West Northamptonshire Council

Mobility Hub Action Plan

Draft for consultation

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NB: Draft versions 0.1 - final published versions 1.0

Consultees

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Links to other documents

Document	Link
Local Transport Plan	https://www.westnorthants.gov.uk/highways-policies/highways-plans-and-strategies

Contents

Executive summary

The West Northamptonshire Council Draft Mobility Hub Action Plan outlines a strategic approach to improving transport connectivity and sustainability across the area through the development of integrated mobility hubs. These hubs are designed to facilitate seamless transitions between transport modes, reduce reliance on private vehicles, and support the Council's broader goals of accessibility, environmental improvement, and economic development as set out in the Local Transport Plan.

Mobility hubs are strategically located interchanges that bring together public transport, active travel, shared mobility services, and community assets into a single, easy to use location. Their implementation is intended to address fragmented transport networks, promote modal shift by offering alternative modes of transport, and enhance the transport options for people travelling to key health, education, and employment services.

Mobility hubs offer the potential to improve transport choices through a better utilisation of public space, integration of transport options, and embedding long-term sustainable transport options into new developments.

To deliver this vision, the Council will establish design standards for each hub category, develop innovative funding and sponsorship models, and implement a series of pilot schemes. These pilots will be supported by feasibility and detailed design studies, community engagement, and partnerships with transport providers and local stakeholders. The Council will also explore operational models for hub management and assess commercial opportunities such as parcel lockers and pop-up retail. The Council's vision for mob hubs aligns with the One West Northamptonshire Plan through the creation of effective options for multi-modal transport infrastructure that helps to connect people to each other and local services.

Monitoring and evaluation will be embedded throughout the delivery process to assess the effectiveness of mobility hubs in increasing public transport and active travel usage, improving connectivity, and supporting local economies. The findings will inform future expansion and refinement of the Mobility Hub network. The Mobility Hub action plan represents a transformative step towards a more connected, inclusive, and sustainable transport system in West Northamptonshire.

1. Introduction

What does this action plan hope to achieve

The Mobility Hubs Action Plan aims to set out how West Northamptonshire Council will improve transport connectivity across West Northamptonshire by creating new integrated, accessible, and sustainable travel options via mobility hubs. It supports the modal shift away from private car use by promoting active travel and public transport, helping to reduce emissions, congestion, and social isolation. The plan aligns with the Local Transport Plan goals to enhance accessibility, support thriving communities, and enable economic growth through better transport links.

Process for the creation of the action plan and who is involved

The action plan was developed through collaboration with local communities, transport providers, and stakeholders to ensure it meets diverse local needs. Guided by the Local Transport Plan, the process involved identifying strategic locations, incorporating sustainable design, and integrating technology to support simpler multi-modal travel. The plan reflects a shared commitment to building resilient, inclusive, and future-ready transport infrastructure for the benefit of all residents and visitors of West Northamptonshire.

How to have your say

We now want to hear the views of local businesses, residents as well as other interested parties and stakeholders.

You can have your say on the draft Mobility Hub Action Plan by completing the online survey. If you need assistance to complete the online questionnaire, would like a copy of it in another format, or respond via an alternative method, our contact details are as follows:

Email address: LocalTransportPlan@westnorthants.gov.uk

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The consultation closes at 23:59 Tuesday 27 January 2026.

Feedback will be analysed and changes will be made to the draft strategy. Further details will be available in a consultation report. The final strategy will be taken for approval at Cabinet in Spring 2026.

What is a mobility hub?

A mobility hub is a strategically located transport interchange that facilities connections between multiple modes of sustainable transport, including public transport, walking and cycling, shared mobility options, and electric vehicle infrastructure. The design of mobility hubs is intended to reduce the reliance on the

private car, to improve accessibility for those with mobility challenges, and support the transition to more sustainable travel choices. Integration of mobility hubs requires careful site selection to ensure that there is connectivity to the public transport network and supports local active travel.

The concept of a mobility hub is sourced from the need to address fragmented transport networks and to encourage modal shift. They are effective in areas where transport demand is high, such as town centres or large employment areas, or where there are gaps in connectivity between the current modes.

The implementation of mobility hubs in towns across West Northamptonshire is intended to supplement local journeys and to connect residents with transport options for inter-town travel, or journey to destinations across the district. In the Local Transport Plan, the Council identified the following locations are being well-suited for mobility hubs. The precise locations will be determined through detailed planning and local community engagement. West Northamptonshire Council will be developing plans to introduce strategic mobility hubs in Brackley, Daventry, Silverstone racetrack, and Towcester.

Alignment with the One West Northamptonshire Plan

This action plan for the development of mobility hubs aligns with the One West Northamptonshire Plan's Priority 2 to make West Northamptonshire accessible and connected.

2. Links to the Local Transport Plan

Over the next five years, West Northamptonshire will focus on developing mobility hubs to enhance transport efficiency and connectivity across all travel modes.

The Local Transport Plan Themes and Objectives guide the policies and interventions within the plan, and these are set out below:

Mobility Hubs are a key part of the Local Transport Plan's themes "Connecting People Better, Shaping Healthier Places, and Mobility Enabling Prosperity".

CONNECTING PEOPLE BETTER

Objective 1: Improve the accessibility of the public transport, walking and cycling networks, to promote a system that is fair and provides attractive travel alternatives to key destinations

Mobility hubs will provide smoother transfers between modes, therefore improving accessibility or public transport and active travel.

Objective 2: Create thriving communities through local investment in a more resilient transport network, services and the public realm in urban and rural towns and villages across West Northamptonshire

Mobility hubs will bring together services for local communities relevant to the local context whether what is an urban setting. The action plan will establish the approach and be sensitive to the public realm.

SHAPING HEALTHIER PLACES

Objective 3: Improve road safety and reducing pollution, while expanding active travel networks and supporting infrastructure that facilitates improved public health outcomes

Mobility hubs will give more choice about how people travel and provide more convenient transfers between modes, reducing the dependency on private cars.

Objective 4: Enhance local environments and further reduce carbon emissions from transport by investing in low carbon and electric modes, mindful of local heritage

Improved integration of modes and services at key interchanges will promote rail for long journeys, and shorter distance trips by walking, cycling, wheeling and public transport. Mobility hubs will also be a focus for electric vehicle charging.

MOBILITY ENABLING PROSPERITY

Objective 5: Reduce inequalities through better transport connections to key employment and education opportunities, to support local socio-economic growth

Mobility hubs will support better information on travel choice and support improved connections to key employment and education opportunities.

Objective 6: Maximise the benefits to communities and businesses through use of technology and innovation

Advances in technology will provide an opportunity for integrated ticketing and payment systems to encourage the use of mobility hubs and facilitate easier transfers between modes.

These hubs will support the Council's goal to improve the environment through increasing the uptake of cleaner modes of transport and by enabling smoother transitions between cars, public transport, and active travel. This will help to reduce congestion, particulate air pollution, nitrogen dioxide, and greenhouse gas emissions.

Mobility hubs are to be strategically located at key points like bus and train stations, hospitals, and urban or rural centres. The hubs will aim to improve the integration between public and active travel, therefore reducing the friction and making multi-model journeys smoother.

Mobility hubs will encourage walking, cycling, and the use of public transport for short and long trips, reducing reliance on private cars. Hubs are meant to improve local journeys and to connect people to public transit – they aren't meant to provide alternatives to bus or rail travel, rather mobility hubs should complement the existing public transit, and increase the patronage of public transit by providing easier access to the network.

Policy 3: Improved Interchanges and Mobility Hubs sets out the main policy support for mobility hubs within the Local Transport Plan. The policy supports better integration between specific modes, routes and services at key strategic locations to create more seamless travel and transfers for journeys involving multiple stages or modes of travel.

The policy is supported by a series of policy measures to enable the delivery of mobility hubs. These are;

- **P03A:** Plan a network of strategic and supporting mobility hubs in Northampton, in addition to enhancing the existing bus and rail station hubs, that bring modes together and support more frictionless transfer with more sustainable options for all or part of journeys.
- **P03B:** Use the Movement and Place Framework to set expectations for customer facilities, wayfinding, and access options at different types of interchange ranging from major railway station hubs to rural bus stop
- **P03C:** Work with operators to improve public transport user experience, provision and integration of journey planning and service information across all modes to reduce car dependency and encourage multi-modal journeys

Additional policy measures set out within the Local Transport Plan that will support the design and delivery of mobility hubs are presented below;

- **P02B:** Identify areas with poor access to public transport and active travel networks, including where the network interchanges, and associated facilities are inaccessible for people with mobility challenges such as people using wheelchairs or with pushchairs or heavy shopping / baggage. At these locations deploy measures to improve inclusive access, such as clear signage and mapping for cycle routes, including other measures such as seating, water points, and toilets as appropriate
- **P02D:** Collaborate with key stakeholders to promote and incentivise walking/wheeling, cycling, and use of public transport for all or part of more passenger trips
- **P06A:** Work collaboratively to improve accessibility by active modes by removing barriers and obstacles to encouraging walking, wheeling (i.e. lack of dropped kerbs), cycling, scooting and horse-riding activity, protecting and supporting the most vulnerable users. This will support disabled users and those with non-visible disabilities
- **P06E:** Ensure that new developments provide connectivity to existing communities and networks and provide the necessary infrastructure such as segregated pedestrian and cycle lanes as well as safe and secure parking, in line with the Local Cycling and Walking Infrastructure Plans
- **P09A:** Deliver charging infrastructure for zero emissions vehicles on Council owned locations and the public highway and consider ways of further enabling private sector delivery across the region
- **P13E:** Explore further use of freight consolidation centres and innovative ways to maximise network efficiency, including use of first and last mile options such as electric cargo bicycles
- **P15B:** Work with operators to ensure the effective management, infrastructure provision, and increased provision of shared mobility services such as push bicycle and electric bicycle and e-scooter rental schemes
- **P15C:** Ensure the expansion of shared and on-demand transportation options reinforce the role and value of public transport services, strategic mobility hubs, and active travel routes
- **P16A:** Provide opportunities for the local community to inform the planning and design of transport proposals, working closely with different groups to understand and deliver on local priorities

3. Overview of mobility hubs within the context of West Northamptonshire

The West Northamptonshire Local Transport Plan supports the development of mobility hubs to make travel more sustainable, user-friendly, and to make transitions between transport modes smoother. These hubs aim to connect different transport modes better, such as public and active travel, at key locations, improving the overall journey experience and reducing car dependency. Policy 3 or the Local Transport Plan focuses on integrating transport services, improving the user experience, and ensuring consistent standards across all mobility hubs.

Existing hubs in West Northamptonshire

Whilst no mobility hubs have been specifically designed and installed across the Council area, locations that could be defined as a hub have naturally come about through the integration of transport modes over time. The concept of a mobility hub is relatively new within the UK transport planning industry, although the integration of modes of transport is a challenge for each community in recent history.

Northampton railway station, for example, can already be classed as a regional mobility hub as there is integration between the public transport network (rail and bus), active travel (walking, cycling and wheeling routes, plus bicycle storage), micromobility network, extensive private car parking, and taxis. Also, at the station, there are small retail options, wayfinding, and parcel lockers. However, as the railway station is not a purpose built mobility hub, there remains a need to enhance the provision of integrated and safe connectivity within its footprint.

Not all mobility hubs need to be strategic assets incorporating many different modes and services. The combination of bus stops, bicycle parking, local amenities and good quality active travel links can be described as a mobility hub. The identification of these around West Northamptonshire will be a starting point to identify potential improvements which could drastically improve the offering without committing large funds to develop whole new hubs.

Case studies outside West Northamptonshire

Notable case studies across the UK are as follows:

Area	Name	Key features
West Midlands	Halesowen trial	• Electric vehicle charging • Car clubs • Public transport • Hireable micromobility • Seating and placemaking
Maybole, Scotland	The Carrick Centre	• Public transport (bus and rail) • Link to the national cycle network • Hireable micromobility • Electric vehicle charging • Car clubs • Community minibus • Community centre, toilets and foodbank
Bristol	Lyde Green	• Car parking • Park and ride bus facilities • Hireable micromobility

		• Mobile phone charging and free public Wi-Fi • Secure bicycle storage and maintenance
Bristol	Ridingleaze	• Link to bus services • Free public Wi-Fi • Local amenities including shops, pharmacy, cafes and community centre • Hireable micromobility

There are mobility hub schemes in development across the UK:

- Norfolk County Council are planning on installing up to 30 hubs across the Greater Norfolk area
- London Borough of Camden are developing 7 mini-hubs
- West Midlands Combined Authority are investing in 9 transit stations
- Oxfordshire County Council are developing two pilot sites and have plans for more integrated transit points in their rail action plan
- Devon County Council are working with South Western Railway to upgrade existing sites to become integrated mobility hubs

4. Challenges and opportunities

The introduction of any type of transport infrastructure brings about its own challenges and opportunities. These are tied to the type of infrastructure, and the location where the Council wishes to install it. Mobility hubs are no different, although there are added challenges being that the hubs are untested pieces of transport infrastructure in West Northamptonshire, and the introduction elsewhere in the UK has been limited.

Challenges

Complex stakeholder engagement required – Mobility hubs require collaboration between the Council, privatised transport providers such as Stagecoach and Voi, local developers where hubs are proposed as part of large urban developments, community groups and local businesses. The challenge with the engagement required is that there will be too many competing interests that may dilute the effectiveness, or halt entirely, the development of mobility hubs.

Site selection – Identifying land that is both suitable size for a hub and located in a place with good access by road and active travel is a particular challenge in built up areas. The Council may need to enter into negotiations with third parties over land ownership or access rights to locate ideal sites.

An added challenge is that each mobility hub needs to be tailored to the local context and transport demand. This reduces the ability to have a one-size-fits-all methodology for site selection, planning and delivery.

Funding limitations – The capital required to design and build the mobility hub is most likely to originate from the Local Transport Grant, or similar government funding, which is funds provided to West Northamptonshire Council by the Department for Transport to deliver on transport related infrastructure. Ongoing maintenance and operational costs, such as electricity, will require funding from the revenue funds of West Northamptonshire Council, which is under severe strain, and unlikely to be available in the coming years.

Unlikely to achieve a return on investment – the cost to build and operate mobility hubs, particularly ones which combine multiple modes and many assets, are unlikely to be recouped through revenue generated over time. This is amplified where mobility hubs are planned in rural areas as the lower population density, and the already higher propensity to rely on the private car, will limit the benefits and opportunities when compared to more urban areas.

Integration with existing infrastructure and networks – transport and public realm infrastructure is already well developed in many of our urban areas and town centres, so mobility hubs need to integrate with the existing infrastructure without taking away demand or services that already exist.

The transport network in West Northamptonshire is fragmented. Rail services are operated by Chiltern Railways, Great Western Railway, London Northwestern Railway, and West Midlands Trains, with infrastructure managed by Network Rail. All of this will change in coming years as more train operators are nationalised and Great British Rail takes over infrastructure and operational responsibility. Bus services are almost entirely privatised with Stagecoach having the main share in all services. Integrating these services with the wider network will be a challenge as West Northamptonshire Council doesn't have direct control.

Mobility hubs are also likely to require the reallocation of road space to accommodate changes to the active travel network. This will permit more dedicated cycling space and wider footpaths, but could lead to conflict with interests wishing to keep road space.

Implementation required for digital infrastructure – For mobility hubs to be effective, passengers and users need to be able to access up-to-date feeds for public transport timetables and routes around the area. This will require integration with third-party data and the reliance on the accuracy of this. The digital infrastructure also requires a power source and internet connection, which may be more of a challenge in rural areas or locations where cabling isn't already present.

Public acceptance – Mobility hubs are a new concept and could result in lower response numbers to consultation and/or challenges on the viability of them. There aren't examples of hubs elsewhere in West Northamptonshire that the Council can point towards as a best-case example.

Car dependency can become ingrained within a society so that even if a mobility hub is provided, the users may not materialise as they are already used. Encouraging people to shift from private cars to active travel, public transport, and shared transport can be slow and unpredictable owing to the behavioural change required.

Opportunities

Reallocation of space from private car – Removal of car-centric transport options allows for the creation of pedestrian areas, green zones, and community amenities. The reduced car traffic results in safer environments for walking and cycling, better air quality, lower transport-related noise, and lower greenhouse gas emissions.

Increased footfall in locations around mobility hubs due to a more attractive public space, benefits nearby community assets and small business that rely on passing trade. The reclaimed space allows for more local enterprise and placemaking which will enhance an area, rather than focusing on the land being used for roads or parking. This space can also be used to address transport-related social exclusion where residential areas do not have good access to public transport or active travel routes, whilst also having a low level of private vehicle ownership. Providing these hubs offers new routes to get to education and employment opportunities quicker, easier, and more sustainably.

There are also environmental gains from reallocation of space as replacing impermeable parking and road surfaces with green infrastructure helps to manage surface water runoff and manage the flood risk.

Integrated travel – Mobility hubs offer the Council a valuable opportunity to advance the integration of transport options for residents by strengthening the multi-modal connectivity, unification of tickets, and the improvement of timetabling between modes. By bringing bus, rail, active travel, and shared modes together into one accessible location, mobility hubs make it easier for passengers to switch between modes within a single journey. This physical and operational integration supports more efficient travel, and encourages the user to consider an alternative travel method that the private car.

Simultaneously, by unifying the ticketing system such as using a contactless payment and Mobility-as-a-Service (MaaS) platform, the user experience can be simplified by allowing passengers to plan, book, and pay for multimodal trips through a single interface and interaction. This will remove the need for multiple tickets across modes and registration through multiple apps which manage the shared transport network.

Mobility hubs allow the Council to target better integration between the timetables of different services which will reduce waiting times. This will not only provide an enhanced user experience for passengers, it will also provide benefit to the Council through a more connected transport network and increased revenues through higher patronage.

Creation of new public areas – The reclamation of space from cars allows the Council to repurpose it into pedestrian-friendly zones. The implementation of enhanced public realm features will attract footfall and improve the user experience. By reclaiming space the Council can convert these areas in pedestrian

friendly areas which improves walkability and encourages social interaction. Areas around the mobility hubs can be converted into community destinations.

Increasing choice of, and access to, sustainable transport – A well designed and integrated mobility hub will provide users with a range of transport options. The co-location of multiple transport options makes it much easier for people to choose an alternative to taking a private car for the entire journey.

The sustainable hierarchy of transport that was designed in the Local Transport Plan puts active travel, and shared transport, at the top of the pyramid. With this, the Council has the opportunity to drive more sustainable transport development in West Northamptonshire by designing new infrastructure which places priority on those modes of transport.

By incorporating shared mobility services, with mobility hubs, they extend the reach of public transport by making first and last mile connections more viable in situations where the distance from a transport node to the destination is too far to consider walking. Just having the presence of a versatile and user friendly alternative to the private car will help to shift the public perception of using public and shared transport.

Increasing connectivity can provide sustained economic growth for the local area with better transport links between where people live, where they work, and where their money is spent. The West Northamptonshire Council Economic Growth Strategy sets out a plan to drive this economic growth, and mobility hubs can be an integral part of how people move around, which is a key element of this growth strategy.

Future national legislation – The English Devolution and Community Empowerment Bill was introduced to Parliament in July 2025 and, at the time of writing this action plan, the Bill is currently at the Committee stage in the House of Commons. This Bill will establish a new framework for the devolution of powers to local government in England. Schedule 5 of the Bill grants powers to local authorities to regulate micromobility providers of bicycles or electric bicycles, but not currently e-scooters as they remain within a Department for Transport trial period until 2028.

The opportunity for West Northamptonshire Council is that this legislation will give the Council the power to direct micromobility services to serve mobility hubs, should the Council wish to do so.

Accessibility – Through the physical integration that mobility hubs provide between modes into a single, and well-designed space, the co-location offers an enhanced accessibility to users with added mobility requirements as the distance and complexity involved in modal interchange is significantly reduced. When transport modes are dispersed across different locations, users who have mobility or sensory impairments can often face barriers such as uneven terrain, poorly maintained footways, and long walking distances – mobility hubs remove this barrier.

MaaS is the integration of journey planning, booking and payment across modes is combined into a single digital application, which can be a tool which helps users who have sensory impairments. One successful example of MaaS in the UK is the Breeze application operating on the south coast which incorporates travel planning, booking and paying for public transport, cycling, e-scooters and ferries[1].

MaaS applications can offer screen reader compatibility, voice-guided navigation, and audio updates for real-time service updates. By reducing the complexity of managing multiple applications, tickets, and method of payment, MaaS helps to improve accessibility of an integrated transport network and allow users to navigate their areas more independently. This kind of digital innovation supports, rather than excludes, travellers with additional needs.

One major advantage of mobility hubs in West Northamptonshire is that they are completely new pieces of infrastructure, and can therefore be designed with inclusivity and accessibility at their heart, and right at

[1] Passengers to benefit from easier and cheaper travel with new app guidance - GOV.UK

the start of the planning and design process. This offers a financial benefit to the Council as there is no need to retro-fit features at a later stage and also improves the revenue option with increased public transport patronage. By ensuring that step-free access, tactile paving, high contrast signage and wayfinding, and intelligent design at implemented at the start, the Council can ensure that the entire community can use these spaces form the start.

Securing private sector finance – Utilising the private sector to fund, operate and maintain mobility hubs in West Northamptonshire could be an opportunity to introduce hubs without the financial outlay to the Council. By aggregating a portfolio of varied sites we could ensure the scalability of hubs and introduce more efficient deployment. This also gives opportunities to create network-wide commercial agreements with suppliers which may increase the viability of their options.

The risk of this is that if the hubs fail to provide a financial return, investors may withdraw, and the responsibility will fall back to the Council to fund maintenance through general revenue budgets.

Reduce car dependency within new developments – by constructing mobility hubs at the heart of new developments, people moving into these areas will be able to use the hub from the start, which will reduce the need for car dependency setting in.

Integrating sustainable transport in new developments – Only a small percentage of the total land area of new developments is required to build a mobility hub, and this could be done in an even more efficient manner with build-above options.

Future large scale development of mobility hubs – Should pilot studies of mobility hubs be successful and community feedback prove that they are worthwhile investments, the Council has the opportunity to roll-out a large programme of mobility hubs across West Northamptonshire. Within the Local Transport Plan, West Northamptonshire Council identified a number of potential sites that would be worth exploring to understand whether a mobility hub is feasible.

5. Vision

The vision for mobility hubs in West Northamptonshire is for hubs to facilitate simpler transitions between various transport options, encouraging a shift towards public and active travel. We want mobility hubs to be equipped with ample micro-mobility and public transit options, and for them to evolve into vibrant community spaces where people can meet, interact, and access commercial and public services.

When people travel, they enjoy smooth journeys with easy transitions between different modes of transport. The Council want to see mobility hubs become key additions to our transport infrastructure which can bridge the gap between modes and make our journeys simpler.

Our vision is to deliver a network of well-equipped mobility hubs at strategic locations around West Northamptonshire to act as seamless transport interchanges which will enable smoother transitions between travel modes. The hubs will encourage modal shift from the private car to public transport and active travel by providing safe and accessible infrastructure. By reducing the car usage for short trips, our vision is to ease congestion, improve air quality, and lower harmful emissions to contribute towards a cleaner and healthier West Northamptonshire.

This vision aligns with West Northamptonshire Council's One West Northamptonshire Plan through the creation of effective options for multi-modal transport infrastructure that helps to connect people to each other and local services.

To achieve this vision, this action plan sets out six components to achieve it, as detailed below.

	Vision components
1	The hubs will provide transport interchanges at locations such as bus stations, railway stations, hospitals, and populated areas
2	Provide smoother transitions between transport modes
3	Increase the modal shift between private cars to public transport, community transport and active travel
4	Provide safer infrastructure to facilitate active travel
5	Decrease the usage of private cars for short, local journeys to reduce congestion and promote more sustainable movement
6	Mobility hubs will be well equipped bringing together facilities such as bus shelters, route information, Wi-Fi, public electric vehicle charging points, car club, secure bicycle storage, hireable micromobility, and good quality placemaking

Table 1: Table of visions for WNC mobility hub

6. Locating the mobility hubs

Design Process – Categorising the Type of Mobility Hub

Mobility hubs come in different sizes depending on the location, expected usage values, modes to be integrated, and the community requirements that they aim to serve. The table below details the type of mobility hubs that the Council will be looking to implement around West Northamptonshire, and the suggestions for areas that they could be within.

As the mobility hub category decreases, the size and the number of integrated modes also decreases. The expectation is that the large mobility hubs are placed in urban centres, then as the size decreases, the hubs are located further out from the commercial centre. A key element of mobility hubs in West Northamptonshire will be the requirement to be connected to the public transport network through a regular bus service.

Mobility Hub Category	Area suggestions	Services that could be integrated at these hubs

Regional Mobility Hub	Regional mobility hubs are expected to be few in number across West Northamptonshire as they are best placed in locations with several existing key nodes in the transport network that serve as interchange points, or as a central urban hub. They already support high volumes of passenger movement and multi-modal connectivity.
	
	• A large interchange can be a centralised bus station or area where many bus routes converge. They can also be railway stations, or locations which serve rail and bus connections.
	
	These are critical pieces of infrastructure that already support regional and inter-town travel.
	
	• Town centre hubs are a central urban area with high footfall, dense land use, a concentration of essential services, retail options, and employment opportunities.
	
	These are key destinations for active travel and public transport
		• Public transport
		  ○ Bus station
		  ○ Railway station
		  ○ Demand responsive transport
		  ○ Taxi ranks
		• Shared transport
		  ○ Car club
		  ○ Hireable micromobility
		  ○ Community transport
		• Other community facilities
		  ○ Small café or eatery
		  ○ Co-working space
		  ○ Placemaking such as seating, green areas, community artwork
		  ○ Parcel lockers
		• Active travel
		  ○ Secure bicycle storage
		  ○ Bicycle repair station

Mobility Hub Category	Area suggestions	Services that could be integrated at these hubs

Transport corridor hub	A transport corridor refers to key public transport and active travel routes that provide direct and frequent connections between major urban areas. These can be inter-town corridors between locations such as Northampton to Towcester, on intra-town corridors between suburban areas and the commercial centres.
	
	A transport corridor hub provides links to these corridors at nodes such as railway stations, park and ride facilities, and other areas with high volumes of movement. The intention is for the hubs to aid people intending to make further onward trips to their final destination.
		• Public transport
		  ○ Bus stop(s)
		  ○ Longer distance bus routes
		  ○ Park and ride facilities
		  ○ Railway station
		• Shared transport
		  ○ Car club
		  ○ Community transport
		  ○ Hireable micromobility
		• Active travel
		  ○ Secure bicycle storage
		  ○ Bicycle repair station

Town Mobility Hub	A town mobility hub is expected to be the more ubiquitous hub that is introduced as they can serve varied types of communities, including urban and sub-urban residential areas, commercial centres, market towns, and industrial areas.
	
	These hubs can be placed in industrial and business parks to support access from business locations to the public transport area already serving the park. They aim to help people connect to the employment area through active travel, such as micro mobility options.
	
	Within new housing developments, should the inclusion of a hub be within the early design stage, the new mobility hub can provide a central location within the development for residents to travel to, using active travel, before connecting with the public transport network. These hubs are likely to include bicycle storage, electric vehicle charging points, and other non-transport amenities such as parcel lockers and mobile food/beverage huts.
	
	Mobility hubs are not a substitute for good quality public transport options within these areas. A hub is intended to improve access to public transport, rather than extracting passenger demand.
		• Public transport
		  ○ Bus stop(s)
		• Shared transport
		  ○ Car club
		  ○ Community transport
		  ○ Hireable micromobility
		• Electric vehicle charging points
		• Other community facilities
		  ○ Parcel lockers
		  ○ Seating and shelters
		  ○ Small retail units
		  ○ Parks
		  ○ Community notice boards
		• Active travel
		  ○ Secure bicycle storage
		  ○ Bicycle repair station

Mobility Hub Category	Area suggestions	Services that could be integrated at these hubs

Local Mobility Hubs	A local mobility hub is best placed in key neighbourhood centres within a suburban context. They are intended to serve as an access point to a location where several for key services are in a single location. A local mobility hub should support everyday needs of local residents and provide an alternative for private car usage on short distance routes.
	
	The area for these hubs can be locations with, for example, a small collection of retail options, schools, GP surgery or pharmacy, parks, leisure centres and libraries.
	
	It is expected that these areas also have a connection to the commercial centre of town through a regularly served bus route.
		• Public transport
		  ○ Bus stop
		  ○ Demand responsive transport
		• Shared transport
		  ○ Hireable micromobility
		  ○ Community transport
		• Other community facilities
		  ○ Parcel lockers
		  ○ Seating and shelters
		  ○ Small retail units
		• Active travel
		  ○ Secure bicycle storage
		  ○ Bicycle repair station

Mobility Hub Category	Area suggestions	Services that could be integrated at these hubs

Micro Mobility Hubs	Micro-mobility hubs are typically ones which contain a small number of assets and can therefore be placed in areas without a great deal of space. An example of this could be where bicycle, or hireable micromobility storage is placed near to a bus stop or a small shopping area.
	
	These hubs can be deployed as a mobile unit to serve as a short-term mobility hub in a location which is going to see a large demand for a short period of time. Examples of this could be festivals or town events or even large sporting events.
	
	Micro mobility hubs are also a good method of introducing better active travel links within village settings by providing a link between residential areas and the village centre, which may help residents access services such as the local pub, shop, or post office.
	
	In places that do not have access to the public transport network as the bus service is no longer active, a micro mobility hub can still provide access to the network. The integration of a hub with a demand-responsive transport option, such as a dial-a-ride service, can provide that link for people to the network that wouldn't ordinarily be financially possible to provide.
		• Public transport
		  ○ Bus stop or designated Demand Responsive Transport points
		• Shared transport
		  ○ Hireable micromobility
		  ○ Community transport
		• Other community facilities
		  ○ Seating and shelters
		• Active travel
		  ○ Secure bicycle storage
		  ○ Bicycle repair station

Table 2: Table of the types of mobility hub and the assets they can include

7. Actions

West Northamptonshire Council is committed to developing and enhancing mobility hubs to improve the local transportation offer. The actions listed below will be delivered over the next five years and are designed to support the creation and integration of mobility hubs, ensuring they meet the needs of the community and contribute to a more efficient and sustainable transport network.

Councils will take the follow three actions to enable mobility hubs to become part of the highway network offer within West Northamptonshire;

- Creation of design criteria for 5 mobility hub categories as presented in table 2.
- Development of innovative funding and sponsorship models for the delivery of the mobility hubs.
- Roll out of a series of pilot schemes for each category of mobility hub.

Design criteria, standards and guidance

West Northamptonshire Council will create a design standard for the five mobility hub categories being delivered in the pilot study. The Council will consult with key internal and external stakeholders, including the local access forum and accessibility advocates, throughout the process to ensure design standards meet users' needs.

Development of the guidance

Taking best practice from local authorities who have successfully implemented mobility hubs, and with guidance from England's Economic Heartland and CoMoUK[2], West Northamptonshire Council will develop its own guidance for the design, construction, and operation of mobility hubs.

Considerations

Branding

Branding is key to developing a series of mobility hubs that reflect the local environment, making them a familiar destination for those using them. The branding that is chosen will maintain a consistency in colours and design across West Northamptonshire.

Placemaking

Taking best practice from the government's National Design Guide in relation to creating great places the Council will follow the principles within that guidance when designing mobility hubs.

- Context – enhances the surrounding,
- Movement – accessible and easy to move around,
- Public Spaces – safe, social and inclusive

Cycling infrastructure

The Council will adopt in full the design guidance specified in LTN 1/20 which is the guidance note on how local authorities are to deliver high quality cycling infrastructure.

[2] A national charity that promotes the social, economic, and environmental benefits of shared transport services in the UK. CoMoUK - supporting shared transport

Car parking

Mobility Hubs in suburban or residential areas are likely to have some car parking elements, either for electric vehicles, normal cars, or cars belonging to a car club. Hence car parking standards and best practice layout for parking integration will form part of the design considerations.

Bicycle storage

The size of mobility hub will determine the amount and type of bicycle storage used.

For short or medium stay bicycle storage, the Sheffield Stand will be sufficient, and the Council envisions that these will be installed at most mobility hubs. Our design guidance will include considerations for those with mobility restrictions, construction durability, safety of use, and anti-theft measures.

Bus stop design

We will design bus stops with guidance from the Local Transport Note 1/24: Bus User Priority[3]. Bus stops will be well-lit environments providing shelter, with CCTV, good drainage, seating, and good quality pedestrian access.

National guidance

The design guidance which West Northamptonshire Council produces for mobility hubs will have full consideration of national guidance documents including:

1) Manual for Streets[4]
2) Traffic Signs Manual[5]
3) National Design Guide[6]
4) Cycle Infrastructure Design (LTN 1/20)[7]
5) Inclusive mobility[8]
6) National Planning Policy Framework guidance[9]
7) Equality Act 2010[10]

Funding and sponsorship model

West Northamptonshire Council envisages that mobility hubs will provide opportunities for private sector funding and sponsorship, as the mobility hubs locations offer sites for community activity and gathering - whether collecting an e-bike, boarding public transport or charging the car. Therein providing public spaces suitable for commercial opportunities, be that pop-up cafes, shops, parcel lockers or electric vehicle charging.
It is therefore envisaged that securing private sector investment could reduce the financial pressure on West Northamptonshire Council for the capital and operational costs of delivering mobility hubs.

[3] Bus user priority (LTN 1/24) - GOV.UK
[4] Designing and modifying residential streets: Manual for streets - GOV.UK
[5] Traffic signs manual - GOV.UK
[6] National design guide - GOV.UK
[7] Cycle infrastructure design (LTN 1/20) - GOV.UK
[8] Inclusive mobility: making transport accessible for passengers and pedestrians - GOV.UK
[9] National Planning Policy Framework - GOV.UK
[10] Equality Act 2010

Local Transport Grant

The Council will use funding from the Local Transport Grant to roll out a programme of pilot mobility hubs as detailed in this action plan. The funding will be used to identify sites, and develop the design/layout for the proposed mobility hub, and undertake consultation on the scheme that will be delivered.

Developers Contributions

Allocations for mobility hubs within new developments will form part of the Local Plan policy framework with their deliver secured via S106 contribution. Similarly S106 funding will be required to support mobility hub delivery when existing transport interchanges are refurbished or extended.

Sponsorship model

Due to the relatively recent development of mobility hubs as a transport intervention in the UK, there are few schemes that have been successfully introduced. Those that have been delivered so far tend to be trials, such as in Halesowen funded through a Department for Transport grant, or the ones in Bristol which were funded through the West of England Combined Authority's Future Transport Zone fund. Maybole was a collaboration between the Carrick Centre and charity funding from South Ayrshire Community Transport.

England's Economic Heartland have sponsored a study with KPMG[11] into how mobility hubs can be funded, and one method is through private sector sponsorship. By partnering with the private sector, risk and revenue can be shared to lighten the burden on the Council whilst providing commercial opportunities in an innovative new industry. West Northamptonshire Council will explore this method of funding the development and operation of mobility hubs.

To procure the services at the pilot mobility hubs, the Council has several options to manage the operation and maintenance of the facilities:

1) Tender for a single commercial partner to operate and maintain all of the pilot sites
2) Tender for multiple commercial partners to operate and maintain each site
3) Operate and maintain each site using internal Council staff, resources and funding.

West Northamptonshire Council will explore further the 3 operating models outlined above to understand how best to deliver mobility hubs.

Site revenue

The mobility hubs will be run with a view of returning as much revenue as possible as a return on investment, and the pilot studies will help to inform a long term plan on revenue generation from them. West Northamptonshire Council will partner with local logistic and delivery companies to rent out space for parcel delivery lockers at key mobility hubs in the district. Where space allows, the Council will rent out space for pop-up food/beverage facilities that don't require permanent buildings to be constructed. Where premises already exist that could be adapted into a food/beverage outlet, these will be leased to a commercial partner.

[11] Mobility Hubs white paper sets out routes to private investment

Pilot Scheme

West Northamptonshire Council will deliver five mobility hubs as part of a pilot scheme, one for each of the mobility hub categories at locations set out in table 3, below. The pilot mobility hubs will be developed following the design guidance created as part of the action plan.

Table 3 below sets out the suggested locations for the mobility hub pilot scheme programme. These locations have been chosen as they all have existing active travel/public transport infrastructure that can be re-used or improved whilst creating the mobility hubs.

The Council will undertake the following steps to enable a mobility hub to be delivered.

Site identification

The Council will determine locations based on the criteria below. Not all of the criteria will be relevant for every mobility hub category, and some criteria may change as the Council learns more about mobility hubs from the pilot study:

- Existing connection to the public transport network (bus or rail) in locations where multiple bus routes converge in one area
- Proximity to residential properties with low private car ownership
- Avoid high noise pollution and poor air quality caused by excess traffic
- Avoid existing, or forecasted future, high traffic areas
- Presence of local amenities such as pharmacies, parks, or libraries
- Whether the site is connected to, or planned to be connected to, areas supporting growth, employment and future development
- Whether the land is already owned by West Northamptonshire Council
- Existing provision or capacity for electric vehicle charging

Feasibility design studies

In this stage, the Council will:

1) Define the need of an area by looking at what transport related challenges it faces, such as poor integration between modes or the lack of active travel infrastructure
2) Undertake a site assessment including investigating land ownership and any planning restraints. This is also the opportunity to review whether any existing utilities are likely to cause challenges, plus any environmental constraints like flooding, habitats or heritage assets
3) Develop a conceptual design showing how modes will be integrated, where existing assets will change, and what public realm improvements will be made
    a. The conceptual design stage will also include outline cost estimates for construction and operation. These cost estimates will be used in early discussions with developers, and other sources of funding, to identify the contributions or funding required to deliver the proposals.
4) Undertake stakeholder engagement and consultation with parties likely to be affected by the development. This will include local third-party transport operators, emergency services, and accessibility champions
5) Review the design, expected outputs, consultation responses, and the deliverability to decide whether a hub is feasible

As part of the pilot scheme, the Council will install assets listed below depending on the type of mobility hubs and the community that it is serving. The feasibility studies will ascertain which assets can be installed. This will include an assessment of the following:

- New or improved bus stops and shelters
- Weather-protected shelters and seating areas
- Real-time travel information for bus and rail services
- Wi-Fi
- Locations to hire vehicles from car clubs
- Electric vehicle charging infrastructure
- Micromobility docks and secure bicycle storage
- Placemaking features such as seating, planting, and lighting
- Local amenities such as last-mile parking lockers or mobile food & beverage units

Detailed design studies

Where mobility hubs have been assessed under a feasibility design, and shown to have public support and funding identified, the next stage is for the Council to undertake a detailed design assessment with a third party engineering designer. The purpose of a detailed design is to transition the plan into a technical level that can properly assess how a mobility hub can be integrated into the existing environment and be delivered in a cost effective way.

Site specific technical design will be undertaken to understand factors such as pedestrian flow changes, accessibility options, and barriers to modal interchange. The engineering design part of a detailed design study will assess factors including:

- Junction design and turning room capabilities
- Drainage
- Lighting
- Signage and wayfinding
- Structural design for shelters, public realm assets and amenities

The Council will look to design mobility hubs that are scalable and of modular design to allow for easier, and more cost effective, future roll-outs of hubs. This will include consistent branding.
At detailed design stage, a fully prepared cost estimate, for both capital and operational cost, will be developed and submitted as part of the plans. The Council will include the method for securing funding, whether this be Section 106 developer contributions, external funding, or third-party investment.

The outputs from this stage will be:

1) A finalised mobility hub layout plan and associated engineering drawings
2) Stakeholder and consultation reports
3) Costed delivery plan, construction timetable
4) Procurement and/or funding strategy

Community Involvement

West Northamptonshire Council will engage with the local community to gather local knowledge and information that will support the decision to implement mobility hubs. This may include focus groups, formal and informal consultations, public meetings, and collaboration with local organisations. Consultation activities will be used to support the site selection and design process.

The Council will work with the West Northamptonshire Local Access Forum and disability advocates to ensure that accessibility considerations are at the heart of designs brought forward for Mobility Hubs.

Licences

Mobility hubs with third party providers of services will require the establishment of tenancies, rental agreements and licences to trade. As part of the design of each mobility hub, the Council will determine when agreements and licences are required.

Long list of proposed mobility hub pilot sites

The map and table below detail the proposed locations for the mobility hub pilot. These sites have been selected as they are locations that lend themselves well to the facilities that the different categories of mobility hub will be required to deliver.

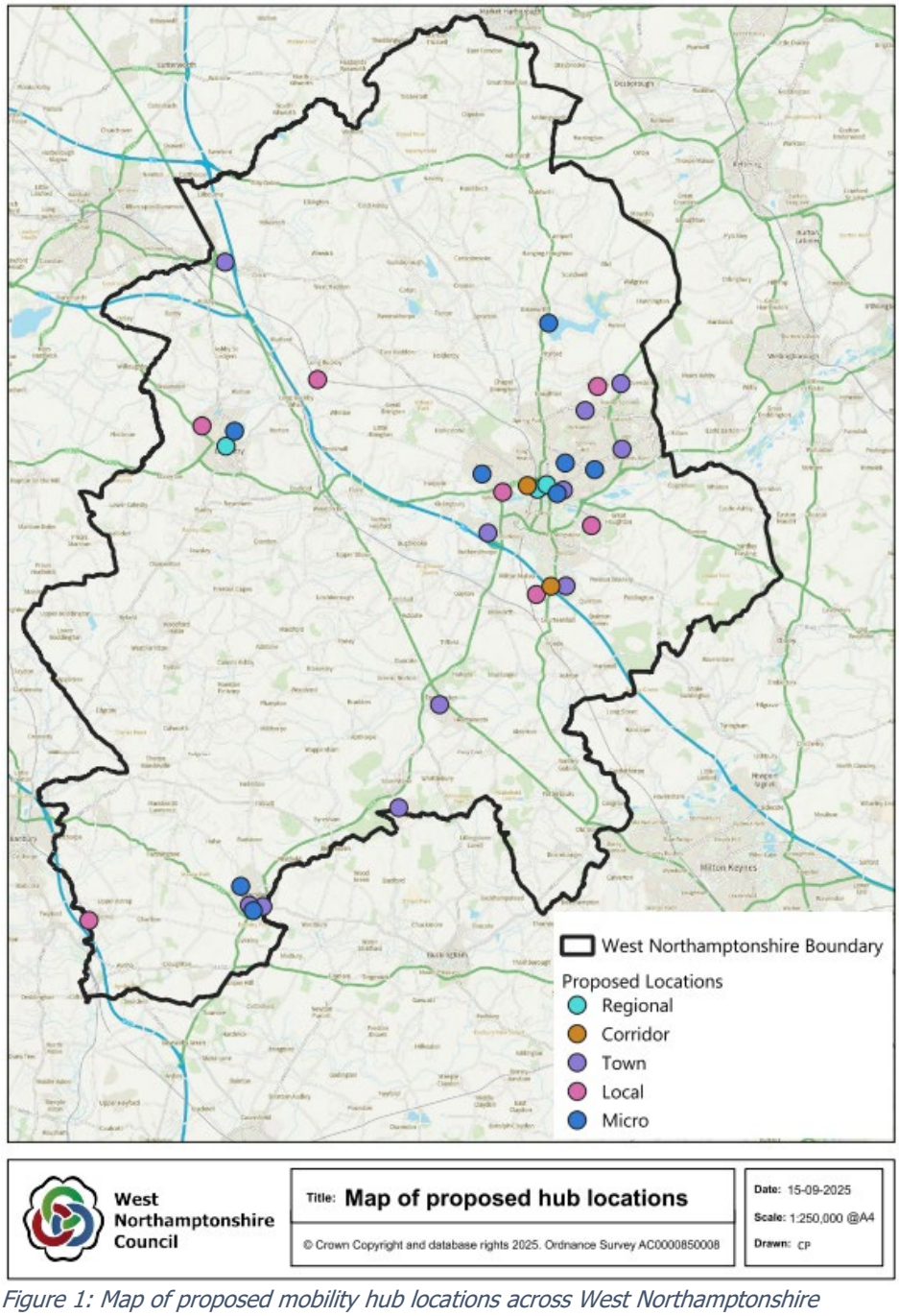

Figure 1: Map of proposed mobility hub locations across West Northamptonshire

Site	Hub type	Examples of key opportunities
Brackley leisure centre	Micro	• Health and wellbeing integration with travel to and from the centre • Can offer secure bicycle storage and rental
Brackley Market Place	Town	• Multi-modal integration with the local and inter-town bus network
Brackey Town FC	Micro	• Provide an alternative transport method to release car parking capacity
Brackmills Industrial Estate and country park	Local	• Reduce reliance on private car for access to Brackmills • Can be augmented through micro hubs around the Estate with link to the country park and neighbouring settlements • Access to large employment area with thousands of jobs • Active travel link along former Piddington Line railway to Great Houghton • Alternative mode of transport available when bus services not operating • Structured space for e-scooter storage
Brixworth Country Park	Micro	• Collect shared bicycles to cycle around the park • Improved accessibility to green space for non-drivers
Daventry Country Park	Micro	• Collect shared bicycles to cycle around the park • Improved accessibility to green space for non-drivers
Daventry north west business parks	Local	• Access to large employment area • Reduce the reliance on private car for access • Alternative mode of transport available when bus services not operating • Improved access for shift workers
Daventry town centre	Regional	• Links to inter-town bus services
Grange Park residential and industrial area, including warehousing locations	Town	• Can serve as a micro-distribution centre for cargo-bikes or electric vans • Co-location of parcel lockers with logistic companies in Grange Park • Improved access for shift workers
Kings Sutton railway station	Local	• Provide an alternative mode of transport to access the station than just a car • Provides more cycling storage space for those travelling by bicycle • Last mile package storage for commuters to collect on the route home
Long Buckby village and/or railway station	Local	• Active travel link between the village and railway station • Expands the cycling storage already available at the station • Public transport links to Daventry by bus, London and Birmingham by rail • Last mile package storage for commuters to collect on the route home
Moulton Park industrial estate	Town	• Improved access for shift workers
Northampton bus station	Regional	• Multi-modal integration • Structured space for e-scooter storage

Site	Hub type	Examples of key opportunities
Northampton general hospital	Town	• Provide an alternative transport method to release car parking capacity • Option for thousands of staff and visitors travelling throughout the day to take alternative transport
Northampton parks (Racecourse, Abington, Beckets, St Crispin etc.)	Micro	• Collect shared bicycles to cycle around the parks • Structured space for e-scooter storage
Northampton railway station	Regional	• Public transport links to London and Birmingham by rail • Last mile package storage for commuters to collect on the route home • Extensive network of bus routes already serving the station • Multi-modal integration • Structured space for e-scooter storage
Overstone Leys	Town	• S106 in place for delivery as part of a mixed use development
Silverstone racetrack	Town	• Support park and ride facilities on event days • Transport around the site, including the business park facilities at Silverstone
Sixfields retail and football stadium	Local	• Alternative match-day transport options to reduce car congestion before and after the game • Integration with the bus network with links into the centre of Northampton • Improved access to retail area for non-drivers
St James' End near to Franklin's Gardens	Corridor	• Alternative match-day transport to reduce the reliance of parking on nearby residential areas • Existing popular bus routes into the centre of Northampton • Large residential areas in close proximity
Swan Valley industrial estate	Town	• Improved access for shift workers
Towcester high street	Regional	• Improved access to retail and entertainment areas
Weston Favell shopping centre	Town	• Improved access to retail area for non-drivers

Table 3: Table of proposed mobility hub sites, the type, and key opportunities that they have

Action	Responsibility to deliver	Potential funding sources
Site selection	West Northamptonshire Council Transport Planning Team	Local Transport Grant[12]
Feasibility studies	West Northamptonshire Council Transport Planning Team	Local Transport Grant
Detailed design	West Northamptonshire Council Sustainable Travel Team	Local Transport Grant
Consultation	West Northamptonshire Council Transport Planning Team	Local Transport Grant
Management and review of success	West Northamptonshire Council Sustainable Travel Team West Northamptonshire Council Transport Planning Team	Local Transport Grant
Delivery of package of pilot mobility hubs	West Northamptonshire Council Major Projects Team West Northamptonshire Council Regeneration Team	Local Transport Grant Sponsorship partnerships with private sector Section 106 develop contribution
Accreditation of the mobility hub with CoMoUK as the industry body	West Northamptonshire Council Transport Planning Team	No funding required
Procuring and licensing a third-party operator	West Northamptonshire Council Transport Planning Team West Northamptonshire Council Procurement Team West Northamptonshire Council Sustainable Travel Team	No funding required

Table 4: Pilot scheme actions, responsibilities and funding

[12] Only if funding is required for external assistance if work cannot be completed by Council officers

8. Monitoring and evaluation

Monitoring and evaluation framework

We will implement a monitoring and evaluation framework to track performance of the hub networks. The data gathered will be used to make continuous improvements and to inform design of new mobility hubs.

West Northamptonshire Council will work with transport providers to gather data that can be used to inform a review into the long-term viability, and value-for-money of mobility hubs. The Council will also carry out user surveys for qualitative feedback on the hub.

In addition to the monitoring metrics to be gathered through the monitoring and evaluation in the Local Transport Plan, West Northamptonshire Council will use the following broad topics to understand the effectiveness of mobility hubs:

1) Overall increase in the number of people using public transport and active travel
2) An overall increase in the number of people aware of mobility hubs and the services they offer
3) The commercial viability of the pilot scheme on a site by site basis.

9. Glossary of terms

Term or abbreviation	Explanation
Active travel	Physically active modes such as cycling, walking, wheeling or horse riding. It also includes walking or cycling as part of a longer journey
Demand Responsive Transport (DRT)	A form of transport where vehicles alter their routes based on particular transport demand rather than using a fixed route or timetable.
Developer contributions	Financial, asset or activities secured in relation to development.
E-scooter	Scooters powered by an electric motor and battery and are classified under the Department for Transport's guidance as "powered transporters".
Local Plan	A statutory planning document which sets out the vision and framework for future development within a Local Planning Authority area. It addresses housing, economy, community and infrastructure and is used as a tool to guide decisions about development proposals.
Local Transport Grant	Government funding given to local authorities to improve transport services and infrastructure
Local Transport Plan	A statutory document which sets out the objectives and programme for improving the transport network
Micromobility network	A geographically constrained system of hireable vehicles such as e-scooters and bicycles which are used for short trips
Mobility as a service (MaaS)	Mobility as a Service is a shift away from privately owned vehicles towards a model where different transport modes are consumed as an on-demand service through a single (online) platform. For example, the concept of paying for a weekly travel pass that includes bike hire, car hire, bus and train travel.
Mobility hub	A place of transport interchange providing easy access to the whole transport network with cycle parking, taxi call points and access to car club vehicles, drop off points and at larger locations park and ride facilities.
Modal shift	A percentage change in the use of different transport modes. When one transport mode becomes more advantageous than another over the same route or market, a mode shift is likely to take place.
Multi-modal connectivity	Making it easy to switch between different forms of transport within a single journey
Placemaking	A community-focused approach to enhancing underutilised areas, turning them into attractive, inclusive, and sustainable places by strengthening their physical environment, social and social connections, cultural identity, and economic prosperity
Park and ride	A system for reducing urban traffic congestion, in which drivers leave their cars in car parks on the outskirts of a city and travel to the city centre on public transport.
Public realm	Publicly accessible space between and within buildings, including streets, squares, forecourts, parks, and open spaces
Sustainable transport	Forms of transport which have lower environmental impact than single occupancy car use. It includes walking, wheeling, horse riding, scotting, cycling, public transport (bus, coach and rail), use of Park and Ride, and car-sharing.
Wheeling	Any kind of wheeled mobility aid, including wheelchairs, mobility scooters, walking frames, prams or buggies.