



Feasibility study for the redevelopment of the Lace Walk and Thelma Hulbert Gallery car parks in Honiton, East Devon

East Devon District Council
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Future Mobility



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Executive Summary

This high-level feasibility study investigates how improvements to the council-owned **Lace Walk and Thema Hulbert Gallery car parks** in Honiton, Devon, could enhance the experience of visiting Honiton and attract custom for local businesses.

The vision for the scheme is also to extend sustainable travel options for residents and visitors, and enhance the mobility of individuals without access to a private vehicle and currently limited public transport options.

To achieve these outcomes, the proposal focuses on incorporating a **mobility hub** and **more green and blue infrastructure** into the car parks.

Based on a review of best practice and current mobility options, the proposed mobility hub in Honiton would be **atypical**, as it is **not intended to be part of a wider shared mobility network** across the town or region, and the **car parks do not directly connect with the bus or rail network**. Therefore, passengers are not expected to spend time waiting at the hub, and new mobility service options can only support return trips to the town centre. However, the proximity to the town centre would allow the hub **to complement and build on existing services and facilities** and be **convenient** for residents and visitors.

Given these considerations, a range of new **'essential'** components for the mobility hub have been identified, including **a shared car club vehicle (and an EV chargepoint if applicable), secure cycle parking, benches, and signposting, among others.**

Further **desirable** components include shared, docked e-bikes, digital signage, community planters and a bike maintenance stand. Commercial opportunities are limited but include hosting parcel lockers and advertising.

In addition, opportunities have been identified to **supplement the existing soft landscape to provide a more robust landscape for the future climate.**

If the Freewheelers building was demolished and not converted to car parking, a 'rain garden' could be developed in its footprint. As well as offering a visual improvement and more seating, a rain garden would integrate with a Sustainable Urban Draining System (SuDS) and has plants that tolerate drought and inundation. This helps to help regulate surface water run-off and combat future weather trends.

The estimated outline capital cost for the **essential components** and some **green infrastructure** improvements is approximately **£100,000-£110,000.**

If all the **desirable components and the rain garden** were also delivered, the total capital cost could be up to **£450,000.**

Operational costs have not been estimated, as engagement with mobility service providers is needed to establish the most appropriate delivery models, for example, concession agreements.

The delivery of the hub components and infrastructure improvements is intended to be **flexible**, and **phased over time** as funding and commercial opportunities allow, and demand for active travel and shared modes increases.

To take this high-level proposal forward to concept vision and design, **next steps** include:

- confirming the plans for the Freewheelers building
- engaging with stakeholders and mobility/other service providers
- engaging with Devon County Council on wider plans for cycling infrastructure
- investigating the electricity supply.

Figure 1 Definitions and illustrations of green and blue infrastructure and mobility hubs

'Blue and green infrastructure' refers to the interconnected natural and semi-natural areas within our environment, including green spaces, trees, ponds and storm drainage.



A 'mobility hub' is a recognisable place which offers different and connected transport modes, with enhanced facilities and information features to attract and benefit the traveller.





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1. Introduction

Future Mobility

Introduction

Introduction to the study

East Devon District Council (EDDC) has commissioned a high-level feasibility study to consider how the council-owned Lace Walk and Thema Hulbert Gallery car parks in Honiton could be improved to be of greater benefit to the town centre and its businesses.

The two car parks are adjacent to each other, close to the high street. For conciseness, in this report, we will refer to both as 'Lace Walk'.

Honiton is a rural, historic market town with a population of around 11,550, surrounded by the Blackdown Hills and East Devon Areas of Outstanding Natural Beauty (AONBs).

The scope of this feasibility study is to assess how alterations and enhancements to the car parks could improve connectivity to the high street, local businesses, services and public facilities. This includes reviewing the potential for a mobility hub, signposting, green and blue infrastructure and public realm improvements.

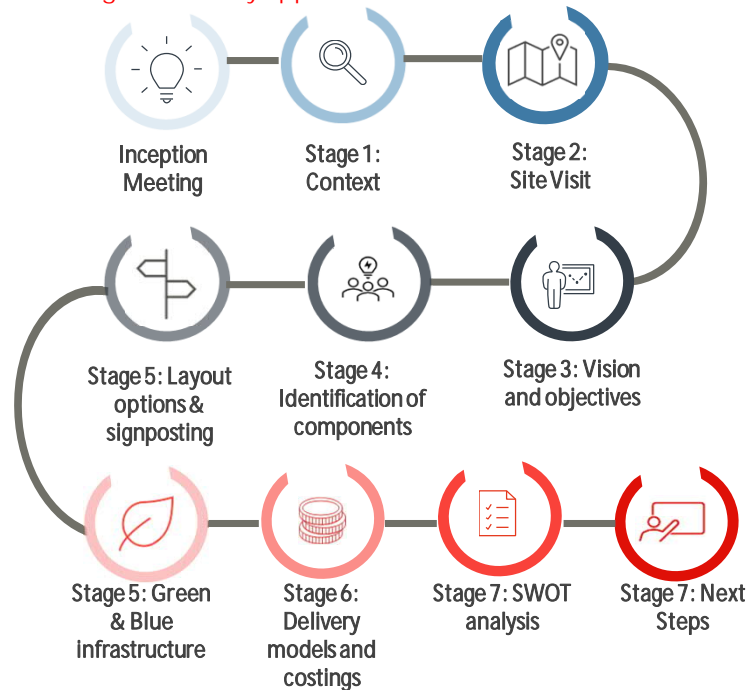
Study Funding

This project is funded by the UK Government through the UK Shared Prosperity Fund (UKSPF). This funding was awarded to East Devon District Council to undertake a Towns Feasibility Studies Project, linked to the intervention 'creating jobs and boosting community cohesion' which includes 'visible improvements to local retail, hospitality and leisure sector facilities'. This feasibility study is one of 4 reviews that will be undertaken in East Devon towns over 4 years.

Approach

Our approach consisted of the following steps, drawing on the skills and experience of multiple disciplines. The report concludes with next steps.

Figure 1.1 Study approach



Deliverables

In addition to this report, largely focused on the mobility hub, the following deliverables have been shared with EDDC:

- Landscape Plan: 70105317-WSP-XX-DR-LA-0002
- Signposting opportunity Locations: 70105317-WSP-GEN-006

Figure 1.2 Conceptual illustration of a Mobility Hub. Source: Transport Xtra



Reference:
<https://www.transportxtra.com/publications/transit/news/69431/mobility-hubs--a-transport-planning-concept-whose-time-has-come/>

Overview of Mobility Hubs

Definition

CoMoUK - a national charity supporting the development of shared mobility - defines a mobility hub as:

“A recognisable place with an offer of different and connected transport modes, supplemented with enhanced facilities and information features to both attract and benefit the traveller.”

Typically, a mobility hub is designed and spatially organised to facilitate optimal access to and between transport modes, bringing together traditional public transport and active travel modes, such as buses and cycling, with new and emerging transport modes and business models, as well as providing extra transport-related and digital services.

Within an area, mobility hubs provide a recognisable network, providing services to connect people through sustainable travel and improve the public realm.

Purpose

CoMoUK identify three key characteristics of mobility hubs:

- To **combine multiple public and shared mobility modes** into one centrally accessible location
- To **reduce private car spaces** and improve the surrounding public realm
- To act as a clearly identifiable **cornerstone of a wider network**, providing clear information which can be used to navigate around it.

Hub Typologies

Mobility hubs take many forms as there is no universal design that fits all locations.

Types of hub include:

- **Central hubs** - Serves as a destination hub for those travelling from residential communities into high-density retail and employment areas.
- **Corridor hubs** - Located along major transport corridors at local centres, secondary bus, railway stations or smaller interchange locations.
- **Community hubs** - Easily accessible hubs for residential areas that need to commute, located in lower-frequency bus corridors.
- **Rural hubs** - Located in rural areas, helping residents access local services and connect to the wider transport network.
- **Campus hubs** - Located at single use sites e.g. hospitals, or colleges, acting as destination hubs for direct access to that campus.
- **Interchange hubs** - Sites in remote locations with a predominant transport function e.g. park & ride, airport or ferry port.
- **Tourist hubs** - Focus on serving tourists and can be bespoke depending on the attraction the hub is serving.

The proposed hub in Honiton is likely to blend the characteristics of the Central Hub and Rural hub typologies.

Best Practice

Based on guidance from CoMoUK and other thought leaders, as well as several case studies from across the UK and Europe, the following key lessons have been identified:



- Mobility Hubs should be built into locations of **existing travel patterns and behaviour** to improve convenience and maximise uptake.



- A **network is greater than the sum of its parts** - synergies between hub locations can allow for a more useable and valued network



- A **strong visual brand identity** can make a network easier to identify and engage with



- When constructing hubs, build in scope to integrate new operators, facilities or transport modes **as they emerge**.

The hub in Honiton is, at least initially, intended to be a stand alone hub, rather than part of a network as is considered best practice.

This study will highlight any key risks and opportunities that stem from this constraint, and seek to apply best practice principles where possible to deliver a hub tailored to the needs of Honiton's residents, visitors and businesses.

Reference: [CoMoUK Mobility Hubs Guidance](#)

Mobility Hubs Best Practice - Visualisations

Visualisations

Mobility hubs vary greatly depending on the local context, needs of users and site constraints.

As an illustration of best practice, Figure 1.3 shows concept designs for potential mobility hubs in Huddersfield, West Yorkshire. This development will act as a central hub for the town, serving people travelling into the town for employment or retail facilities and provide links between different destinations within the town.

The development provides different mobility facilities, such as bus stops, car parking, micro mobility hire options, and charging for electric vehicles.

Place making functions are incorporated, for example greenery, sheltered seating and information boards to enhance user experience. Additionally, public facilities such as waste disposal, WiFi and toilets have been included in the designs.

Figure 1.3 Example proposed mobility hubs in Huddersfield, from different perspectives





Introduction

Mobility Hubs Best Practice - Rural case studies

North Walsham Travel Hub

The North Walsham Travel Hub is a bus-based hub in the centre of a market town in Norfolk. It aims to reduce town centre congestion and improve the pedestrian experience.

Key characteristics of the hub include:

- New bus shelters including 'green' sedum shelters and increased seating
- Electronic bus timetabling boards
- Improvements to support accessibility for visually impaired users
- Newly refurbished public toilets
- Future plans for increased cycle parking and further active travel incentives
- new mural commissioned by the Youth Advisory Board (YAB) In close proximity to local library, post office, shop (Lidl) and local community centre.

Further information can be found at:

- [North Norfolk District Council - It is now easier than ever to travel to North Walsham](#)

Figure 1.4 North Walsham Travel Hub



Huntly Green Travel Hub

The Huntly Green Travel Hub is located in the town of Huntly, Aberdeenshire, and is run by the Huntly and District Development Trust, with Co-Wheels as a delivery partner. The rural town needed improved access, and therefore this hub serves as a key community feature and transport provider. The scheme has been extremely successful since its launch in 2015 and vehicle replacement in 2018. The three Co-Wheels Car's have now been driven 23,500 miles, 783 miles per month. Ten of the seventy members have sold their private cars, and regular user feedback has indicated savings of up to £2000 per year by using the car club.

Key characteristics of the hub include:

- 14 (soon to be 24) e-bikes
- 3 car club cars - at the train station, town square and Market Muir car park leading into the town.

Further information can be found at:

- [CoMo UK - Huntly Green Case Study](#)
- [Huntly Development Trust](#)

Figure 1.5 Co-Wheels Car Club, Huntly



Calderwood Mobility Hub

The Calderwood Mobility Hub is an interchange transport hub in the village of Calderwood, South Lanarkshire. In particular, connections to Edinburgh are crucial to the hub, which opened alongside the beginning of the new X27 Lothian Buses service, and connect Calderwood and Edinburgh. The buses stop close to Edinburgh Waverley railway station, integrating Calderwood with the much larger network.

Key characteristics of the hub include:

- Calderwood Car Club, hosted by Hiyacar
- EV charging infrastructure
- Fleet of e-bikes provided by the Edinburgh Cycle Hire Scheme
- 2 bus stops with the X27 bus service, providing a regular service to Edinburgh every 30 minutes and provides connections to local towns/villages.

Further information can be found at:

- [PowerPoint Presentation \(calderwood.co.uk\)](#)
- [Scottish Construction Now](#)

Figure 1.6 Calderwood Mobility Hub



2. Local Context Review



Context

Mobility Context - Bus

To inform the development of the Honiton mobility hub, we have reviewed the range of publicly accessible transport options (includes 'traditional' private transport options and shared modes) and active travel infrastructure available to residents and visitors.

Bus Routes

The main routes serving Honiton are :

- 9 and 44 which link Honiton with Exeter and originate/terminate at Honiton Lace Walk (Stop C) and Honiton Stop D respectively.
- 44A which links Exeter and Axminster, via Honiton
- 367 which has a circular route around Honiton, and links the high street with the train station.

For a map of the bus routes, see the Appendix.

Bus connections with the Lace Walk car park

Bus Stops C and D are located on Honiton High Street, close to many shops and services. These stops are served by all bus routes referenced in Table 2.1, apart from the BC22 route to Bicton College of Agriculture.

Bus stops C and D are a short walk from the Lace Walk car park, therefore almost all bus routes would be accessible from the hub, allowing interchange between modes. The buses cannot be diverted to directly serve the car park and proposed hub as this would result in the creation of a large de-tour and other essential stops being missed.

Bus connections to the train station

Stops C and D are approximately a 10 minute walk to Honiton train station. This is beneficial for users of the frequent 681, 682 and 694 which pass through Honiton High Street (stops C and D), but do not serve the station. Route 368 stops a 3 minute walk away, on New Street.

Table 2.1 - Bus routes serving Honiton

No	Origin	Destination	Route Notes	Bus Stops
9	Exeter city station bus station	Honiton Lace Walk (Stop C)	Via Honiton High Street, rail station and Sidmouth.	Honiton Church of the Holy Trinity (East Bound), Honiton Opposite Mill Street, Stop D, Stop C, Honiton New Street (NW Bound), Honiton Rail Station Forecourt (NE Bound)
20	Seaton	Taunton	Via Honiton Lace Walk (Stop C)	Honiton Church of the Holy Trinity (East Bound), Honiton Mill Street (West Bound), Honiton Opposite Mill Street, Stop D, Stop C
44	Exeter Bus Station	Honiton Stop D	Via Rail Station (N-Bound) (not on return journey)	Honiton Church of the Holy Trinity (East Bound), Honiton Mill Street (West Bound), Honiton Opposite Mill Street, Stop D, Honiton New Street (NW Bound), Honiton Rail Station (North Bound)
44 A	Exeter Bus Station	Axminster Millwey Avenue	Via Honiton Rail station and Honiton High Street (Stop D)	Honiton Church of the Holy Trinity (East Bound), Honiton Mill Street (West Bound), Honiton Opposite Mill Street, Stop D, Stop C, Honiton New Street (NW Bound), Honiton Rail Station (North and South Bound)
36 7	Honiton Heathfield Estate	-	Circular route throughout Honiton.	Honiton Church of the Holy Trinity (East Bound), Honiton Mill Street (West Bound), Honiton, opposite Mill Street, Honiton Job Centre (Stop D), Honiton Lace Walk (Stop C), Honiton New Street (NW Bound), Honiton Rail Station (North Bound), Honiton Rail Station (South Bound), Honiton Rail Station Forecourt (NE Bound)
36 8	Honiton Community College	-	Circular route throughout Honiton. Doesn't travel pass Honiton Rail Station.	Honiton Job Centre (Stop D), Honiton Lace Walk (Stop C), Honiton New Street (NW Bound)
38 7	Sidmouth	Taunton	Via Honiton High Street (Stop C)	Honiton Church of the Holy Trinity (East Bound), Honiton Mill Street (West Bound), Honiton, opposite Mill Street, Honiton Job Centre (Stop D), Honiton Lace Walk (Stop C)
68 1	Honiton	Farway	Via Honiton High Street	Honiton Church of the Holy Trinity (East Bound), Honiton Mill Street (West Bound), Honiton, opposite Mill Street, Honiton Job Centre (Stop D), Honiton Lace Walk (Stop C)
68 2	Honiton	Marsh	Via Honiton High Street (Stop C)	Honiton Church of the Holy Trinity (East Bound), Honiton Mill Street (West Bound), Honiton, opposite Mill Street, Honiton Job Centre (Stop D), Honiton Lace Walk (Stop C)
69 4	Honiton	-	Via Cullompton and Feniton.	Honiton Church of the Holy Trinity (East Bound), Honiton Mill Street (West Bound), Honiton, opposite Mill Street, Honiton Job Centre (Stop D), Honiton Lace Walk (Stop C), Honiton Car Park (NW Bound), Honiton, Opposite Car Park
BC 22	Musbury	Bicton College of Agriculture	Congregational Church (Stop B) on Honiton High Street	Honiton Mill Street (West Bound), Honiton, opposite Mill Street

References: Map - bustimes.org

Mobility Context - Cycling, Rail and Shared Modes

Cycle lanes and paths

There are no designated cycle lanes, paths, national or regional network routes in Honiton. However there are various undesignated, informal cycle routes in the surrounding area, providing scenic and leisure active travel opportunities.

For example, Komoot, an online walking and cycling route planning tool, provides details of several cycle routes passing Lace Walk car park. These include:

- Budleigh Salterton - Ford over the River Sid loop from Honiton, passing through Ottery St Mary and Sidmouth, passing Honiton Industrial Estate.
- Exeter Quay Loop - from Honiton to Exeter via Cranbrook.
- Colyton Church - Mouth of the Axe. Loop from Honiton passing Seaton and Axmouth, passing Honiton Hospital.
- The Otter Inn - Boston Tea Party Loop from Honiton, via Ottery St Mary.

References:

<https://www.access-electric-bikes.co.uk/>
<https://www.nationalrail.co.uk/stations/HON/details.html>
<https://www.co-bikes.co.uk/>
<https://www.southwesternrailway.com/other/news-and-media/news/2022/february/swr-installs-ebikes-at-cranbrook-and-honiton-stations>

Cycle parking and storage

There is currently limited cycle parking and storage within Honiton.

At the train station, a bike rack on Platform 1 can hold up to 16 bikes. There are also two Sheffield stands in the Lace Walk Car park (outside the building currently leased by the Freewheelers).

E-bike hire

Co-bikes, the e-bike hiring service, is available in Honiton from the train station. Currently there are ten e-bikes available.

Access Electric Bikes is located on Devonshire Road, 3 miles to the west of Honiton town centre (industrial estate). They are currently the only e-bike provider in Honiton, supplying road, mountain and folding electric bikes to buy. These range in price from approximately £1,000-2,000, but pre-owned electric bikes are also available which are less expensive.

Additionally, the company sell e-bike accessories and provide repair and servicing.

There are no pedal cycle hire providers in Honiton, for either short trips or multiple days.

Honiton station

Honiton train station lies on the South Western Railway and runs an hourly service between Exeter St Davids and Waterloo. The journey to Waterloo takes approximately 3 hours, and to Exeter St Davids, the journey is 25 minutes.

Trains from Honiton pass through other local towns, such as Cranbrook, Axminster and Yeovil Junction.

Honiton Train Station has a range of services for users, such as a main car park, bicycle storage racks, free WI-FI and public toilets.

Car sharing

A car sharing service, Liftshare, currently operates in the region and can be particularly useful for commuting. This service is an online portal for people to connect with passengers and drivers who can share journeys and save money.

Taxis

Sparky's Taxis and Millstream Taxis are two key taxi operators for Honiton and nearby destinations.

Taxis can be booked by phone or online, or ranks at the train station. There is also a taxi rank space by the Honiton Family Church, on the high street, very close to the pedestrian access to the Lace Walk car park.

Mobility Context - Shared modes, Community transport and facilities

Car Hire

Car hire is available in Honiton, with 'To and Fro' Car and Van hire and Hart of Honiton being the only car providers. However, there are other car rental providers in neighbouring towns, such as Practical Car and Van rental in Sidmouth, and based at Exeter Airport.

Demand Responsive Travel

TRIP Community Transport Association is a Honiton-based charity, providing affordable transport, specialised disability equipment and a personal befriending service.

The scheme is aimed at individuals with accessibility impairments, restricting their transport options, and those who do not have access to a public bus service, or their own vehicle. TRIP is available for transport to medical appointments, shopping and social activities.

They also provide affordable mobility scooters, as well as servicing and repairs.

Wheels 2 Work

Wheels 2 Work is a charity which subsidises 125cc scooters for individuals to enable access employment, education and social activities. The scooters are loaned, with user only paying for their fuel use.

Micro Mobility

Beyond e-bikes, there are no micro-mobility options in Honiton, but trials are happening close by.

For example, rental e-scooters have been available in Taunton since October 2020, as Somerset West and Taunton Council is participating the DfT e-scooter trials. The appointed operator is Zipp App, and users must be aged 16 or above. The trial has been extended until May 2024.

Devon County Council have also registered their interest in e-scooter hire, following their deployment of electric hire bikes throughout Exeter.

Figure 2.1 E-scooters in Taunton



E-cargo bikes are similar to e-bikes, but are specifically designed to carry goods. There are currently 8 E-cargo bikes available in Hackney for public use, spread between four hubs. Similarly, existing schemes such as 'Ourbike', used in multiple London Boroughs and allows E-cargo bikes to be hired via an app, has proven successful.

Parcel Lockers

In-Post public lockers are located in the LIDL supermarket on Exeter Road, approximately a mile from Lace Walk car park, and are open 24 hours.

The Co-op located next to Lace Walk Car Park has an Amazon Hub Counter and a second Amazon hub in situated in the Post Office, on the high street. These are not accessible 24 hours a day.

Town Centre Car Parks

The main car parks are Lace Walk and the neighbouring Thelma Hulbert short stay car park, but they are not formally connected at present. Alternatives are:

- King Street short stay car park
- Silver Street car park - Open 24 hours
- Community College car park - only open to the public outside of term time
- Honiton train station car park - 6 minute walk from the high street
- School Lane car parking - Monday to Sunday, 23 hours maximum stay (free)
- New Street (North) car park - open 24 hours.

References:

<https://www.tripcta.org/>
<https://www.traveldevon.info/accessibility/community-transport/wheels-2-work/>
<https://ourbike.co.uk/instructions>
<https://beryl.cc/scheme/hackney>

Mobility Context - Summary

Implications for the Mobility Hub

Through the review of the mobility context in Honiton, site visit and discussions with East Devon District Council, we have identified the following opportunities and challenges for introducing a mobility hub in Honiton.

Honiton is a thriving small rural market town but its location makes travel car dominant. The drive to net zero emissions needs to be supported by all locations, including rural, and this project can help further this cause in Honiton.

Opportunities

- Lace Walk car park is close to the high street and a **focal point** for those visiting the town. Locating a hub in this car park is therefore less disruptive of established journey patterns and provides an opportunity to build on existing facilities and services, reducing construction costs and supporting local businesses.
- Almost all buses serve the Honiton High Street, and therefore having a mobility hub nearby in Lace Walk car park, within a short walk of the bus stops, would allow **convenient onward connectivity** to a range of destinations through different transport modes.
- The planned refurbishment of the **public toilets** would enhance the hub. It is suggested that the existing storage behind the toilet block for the market is retained.

- The installation underway of **rapid Electric Vehicle (EV) chargepoints** will encourage EV uptake and attract drivers of EVs to the car park
- The anticipated end of the lease of the Freewheelers building in June 2023 could allow it to be re-purposed or demolished as an integrated part of the hub parts.
- Case studies from elsewhere demonstrate the range of successful **rural mobility hubs** and that components can be led by community organisations
- There is currently very limited provision of shared and micromobility modes, 24 hour town centre parcel lockers, cycle parking and storage. A hub could therefore add **unique services for residents and enable behavioural change**, rather than duplicate or compete with existing services.
- As a town centre location, the hub could also be useful and visible to those **visiting for town events**, such as the carnival or market, or for attractions, like the Thelma Hulme Gallery.

Challenges

- As the main town centre car park, there is **pressure on car parking spaces** at Lace Walk. Reducing the number of spaces may generate critical feedback from car drivers and other stakeholders and this pressure limits the scale and size of the hub.
- **Train station** is a fairly significant walk from the car park, approximately 7 minutes
- From the car park, there **is no visibility of the bus stops or the high street**. Even if real time travel information was available, users are unlikely to wish to wait for their connection at the hub. This limits likely dwell times at the hub and need for traveller facilities. There is limited space available in the town centre as an alternative location.
- There appears to be **very limited cycle infrastructure** around the town centre and few parked cycles were observed during the site visit, therefore, it may be a challenge to encourage significant cycle-based trips to the hub and wider town. Demand for cycling facilities and shared bikes may therefore be low and slow to build, especially without supportive, wider behavioural change initiatives and infrastructure developments.
- The need to maintain **access to private properties and private car parking** restricts the potential for major changes to the car park layout and traffic flow.

Review of connections to the high street and access requirements

There are two main access routes between the main car park and Honiton High Street.

The first is through Lace Walk shopping centre (Figure 2.2), the second is alongside the building operated by WBW Solicitors (Figure 2.3).

Neither of these routes are particularly aesthetically pleasing or offer natural surveillance during the hours of darkness. Both accesses offer step-free access.

Improved signage to these access routes is thought to improve the placemaking and perception of onward connectivity between the car park, Lace Walk and the High Street.

The access alongside WBW Solicitors has recently been updated to include a ramp. It is important to note that the lighting provisions of this route is patchy and contributes to the low perception of personal security, especially in the hours of darkness. A proportion of this access is not within the ownership of either the Local Highway Authority or the District Council and therefore Legal Agreements and/or Licences may be required to carry out works within these areas. It may be possible to erect a "Landmark Arch" sign within HMPE (Highway Maintainable at Public Expense) land at the end of the ramp - This is to be further investigated during detailed design.



Figure 2.2 Lace Walk Shopping Centre Entrance



Figure 2.3 Walkway alongside WBW Solicitors

3. Vision and Objectives



Vision

Defining the Vision and Objectives

Vision

The mobility hub and redeveloped car park will enhance the **experience** of visiting Honiton, **attracting and retaining custom** for local businesses, and improve **connectivity** with the high street and key destinations.

The hub will extend the **sustainable travel options** available for residents and visitors while **enhancing the mobility** of individuals and families without access to a private vehicle and limited public transport options.

Objectives



To boost local businesses - by enhancing access to Honiton from the surrounding area, and connectivity to the high street and destinations



To enhance the public realm - through improvements that enhance the character and visual attractiveness of the town centre, and ease navigation.



To improve public safety and security - by improving car park facilities and environment, and seeking to minimise conflict between users.



To reduce carbon emissions and improve air quality - by encouraging modal shift to active travel and shared modes, and facilitating electric vehicle uptake.



To improve inclusivity - by designing for those with disabilities or health conditions which affect mobility, and other needs, such as travelling with children.



To reduce social isolation - by enhancing travel choices for those without access to private vehicles and limited public transport options.

Future Mobility

Potential users

As a stand-alone mobility hub not directly connected to mass transit (e.g. rail, bus), the Honiton hub will support a select number of journey types. Attracting multiple user groups through the components (and marketing activities), will be crucial to establish sufficient demand, even if the number of users per group is relatively low.

Potential user groups include:

- **Local residents living within walking or cycling distance of the town centre** who currently drive but would shift mode if better facilities were available at the end of their journey.
- **Local residents seeking alternatives** to existing bus services or a private car to make a single-mode journey originating and returning to the town centre.
- **Residents and visitors** seeking services not available elsewhere locally, such as EV charging, parcel lockers, or multi-day bike hire.
- **Visitors, including residents of the wider region who are not regular visitors**, seeking signposting to their destination or travel options to reach their destination (e.g. accommodation or town community events) if they have arrived by bus or train.
- **Local residents and regular visitors parking their car while shopping** who may use the new non-mobility services and benefit from the more pleasant, accessible environment.
- **Businesses and organisations** looking for flexible staff travel or delivery options, subject to the contractual agreements with service providers and insurance

Benefits for residents and visitors

- A more pleasant experience when visiting town centre
- Greater choice of sustainable travel modes which complement and connect with existing public transport options
- Better facilities if choose to walk, cycle or wheel to town centre
- Easier access through the car park and to the high street, especially for those with disabilities or health conditions.
- Easier navigation from the car park, encouraging greater exploration of the town centre's businesses and destinations

Benefits for local businesses

- Retention and attraction of customers through the improved experience and enhanced sense of place which helps to differentiate the town centre from out-of-town retail centres and online shopping.
- Longer dwell time of visitors in town centre and increased footfall between destinations aided by better signposting.
- Opportunities linked to the selected components, e.g. ebike servicing, construction, maintenance.

4. Proposed Components for the Honiton Mobility Hub



Components

Overview of Components

Types of components

All mobility hubs bring together a range of transport modes and other services but each should be tailored to its location and needs of the intended users. Mobility hubs often have a modular design to balance the need for site-specific tailoring with achieving consistency for users and a cohesive network.

The elements within a mobility hub are known as 'components'. WSP categorises these into seven classes:

- **Mobility services:** the transport options available at the hub, such as taxis, buses and shared bikes.
- **Mobility infrastructure:** the physical components needed for the operation of mobility services, such as bus stops, EV chargepoints, bike parking and docking stations, and accessible, safe crossing points for pedestrians.
- **Traveller facilities:** components that will assist hub users, such as real-time timetable information, toilets and wayfinding.
- **Place-making functions:** components that give the hub unique character and make it an attractive, safe place to spend time in, such as seating, lighting, waste disposal and greenery.
- **Commercial functions:** businesses-owned spaces, such as a kiosk, or revenue-generating assets, such as parcel lockers.
- **Community functions:** services or fixed components that support local residents or users, such as noticeboards, play or exercise equipment
- **Operational resources:** elements required to enable the hub to function, such as an electrical supply or energy generation, and maintenance plans.

Component selection for the Honiton hub

Components to keep, improve and add have been selected after considering best practice, the scheme objectives, the stand alone nature of the hub and space constraints.

CoMoUK sets out quality standards for mobility hubs. To achieve bronze accreditation, hubs must contain all essential elements listed for the relevant hub type.

However, as buses in Honiton do not connect directly with the Lace Walk car park, not all 'essential' components typically expected at a hub for interchanging and waiting passengers are appropriate for Honiton. The hub may therefore not be eligible for CoMoUK accreditation.

See the Appendix for details.

Figure 4.1 Typical components of mobility hubs. Source: CoMoUK UK Mobility Hub Guidance



References: [CoMoUK Mobility Hub Accreditation](#), [CoMoUK UK Mobility Hub Guidance](#)



Components

Existing Components for Honiton Mobility Hub

Red text indicates a component classed by CoMoUK as 'essential' for the scheme to achieve accreditation as a mobility hub

Based on our site visit, discussions with East Devon District Council and desktop research, we have identified that the following components can already be found within the car park or nearby, and would support users of the Honiton mobility hub. Some existing components do not require any changes and should be retained, or cannot be changed, as described in the top two rows of the table. However, some should be replaced or enhanced as part of the scheme, such as street lighting, as described in the last row. Where possible, services provided by local businesses close to the car park should be supported and signposted, rather than duplicated.

Table 4.1 Existing components. The components to be replaced and enhanced (bottom row) should be the scheme's focus.

	Mobility Services	Mobility Infrastructure	Traveller Facilities	Place-making Functions	Commercial Functions	Community Functions	Operational Resources
Existing components within car park - changes not needed or updates independently planned		<ul style="list-style-type: none"> Disabled parking bays Car parking bays Access ramp next to WBW Solicitors EV chargepoints and bays for shared/private vehicles 	<ul style="list-style-type: none"> Public toilets 	<ul style="list-style-type: none"> Car park payment machines 		<ul style="list-style-type: none"> Small, multi-purpose building (currently leased to Devon Freewheelers) 	<ul style="list-style-type: none"> Strong mobile signal Parking bay for maintenance and cleaning staff for public toilets
Existing components close to the car park - cannot be changed and should be supported by hub	<ul style="list-style-type: none"> Taxi services Local bus services Community transport 	<ul style="list-style-type: none"> Bus stops Taxi rank Limited cycle parking across town centre 1 EV chargepoint (New Street Car park) Safe crossing routes 	<ul style="list-style-type: none"> Public defibrillator 		<ul style="list-style-type: none"> Supermarkets (Co-op, Iceland) and cafes on High Street offering refreshments ATM Post box 	<ul style="list-style-type: none"> Public Wifi Post box Amazon Hub Counter (in Co-Op) 	
Existing components within car park - to be replaced or enhanced		<ul style="list-style-type: none"> Disability access (access ramp, but no tactile paving, handrails etc) Pedestrian footways and crossing points. These should be improved to better reflect desire lines. 	<ul style="list-style-type: none"> Wayfinding (signposting) and map panel 	<ul style="list-style-type: none"> Greenery bordering car park Some art installations Street lighting 	<ul style="list-style-type: none"> Trolley bays 	<ul style="list-style-type: none"> Some information boards 	<ul style="list-style-type: none"> CCTV in car park/waiting areas Electricity supply

Future Mobility



Components

Proposed New Components for Honiton Mobility Hub

Red text indicates a component classed by CoMoUK as 'essential' for the scheme to achieve accreditation as a mobility hub

Drawing on best practice guidance on rural hubs, WSP's in-house long list of suitable components and our assessment of the needs within Honiton, we propose following new components be added within the Lace Walk car park to form a mobility hub. These are additional to those existing component described on the previous page which should be replaced and enhanced as part of the hub scheme. A consolidated list of all components to be added and enhanced can be found in the Appendix on p44.

Local buses do not directly serve the car park, but the closest stops are within a few minutes walk on the high street. As public transport connectivity and associated components for passengers e.g. covered seating, ticketing options, are classed as essential for accreditation by CoMoUK hub but not included in this proposed scheme, further discussion would be needed with CoMoUK if EDCC wanted to pursue accreditation.

Given the vision & objectives and identified likely users of the hub, the introduction of at least car club vehicles is proposed. As a next step, EDCC may wish to consider introducing shared e-bike scheme, especially if this could be integrated into a network of docks across the town and wider cycle infrastructure improved. In the longer term, shared e-cargo bikes and suitable parking for private e-Cargo bikes should also be considered as they are growing in popularity and decreasing in cost. Further information about e-cargo bikes can be found in the Appendix.

Table 4.2 Proposed new components, in addition to the existing components to be enhanced

	Mobility Services	Mobility Infrastructure	Traveller Facilities	Place-making Functions	Commercial Functions	Community Functions	Operational Resources
Essential new components	<ul style="list-style-type: none"> Back-to-base car club vehicle, ideally an electric vehicle. 	<ul style="list-style-type: none"> Secure cycle lockers Motorcycle parking Car club bays Additional disabled access points Parent and Child parking spaces 	<ul style="list-style-type: none"> Information about the hub Water fountain 	<ul style="list-style-type: none"> Benches Additional visual improvements e.g. greenery or art 	<ul style="list-style-type: none"> Parcel lockers 	<ul style="list-style-type: none"> Information for the community 	<ul style="list-style-type: none"> Operational maintenance plan
Desirable new components	<ul style="list-style-type: none"> Micro mobility options, such as shared e-bikes Shared e-cargo bikes (public or businesses) 	<ul style="list-style-type: none"> Safe cycle access into cycle facilities in car park Considerations for hidden disabilities E-cargo bike parking and storage 	<ul style="list-style-type: none"> Digital signage Bike maintenance stand 	<ul style="list-style-type: none"> Covered seating 	<ul style="list-style-type: none"> Co-working hub 	<ul style="list-style-type: none"> Community garden planters Rain garden 	

Future Mobility

Signposting, Lighting and CCTV Opportunities

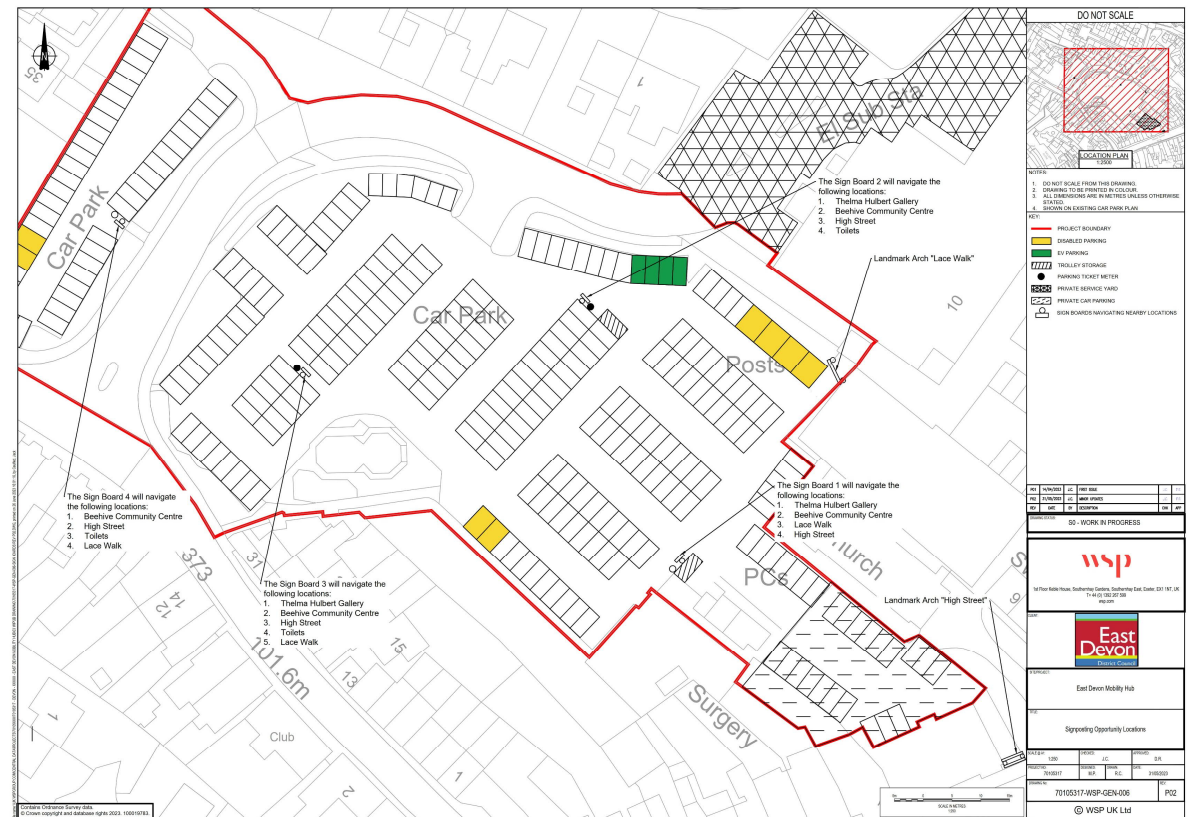
Figure 4.2 and Drawing 70105317-WSP-GEN-006 outline the proposed location for signposting opportunities. The proposed directions to be signed within the car park are as follows:

- Thelma Hulbert Art Gallery
- Toilets
- Community Centre
- High Street
- Lace Walk

Due to the existing level of lighting being "patchy" and lack of CCTV within the car park, there is a significant effect on the safety and security of car park users during the hours of darkness. Hence, it is proposed that in the detailed design stage the following steps are carried out:

- Assessment of existing lighting by a Street Lighting Engineer.
- Discuss if upgrades to the existing columns would support better provision of lighting across the car park.
- If required, consider a full re-design of the lighting provision.
- Engage a CCTV system Designer to understand if a CCTV system can be installed alongside the existing or proposed lighting.

Figure 4.2 Signposting opportunities in the car parks (marked on the existing layout)





Components

Alignment with objectives

Table 4.3 indicates how, at a high-level, the selected hub components are anticipated to support the scheme objectives. Some components support multiple objectives while others, such as public toilets or WiFi, enhance visitor experience and are necessary components, but are harder to categorise.

Table 4.3 Summary of how the selected components support the scheme objectives

Objectives	Relevant selected components		
	Existing (Including those to be enhanced)	Essential components	Desirable new components
To boost local businesses	<ul style="list-style-type: none"> • ATM • Post box, parcel collection counters • Car parking spaces, payment machines • Bus stops • Taxi rank • Wayfinding (signposting) and map panel • Trolley bays 	<ul style="list-style-type: none"> • Parcel lockers • Information noticeboards • Digital column with wayfinding 	<ul style="list-style-type: none"> • Digital signage • Co-working hub • Shared e-cargo bikes (public or businesses)
To enhance the public realm	<ul style="list-style-type: none"> • Wayfinding and map panel • Waste disposal facilities (waste bins) • Information boards (Public toilets) • (Public WiFi) • Greenery bordering car park 	<ul style="list-style-type: none"> • Benches • Digital column with wayfinding • Water fountain • Visual improvements - greenery or art (Operational and maintenance plan) 	<ul style="list-style-type: none"> • Covered seating • Community garden planters • Rain garden
To improve public safety and security	<ul style="list-style-type: none"> • Pedestrian footways • Public defibrillator • Safe pedestrian crossing points which better reflect desire lines, pavement repairs • CCTV in car park and waiting areas • Street lighting 	<ul style="list-style-type: none"> • Operational maintenance plan 	<ul style="list-style-type: none"> • Safe cycle access into cycle facilities in car park
To reduce carbon emissions and improve air quality	<ul style="list-style-type: none"> • EV chargepoints for shared/private vehicles 	<ul style="list-style-type: none"> • Back-to-base car club vehicle, ideally EV • Shared bike and general cycle parking • Secure cycle lockers • Motorcycle parking 	<ul style="list-style-type: none"> • Shared e-cargo bikes (public or businesses) • e-cargo bike parking and storage • Micro mobility options, e.g. shared e-bikes • Bike maintenance stand • Greenery and rain garden
To improve inclusivity	<ul style="list-style-type: none"> • Disabled parking bays • Access ramp next to WBW solicitors (Public toilets) 	<ul style="list-style-type: none"> • Disability access (tactile paving, handrails etc) • Additional disabled access points to car park • Benches or covered seating • Enhanced disability access • Parent and child bays 	<ul style="list-style-type: none"> • Considerations for hidden disabilities
To reduce social isolation	<ul style="list-style-type: none"> • Bus stops • Taxi rank • Community transport 	<ul style="list-style-type: none"> • Back-to-base car club vehicle, ideally EV • Shared bike and general cycle parking 	<ul style="list-style-type: none"> • Micro mobility options, such as shared e-bikes

5. Sustainability Considerations



Sustainability Considerations

Sustainability Considerations

Blue and green infrastructure refers to the interconnected natural and semi-natural areas within our environment, including green spaces, plants and trees, ponds and storm drainage, for example.

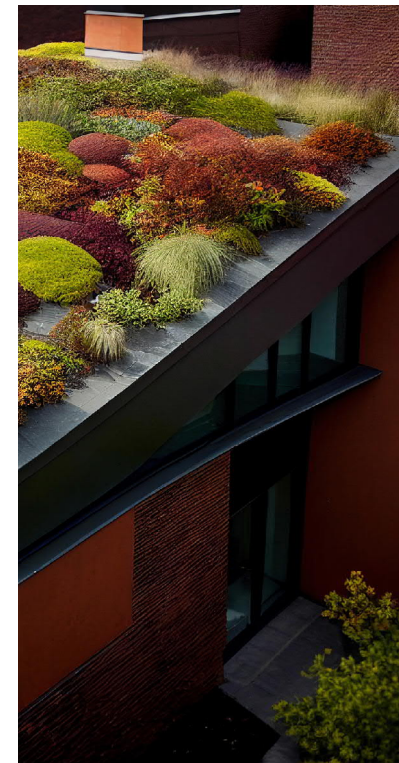
The benefits of blue-green infrastructure (BGI) relate as much to the healthy functioning of our environment as to the positive impacts of those within said environment. The combination of green and blue in the form of soft planting and natural water drainage systems work together to mitigate flood risk, boost resilience to climate change and enhance biodiversity.

Incorporating blue-green elements in our designs contributes to the creation of sustainable and pleasant places that can positively impact the health and well-being of their users.

There are several opportunities to enhance the blue-green infrastructure within the car park, for example, adding a green roof to the proposed upgraded modern toilet block.

There is also an opportunity to enhance the existing planting palettes both visually and with more climate-resilient planting. Rain gardens could be incorporated into the design with sustainable drainage system (SuDS) planting that would regulate surface water runoff.

Figure 5.1 Examples of green-blue infrastructure





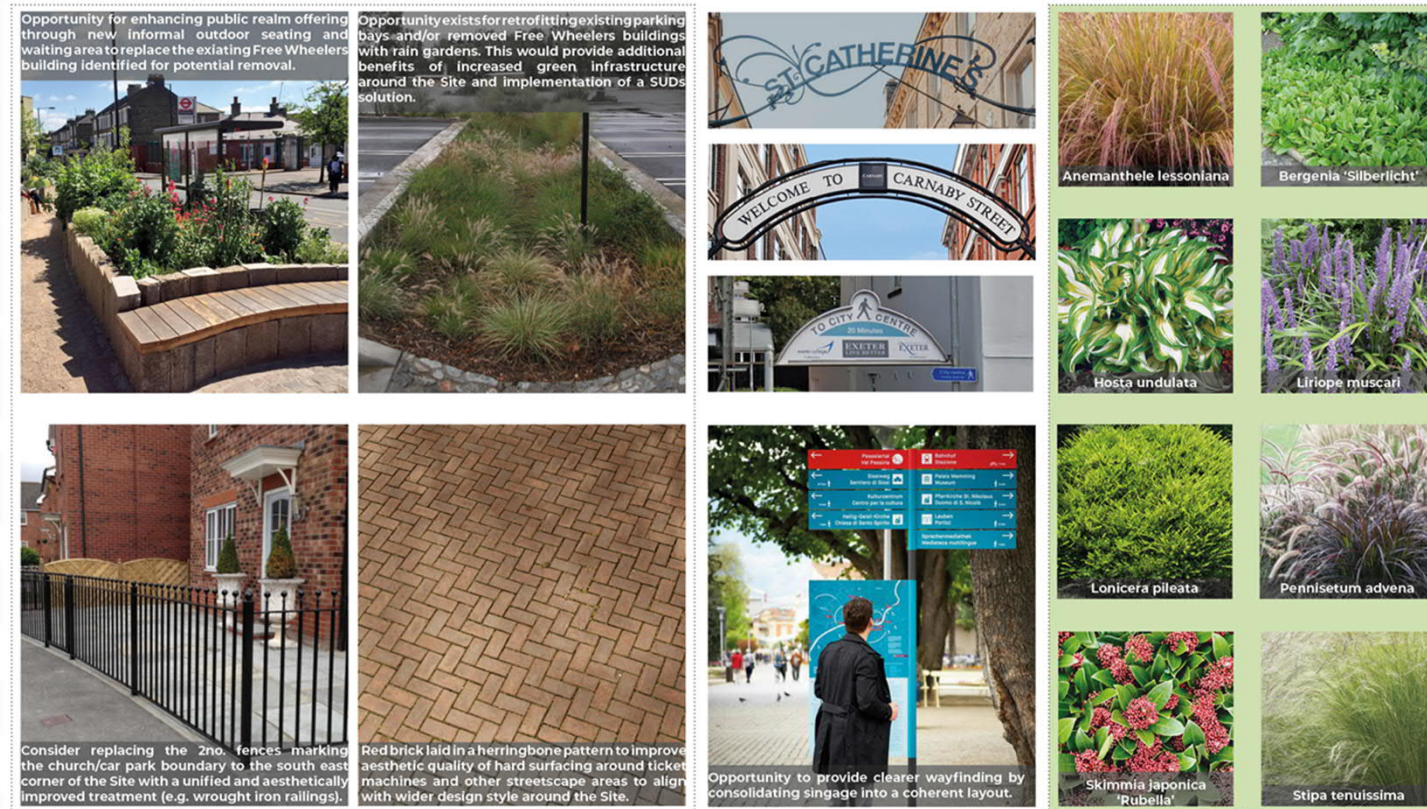
Sustainability Considerations

Soft Landscape and Materials Mood Board

The proposed hard materials will help to upgrade the overall appearance of the site, whilst complementing existing design style and material use.

The remaining planting has been selected to reinforce and balance the existing palette, maximise interest throughout the year and create an attractive ground cover palette.

Figure 5.2 Examples of Landscape and Material design ideas



Future Mobility



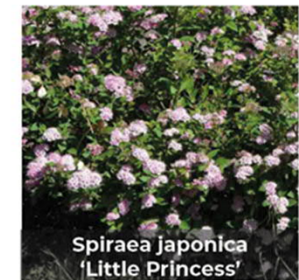
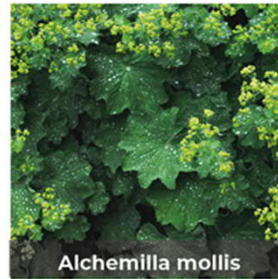
Sustainability Considerations

Soft Landscape Mood Board - Rain Garden Palette

Figure 5.3 Examples of vegetation

The sustainable drainage systems (SuDS) planting palette has been selected to supplement and enhance the existing vegetation across the site, but with a greater focus on species tolerant of water drought and inundation.

Through adopting a nature-based place making approach, this will provide resilience to the existing soft landscape palette, and in the process, directly respond to anticipated future climatic conditions.



6. Landscape Concept Plan

Landscape Concept Plan

The Landscape Concept Plan (Figure 6.1) shows the proposed positioning of the essential and desirable components, blue and green infrastructure, utilising the existing car park configuration.

This layout could be further refined at the next design stage.

To highlight a few considerations:

- Cycle parking, ebike docks and related components are located close to the Lace Walk entrance,
- The car club bay is positioned next to the planned EV chargepoints.
- A garden has been incorporated on the footprint of the Freewheelers building, along with the mention of the number of parking spaces gained if converted that way.

In practice, the delivery may be phased over time as funding and commercial opportunities allow.

Figure 6.1 Landscape Concept Plan for the Honiton Hub (key included as an appendix)



Potential for 11 parking spaces in place of Free Wheelers building.

Car park layout reconfigurations

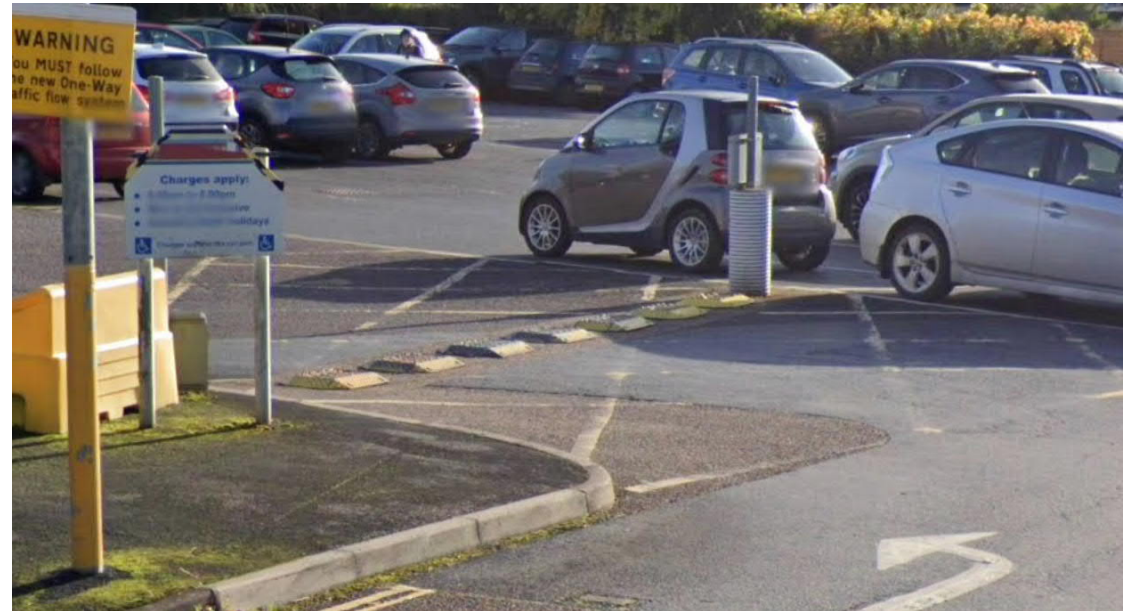
The proposed mobility hub components could be integrated further within the car park footprint if a re-surfacing and re-lining scheme is carried out.

The current layout does offer effective use of the available space, however, by completing further design into potential layout improvements of the car park (whilst integrating the proposed changes within this report), further efficiencies in layout and or safety could be achieved.

These include:

- Provision for walkways (symbolised by surface treatment and/or bollards).
- Provision of "Parent and Child" spaces. This reduces the capacity of spaces by approximately 33% of the number of spaces converted from the standard type to parent and child type.
- Increased efficiency of the available footprint (potentially more spaces).
- Review of the provision of disabled bays.
- Removal of the existing "Alligator Teeth" (Figure 6.2) at the car park entrance. Instead, a small traffic island to guide traffic entering and exiting the car park could be considered.

Figure 6.2 Existing Alligator Teeth



7. Costings



Costings

Capital Costs

Capital Expenditure

CoMoUK Guidance

CoMoUK outlines likely capital costs for delivering different types of mobility hubs. These costs are provided by NBM Consulting at concept design (RIBA stage 2), and should be seen as general indications of potential costs only. Their guidance indicates that a rural hub could cost in the region of £270,000.

The costs do not include the set up and operation of mobility hub services, such as car club and e-bike hire.

Honiton outline cost estimate

However, as the proposed Honiton hub is an atypical mobility hub in many ways, a high-level cost estimate based on the proposed components has been produced.

This indicates that the potential outline weighted cost is to deliver all the 'essential' proposed components may be up to £107,720 if all and up to around £450,000 if all desirable components were also delivered. At this early stage, many of these costs have a high degree of uncertainty, and it is likely that delivery of components would be phased over several years.

As shown in Figure 7.1, the cost of components vary significantly. Of the essential components, the highest cost items are the pedestrian crossing raised table between the car parks (approx. £15,000 as a weighted cost), site preliminaries (around £15,000) and the charge point for the electric club car vehicle (around £14,000).

Of the desirable components, the highest cost items are the demolition of the Freewheelers building (around £84,000) and the rain/community garden (around £72,000). This may be treated as a separate project. Relining could cost up to £60,000.

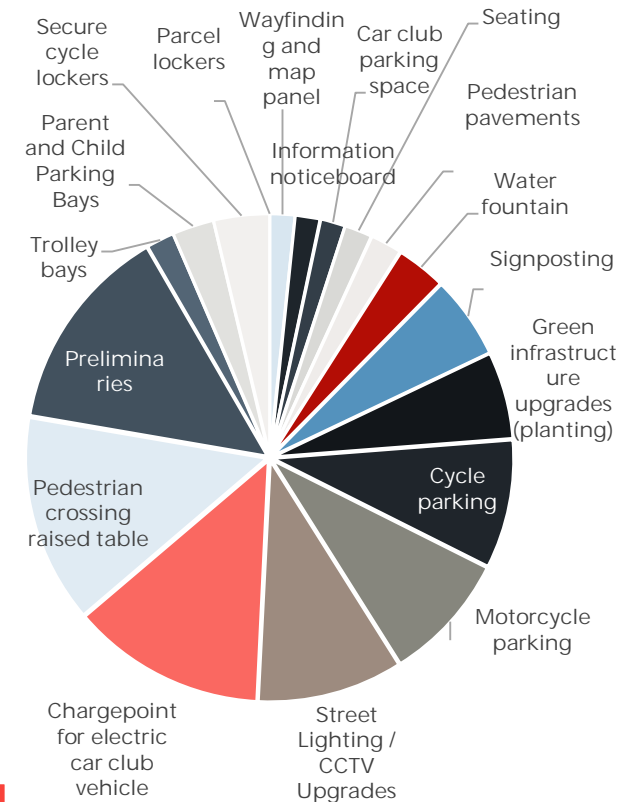
A co-working space and additional disability access upgrades have been excluded from the costs.

Table 7.1 below gives a summary, and a full breakdown per component is given on the next pages.

Table 7.1 Summary of outline capital costs

	Cost range estimate
Essential components	£96,635 - £107,720
Desirable components	£268,660 - £341,795
Total (all components)	£365,295 - £449,515

Figure 7.1 Weighted costs of essential components only for the proposed Honiton hub



Reference: [CoMoUK Design Process](#)



Costings

Outline Capital Cost estimate - Essential components

Table 7.2 Outline cost for essential components, ordered by weighted cost

Component	Cost	Degree of Certainty	Bias	Weighted Cost	Assumptions and notes
Parcel lockers	£0	High	1	£0	Free for council as landowner or 'host', revenue generating asset
Wayfinding and map panel	£1,500	Medium	1.2	£1,800	Way finding finger post
Information noticeboard	£1,500	Medium	1.2	£1,800	
Car club parking space	£1,500	Medium	1.2	£1,800	
Seating	£2,000	High	1	£2,000	
Trolley Bays	£2,000	High	1	£2,000	
Pedestrian pavements	£1,915	Medium	1.2	£2,300	Based on unit cost of £60 per sq.m for footpaths within the hub, to connecting networks, etc. One crossing between the two car parks: 4m x 7.9m = 31.6m ²
Parent and Child Parking Bays	£3000	High	1.2	£3000	
Water fountain	£3,600	High	1	£3,600	
Secure cycle lockers	£4,000	High	1	£4,000	A secure and sheltered place for cycles. Access using a key, card or smartphone following application to WECA or operator (if procured). Based on 3 lockers, unstaffed facility.
Signposting	£5,000	Medium	1.2	£6,000	
Green infrastructure upgrades (planting, excluding rain garden)	£4,500	Low	1.4	£6,300	Assumed £30 per sqm for shrub planting (10L at 2/sqm). Assumed 20% of total area of existing beds (i.e. 740sqm) require supplementary planting. Price for plant product cost only (i.e. not incl delivery, installation or soil). Low degree certainty as price vary on species selection and density.
Cycle parking	£9,310	High	1	£9,310	A box 5m x 2.5m marked on the pavement using paint and including a cycle symbol. 5 No. Sheffield Stands within the marked parking bay.
Motorcycle parking	£9,310	High	1	£9,310	
Street Lighting / CCTV Upgrades	£7,500	Low	1.4	£10,500	
Chargepoint for electric car club vehicle	£10,000	Low	1.4	£14,000	Cost of a dual fast 7-22 kW chargepoint. Cost heavily depends on remaining grid capacity at site. Planned chargepoints are rapid chargepoints (50+ kW)
Pedestrian crossing raised table	£15,000	High	1	£15,000	
Preliminaries	£15,000	High	1	£15,000	
Sub total of essential components	£96,635			£107,720	

Future Mobility



Costings

Outline Capital Cost estimate - Desirable components

Table 7.3 Outline cost for desirable components, ordered by weighted cost

Component	Cost	Degree of Certainty	Bias	Weighted Cost	Assumptions
Secure cargo bike parking	£260	Medium	1.2	£315	
Bike maintenance stand	£1,400	Medium	1.2	£1,680	
Digital signage	£2,000	Low	1.4	£2,800	Varies from £1,000- £5,000.
Electricity works for E-Bike dock	£10,000	Medium	1.2	£12,000	
E-Bike dock	£15,000	High	1	£15,000	Based on Co-Bike specification. Assumed located close to EV charging to reduce civil works and electricity grid connection costs.
Surfacing and lining of ex-building	£20,000	Medium	1.2	£24,000	
Sheltered seating	£50,000	Low	1.4	£70,000	
Rain garden	£60,000	Medium	1.2	£72,000	Unit cost of £200 per sq.m. Covers 10no planters, 3no benches and a gravel path through the planters. 300 m2.
Demolition of Freewheelers building	£60,000	Low	1.4	£84,000	
Relining of Car Park	£50,000	Medium	1.2	£60,000	Cost of resurfacing of the car parks not included.
Sub Total of desirable components	£268,660			£341,795	
Grand Total (all essential and desirable):	£365,295			£449,515	

Capital Costs and Revenue Opportunities - Continued

Operational Expenditure

The operational expenditure of mobility hubs is specific to each hub, depending on the scale, components selected, electricity requirements, and level of staffing, and so on.

Operational costs for Honiton have not been estimated but some guidance is offered below.

As a minimum, the following will need to be considered for Honiton:

- Maintenance, repair and replacement for public realm and any hub components
- Utilities e.g. electricity, water, telecoms, etc
- Information production and replacement and updating
- Ongoing costs for the mobility services.

Mobility services

The operational costs of the mobility services will vary depending on the delivery model adopted and appointed suppliers during procurement.

Ebikes

The operational costs will depend on the commercial viability of the scheme, which could be tested through engagement with operators. If there is sufficient interest for a concession agreement, maintenance, redistribution and the provision of the bikes will be responsibility of the operator. If not, subsidy may be required.

Car clubs and chargepoints

Depending on grant funding available and the commercial viability of the scheme, EDCC could opt for:

- a **traditional services agreement** - where a specific service is procured and funding provided
- a **concession agreement** - where a supplier is invited to operate a service. They would receive all revenue but no grant funding, and would have greater flexibility over business and operational decisions.

Soft market testing would be help to gauge the interest of car club operators. Procuring more than 1 bay across Honiton and surrounding towns is likely to increase commercial viability and likelihood of a concession agreement.

Any EV chargepoints associated with the car club are typically provided by the council, but if possible, the procurement should be integrated as part of a wider district or county scheme to attract grant funding and ensure a consistent user experience.

While the council could choose to own the asset, and be responsible for all capital and ongoing costs, concession agreements are increasingly common. Such an agreement would transfer the responsibility for ongoing costs to a chargepoint operator, in exchange for a reduced revenue share and long contract term.

Sources: <https://www.como.org.uk/documents/guidance-on-car-club-procurement>
<https://www.como.org.uk/documents/electric-vehicles-in-car-clubs>
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/11499/326679.pdf

Revenue

The operating expenditure for hubs can be offset by revenue generation. For Honiton, this will be relatively limited but may include:

- **User charges** (may be a revenue share with a service provider): e.g. parking, EV charging, bike hire)
- **Rent, concession and service charges** (e.g. parking permits) or rent from commercial activities (e.g. tourist information, EV chargers, bus station, etc.).
- **Advertising and sponsorship**. This could be printed boards or digital screens. Digital screens are more typically provided as part of bus shelters or similar infrastructure, unless a location has sufficient footfall and visibility for a standalone asset to be commercially attractive. Given the nature of the hub, any revenue generation from advertising is likely to be low, e.g. less than £300 per year, but options could be explored with relevant companies.

Planning permission is not usually required for highway structures that are non-illuminated but is required for illuminated advertising (e.g. digital screens). More details can be found on permitted development, see Class 9 in the (then) DCLG guidance on outdoor advertising.

8. SWOT analysis of the hub proposal



SWOT Analysis

SWOT Analysis of the Honiton mobility hub

Table 8.1 evaluates the proposed hub and car park redevelopment design, considering both the short and longer term, internal and external influences.

Table 8.1 SWOT analysis of proposed mobility hub

Strengths	Weaknesses
<ul style="list-style-type: none"> • The town centre location maximises the value of the hub for local businesses, and its positive impact on the character of Honiton • A range of essential and desirable components are already provided, lowering delivery costs and supporting local businesses. • Being located in the main town car park would increase the visibility of hub and capitalises on established travel patterns, supporting demand. • Good connectivity with all bus routes due to proximity to the high street, and train station is within walking distance. • Flexible, modular design of hub means that components can be added in line with demand and funding availability, in a phased delivery. • Supports decarbonisation through offering EV charging and active travel infrastructure. 	<ul style="list-style-type: none"> • Parking pressures limits the number of components that can be delivered and there is a lack of additional available land. The need to maintain access to private properties restricts layout options. • No mass transit options (bus, rail) directly serve the car park, reducing its value as an interchange hub and ability to improve visitor/traveller experience. • As a isolated hub, rather than a network, the mobility services can largely only support round trips which originate at the town centre, limiting the range of residents and visitors who can benefit and new shared modes and components which could be introduced. • There have been no flooding and drainage issues reported or considered in this study or included in the cost estimate.
Opportunities	Threats
<ul style="list-style-type: none"> • Scheme would enhance the accessibility of the car park and the connectivity with the high street • Major improvement in cycling facilities, e.g. secure storage, would encourage and enable model shift to active travel. • Enhances the sustainability of the town, building a new community identity, and likely to generate positive publicity. • Increased travel choices, e.g. car club, will benefit many groups, e.g. of different ages, affluence and social background, improving quality of life. • Provides foundation for addition of further components as specific funding or commercial opportunities arise • Potential to act as a pilot, informing delivery of regional network, especially in a rural and market town context. 	<ul style="list-style-type: none"> • Lack of cycle paths/lanes, narrow streets and distance to/from distances may discourage uptake of cycling, even if shared bikes provided and storage/parking provided. • Demand for new mobility services may be initially low and slow to build, unless supported by wider behavioural change measures. • Community resistance to proposal, especially if significant reduction of car parking spaces which is perceived to affect local businesses, or redevelopment takes significant length of time, causing disruption. • Commercial viability of the car club, shared e-bike and cargo bike scheme, and potential for parcel lockers, requires further exploration. • Additional funding is required to enable the delivery of the scheme. • Unpredictability relating to transport interventions from the government in response to climate change, economy and change in demographics.

9. Next steps



Next Steps

Summary and Next Steps

Summary of findings

A high-level feasibility study has been undertaken to investigate how the council-owned Lace Walk and Thema Hulbert Gallery car parks in Honiton could be enhanced to be of greater benefit to the town centre and its business.

The site visit and a review of the mobility context indicated that the car park has potential for a mobility hub, being part of established journey patterns, relatively near bus stops and the train station to allow interchange, and benefitting from close to the high street shops and services.

However, as the car park does not directly connect with the bus or rail network on-site, and the hub is not part of a wider shared mobility network, this means the proposed mobility hub would be atypical and unlikely to achieve CoMoUK accreditation. Passengers are not expected to spend time waiting at the hub, and new mobility service options can only support return trips to the town centre. There are also recognised pressures on the number of car parking spaces and a lack of cycle infrastructure in Honiton.

Given these considerations, a range of new 'essential' components have been identified, including a shared car club vehicle and associated bays (and EV charging infrastructure if applicable), secure cycle parking, parcel lockers, benches, and signposting, among others. Further desirable components include shared e-bike docks, digital signage, community planters and a bike maintenance stand.

Opportunities to incorporate more blue and green infrastructure with the car park have also been identified, with a focus on supplementing the existing soft landscape to provide a more robust landscape for the future climate.

If the Freewheelers building was demolished, a rain garden could be developed, offering a meaningful contribution of blue green infrastructure to combat future weather trends and an opportunity for seating within the car park. The footprint, otherwise, can accommodate 11 parking spaces.

Minor changes to the traffic flow have also been suggested. A high-level estimation of the potential capital costs has been provided.

The delivery of the hub components and wider car park improvements is intended to be flexible, and phased over time as funding and commercial opportunities allow, and demand for active travel and shared modes increases.

Alignment with wider travel behaviour change initiatives and active travel infrastructure delivery would help to ensure the success of the hub by stimulating demand, with the hub providing the facilitates to enable behavioural change, reinforcing a positive cycle.

In the immediate term, the investment in improved landscaping, traveller/visitor facilities and signposting would be highly visible and widely beneficial, helping to enhance Honiton's position as an attractive place to live and visit, with a thriving local economy.

Next Steps

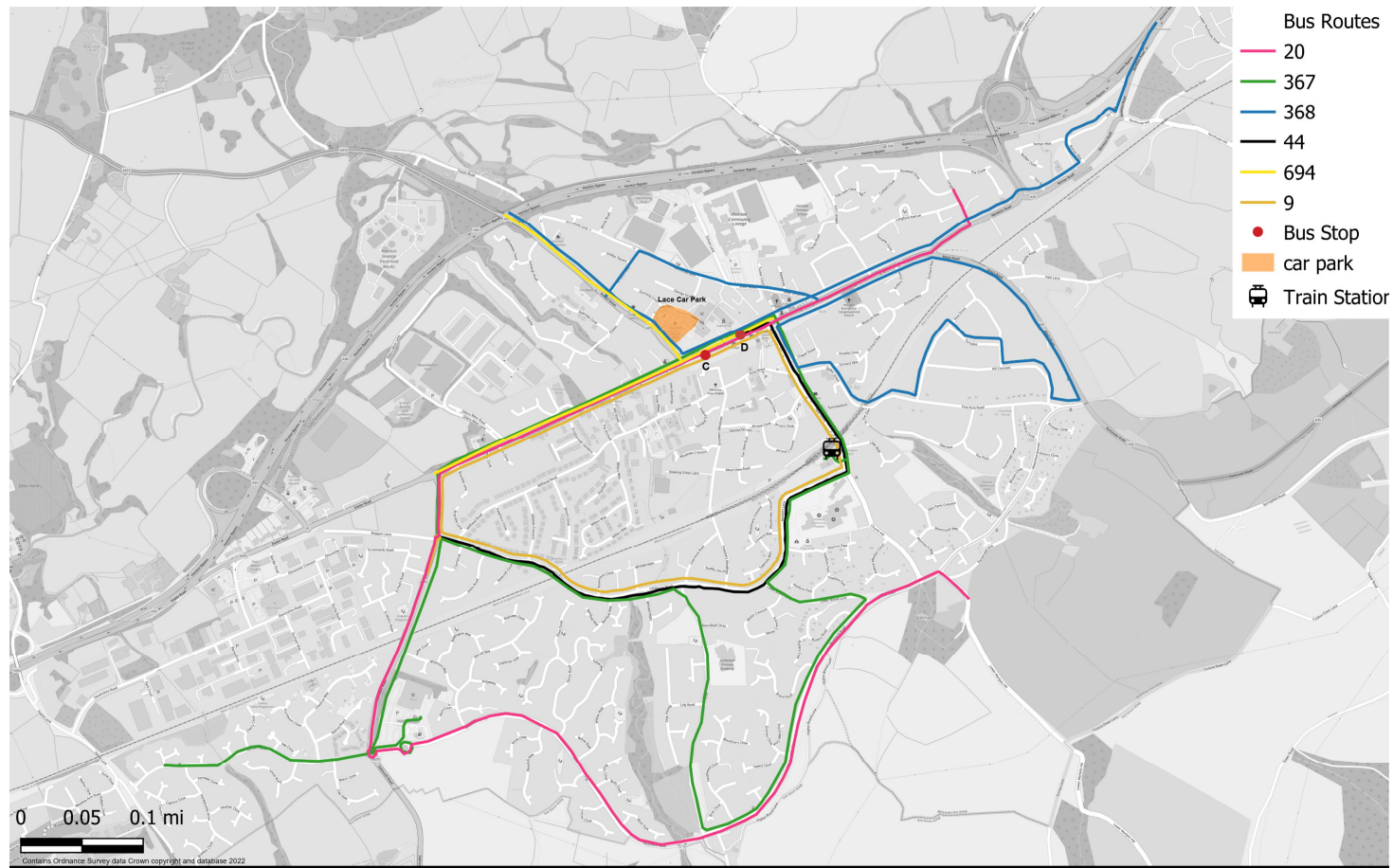
The following next steps are recommended:

- **Engage with the Honiton Town Council and other stakeholders** to open a discussion on the opportunities presented within this report for a mobility hub and car park improvements.
- **Confirm the plans for the Freewheelers building** to allow designs to be taken forward. Options include demolition, a new lease, conversion to car parking or use as a council or community green space.
- **Discuss the proposal with Devon County Council** to understand wider plans for cycling infrastructure and shared mode networks which could support delivery
- **Consider market engagement** to soft test the commercial viability of the mobility and revenue generating services, and gain more tailored cost estimates for the site.
- **Explore funding opportunities** to allow investigation of delivery models and development of a phased delivery programme.
- **Take forward this high-level proposal to a concept vision and design.** This will support resident and stakeholder engagement, and would allow refinement of the high-level cost estimation.
- The key engineering activities to enable detail design are **determining the electricity supplies and infrastructure required** for the commercial providers, such as e-bikes and lockers, and for streetlighting and CCTV. Adding resurfacing to the scope allows opportunities to efficiently allocate facilities for users.

Appendix

Bus routes in Honiton

Figure A Map of bus routes in Honiton, in relation to Lace Walk car park, the closest bus stops and the train station





CoMoUK Hub Accreditation

Red text indicates a component classed by CoMoUK as 'essential' for the scheme to achieve accreditation as a mobility hub

Based on the CoMoUK Mobility Hub accreditation criteria for small market towns and village hubs, the components listed in the table below would be expected at any rural hub.

All components highlighted in red text are classified as 'essential' and must be included for bronze accreditation. To achieve silver accreditation, 1 desirable element should be included, and 2 desirable elements for gold. To make it easy to switch mode, CoMoUK states that modes should be co-located or be within a 2 minute, waymarked walk.

Table A Rural hubs - Essential and desirable components based on CoMoUK accreditation standards

Mobility Services	Mobility Infrastructure	Traveller Facilities	Place-making Functions	Commercial Functions	Community Functions	Operational Resources
<ul style="list-style-type: none"> Local Bus (1 high-quality public transport option) 1 high-quality shared mobility option, either: <ul style="list-style-type: none"> Bike share (back to base) or Car club (back-to-base) On-demand buses Taxi/ride-hailing 	<ul style="list-style-type: none"> Bus stops Shared bike + general cycle parking Clear signage with network branded totem Safe crossing points, well maintained pavements Disability access Safe cycle routes Considerations for hidden disabilities Car club bays 'MaaS' digital integration 	<ul style="list-style-type: none"> Easily accessible timetable Information on the hub and community Simple ticket purchase options Toilets Real time data Digital column with wayfinding, real time departures and ticketing Bike repair facilities (stand/pump) Local tourism information Mobile phone charging 	<ul style="list-style-type: none"> Located in prominent, well-lit location Modern, clear infrastructure Covered seating Street lighting Visual place-making improvements such as greenery and art Waste disposal facilities (residual waste and recycling bins) Indoor heated shelter 	<ul style="list-style-type: none"> Vending Machine Package delivery lockers Kiosk for refreshments Shared workspace 	<ul style="list-style-type: none"> Community noticeboard Mini-library Water fountain Wi-Fi Exercise equipment Play area 	<ul style="list-style-type: none"> Community consultation Staffing (for information, or other services) or intercom and CCTV Operational maintenance plan

Future Mobility



Appendix

Consolidated list of all hub components within car park

Table B Consolidated list of all hub components to be retained, enhanced and added within the car park to form a mobility hub

	Mobility Services	Mobility Infrastructure	Traveller Facilities	Place-making Functions	Commercial Functions	Community Functions	Operational Resources
Existing components to be retained		<ul style="list-style-type: none"> Disabled parking bays Car parking bays Access ramp next to WBW Solicitors EV chargepoints and bays for shared/private vehicles 	<ul style="list-style-type: none"> Public toilets 		<ul style="list-style-type: none"> Parking payment machines 	<ul style="list-style-type: none"> Small, multi-purpose building (currently leased to Devon Freewheelers) 	<ul style="list-style-type: none"> Strong mobile signal Parking bay for maintenance and cleaning staff for public toilets
Existing components to be replaced or enhanced		<ul style="list-style-type: none"> Disability access (access ramp in place, but no tactile paving, handrails etc) Safe pedestrian footways, crossing points and pavement repairs which better reflect desire lines 	<ul style="list-style-type: none"> Wayfinding (signposting) and map panel 	<ul style="list-style-type: none"> Greenery bordering car park Art installations Street lighting 	<ul style="list-style-type: none"> Trolley bays 	<ul style="list-style-type: none"> Some information boards 	<ul style="list-style-type: none"> CCTV in car park/waiting areas Electricity supply
Essential new components	<ul style="list-style-type: none"> Back-to-base car club vehicle, ideally an electric vehicle 	<ul style="list-style-type: none"> Shared bike and general cycle parking Secure cycle lockers Motorcycle parking Car club bays Additional disabled access points Parent and Child parking spaces 	<ul style="list-style-type: none"> Seating Information about the hub Water fountain 	<ul style="list-style-type: none"> Benches 	<ul style="list-style-type: none"> Parcel lockers 	<ul style="list-style-type: none"> Information for the community 	<ul style="list-style-type: none"> Operational maintenance plan
Desirable new components	<ul style="list-style-type: none"> Micro mobility options, such as shared e-bikes Shared e-cargo bikes (public or businesses) 	<ul style="list-style-type: none"> Safe cycle access into cycle facilities in car park Considerations for hidden disabilities e-cargo bike parking (docks) and storage 	<ul style="list-style-type: none"> Digital signage Bike maintenance stand 	<ul style="list-style-type: none"> Covered seating Rain garden 		<ul style="list-style-type: none"> Community garden planters 	

Future Mobility



Components

Components considered but not included

Red text indicates a component classed by CoMoUK as 'essential' for the scheme to achieve accreditation as a mobility hub

A long list of potential components were considered during the selection process. In Table C we list components considered but decided against, with a brief justification. The two components considered 'essential' for any mobility hub by CoMoUK are not appropriate for Honiton because users are not expected to spend significant time at the hub waiting for transport services or while interchanging from mass transit. The remainder of the components are classed as 'desirable' only by CoMoUK.

Table C Components that were considered in the long listed process but categorised as unsuitable or not needed

	Mobility Services	Mobility Infrastructure	Traveller Facilities	Place-making Functions	Commercial Functions	Community Functions	Operational Resources
Components excluded from the hub proposal <i>Future Mobility</i>	<ul style="list-style-type: none"> Shuttle service to station - likely to be insufficient demand, as station within short walking distance or cycle. Community transport drop-off bays - users likely to prefer to drop-off point on High Street but could be reconsidered Taxi stand/hailing - existing rank on High Street, which is likely to be preferable for operators and users 	<ul style="list-style-type: none"> Demand Responsive Transport (DRT) layover space- no local DRT service in addition to community transport services., Would also depend on the operational design of any future service. 	<ul style="list-style-type: none"> Mobile device charging - insufficient dwell time to be useful service as not waiting for services Local tourism information - as not a major tourist destination, such information could be incorporated into other information boards Ticket purchase options - not appropriate as bus stops not located in car park and may be on-board ticketing only Real time bus departures information - lower value as not near bus stops and passengers will not wait at the hub. 	<ul style="list-style-type: none"> Indoor heated shelter - insufficient dwell time at the hub, and no visual connection with the high street bus stops 	<ul style="list-style-type: none"> Vending Machines or kiosk for refreshments - not required as many cafes and supermarkets nearby in town centre 	<ul style="list-style-type: none"> Hub Wi-Fi - insufficient dwell time, good mobile signal. Necessary if add co-working space, such as in the Freewheelers building. Play equipment - insufficient space in car park and too close to vehicle movement 	<ul style="list-style-type: none"> Staffing for information or other services - unnecessary as not needed for selected components and a small hub. Mobility services should offer remote customer support e.g. helpline.

Further information on e-Cargo bikes

What are e-Cargo bikes?

A highly versatile mode of transport with zero tailpipe emissions, e-cargo bikes are bicycles specifically designed to move freight (up to 120kg) or people, and have an electric motor to assist the rider.

There are several types, including two-wheeled bikes with extended frames, three-wheeled trikes, and four-wheel covered quadricycles.

The market for e-cargo bikes is less mature than the e-bike market in the UK. However, recent years have seen a rapid expansion in the range and quality of products available and the establishment of various e-cargo bike trials for businesses and shared schemes, partly driven by grant funding from the Department for Transport and Transport Scotland.

Estimated costs

E-Cargo bikes for personal use range from £2,800 to £5,000 (up to 100 kg carrying capacity). High-end, highly bespoke e-cargo bikes for commercial operators can cost up to £12,500.

Use by businesses and organisation

E-cargo bikes are becoming popular among major logistics operators, retailers and tradespeople looking to deliver packages to homes and other business premises with minimal impact on the local area, air quality and climate change.

Businesses and public sector organisations, such as universities and hospitals, are also increasingly using them to move an expanding array of goods, including food, tools, parcels, and even waste.

Depending on operational needs, e-cargo bikes may be shared with other nearby businesses, directly replace a company van, or be integrated into a fleet of electric, petrol or diesel vehicles.

Businesses may also outsource their deliveries to a local courier using e-cargo bikes.

Use by individuals and families

A growing number of e-cargo bikes are also being made available for community or shared use. They may be booked through an online platform alongside other shared mobility assets (e.g. e-bikes, scooters). The booking system ensures fair access to all, flexible use and maximises utilisation of the assets available.

In some places, local businesses and community centres may manage the shared bike schemes and may use the bike for their own purposes for an agreed number of hours each month, blurring the individual and business use cases.

Individuals may also purchase an e-cargo bike for their exclusive use, such as for carrying shopping or small children, helping to reduce car dependency.



Figure B Different types of e-cargo bike being trialled by organisations in the West of England

References:

<https://energysavingtrust.org.uk/service/e-cargo-bikes/>
<https://www.gov.uk/government/publications/zero-emission-fleets-local-authority-toolkit/zero-emission-fleets-local-authority-toolkit#identify-suitable-vehicles-for-replacing-with-zevs>
<https://www.westofengland-ca.gov.uk/what-we-do/transport/future-transport-zone/sustainable-urban-freight/>
<https://www.bicycleassociation.org.uk/cargo-bikes-cycle-logistics/>



Appendix

Glossary

Term or Acronym	Definition
Car club	Car rental services that allow users to access locally parked, shared private vehicles (typically cars or vans) for a short period of time.
DRT	Demand Responsive Transport - flexible service that provides transport to users who specify their desired location and time of pick-up and drop-off.
E-Cargo Bikes	An electrically assisted bicycle, tricycle or quadricycle with a purpose-built cargo carrying capacity.
EV	Electric Vehicle - Any vehicle that uses electricity for propulsion including battery EVs (fully powered by electricity) and plug-in hybrid vehicles (powered by battery and combustion engine).
EVCP	EV Chargepoint - a location with equipment to allow EVs to recharge.
Green & Blue infrastructure	The interconnected natural and semi-natural areas within our environment, including green spaces, trees, ponds and storm drainage
Mobility Hub	A recognisable place which offers different and connected transport modes, with enhanced facilities and information features to attract and benefit the traveller.
Publicly accessible transport	This includes public transport, such as buses and trains, and shared vehicles or services, such as car clubs or ebike hire schemes.



Appendix

Landscape Plan Key

KEY

EXISTING COMPONENTS

- Road Surface Treatment
- Pavement Surface Treatment
- Existing Buildings
- Private Service Yard (Retained as Existing)
- Private Parking (Retained as Existing)
- Disabled Parking Bays
- EV Parking Bays
- Trolley Parking (Retained as Existing)
- Existing Lighting - to be assessed and upgrades included where possible
- Parking Payment Machines, Bins and Signage
- Free Wheelers Building (Retained and Repurposed)
- Existing Amenity Grass Vegers
- Existing Trees

PROPOSED ESSENTIAL COMPONENTS

- EV Car Share Vehicle
- Raised Table: Safe Pedestrian Crossing Points
- Tactile paving
- Herringbone Surface Treatment
- Proposed Modern Toilet Block
- Proposed Hub Information Board
- Proposed Wayfinding Archway
- Cycle parking
- Secure Cycle Lockers (3no. shown on plan, indicative location and dimensions)
- Motorcycle parking
- Water fountain - to be included within upgrade to toilet block works
- Lighting - indicative proposals of new columns
- Parcel lockers - to be included within upgrade to toilet block works
- Proposed Unified Fence
- Benches - included within Rain Garden design for Free Wheelers re-development
- Proposed Supplementary Planting (to reinforce existing planting retained)
- Proposed Rain Garden

PROPOSED DESIREABLE COMPONENTS

- Shared eBike Docks (10no. shown on plan, indicative location and dimensions)
- Shared e-cargo bike docks (3no. shown on plan, indicative location and dimensions)
- Community garden planters (to be included within Rain Garden proposals, where possible)
- Covered seating - shelter benches within Rain Garden proposals, where possible)
- Bike Maintenance Stand (to be included alongside cycle lockers, where possible)



Landscape Plan

July 2023

Custom Scale



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