EMG.COM

### Delivering sustainable transport options

SEGRO Logistics Park East Midlands Gateway is a 700-acre development. It incorporates a 50-acre strategic rail freight terminal and 6,000,000 sq ft of logistics accommodation which is currently occupied by Amazon, XPO Logistics, The Very Group, Kuehne + Nagel, Games Workshop and Maritime Transport. When the site is fully occupied, [East Midlands Gateway](#) will employ in excess of 7,000 people, making it a regionally significant employment hub.

ITP has been the Travel Plan Coordinator for the site since the planning stage and over the course of 8 years have supported SEGRO to:

- Develop a Travel Plan and Public Transport Strategy to gain planning consent for this Nationally Significant infrastructure project.
- Establish a Sustainable Transport Working Group of public and private sector organisations to oversee the delivery of the travel plan measures.
- Introduce innovative transport schemes including an electric shuttle bus and bike hire scheme
- Develop Travel Packs, information, and maps to promote sustainable transport.
- Help occupiers to develop Occupier Travel Plans and employee engagement events.

The impact of our work in the first year of occupation (2019) has been 20% higher sustainable travel use when compared again the Travel Plan targets. Our work was shortlisted for the CIHT's Transport Planning Award in 2020.



## Gaining planning consent

In 2012, ITP were appointed by SEGRO to join their multi-disciplinary team of planners, engineers, architects, and lawyers to prepare the planning application for the site. We prepared the Site-Wide Travel Plan and the Public Transport Strategy, setting out how employees could be encouraged to car share, catch the bus or use active travel for the commute. Due to the size and scale of the development, it was deemed a Nationally Significant Infrastructure Project with approvals overseen by the Planning Inspectorate. Four years after the rigorous applications process started, planning permission was granted in 2016.



## Partnership working

ITP were retained as the Site Wide Travel Plan Coordinators and our role evolved from planning to delivery, overseeing the implementation of all sustainable transport measures for the site.

We established a Sustainable Transport Working Group, bringing together the developer, six local authorities, six occupiers, Jobcentre Plus, East Midlands Airport and transport providers to discuss and agree long-term transport improvements.

When the first occupiers moved on-site in 2019, we supported them to prepare an Occupier Travel Plan, and provided them with information, incentives, and advice to help promote sustainable travel.



## Delivering innovative solutions

Sustainable practices were incorporated into the site's design. Strategic upgrades to shared paths and a new signalised crossing point created safer, direct walk/cycle routes from nearby villages, and a high-quality bus interchange with real time information improved the employee experience when arriving by bus.

Alongside these infrastructure improvements, ITP coordinated the introduction of innovative transport services including an all-electric shuttle bus service and secured funding for electric bus charging and a bike share scheme delivered in partnership with local councils and cycling charities.

## Measuring impact

Annual travel surveys, traffic counts, public transport satisfaction surveys and focus groups are carried out to assess the uptake in usage of sustainable modes of transport and to inform how transport investment should be spent over the travel plan period.

In the opening year alone, the proportion of employees using sustainable modes was 20-percentage points higher than anticipated, suggesting the measures in place are having the intended effect on influencing employee travel patterns.



*Improving the way the world moves*

## Contact

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