# EIA Quality Mark Case Study

## Rugby Motorway Service Area (MSA)

![Image of Rugby Motorway Service Area](image-url)

### Key Issues
The site of the proposed MSA is adjacent to the M6 motorway to the south, and rural Warwickshire to the north. There are a number of sensitive environmental receptors in the area and some key local concerns which required consideration as part of the EIA and ultimate scheme design.

Biodiversity improvements were targeted from the outset, coupled with an integrated landscaping / SuDS scheme across the site. Sensitive viewpoints were identified early on within the EIA including the nearby conservation area of Churchover, and as a result, were central to the local landscape. 3D models and photomontages were used to validate conclusions of the LVIA.

Other environmental issues included known badger setts, and potential air quality impacts from the on-site CHP, the latter of which was examined using detailed air quality modelling.

A key feature of the Environmental Statement was the alternative sites and layouts section – which needed to demonstrate a thorough consideration of other locations along the motorway corridor.

### Purpose of the project
Moto is the UK’s leading provider of Motorway Service Areas (MSAs) with over 45 locations across the UK.

In the UK, the department for transport recommends drivers take a 15 minute break every two hours to prevent tiredness-related accidents. Based on these recommendations, a strategic gap in MSA provision was identified by the client, and a series of alternative sites were assessed, the location at Rugby was identified as being most appropriate for development of a new MSA.

### Description of the project
The site is located north of Rugby, on the northern side of Junction 1 of the M6. The site is currently in agricultural use.

The proposals consisted of an amenity building (with toilets, restaurants etc.), a hotel, a fuel filling station and parking facilities for a variety of different vehicles.

The scheme includes extensive landscaping (including earthworks) with integrated sustainable drainage systems to collect and control rain falling on car parks and building roofs. This also included planting for biodiversity improvements.
EIA Learning Outcomes

Lessons learnt

**Client and design team buy-in:** Moto and the project team were determined that every environmental issue be considered, and where adverse effects were identified they should be designed out or fully mitigated. This required the EIA team to work closely with designers, engineers and the client’s other consultants.

**Integrated approach:** All environmental disciplines benefited from the close relationship between designers, engineers and other consultants on the project team.

**Early public and stakeholder engagement:** this was key to ensuring that local concerns were fully understood from the outset. Specifically, the team were made aware that the surrounding area had recently seen applications for wind and solar energy facilities rejected for their likely effects on local heritage and landscape receptors. This resulted in the project team considering these types of impacts from the outset.

Lessons learnt *(cont)*

**Cross discipline understanding:** A nuance of the MSA assessment was the approach to traffic generation. The MSA was not expected to generate new trips on the strategic network, as people do not make journeys specifically to the MSA – they will just deviate slightly from their current trip, to stop at the MSA. Understanding this early on had a bearing on the assessments for air and noise.

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