

# Mobility Hubs Investment Prospectus



# MOBILITY HUBS OVERVIEW

Investment opportunities

Mobility hubs combine active and public transport services within a single site, making journeys easier and more attractive, whilst also helping reduce carbon emissions, and creating opportunities to improve public spaces within our cities, towns and villages.

## WHAT IS A MOBILITY HUB?

A mobility hub is a site where a range of different sustainable and active travel modes are brought together, making it easier and more attractive for users to make multiple multi-modal journeys. Often these sites are enhanced with a range of complementary facilities and services.

### Mobility hubs bring together

- Public transport services: such as buses, trams and rail, as well as taxi ride-hailing
- Shared mobility services: such as cycle-hire, car clubs, e-scooters and cargo bikes
- Broader mobility services: including cycle parking; bike repair; EV charging; and travel advice (information, assistance, ticketing and wayfinding)
- Non-mobility services: such as café and remote working spaces; food and beverage retail; parcel lockers; Wi-Fi; and phone charging
- Enhanced public realm: includes improvements for safety, accessibility and attractiveness; waiting areas and covered seating; and outdoor public space – planting, seating and play areas.

## What benefits can mobility hubs bring?



### Improving connections and accessibility

better transfers and connections between different modes encourage multi-modal trips;



### Streamlining services and infrastructure

free up street space from the increasing range of on-street infrastructure such as cycle-hire parking and EV chargers that can cause pavement clutter;



### Improving perceptions of shared and active travel

enhance the awareness and appeal of shared and active travel solutions;



### Improving safety and comfort

facilities like high-quality waiting spaces provide a enhanced experience for passengers;



### Changing behaviours

help people re-think how they travel, and help broaden the range of trips for which public and active travel is feasible;



### Supporting community services

non-mobility facilities and services can be incorporated to attract more users. In smaller communities, mobility hubs can help offset the loss of life-line shops and services; and



### Providing the 'missing link'

help provide flexible and affordable 'last mile' connections for bus and rail services, making them practicable where they otherwise wouldn't be;



### Facilitate densification

Mobility hubs can reduce the need for parking provision, enabling higher densities within new developments.

## Why invest in mobility hubs?

By investing in mobility hubs, companies can integrate sustainability into their operations, and showcase a commitment to CSR objectives by addressing pressing issues around climate change, social equity and urban mobility, position themselves as responsible and forward thinking organisations. Mobility hubs also have a range of potential revenue generation streams, including:

### Rental and usage fees

- car clubs, bike and scooter rentals
- EV charging fees, ranging from £0.20 to £0.70 per kWh

### Cycle parking revenue - short-term and long-term parking

- Secure short and long-term bike parking - daily or monthly rates, especially for premium storage solutions

### Retail / commercial

- Leasing to retailers/ pop-up shops
- Advertising spaces

### Digital and data services

- Monetise user behaviour and transport demand data
- Subsidies and grants
- Corporate partnerships

### Integrated transport passes and discounts

- Bundle offers in partnership with local operators in exchange for a portion of ticket revenue.
- Corporate Subscriptions



# RIVERSIDE SHOPPING CENTRE, HEMEL HEMPSTEAD

## ABOUT HEMEL HEMPSTEAD:

Hemel Hempstead is a growing town, with a population of 96,000, up 6.7% since 2012. It has a thriving local economy with particular strengths in the retail, construction and education sectors. Only 24 miles from central London, Hemel Hempstead is a commuter town which attracts a young and affluent employment base. The local authority area has a local GVA of £29,387 per head (in line with the region as a whole) and a higher-than-national-average household income of £26,170.

### Age profile:

Working age population: 64%



### Gender split:

51% female, 49% male



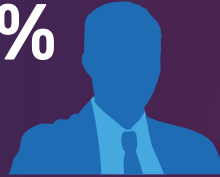
### Education level: 38%

at Level 4 (undergraduate degree, NVQ4 etc.)

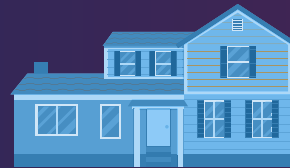


### Occupation: 52%

in technical, professional or managerial level positions



### Home ownership:



65%

### Cycling mode share:

Current commuting mode share<sup>1</sup>: 1%

Potential commuting mode share<sup>2</sup>: up to 19%

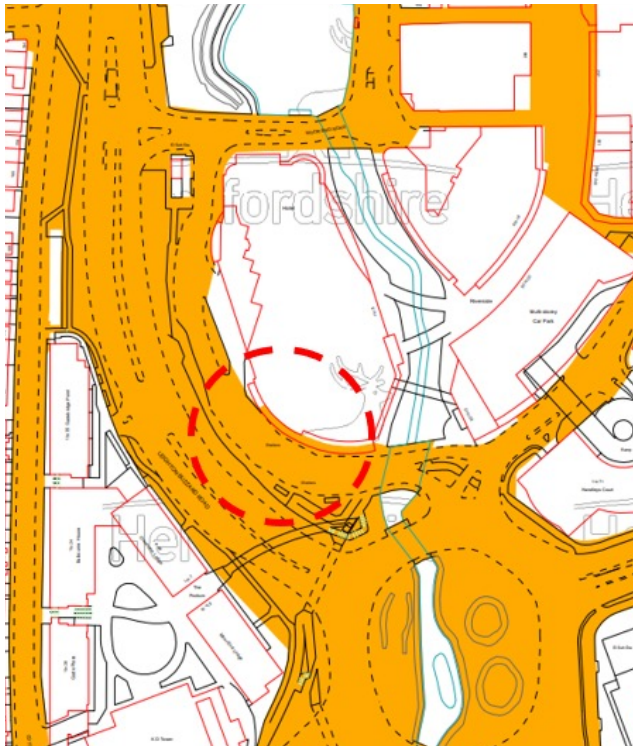


<sup>1</sup> Based on 2011 census data. 2021 data not used as this was artificially depressed by the impact of the Covid-19 pandemic and associated lockdown restrictions

<sup>2</sup> Based on a 'Go Dutch Scenario' estimate made by Department for Transport, based on expected behaviour if Dutch cycling behaviours were adopted in the UK

## THE LOCATION

**Riverside Shopping Centre sits at the heart of Hemel Hempstead town centre, within a high-footfall area adjacent to key retail and leisure sites. Located alongside the Plough roundabout, the site benefits from excellent access to both the A4146 Leighton Buzzard Road and A414 St Albans Road. The shopping centre is a 20-minute walk or 8-minute bus ride from the Hemel Hempstead Railway Station.**



### Catchment area

People living within a 30-minute journey of the site by:



Walking  
35,982



Cycling  
130,965



Public transport  
128,534

### Key assets

- The site sits within in the Plough Zone of Hemel Hempstead, a key gateway into the town centre, especially for visitors travelling from the railway station
- Hemel Hempstead Railway Station is located on the West Coast Main Line, with a journey time to London of just 30 minutes. The station also offers direct service to Milton Keynes Central and Tring
- The site is well connected by the local bus network, providing connections to Aylesbury, High Wycombe, and Welwyn Garden City. It also has excellent highway connections to London and the Midlands, being located next to Junction 8 of the M1; The shopping centre offers 350 parking spaces and multiple outdoor Sheffield bike stands located on the southern edge of the mall
- The potential to develop a new cycle-sharing scheme within the site, as part of a larger roll-out across the town
- Similarly, there is the opportunity to develop a new market for a car club within the hub

### Future developments

Over the next 25 years the town has ambitious plans for growth which include:

- 11,000 new homes through the Hemel Gardens development, plus a further 3,500 homes within two town centre opportunity areas
- Significant new employment growth, focused in particular at Hertfordshire Innovation Quarter, a significant expansion of Maylands Business Park, which will deliver an additional 3 million sq.ft. of floorspace
- Improved bus infrastructure will make bus travel more attractive, and the regeneration of the Market Square with a new healthcare facility will increase footfall
- Improved active travel network will make it easier than ever to walk and cycle between the hub, town centre, and the railway station

### The opportunity

The site is of significant size and located on land controlled by the highway authority. It offers the potential for a large, high-quality mobility hub. Potential services could include:

- EV charging points
- Car club
- Cycle hire
- Parcel lockers
- Retail units

### The HERT Network

The site forms one of the stops on the new HERT (Hertfordshire Essex Rapid Transit) Network. The HERT will transform the way people travel in both counties. The new east-west corridor will run from Hemel Hempstead to Harlow in Essex, and on to Stansted Airport. The first Mass Rapid Transit network in Hertfordshire, it will provide a level of convenience, reliability, frequency and comfort far in excess of a traditional bus service, as well as connecting into a network of transport hubs, cycling and walking networks, providing a seamless and integrated transport system without the need for car travel.



# OXFORD PARKWAY PARK AND RIDE

## ABOUT OXFORD:

Oxford is a vibrant city with a stimulating social and cultural scene. It is renowned worldwide for its prestigious university and rich heritage. The city contains some of the country's most renowned cultural landmarks, including the Ashmolean Museum, the oldest public museum in the UK, as well as an abundance of public spaces and parks, such as Christ Church Meadow and the University of Oxford Botanical Garden.

Capitalising on its two universities and the research funding and skilled workforces they attract, the city has become a hub for biomedical, medical and technology clusters of global significance. As a result, Oxford has a local GVA of £44,478 per head (1.5 times the regional and national average).

The city is well-connected to London and other major UK cities via road and frequent rail services. Within the city, an efficient bus network connects neighbourhoods and key destinations, such as the university and various cultural landmarks.

### Age profile:

Working age population: 73%



### Gender split:

51% female, 49% male



### Education level: 48%

at Level 4 (undergraduate degree, NVQ4 etc.)

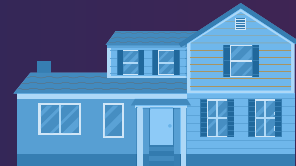


### Occupation: 73%

of all jobs in 'knowledge intensive' sectors



### Home ownership:



45%

### Cycling mode share:

Current commuting mode share: 10%

Potential commuting mode share: up to 41%



## THE LOCATION

**Oxford Parkway is an ideal gateway into Oxford. Just 3.5 miles from the city centre, the modern railway station and park and ride has stimulated multi-modal travel since opening in 2015. It provides regular train and bus services to Oxford, and half-hourly services to Bicester and London Marylebone. The site offers convenient access for car users, being near major highways, including the A34 North-South link and the A4165/A4260 to Oxford and Banbury.**

### Catchment area

People living within a 30-minute journey of the site by:



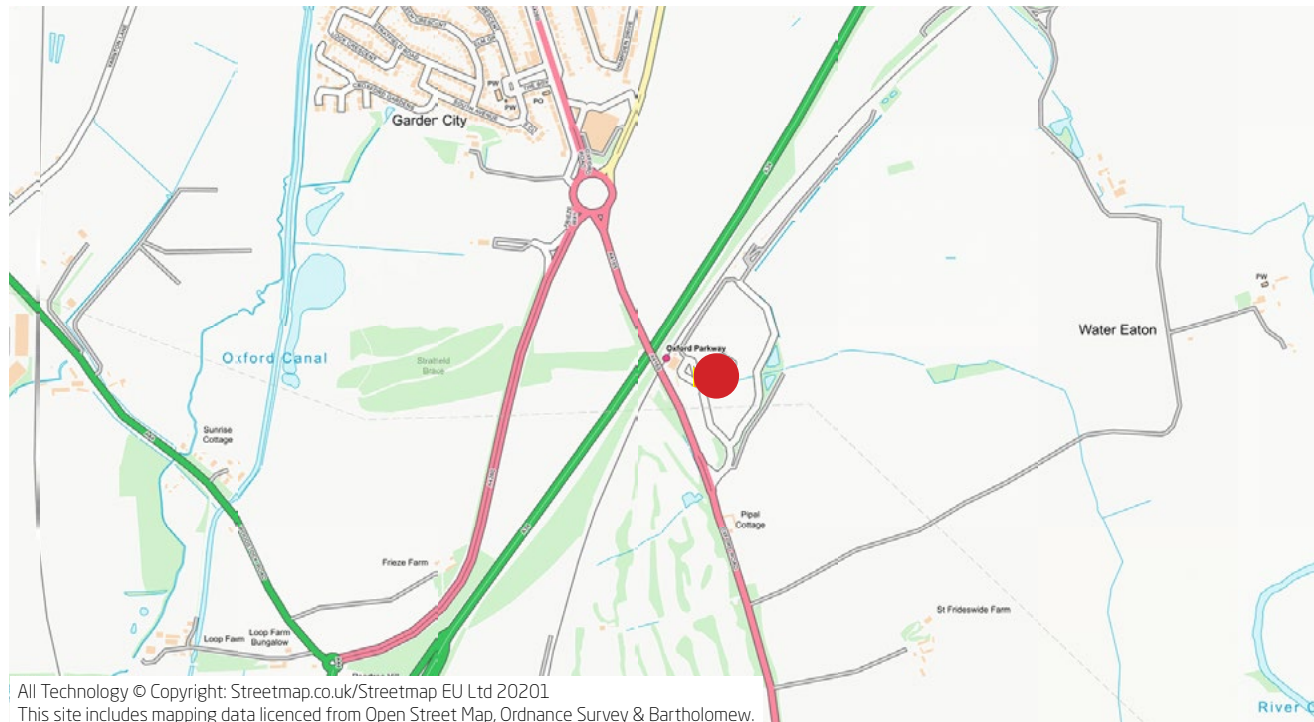
Walking  
9,658



Cycling  
95,545



Public transport  
78,831



All Technology © Copyright: Streetmap.co.uk/Streetmap EU Ltd 20201  
This site includes mapping data licenced from Open Street Map, Ordnance Survey & Bartholomew.

## Key assets

- Opportunity to grow the current park and ride site into a comprehensive transport hub for north Oxford, benefiting from the existing park and ride service, and expanding to provide bike hire, EV charging and car club
- Oxford Parkway currently provides half-hourly train services to Oxford, Bicester and London Marylebone
- Frequent park and ride bus links to Oxford city centre, Headington, Thornhill, Kidlington, Cutteslowe and Summertown
- Excellent road links via adjacent A34 North-South link to Oxford, Banbury, and beyond
- Well configured for multi-modal journeys into the city, there are 758 car parking spaces at the park and ride site, as well as a further 800 at the adjacent Chiltern Railways car park

## East West Rail

East West Rail is a nationally significant railway project which aims to deliver much-needed transport connections for communities between Oxford and Cambridge. Services will be introduced in three stages, with Oxford Parkway included in Stage 1 of the project. From 2025, there will be direct services connecting Oxford, Bletchley, and Milton Keynes, as well as improved connections to places including Didcot and Swindon. With the communities that the railway will serve contribute over £100 billion to the national economy each year, the railway is set to boost the region by billions upon its completion.

## Future developments

- Improved active travel routes proposed from Oxford Parkway north to the new Garden City at Kidlington and south to the city centre via Cutteslowe, Sunnymead and Summertown as part of the Oxford Local Cycling and Walking Infrastructure Plan (LCWIP)
- A major science and technology district, Oxford North is scheduled to open nearby in 2025, providing new workspace for 4,500 workers, as well as 480 low carbon new homes
- The proposed reopening of the Cowley Branch Line would create a direct link to Oxford Parkway from London Marylebone through Oxford Parkway to the Science Park and Cowley
- A new 16,000 capacity stadium for Oxford United Football Club is proposed for the adjacent land between Frieze Way and Kidlington Roundabout. The development would include a 180-bed hotel, restaurant, conference centre, health and wellbeing space, gym and community plaza
- There is potential to re-design the layout of Oxford Parkway, bringing the rail and bus stations closer together

## The opportunity

The site is of significant size and located on land controlled by Oxford City Council. It offers the potential for a large, high-quality mobility hub. Potential services could include:

- EV charging points
- Car club – the nearest car-club site is approximately 2 miles south at Summertown Car Park
- Cycle hire
- Parcel lockers
- Retail units

# NORTHAMPTON GENERAL HOSPITAL AND ST ANDREW'S HOSPITAL

## ABOUT NORTHAMPTON:

Northampton is one of the largest towns in the UK, with a population of around 250,000, and a rich history as a medieval garrison town and later, the shoemaking capital of the world. Located 60 miles from London, the town is well connected; Northampton Railway Station provides regular services operated by West Midlands Trains, connecting London Euston and Birmingham New Street in around 80 minutes. There are also regular services to other major cities in the Midlands. National Express operates intercity coaches to Birmingham and Heathrow Airport, and services call at the town centre and Far Cotton. The M1 Motorway passes the town, linking it to Milton Keynes, Luton, Watford and London to the south; and Leicester, Nottingham and Sheffield to the north.

### Age profile:

Working age population: 62%



### Gender split:

50.5% female, 49.5% male



### Education level: 32%

at Level 4 (undergraduate degree, NVQ4 etc.)

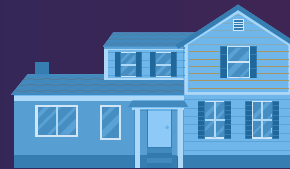


### Occupation: 43%

in technical, professional or managerial level positions



### Home ownership:



66%

### Cycling mode share:

Current commuting mode share: 2%

Potential commuting mode share: up to 29%



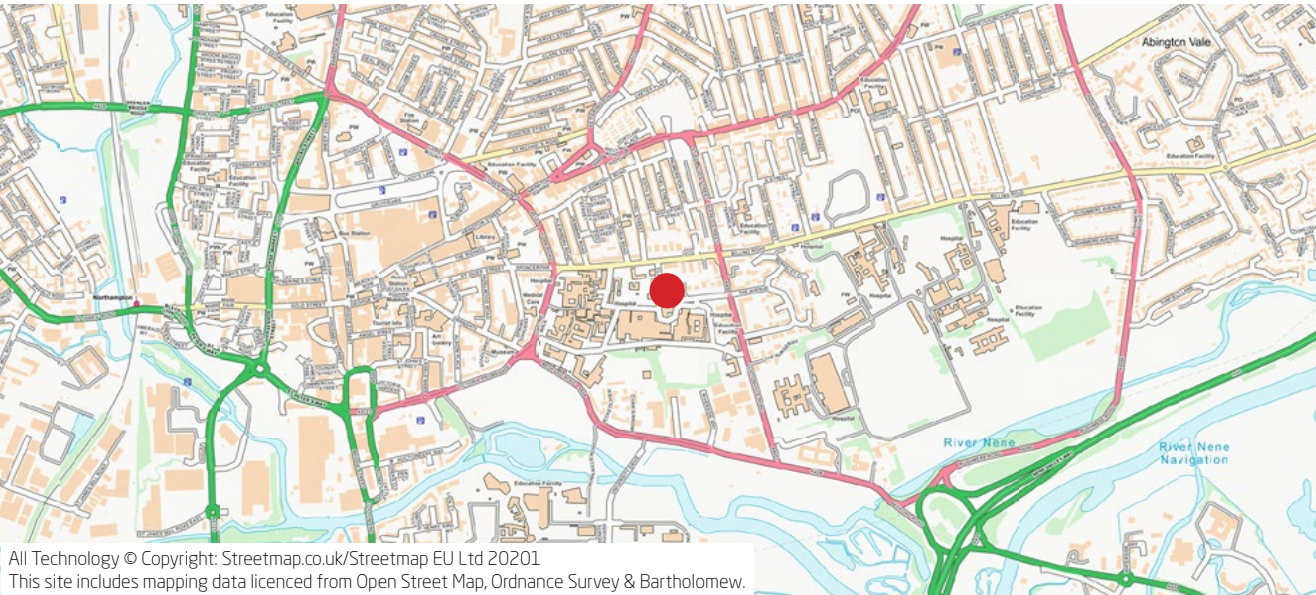


THE LOCATIONS

**Northampton General Hospital is a major acute care hospital, offering a comprehensive range of healthcare services. It serves a large catchment area and is home to a workforce of over 4,000.**

St Andrew's Hospital is a private mental health facility operated by St Andrew's Healthcare.

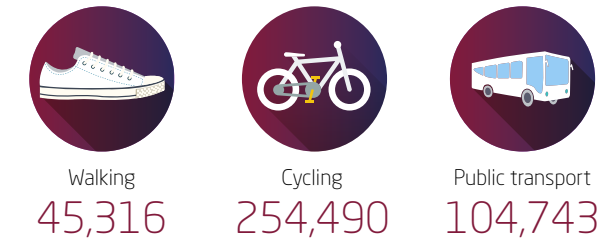
The sites are located close to the town centre, Northampton Railway station and the University of Northampton. The road network around the hospital is well connected, with direct links into the town centre via Billing Road, and easy connections from the M1 via the A428.



The sites are served by local buses providing connections to the town centre and major residential areas including Southfields, Goldings, Lings, Standens Barn, Weston Favell and Abington Vale. Key attractions on the route include Riverside Retail Park, Riverside Business Park and Weston Favell Shopping Centre.

Catchment area

People living within a 30-minute journey of the site by:



Key assets

- The site is located in a busy area of high-density housing and commercial premises on the eastern edge of the town centre, close to the University of Northampton, and Northampton School for Boys
- The site is well served by local bus services, connecting with the town centre and major interchanges such as Brackmills Industrial Estate
- Both hospitals have large parking facilities, with 451 spaces and three EV charging points at NGH, and 140 spaces at St Andrew's Hospital, providing ample room to incorporate new services
- Active travel to the site is already promoted for both staff and visitors. Incentives such as the 'Cycle to Work' scheme and 24 public sheltered cycle parking spaces plus additional staff-only cycle boxes and bins are provided
- National Cycle Network Route 6 passes close to the site, connecting the site with the town centre, the railway station and beyond
- An e-scooter scheme trial has been implemented by the local authority in partnership with Voi
- Enterprise Car Club operates in Northampton, offering hourly and daily self-service vehicle hire services

The opportunity

The sites are of significant size and located on land controlled by University Hospitals of Northamptonshire (UHN) and St Andrew's Healthcare. They offer the potential for a large, high-quality mobility hub. Potential services could include:

- EV charging points
- Car club
- Cycle hire
- Parcel lockers
- Retail units
- Bus stops / interchange

Future developments

- The town is undergoing significant expansion, with a target of over 7,000 new dwellings between 2011 and 2029, as part of the West Northamptonshire Joint Core Strategy
- The site Masterplan will see parts of the hospital grounds repurposed for new residential and office space, bringing new residents and workers onto the site
- St Andrew's Healthcare is developing a Sustainable Green Travel Plan that will focus on promoting sustainable and active travel to reduce the use of private vehicle and promote mode shift in transport at St Andrew's Hospital. EV charge points for staff and visitors will be installed and improvements made to site infrastructure to boost active travel
- The current local plan requires new developments to contribute to West Northamptonshire's modal shift objectives, including a 5% reduction in the share of private car trips across existing developments and a 20% reduction in the share of private car trips from all new developments
- A Local Cycling and Walking Infrastructure Plan (LCWIP) is currently being developed for Northampton which will outline opportunities for active travel enhancements to connect residents with key destinations, such as the hospital, town centre and railway station. Phase 1 of the Abington Active Travel scheme on the Billing Road corridor has already been completed, with the final phase currently in development



# KETTERING STATION

## ABOUT KETTERING:

Kettering is a historic market town with a population of over 63,000. The town is on both the A14 and the Midlands Mainline routes, and this strategic location has seen it become an important player in the region's economy.

Kettering is part of the North Northamptonshire unitary authority area, which has a GVA of £41,809 per head, significantly greater than either the regional (£30,710) or national (£29,599) averages.

### Age profile:

Working age population: 61%



### Gender split:

51% female, 49% male



### Education level: 27%

at Level 4 (undergraduate degree, NVQ4 etc.)

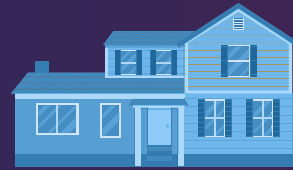


### Occupation: 39%

in technical, professional or managerial level positions



### Home ownership:



66%

### Cycling mode share:

Current commuting mode share: 2%

Potential commuting mode share: up to 22%



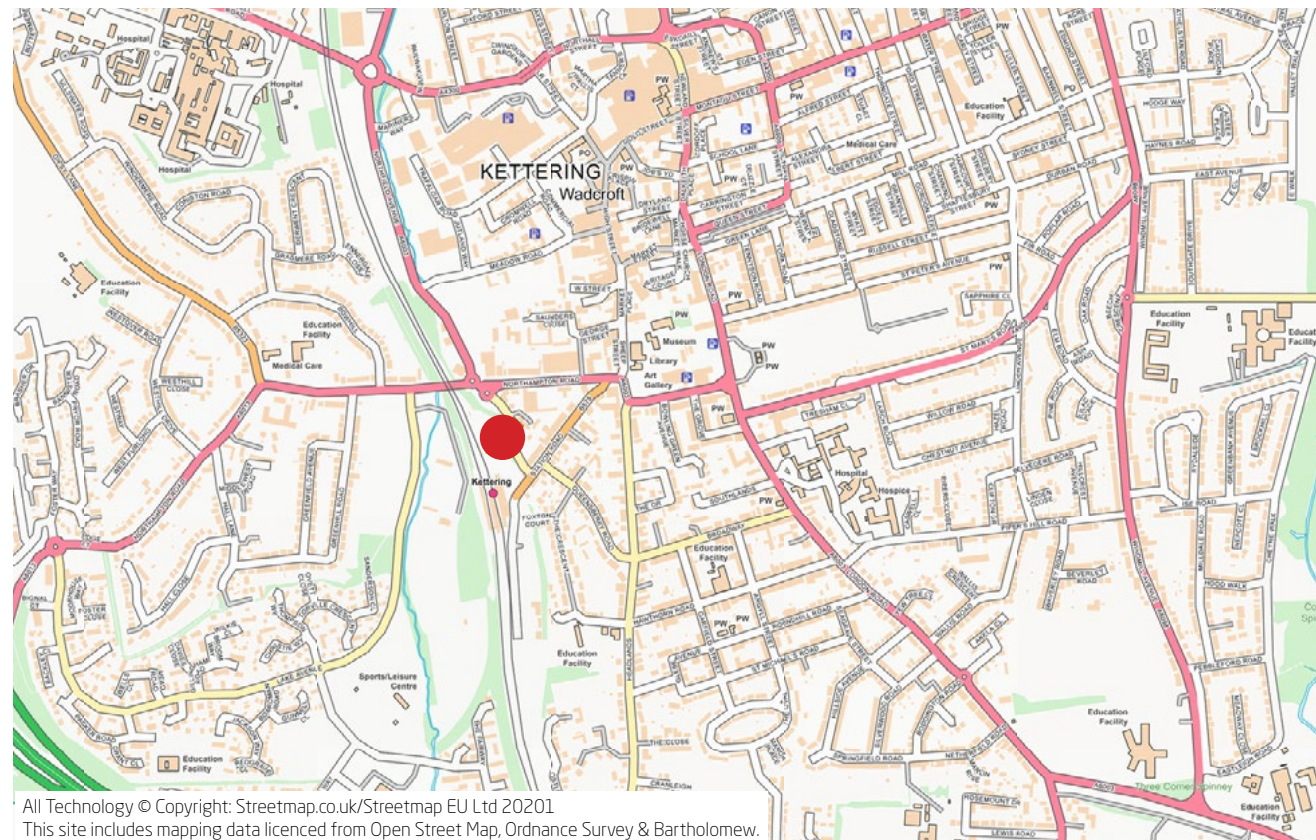


## THE LOCATION

**Kettering station is situated on the Midlands Mainline, providing links to Leicester, London St Pancras and Nottingham in less than an hour. The station is surrounded by a mix of commercial and residential properties, and approximately half a mile from the town centre, a distance which is easily covered by active modes, particularly cycling, which, with a four-minute journey time, halves the journey time compared to walking.**

The station is easily accessible by car from the A14, making it a convenient location for drivers looking to

complete the final leg of their journey into the town centre by active travel.



All Technology © Copyright: Streetmap.co.uk/Streetmap EU Ltd 20201  
This site includes mapping data licenced from Open Street Map, Ordnance Survey & Bartholomew.

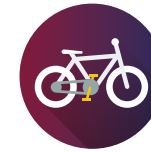
## Catchment area

People living within a 30-minute journey of the site by



Walking

34,602



Cycling

88,493



Public transport

116,711

## Key assets

- The station has two large car parks with 494 spaces (of which 16 are accessible)
- The station has a covered, 170-space, secure cycle hub
- Kettering has an e-scooter rentals service operated by Voi, and there is the potential to introduce a cycle-hire scheme
- Similarly, there is an opportunity to establish a car club for the town; the nearest existing scheme is in Northampton

## Midland Mainline Electrification

Kettering station is benefiting from Midland Mainline Electrification. The project is increasing the capacity and reliability of rail services and reducing journey times.

## Future developments

- Kettering is identified as a 'growth town' within the local plan, which anticipates that over 10,400 new dwellings will be required by 2031 in Kettering Borough
- The town is committed to delivering new housing through sustainable urban extensions. These include Kettering East with 3,880 new homes. Highway improvements such as a new distributor road providing links between the A43 and A14 will be delivered in conjunction with the new housing
- The local plan outlined several sites, including around Kettering Station, for development of new Class B (office, general industry, and storage and distribution) property. This development will bring new jobs, and increased footfall to the surrounding area
- North Northamptonshire Council aims to increase connections between Kettering and neighbouring towns, including utilising new technologies to better facilitate inter-urban journeys

## The opportunity

The site is of significant size and located on land mostly controlled by East Midlands Railway. It offers the potential for a large, high-quality mobility hub. Potential services could include:

- EV charging points
- Car club
- Cycle hire
- Parcel lockers
- Retail units



# BANBURY TRAIN STATION

## ABOUT BANBURY:

Banbury is a historic market town on the River Cherwell in Oxfordshire with a population of over 54,000. The town serves as a commercial and retail centre for the predominantly rural surrounding area spanning parts of Oxfordshire, Warwickshire and Northamptonshire.

Banbury is a popular commuter town due to its excellent transport connections. Mainline rail services link the town to both London and Birmingham, as well as towards Manchester, Newcastle, Reading and Bournemouth. The M40 motorway also connects it directly to Birmingham and London.

Banbury is within the Cherwell local authority area, which has a GVA of £32,850 per head, above both the regional and national averages.

### Age profile:

Working age population: 61%



### Gender split:

50% female, 50% male



### Education level: 35%

at Level 4 (undergraduate degree, NVQ4 etc.)

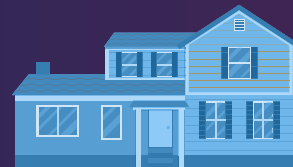


### Occupation: 47%

in technical, professional or managerial level positions



### Home ownership:



67%

### Cycling mode share:

Current commuting mode share: 3%

Potential commuting mode share: up to 26%





## THE LOCATION

**Banbury railway station is an important regional rail hub on the Chiltern Main Line. It is located a 5 minute walk from the town centre, which has a number of key attractions including Castle Quay Shopping Centre, The Light leisure complex, Banbury Bowl, and Banbury Museum and Gallery. The proximity of the station makes the journey to the centre easily achievable using active modes. Banbury bus station is located a short walk from the rail station. Additionally, the site is surrounded by a busy mix of residential and light industrial premises, attracting footfall into the area around the station.**

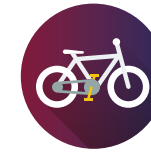


## Catchment area

People living within a 30-minute journey of the site by:



Walking  
25,698



Cycling  
74,049



Public transport  
83,184

## Key assets

- The site is close to trip-generating destinations such as The Mill Arts Centre, Banbury United Football Club, Banbury Madni Masjid Mosque, and Banbury Trade Park industrial estate. Middleton Close, Overthorpe, Thorpe Way and the MXL Centre industrial estates are also nearby
- The site has 978 car parking spaces, as well as two EV charging spaces
- Local bus routes serving destinations including Gateway Shopping Centre, Chipping Norton, Bicester Village and Oxford stop nearby at Banbury Bus Station and Bridge Street, located a 5 minute walk from the site
- 63 sheltered bicycle storage spaces on site
- The National Cycle Network Route 5, connects Reading and Holyhead via Oxford

## Future developments

- The town's growing demand for housing, combined with its appeal to commuters to London and Birmingham, makes the area around the station an attractive site for residential development
- 700 homes are to be developed as part of a mixed-use development on the Canalside site, on the west side of the station
- 150 homes are to be developed on the Higham Way site, east of the station
- Five hectares of new retail and leisure space is proposed for the Spiceball Development Area to the north of the station
- The council intends to release 35 hectares of land West of M40 in Policy Banbury 6 for a mixed employment site
- The Cherwell Local Plan 2040 proposes the provision of direct bus access, rapid electric charging points, car and electric vehicle community sharing clubs, and mobility hubs for all strategic developments
- Access to the station from Tramway Road is being upgraded. This will better connect southern Banbury and the town centre. The improvements will also include new bus stops, cycleways and footways.

## The opportunity

The site is of significant size. It offers the potential for a large, high-quality mobility hub. Potential services could include:

- EV charging points
- Car club
- Cycle hire
- Cycle storage
- Parcel lockers
- Retail units



# BRACKLEY, NORTHAMPTONSHIRE

## ABOUT BRACKLEY:

Brackley is a historic market town in West Northamptonshire with a population of 16,000. It serves as a local centre for the surrounding rural areas, providing essential retail, leisure and cultural services. The town is very attractive to commuters due to its easy access to Birmingham, Oxford, Milton Keynes and Northampton, with the A43 bypass linking it to both the M40 and M1. The town hosts a number of industrial estates and is home to the Mercedes-AMG PETRONAS F1 Team, employing more than 950 people.

### Age profile:

Working age population: 62%



### Gender split:

50.5% female, 49.5% male



### Education level: 32%

at Level 4 (undergraduate degree, NVQ4 etc.)

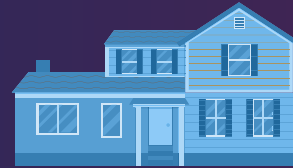


### Occupation: 43%

in technical, professional or managerial level positions



### Home ownership:



66%

### Cycling mode share:

Current commuting mode share: 2%

Potential commuting mode share: up to 12%





## THE LOCATION

**Brackley has its roots in the wool and lace trade and was built on the intersecting trade routes between London, Birmingham, the Midlands, Cambridge and Oxford. It is a centre for employment, with a number of large industrial estates and business parks attracting workers into the town. The delivery of a mobility hub in Brackley has been identified as a priority for the local authority as part of their 2024 Local Transport Plan.**



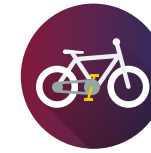
## Catchment area

People living within a 30-minute journey of the site by:



Walking

14,617



Cycling

22,668



Public transport

25,178

## Key assets

- Local bus services connect Brackley to nearby towns such as Banbury, Bicester, and Northampton
- Rail services to London and Birmingham can be accessed at Banbury and Bicester North stations and Bicester Village provides a service between London and Oxford, offering direct services to London and Birmingham. The introduction of East-West Rail will provide residents with access between Oxford and Cambridge from Bicester Village station
- A local centre of employment which brings people into the town, with key employment sites including Brackley Office Campus, Buckingham Road Industrial Estate and Network 43 Industrial Estate
- There is an opportunity to develop a cycle-sharing scheme within the town, which would complement the plans outlined in the Brackley Local Cycling and Walking Infrastructure Plan (LCWIP) for enhancements to the active travel network
- There is also an opportunity to develop a new car club within the town, with no existing providers

## Future developments

The town has plans for growth, including:

- The Council has a commitment to develop a dedicated active travel route between Brackley and Banbury via Middleton Cheney, and a bus priority programme to improve journey times and reliability between Milton Keynes and Banbury via Brackley and Buckingham, as well as to Towcester and Northampton
- Around 2,200 new homes by 2029 within the existing urban area and two urban extension areas on the town's north and eastern borders
- The town's transport infrastructure will be enhanced, including bus route improvements
- New commercial development is planned, with the development of the Brackley business district

## The opportunity

The development of mobility hubs within Brackley was proposed in the West Northamptonshire Local Transport Plan (LTP). Potential services could include:

- Bus stops/interchange
- Cycle parking
- EV charging points
- Car club
- Cycle hire
- Parcel lockers
- Retail units



# DIDCOT PARKWAY, OXFORDSHIRE

## ABOUT DIDCOT:

Didcot in Oxfordshire has a population of 35,000. Located approximately 10 miles south of Oxford, Didcot was historically a small rural village but underwent significant growth in the nineteenth century due to the arrival of the Great Western Railway. In the 20th century, Didcot continued to expand, particularly with the development of the Didcot Power Station.

Nowadays the town is a centre for high-skilled science and technology jobs. With Oxford only 20 minutes away and London Paddington reachable in 40 minutes Didcot is also a popular commuting hub.

### Age profile:

Working age population: 59%



### Gender split:

51% female, 49% male



### Education level: 44%

at Level 4 (undergraduate degree, NVQ4 etc.)

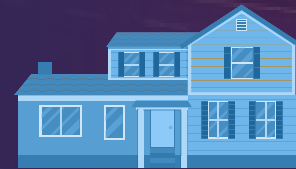


### Occupation: 57%

in technical, professional or managerial level positions



### Home ownership:



72%

### Cycling mode share:

Current commuting mode share: 2%

Potential commuting mode share: up to 23%



## THE LOCATION

**Didcot Parkway station is located on the Great Western Main Line. The station occupies a strategic location on the rail route, connecting passengers to major cities like London, Bristol, and Oxford. The station sits on the edge of the town centre, well connected to key retail, leisure and employment. The location lends itself to the use of active modes between the two.**



All Technology © Copyright: Streetmap.co.uk/Streetmap EU Ltd 20201  
This site includes mapping data licenced from Open Street Map, Ordnance Survey & Bartholomew.

## Catchment area

People living within a 30-minute journey of the site by:



Walking  
27,673



Cycling  
52,819



Public transport  
100,702

## Key assets

- The railway station is the gateway to the town, welcoming both workers and visitors to the adjacent Didcot Railway Centre
- The station has a large car park, with 2,895 spaces, including 40 accessible spaces
- Secure, sheltered cycle parking is available for 682 bikes. It is protected by CCTV and also includes a bicycle repair stand. A Brompton Bike Hire facility is also available at the station
- A bus interchange, providing services to the town centre and beyond is located by the main station entrance
- National Cycle Network Route 5, between Oxford and Reading, passes the station and with the town centre being a four-minute cycle away, the site is well suited for a cycle or scooter-sharing scheme
- There is also the opportunity to develop a car club for Didcot, with no current schemes operating within the town

## Future developments

Didcot will see significant new housing and employment development over the next decade, including:

- Didcot Parkway is in the Didcot Garden Town masterplan area in the South Oxfordshire local plan. The area received the Garden Town designation by central government in 2015 to deliver 15,050 homes and 20,000 high-tech jobs in the greater Didcot area
- Significant infrastructure improvements, such as A4130 widening and the Didcot Science Bridge, are committed under the local plan policy to enable sites in Didcot to be delivered
- The new HIF1 scheme will see a series of road connectivity upgrades near Didcot, including a dual carriageway on the A4130 from the A34 Milton Interchange towards Didcot, new bridges, and a Clifton Hampden bypass.

## The opportunity

The site is of significant size. It offers the potential for a large, high-quality mobility hub. Potential services could include:

- EV charging points
- Car club
- Cycle hire
- Parcel lockers
- Retail units



# BUTTERFIELD BUSINESS PARK, LUTON

## ABOUT LUTON:

Famous for its hat industry and more recently for car-making thanks to its Vauxhall Motors factory, Luton is a large town 32 miles north of London.

The town is home to two University of Bedfordshire campuses, and a major airport – London Luton. The town has excellent transport links, with Luton Railway providing direct services to London St Pancras International, as well as connections to Bedford, Gatwick Airport and Brighton in the south, and Leicester, Nottingham and Sheffield to the north. The M1 motorway passes the town, provided efficient road links to London and the north of England.

### Age profile:

Working age population: 63%



### Gender split:

50% female, 50% male



### Education level: 30%

at Level 4 (undergraduate degree, NVQ4 etc.)

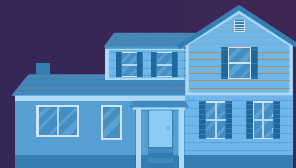


### Occupation: 35%

in technical, professional or managerial level positions



### Home ownership:



55%

### Cycling mode share:

Current commuting mode share: 2%

Potential commuting mode share: up to 24%

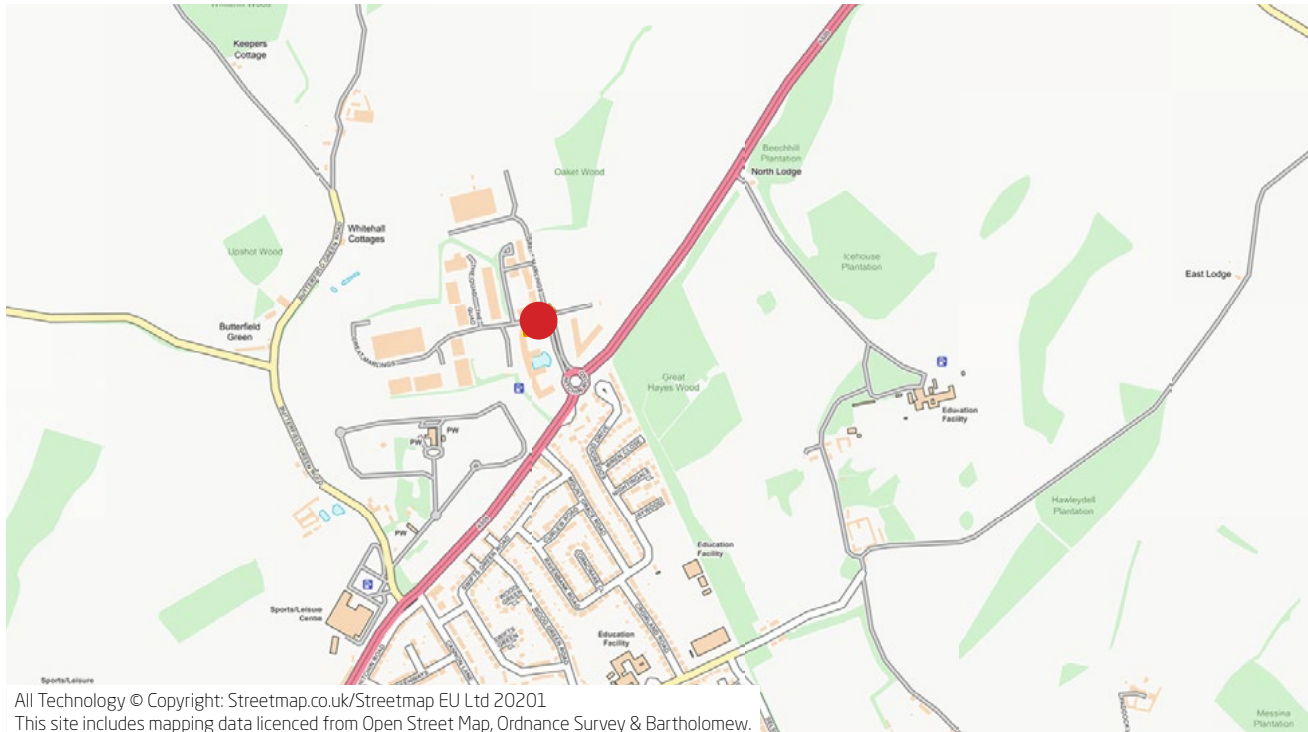


## THE LOCATION

**Butterfield Business Park is a modern commercial and industrial development located on the north-eastern edge of Luton, situated in a strategic position near the M1 motorway and Luton Airport. The site caters to a variety of businesses with high-quality office, industrial and warehouse spaces.**

The site is a growing employment hub, contributing to Luton's economic development and attracting businesses from across the region. The site incorporates a 157 bed hotel and conference facility and has dedicated on-site car and cycle parking spaces.

The business park is located on the A505, which directly connects the business park with both London Luton Airport and the town centre, as well as the M1 via the A1081. The site is served by buses to Luton Rail Station and London Luton Airport. A park and ride site is due to open in 2025.



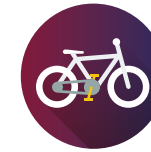
All Technology © Copyright: Streetmap.co.uk/Streetmap EU Ltd 20201  
This site includes mapping data licenced from Open Street Map, Ordnance Survey & Bartholomew.

## Catchment area

People living within a 30-minute journey of the site by:



Walking  
8,999



Cycling  
178,795



Public transport  
73,422

## Key assets

- The opening of a park and ride facility at the business park presents the opportunity to grow the facility into a comprehensive transport hub for north Luton, combining the park and ride service and additional services such as bike hire, EV charging and car club
- Butterfield Business Park is part of a long-term strategic development plan for Luton, identified in the Luton Local Plan (2011-2031), for development of high-quality office, industrial, and storage and distribution uses
- The site currently has 325,000 sq. ft of employment space, with significant expansion planned
- Being sited on the strategic road network (A505) means the site is ideally located for serving journeys to and from Hitchin, Letchworth Garden City and the A1; and London Luton Airport and the town centre

## Future developments

- Outline planning achieved for up to 450,000 sq ft of additional high-quality employment space
- Park and ride facility scheduled to open in 2025, allowing commuters to switch from cars to buses
- Development of a mobility hub in Butterfield Park would be complemented by bus network improvement schemes including the construction of bus lanes on Vauxhall Way to facilitate faster bus journey times to the town centre and airport. The hub itself would serve as a connection point for various bus routes

## The opportunity

The site is of significant size and located on land controlled by Butterfield Business Park. It offers the potential for a large, high-quality mobility hub. Potential services could include:

- EV charging points
- Car club
- Cycle hire
- Parcel lockers
- Retail units



# WELLINGBOROUGH RAIL STATION

## ABOUT WELLINGBOROUGH:

Wellingborough is a growing historic market town in Northamptonshire with a population of 57,000. It is situated on the River Nene 11 miles northeast of Northampton and 65 miles from London. The town serves as a retail and service centre for nearby rural communities and villages, including Earls Barton and Irchester.

Wellingborough's economy is diversifying from its traditional footwear and engineering base, with growth in the wholesale, logistics, and service sectors. The town is home to industrial estates like Park Farm and Finedon Road.

The town is well-connected by rail and road to London, Northampton, and Milton Keynes, making it attractive to commuters. Wellingborough railway station is on the Midland Mainline and offers direct trains to Bedford, Luton and Luton Parkway and to London St Pancras which is under an hour, as well as services to Nottingham, Leicester, and local towns such as Kettering and Corby. Road connectivity includes the A45 and the A509, providing links to the M1, M6, A14, and east coast ports.

### Age profile:

Working age population: 60%



### Gender split:

50% female, 50% male



### Education level: 24%

at Level 4 (undergraduate degree, NVQ4 etc.)



### Occupation: 31%

of all jobs in 'knowledge intensive' sectors



### Home ownership:



57%

### Cycling mode share:

Current commuting mode share: 2%

Potential commuting mode share: up to 21%



## THE LOCATION

**Located on the eastern edge of the town, the rail station is under a mile (roughly 15-20 minutes walk, or 10 minutes cycle) from the town centre.**

By train, London can be reached in under an hour, with direct services to London St Pancras every 30 minutes. The station also provides connections to cities and towns including Bedford, Luton, Kettering, Corby, Leicester, Nottingham, Derby, Sheffield and Leeds.

### Catchment area

People living within a 30-minute journey of the site by:



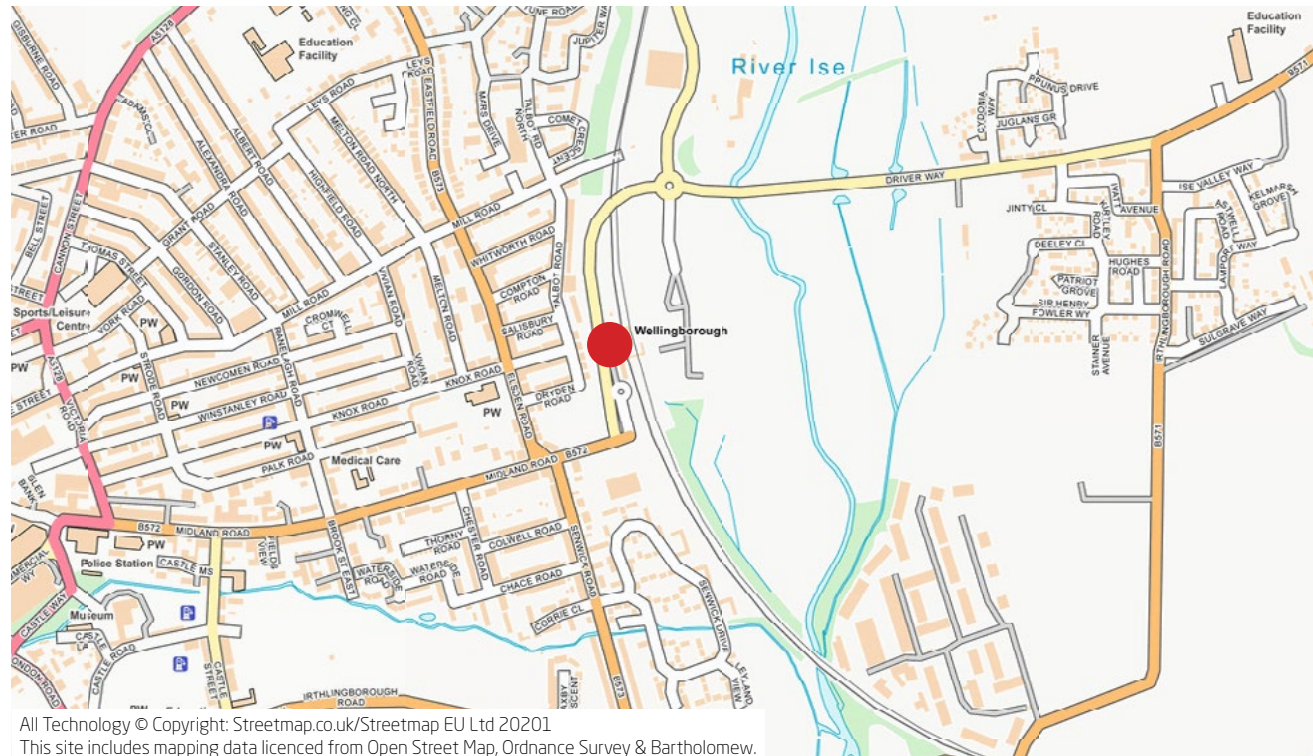
Walking  
19,078



Cycling  
91,558



Public transport  
82,335



All Technology © Copyright: Streetmap.co.uk/Streetmap EU Ltd 2020/21  
This site includes mapping data licenced from Open Street Map, Ordnance Survey & Bartholomew.

## Key assets

- The station is the town's gateway for commuters and visitors travelling via rail from London, the Midlands (Leicester, Nottingham, Derby) and the North (Sheffield, Leeds)
- The station has a large 536-space car park, as well as 42 cycle storage spaces. The site is of significant size, with scope to add new services and facilities
- Bus stops are in place outside the station to enable services to and from the town, Stanton Cross and beyond. The site also features a taxi rank and waiting area
- A dedicated shared footway/cycleway connects the station with the new communities on the Stanton Cross development
- Station amenities include a real-ale pub and an independent coffee shop, increasing visitor footfall and dwell time
- From Wellingborough town centre, active travel is practical for local trips (including to Swansgate Shopping Centre, Park Farm and Victoria Park Industrial Estates). For further destinations like Northampton (11 miles) or Kettering (7 miles) multi-modal trips using bus or train are more common.

## Future developments

- By 2031, Wellingborough plans to be a business hub with strong rail links, featuring a major office development by the station and an historic centre offering diverse community amenities
- The town is expanding rapidly, with 12,800 new homes planned for delivery by 2050. Almost 7,000 of these will be delivered by 2031, as part of the Local Plan
- The Stanton Cross Project, immediately to the station's east, is the most significant development. The £1

- billion scheme is due to complete in 2033, providing 3,650 new homes, alongside new schools and other community amenities. This scheme will increase the size of Wellingborough significantly
- The Glenvale Park development, on the northern edge of the town, will include 3,000 dwellings, retail, commercial facilities, open spaces, and infrastructure
- At Park Farm/Shelley Road, up to 600 dwellings are planned, with a focus on creating a linear park and green infrastructure corridor
- A range of sites in the town centre, including the former Post Office Sorting Depot/BT Exchange on Midland Road and the High Street/Jackson Lane area are earmarked for mixed-use redevelopment, including retail and residential units. These schemes will be funded by the Towns Fund
- Recognised as an important rural employment area, Sywell Aerodrome is set for development to support sustainable rural economic growth
- Active travel routes are being improved. The Wellingborough and Rushden Area LCWIP identifies 31 specific walking and cycling routes, 15 of which have been prioritized for development. Several Greenway Routes linking Wellingborough to Rushden, Burton Latimer, Wollaston and Northampton through a series of new cycle routes are being developed.

## The opportunity

The site is of significant size. It offers the potential for a large, high-quality mobility hub. Potential services could include:

- EV charging points
- Car club
- Cycle hire
- Parcel lockers
- Retail units



## ENGLAND'S ECONOMIC HEARTLAND

England's Economic Heartland is one of seven sub-national transport bodies (STB) jointly funded by the Department for Transport and local authority partners. We are the forefront of planning and promoting the transport infrastructure and policy framework required to realise our region's economic potential while reducing the transport system's impact on the environment.

## OUR STRATEGIC ROLE

### Prioritising infrastructure investment

We advise government and its agencies on the infrastructure investment priorities that are needed to deliver the vision of the region's transport strategy, 'Connecting People, Transforming Journeys'.

### Shaping the agenda

We help shape the national transport agenda by offering fresh perspectives, challenging conventional wisdoms, and representing our partners' interests and issues to Whitehall. Our collaborative relationships allow us to provide support and advice to government on the big strategic challenges facing the country such as planning for Net Zero, which EEH leads on in collaboration with the other STBs.

### Developing investable propositions

We bring forward infrastructure priorities into investable propositions, such as this 'Mobility Hubs Investment Prospectus' by producing a strategic case for investing in the region, based on a robust prioritisation framework agreed by our partners.

### Supporting our local authorities

EEH helps local authorities realise the ambitions for their places. We develop the tools and facilitate the shared learning and best practice which allows them to understand how the big strategic challenges relate to their local areas and to identify the potential solutions.

### Harnessing innovation

Our region is world-renowned for its centres of scientific and technological excellence, including in future mobility. We work with private and public sector partners to harness this innovation for the benefit of the region and the wider UK.

### Coordinating investment


Our regional scale allows us to join up strategic transport planning across borders and modes, with a focus on place-based solutions which protect and enhance their environment and support Net Zero.

### Who has developed this prospectus?

This prospectus has been commissioned by [England's Economic Heartland](#) and developed by [SYSTRA](#), with support from and thanks to Oxford County Council, Hertfordshire County Council, West and North Northamptonshire Councils, Luton Borough Council and Buckinghamshire Council for their input into the document.



### Get in touch

 England's Economic Heartland  
EEH Business Unit, c/o Buckinghamshire Council, Walton Street,  
Aylesbury HP20 1UA

For general enquiries concerning the sites within this prospectus, please contact [businessunit@englandseconomicheartland.com](mailto:businessunit@englandseconomicheartland.com)

Follow us on

 England's Economic Heartland

 @EconomicHeart