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Pontardawe Coal and Metals Company Ltd

Major mixed-use development

Ewenny Road, Maesteg

OVERARCHING TRAVEL PLAN

November 2013

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Ewenny Road, Maesteg

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1 INTRODUCTION

1.1 Background

1.1.1 A travel plan is a long term management strategy for an organisation or site that seeks to deliver sustainable transport objectives. A travel plan identifies an appropriate package of initiatives and measures to promote sustainable travel at a specific location, and then sets out an action plan to implement those measures and monitor their success.

1.1.2 Travel plans can assist in increasing accessibility and improve transport conditions at the local level whilst helping to reduce congestion, local air pollution, carbon emissions and noise.

1.1.3 A growing body of evidence suggests physical activity contributes to mental and physical wellbeing. People who are physically active in their daily lives are more productive and have better attendance records. The promotion of active travel (walking and cycling) as part of a travel plan enables people to enjoy these health benefits as part of their daily routine.

1.2 This travel plan

1.2.1 This travel plan is for the proposed major mixed-use development on land adjacent to Ewenny Road, Maesteg, as shown in **Figure 1.1**.

1.2.2 The main reasons for implementing the travel plan are:

- To provide a framework for the actions and incentives that will make embracing sustainable travel possible possible;
- To contribute to Corporate Social Responsibility. Potential commercial occupiers should foster initiatives to minimise the impact on the local environment, and encourage employees and visitors to do the same;
- To understand and reduce the carbon footprint arising from travel to and from the site;
- To improve social equality; and,

- To improve facilities available on site, which encourage and enable more sustainable travel.

1.2.3 The primary focus of this travel plan is commuting, but it also covers visitor travel and travel during the course of business.

1.2.4 This document provides an overview of the existing conditions and transport arrangements at the site, and sets out the measures that can be introduced in order to meet the travel plan objectives.

1.2.5 This travel plan will be regularly reviewed, reflecting that a travel plan is a continuous process for improvement, requiring monitoring and revision to ensure it remains relevant and effective. This document will next be fully revised in five years' time (2019).

1.3 Policy

1.3.1 Travel plans have become an important tool for the delivery of national, regional and local transport policy and commonly play an integral part of the planning process, fulfilling a role in encouraging more sustainable development. As a result, travel plans are required in association with all significant planning applications.

2 EXISTING TRAVEL SITUATION

2.1 Introduction

2.1.1 This chapter provides an overview of baseline travel characteristics (based on Census data) and a description of the existing transport network within the vicinity of the site.

2.2 Site location

2.2.1 As outlined above, the proposals are for a major mixed use development on brownfield land to the south east of Maesteg Town Centre.

2.2.2 The site itself comprises the former Ewenny Road Industrial Estate and the former council owned industrial site. The site is fronted by Oakwood Drive to the west, a builder's merchant to the north, the River Llynfi to the east and Oakwood residential estate to the south.

2.3 Site assessment

Site access

2.3.1 In order to access the site, it is proposed to construct four new vehicular accesses on to Oakwood Drive, in the form of four simple priority junctions, refer to the Illustrative Masterplan, drawing reference **GA2795(05)010** is submitted with the outline planning application.

2.3.2 Oakwood Drive is a single carriageway road, providing a link to the former Ewenny Road Industrial Estate and the residential housing, located at the southern end of the road. The road is connected to the A4063 via a priority junction with an unnamed road, and to Ewenny Road at the northern end of the road via a simple priority junction.

2.3.3 Oakwood Drive is lit, is subject to a 30mph speed limit, and has a carriageway width of approximately 7.0m. There is a continuous footway along the western edge of the carriageway, and footway provision along the southern edge is intermittent.

2.4 Walking and cycling

2.4.1 The CIHT guidance “Providing for Journeys on Foot” (2000) sets out desirable, acceptable and preferred maximum walking distances for different trip purposes. These are set out in **Table 2.1**.

	Town centre (m)	Commuting/school (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Maximum	800	2000	1200

Table 2.1 IHT suggested acceptable walking distances

2.4.2 The walking isochrones are shown in **Figure 2.1**

Local infrastructure

2.4.3 There is a good level of pedestrian connectivity between the site, Maesteg Town Centre, and local amenities and facilities, including:

- Bus and rail stations;
- Post office;
- Primary and secondary education facilities;
- Comparison and convenience goods retail; and,
- Existing residential areas.

Cycle infrastructure

2.4.4 The National Cycle Network (NCN) is within easy access of the site. NCN route 885 which connects Bridgend and Afan Forest Park, is currently under construction. However, the northern section of the route from Maesteg to Cymmer is open, providing a largely traffic free route. Route 885 also connects with NCN route 887 at Cymmer, which connects Port Talbot and Afan Forest Park.

2.4.5 Cycle routes, within the immediate vicinity of the site are shown in **Figure 2.2**.

2.5 Public transport

2.5.1 The proposed development site is reasonably well served by public transport, with a number of regular scheduled bus services running along the A4063 and along Bridgend Road. The nearest train station to the site, Ewenny Road station, is situated approximately 140m to the west.

Bus services

2.5.2 The closest bus stops to the site are located along:

- Bridgend Road - with north and southbound bus stops approximately 200m east of the development site; and,
- The A4063 - with north and southbound bus stops approximately 200m west of the site.

2.5.3 **Table 3.2** below outlines the services that stop at the closest bus stops (along the A4063 and Bridgend Road within 400m of the proposed development site).

Route No.	Route	Frequency
30	Caerau Parc – Turberville	Mon – Sat, 0740 – 1740, hourly service
	Turberville – Caerau Parc	Mon – Sat, 0810 – 1910, hourly service
32/36	Cymmer – Bridgend	Mon – Sat, 0600 – 2318, 3 per hour
	Bridgend – Cymmer	Mon – Sat, 0705 – 2220, 3 per hour
37	Maesteg – Heol-yr-Bryn – Maesteg	0900 – 1800, hourly service

Table 3.2 Existing bus services

2.5.4 A map of local bus services is shown in **Figure 2.3**.

Rail services

2.5.5 The proposed development is situated within easy walking distance (i.e. 140m) of Ewenny Rail Station, served by Arriva Trains Wales (Valleys Line network), operating an hourly service to Cardiff Central via Bridgend.

2.6 Mode split

- 2.6.1 Prior to undertaking an initial travel survey for each element of the scheme – as the elements become occupied – it is necessary to establish a baseline upon which travel plan targets will be set (Chapter 3).
- 2.6.2 At this stage it is considered that the Census 2001 National Statistics Travel to Work datasets would provide the most robust method of assessment.
- 2.6.3 The modal split for both Bridgend County Borough as a whole, and Maesteg Town Centre is detailed in **Table 2.3** and will be applied to the total adult population. The modal split excludes those not currently working and those working from home.

Mode	Mode share	
	Bridgend CBC	Maesteg
Rail	2.65%	2.67%
Bus	2.95%	3.72%
Taxi	0.65%	1.30%
Car (driver)	74.82%	70.58%
Car (passenger)	7.69%	9.39%
Motorcycle	0.54%	0.22%
bicycle	0.87%	0.16%
On foot	9.27%	11.44%
Other	0.56%	0.51%
Total	100%	100%

Table 2.3 Mode split – journeys to work

3 OBJECTIVES, TARGETS AND INDICATORS

3.1 Introduction

3.1.1 The sections below set out the overarching objectives for the travel plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the travel plan can be found in Chapter 7.

3.1.2 Objectives are the high-level aims of the travel plan. They give it direction and provide a focus.

3.1.3 Targets are the measurable goals by which progress can be assessed. Targets have been set which will be reached within the period covered by the current travel plan, i.e. by 2019. In addition, interim targets have also been set.

3.2 Aims and objectives

3.2.1 The primary focus of this travel plan will be to significantly reduce the proportion of staff commuting by single-occupancy vehicle, by encouraging the use of car sharing, active modes and public transport. This is necessary to ensure that we successfully implement our Car Park Management Strategy, that will see a reduction in the number of staff car parking spaces on site, and avoid any overspill parking occurring. Ensuring that facilities and support are in place to assist staff to make sustainable travel choices will be vital to the success of our travel plan and our Car Park Management Strategy.

3.2.2 The Travel Plan objectives are:

- Reduce the proportion of commuting trips by single-occupancy vehicle;
- Increase the share of commuting trips made on foot;
- Increase the share of commuting trips made by bicycle;
- Increase the share of commuting trips made by public transport;
- Increase the share of commuting trips made by car share;

- Improve awareness amongst staff, residents and visitors about different travel options; and,
- Improve awareness of facilities available to staff, residents and visitors.

3.3 Targets and indicators

3.3.1 Targets are the measurable goals by which the progress of the travel plan will be assessed. Targets are essential for monitoring progress and success of the travel plan. They should be 'SMART' - specific, measurable, achievable, realistic and time-related. Targets can either be qualitative ('action' targets) or quantitative ('aim' targets).

3.3.2 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets.

3.3.3 Both the aim and action targets are set out in Table 4.1. These targets are to be achieved within 5 years of the launch of the travel plan in 2014. The baseline values are taken from the results of the main mode of travel to the site question in the travel survey.

	Objective	Baseline value (2011)	Target	Indicator
'Aim' targets				
1	Reduce the proportion of staff commuting by single-occupancy vehicle	70.58%	60%	Main mode share in staff travel survey
2	Increase share of commuting journeys made on foot	11.44%	13.86%	Main mode share in staff travel survey
3	Increase share of commuting journeys made by bicycle	0.16%	2.16%	Main mode share in staff travel survey
4	Increase share of commuting journeys made by public transport	6.39%	8.86%	Main mode share in staff travel survey
5	Increase the share of commuting journeys made by car share	9.39%	13.02%	Main mode share in staff travel survey
'Action' targets				
6	Improve awareness about different travel options through dissemination of information and undertaking promotional activities throughout the five year travel plan lifespan			
7	Improve awareness of facilities available through promotional activities throughout the five year travel plan lifespan			

Table 4.1 Travel plan targets

3.3.4 These targets are ambitious but are necessary to ensure that car parking associated with the proposed development is contained within the site, and within the curtilage of each element of the development..

3.3.5 The total mode shift away from single-occupancy vehicles is balanced by the target increases in car sharing, cycling, walking and public transport.

3.3.6 There is also scope to increase the use of public transport.

4 TRAVEL PLAN STRATEGY

4.1 Introduction

4.1.1 This travel plan strategy sets out clearly the stages by which the travel plan will be developed and implemented and contains these key elements:

- Securing the resources (including time) that are necessary to develop and implement the travel plan;
- Consulting with and informing employers/employees, residents and visitors; and,
- Identifying and engaging with partners.

4.1.2 The strategy is set out within the remainder of this chapter. It discusses how the plan will be managed and marketed, as well as who the key partners will be.

4.2 Strategy

4.2.1 The travel plan strategy is set out in **Table 4.1**, along with dates for completion.

Travel plan stage	Target date for completion
Appointment of Travel Plan Co-ordinator	3 months prior to occupation
Establishment of steering group	3 months prior to occupation
Site audit	Prior to occupation
Initial travel survey (ITS)	Within 3 months of site occupation
Setting of targets	Within 1 month of ITS
Launch of the travel plan	Upon occupation
Implementation of physical measures	During construction
Production of marketing material	Completion prior to initial occupation
Annual monitoring	Ongoing following ITS
Full review at end of year 5	5 years after ITS

Table 4.1 Stages of the travel plan

4.3 Managing the plan: roles and responsibilities

Senior management support

- 4.3.1 Within the commercial elements of the scheme, senior management support is essential to giving the travel plan weight to act on a development-wide scale. Each organisation will need to appoint a senior manager who will be taking a leading role in the implementation of this travel plan.

Travel plan co-ordinator

- 4.3.2 All travel plans are dependent on nominated individuals being given time and resources for success to occur. The Travel Plan Co-ordinator (TPC) will be responsible for overseeing and implementing the various measures outlined in this travel plan.
- 4.3.3 It is likely that the TPC will undertake the role as part of his/her wider responsibilities, and it is therefore expected that the appointed TPC will need the support of each commercial operator/ residents' representative(s) to fulfil these duties.

Steering group

- 4.3.4 A steering group is also important to the success of a travel plan. It ensures that different stakeholders within (and sometimes beyond) an organisation are represented during the plan's development and can contribute towards the identification and implementation of strategies that span across many areas of interest. The group allows opportunities for the sharing of knowledge, experience, valuable information and contacts.
- 4.3.5 The role and purpose of the group will be to help the TPC to implement and promote the measures that have been developed as part of this travel plan. This will be an on-going process.

Partners and stakeholders

4.3.6 Travel plans need partnerships for success. Organisations need to work with a number of partners and internal stakeholders during the implementation process. It is expected that all partners will make an active contribution to the process. The TPC will be a central figure in establishing partnerships and maintaining links and lines of communication and partners should include:

- WG sustainable travel officers;
- SEWTA travel plan co-ordinators; and
- Bridgend CBC travel plan officer.

4.3.7 Similarly, it is important that travel plans have the support of internal stakeholders, including the staff, residents and other site users who stand to benefit from and be affected by the plan. Stakeholders are often engaged through a steering/reference group or through staff working or focus groups.

4.4 Marketing and travel information

Commercial elements

4.4.1 Marketing and awareness raising strategies form an important part of all travel plans. They cover the involvement/engagement of staff and awareness-raising about travel options and the benefits of more sustainable or efficient travel.

4.4.2 The overarching travel plan will need to have an identifiable brand, which will be discussed and designed in conjunction with the various stakeholders noted above.

4.4.3 Complete and easy to understand information about travel information is an essential ingredient for a travel plan, since the first step towards behavioural change is for an individual to understand and consider the options which are realistically available to him/her and the benefits/disadvantages of each. One barrier to behavioural change is 'not knowing' about these options. Once the travel options are known, then targeted marketing will help encourage staff to use them.

4.4.4 The measures below will be introduced to ensure efficient and extensive dissemination of travel options information to facilitate all users of the site in planning their journeys to and from the site, whilst promoting the benefits of using more sustainable and active modes.

4.4.5 The travel plan will be marketed to all staff, potential staff and visitors, covered using a range of measures including:

- Travel and transport Information on individual organisations' (and housing developers') websites, including:
 - Locations of showers and lockers, drying room, cycle parking, etc.
 - Travel mileage policy
 - Cycle purchase and season ticket loan schemes
 - Cycling User Group
 - Links to public transport timetables / routes / fares (e.g. www.travelinecymru.co.uk)
 - Links to local cycling groups / free maps / training / etc.
- Travel information (as above) at key entrance points to buildings etc.;
- Emails and memos to senior management and staff, where appropriate;
- Ensuring the care centre's website makes the transport message stand out to the public on the front page: for example, a link or logo such as 'It's easy to get to the care centre by public transport' taking people directly to transport information pages;
- Participation in local and national events, such as Walk to Work Week, Bike Week etc.;
- Articles and information in the organisations magazine;
- Displaying posters in public areas promoting healthy travel options and public transport alternatives available to the public;
- Launch events for new facilities and schemes;
- Prize draws e.g. for car share members;

- Providing information about all travel options, Care centre' policies (such as season ticket loans) and benefits of choosing sustainable travel modes in induction pack and before/during interviews; and,
- Communications team to promote car sharing, season ticket loan, Ride2Work and other initiatives to staff.

4.4.6 The specific content of these is covered in the following section under the measures for the individual travel modes.

Residents

4.4.7 A 'Welcome Pack' will be produced and distributed to all residents by the TPC as they move to the site. The purpose of these packs is to introduce new occupiers to the travel plan and the travel options available to them to/from their new home.

4.4.8 The TPC will be responsible for collating the necessary information, producing the pack and distributing it.

4.4.9 The Welcome Packs will include the following:

- Location map of the site highlighting the travel related facilities such as bus stops and cycle stands;
- Site specific public transport information including up to date local service timetables;
- Links to relevant local websites with travel information such as public transport operator information and cycling organisations;
- A local walking and cycling map;
- Information about the travel plan and its key objectives;
- Information on locking your bike;
- Information on specific incentives and events, such as "Walk to Work" week; and,
- A feedback form.

- 4.4.10 The feedback from these forms will assist in gathering information about perceived transport choices and any ideas on ways to improve the travel plan. Results of this will be included in monitoring reports (as outlined in Section 7.3).
- 4.4.11 The Welcome Pack will continue to be distributed to new residents who move to the site in the future. This same information can also be disseminated to prospective occupiers to promote the travel plan and its benefits as a selling tool for the development.
- 4.4.12 The packs will be kept up-to-date by the TPC and revisions will contain the results of any past monitoring, targets and achievements.

5 PACKAGE OF MEASURES FOR EMPLOYEES

5.1 Introduction

5.1.1 This chapter sets out the package of measures which should be considered in order to influence travel to/from the site, for employers/employees, residents and visitors.

5.1.2 A timetable for implementation of these measures is set out in the Action Plan (Chapter 7).

5.2 Walking

5.2.1 Walking is a sustainable mode of travel, has a number of proven health benefits and is an important source of personal freedom. Walking is important for the vast majority of people, including those using public transport or without access to a car. It potentially has an important role to play in journeys to work, particularly for those living within two kilometres (approx. 1.25 miles) of their workplace.

5.2.2 Of course it is not unusual for people to walk much further than this as walking is free, offers predictable journey times and is enjoyed by many as a healthy and stress-free way to travel. Furthermore, it does not cause negative impacts in the same manner as vehicular travel (e.g. emissions, pollutants, severance etc). As with cycling, walking is a form of active travel, which can offer a range of physical and psychological benefits to the individual.

5.2.3 The following measures (outlined in **Table 5.1**) will encourage and support walking to/from the site by:

1. Raising awareness of the health, financial, social and environmental benefits of walking through the media described in Section 4.4;
2. Participation in Walking Events such as 'Walk to Work' weeks, interdepartmental Pedometer Challenges and sponsored walks to work, all given advanced promotion within corporate magazines and on corporate websites;
3. Circulation of a 'calorie map' (which also shows distances in minutes) of walking routes to/from surrounding areas and public transport stops to promote the health benefits of walking;
4. Liaising with Bridgend CBC and SEWTA regarding the upkeep of local footpaths, signage and improvements to security on routes around the site; promoting websites such as www.fixmystreet.com for flagging up specific problems to local authorities.
5. Promoting showers, lockers and changing facilities within the commercial elements of the site.

Table 5.1 Travel plan measures – walking

5.3 Cycling

- 5.3.1 Cycling is cheap, offers reliable journey times and is environmentally friendly. Within the workplace, encouragement of cycling can lead to a healthier, more productive work force.
- 5.3.2 A link has been identified between growth in car use and obesity, with both trends increasing at a similar rate between 1985 and 2000. Travel plans can offer substantial health benefits to individuals who are motivated to complete more journeys on foot or by cycle. In turn, employers can benefit through increased productivity and reduced absence through illness.
- 5.3.3 Active travel is a means by which people can fit exercise into their busy lives and has been shown to have both physical and psychological benefits, including improved concentration upon arrival at their destination.

5.3.4 Currently around 0.16% of Maesteg residents cycle to work. For staff living 5 km (approx. 3 miles) or less from the site, cycling may be an option. It is also not unusual for local residents to cycle much further than this, particularly when there are safe and direct cycle routes. Therefore cycling potentially has an important role to play in journeys to/from the site.

5.3.5 The following measures (outlined in **Table 5.2**) will encourage and support cycling to/from the site by:

- | |
|--|
| <ol style="list-style-type: none">1. Investigate the installation of additional cycle parking on site;2. Raising awareness of the health, financial, social and environmental benefits of cycling through the media described in Section 4.4.3. Providing maps and information from third parties such as Bridgend CBC and Sustrans as well as specific local information;4. Creating a drying room for storing / drying cycling clothes, separate from staff lockers within commercial elements of the scheme;5. Improving safety for cyclists on the site (lighting, secure shed, re-location of loading bay, and more cycle stands);6. Introducing separate public cycle stands (location to be decided);7. Publishing cycling articles and cycling event details in the corporate magazines/developer's website;8. Promoting a Cycle Scheme to offer tax-free cycle equipment purchase through salary sacrifice;9. Cycling Events including: local and national events such as Bike Week, negotiating with local cycle shops to offer offering discounts or prizes for competitions, cycle training events (run by Sustrans/Bridgend CBC), visits by Dr Bike to run cycle maintenance workshops, cyclist breakfasts and regular inter-departmental cycling competitions;10. Introducing a 'Buddy System' for less confident cyclists. |
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Table 5.2 Travel plan measures – cycling

5.4 Public transport access

5.4.1 Increased use of public transport is a fundamental aspect of the Welsh Government's sustainable transport strategy. It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important, particularly for journeys to work of more than 8 km (5 miles).

5.4.2 Currently around 6.4% of journeys to work are undertaken by some form of public transport, with convenience, availability of services and cost being the most popular reasons behind choosing to travel to work by public transport. However, in some cases, people may not be aware of what public transport is available to them and how convenient it may be for their journey to work.

5.4.3 The following measures (outline in **Table 5.3**) will encourage and support the use of public transport for commuting to the site by:

- | |
|--|
| <ol style="list-style-type: none">1. Providing up-to-date information and promoting public transport options, including routes, stops, timetables and costs (daily, weekly, monthly and annually) on the care centre's intranet site;2. Installing signage at the site entrances to all public transport options (nearest bus and train);3 Promoting interest free season ticket loans for public transport users. Including information in an interview, within induction packs (for new starters), and on the Care Centre's intranet site;4. Maintaining on-going dialogue with BRIDGEND CBC and local bus operators via a Workplace Relationship Manager regarding improving reliability, frequency and value of public transport. |
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Table 5.3 Travel plan measures – public transport access

5.5 Managing car use

5.5.1 It is important that car use and parking are managed in association with the travel plan.

5.5.2 Better management will help to ensure more efficient and equitable use of spaces, particularly since parking is a free resource (the provision and maintenance costs of which are not borne by staff). The proposals for encouraging more efficient car use for journeys to/from the site are set out below.

Car parking

5.5.3 WG guidance for Workplace Travel Planning highlights the need to determine appropriate levels of parking provision to minimise single-occupancy vehicle travel. It is important to address the need for a robust and enforceable Car Park Management Strategy with a scheme that will be implemented in line with the Travel Plan. This strategy will include:

1. Implementing a car-club on site and promoting the scheme heavily amongst employers/employees and residents, including the financial benefits to using a 'car club' vehicle compared with owning and running their own vehicle;
2. Clear and transparent allocation of permits to those with a recognised need to travel by car;
3. Shared permits for those willing to share a space for the purpose of car sharing;
4. Clear allocation of preferential parking bays for those who car share, nearest to the main entrance;
5. Seeking a reduction in parking provision, compared with the adopted parking standards, to reflect the sustainability of the proposed development.

Table 5.4 Travel plan measures – car parking

Car sharing

- 5.5.4 The 2001 census data indicates that 70.6% of residents travel by car (alone) as their main mode of transport to work and a further 9.39% share a car as either the passenger or driver as their main mode.
- 5.5.5 The most popular measures to encourage car sharing are help finding car share partners, introducing incentives for car sharers and preferential parking.
- 5.5.6 Implementing the measures outlined in **Table 5.5** will encourage car sharing:

- | |
|--|
| <ol style="list-style-type: none">1. Introducing the car share database and promoting it heavily amongst employers/employees and residents;2. Introducing postcode matching 'coffee breaks' for staff to meet others from their local area;3. Promoting the financial and time saving benefits of car sharing. |
|--|

Table 5.5 Travel plan measures – car sharing

5.6 Reducing the need to travel

- 5.6.1 Due to the nature of many jobs, most employees need to be at their place of work to carry out their duties. It is also acknowledged that shift patterns also make flexible working hours and compressed working weeks unfeasible for most employers/employees.
- 5.6.2 The availability of broadband will allow residents to shop online for items which otherwise need a car for their transport. These goods can then be delivered directly to the development, again reducing the need of occupiers to travel and own a private car.
- 5.6.3 Nonetheless, there is some scope to reduce the number and distance of journeys to and from the site and the following measures (outline in **Table 5.6**) will encourage and support the use of smarter working practices:

1. Ensuring that residents and businesses are able to take advantage of any available broadband services within the area;
2. Promoting the Flexible Working policy so that more staff are able to work flexible hours, compressed working weeks and home work;
2. Hold more 'Away Day' activities on-site and at venues in the local area to reduce the carbon footprint of staff events;
3. Ensuring that telephone and video conferencing facilities are fully operational and instructions / training for use is easily accessible. Build in user training to the staff induction programme. Promote video conferencing by organising social events such as a virtual quiz night between sites/partner organisations. Follow up with reminders about facilities available.

Table 5.6 Travel plan measures – reducing the need to travel

6 MONITORING AND REVIEW

6.1 Introduction

6.1.1 The travel plan is a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using this site. This document sets out our plans for monitoring and review of the travel plan over the next five years (2014 – 2019).

6.2 Monitoring and review

6.2.1 The travel plan is to be launched in 2014. Initial travel surveys will be undertaken in years one, three and five of the travel plan with snapshot surveys undertaken in years two and four (as shown in Table 6.1). This will enable the travel plan to be monitored to see how successful it has been in inducing modal shift and enable a review of the current measures, so they can be adjusted and new measures introduced where necessary.

Data collection exercise	Key information	When/how frequently	By whom
Questionnaire surveys	a. response rate b. mode share c. awareness level d. staff postcode data	Years 1, 3 and 5	TPC
Snapshot surveys	a. mode share	Years 2 and 4	TPC
Usage of travel plan intranet web pages	a. number of webpage hits	Annually	TPC/IT
Site audit (if site situation / facilities change)	a. cycle parking/usage b. staff car parking/usage c. lighting on footways	Annually	Facilities
Records of new travel plan initiatives	new initiatives (e.g. cycle training, car sharing)	Annually	TPC

Table 6.1 Monitoring plan

6.3 Reporting

- 6.3.1 Annual monitoring reports will be submitted following the completion of the surveys and the document will next be fully revised in five year's time (2019).
- 6.3.2 The results of the travel surveys and of any review of the travel plan will be reported to Bridgend CBC officers, SEWTA, the Travel Plan Steering Group and any other governing bodies deemed appropriate.
- 6.3.3 Key surveys and/or monitoring findings and updates to the travel plan will be disseminated and publicised to all staff where appropriate.

7 ACTION PLAN

7.1 Introduction

7.1.1 The Action Plan brings together all the measures outlined in this travel plan and sets a timescale for implementation that runs over 5 years.

7.2 Action plan

7.2.1 The measures that are contained within the action plan are organised into seven themes to guide implementation. The seven themes are:

- Management of the travel plan
- Cycling (Infrastructure; Training/Equipment; Promotion)
- Public transport (Infrastructure; Information/Marketing)
- Walking
- Car sharing and managing car use
- Smarter working
- Travel information and promotion.

7.2.2 The majority of the actions will be the responsibility of the Travel Plan Co-ordinator to implement. However, gaining support from other agencies (such as Bridgend CBC and SEWTA) will be vital if the travel plan is to succeed and achieve real results.

Action	Objective/ reasoning	Timescale	Responsibility	Support	Resources required
A. Management of the plan					
1. Initial travel survey	Identify baseline mode share and determine mode share targets	2014	TPC/Developer	Travel Plan working group	Funding for surveys
2. Future travel surveys	To ensure modal shift is occurring and targets will be met.	Years 2, 4 and 5			
3. Snapshot surveys		Years 3 and 5			
4. Annual monitoring reports (with monitoring data set out in Chapter 5.0)		Annually			
5. Full review of travel plan		2019			

B. Cycling					
Infrastructure					
1. Improve safety for cycling on site (lighting, secure shed, more cycle stands)	Increase cycling mode share of visitors and staff and reduce the potential for theft and damage.	2014 onwards	Developer	TPC/Steering Group	TPC time
2. Introduce separate public cycle stands)		2014 onwards to coincide with TP launch		TPC	TPC time
3. Contact Bridgend CBC regarding the upkeep of cycle routes and facilities within the vicinity of the site.					
Training and equipment					
4. Organise the promotion of cycle 2 work scheme, and promote event on Intranet site	Increase cycle mode share	2014 onwards	Individual commercial operators	Travel Plan Steering Group/Bridgend CBC	TPC time
5. Offer and promote cycle training					
6. Arrange Dr Bike visit and run cycle maintenance workshops. Designate an area where cycle repair equipment is stored on-site	Increase cycle mode share	Following launch, then ongoing	TPC	Bridgend CBC team	TPC time
7. Help staff to assess cycling equipment: such as offering waterproofs at work when it is raining; working with local bike shops to provide discounted cycle equipment etc.				Travel Plan Steering Group	

8. Run regular cycle to work competitions and events during the summer		Following launch, then ongoing		Travel Plan working group	
9. Introduce a 'buddy' scheme for less confident cyclists.					
Promotion					
10. Raise awareness of the health, financial, social and environmental benefits of cycling through promotion of cycling information around the site and cycling articles on Intranet within corporate magazine.	Increase cycle mode share	Following launch, then ongoing	TPC	Individual commercial operators and Bridgend CBC	TPC time
11. Make available maps and information from third parties such as Bridgend CBC and Sustrans					

C. Public Transport					
Infrastructure					
1. Install signage at the site entrances to all public transport options (nearest bus and train)	Encouraging modal shift from single-occupancy vehicle travel to public transport for staff and visitors	Prior to 2016, as funding permits	Developer	Travel Plan Steering Group	TPC time and Estates and facilities time.
Information and marketing					
2. Provide information and promote public transport options, include routes, stops, timetables and costs (daily weekly , monthly and annually)	Encouraging modal shift from single-occupancy vehicle travel to public transport for commuting to work	2014 – include information in launch	TPC	Travel Plan Steering Group, Bridgend CBC and SEWTA HR/Senior management	TPC time
3. Provide a link on the Intranet site to up-to-date information from Traveline Cymru.					TPC time
4. Maintain ongoing dialogue with NPT/local operators regarding improving reliability, frequency and value of public transport.					TPC time
5. Promote interest free season ticket loans for public transport users, including information in interview and induction packs for new starters.					TPC time

D. Walking						
1. Raise awareness of the health, financial, social and environmental benefits of walking through promotional campaigns and events such as 'Walk to Work' weeks, inter-departmental Pedometer challenges and sponsored walks to work.	Encouraging active travel & improving health and fitness of staff/reducing overcrowding on public transport.	Coincide with the launch, and ongoing for the life of the Plan.	TPC		Bridgend CBC	Promotional materials, e.g. posters, leaflets, etc.
2. Circulate a 'calorie map' of walking routes to Care centre' office from surrounding areas and public transport stops – to promote the health benefits of walking to staff and visitors. Put in induction pack, on intranet and on the website for visitors view.	Encouraging active travel & improving health and fitness of staff/reducing overcrowding on public transport.				IT	Access to website and intranet.
3. Provide any promotional items received from external organisations, such as pedometers, to staff.	Improve safety/ perceptions of safety in the local area.				Bridgend CBC	External parties.

E. Car sharing and car use management					
1. Restrict the number of staff living less than 5km of the site getting a parking permit under a Car Park Management Scheme.					Car park management strategy
2. Clear allocation of all parking spaces and introduction of preferential parking for car sharers (either dedicated car share bays filled on a first come/first served basis or by allocating set bays to pairs/groups of car sharers).	Reducing greenhouse gas emissions-carbon footprint resulting from commuting to the site/reducing traffic congestion on local roads/encouraging a modal shift away from single occupancy vehicle travel.	2014 following launch of TP	Individual commercial operators	TPC & Travel Plan Steering Group	Internal funding
3. Introduce car share database and promote heavily for commute and business journeys. Target for specific departments, depending on rotas worked, as necessary. Investigate potential of a service which matches ANY transport types – e.g. to find a walk or cycle partner. All staff could be signed up at induction.					TPC
4. Introduce postcode matching 'coffee breaks' for staff to meet others from their local area.	Reducing greenhouse gas emissions-carbon footprint resulting from commuting to the site/reducing traffic congestion on local roads/ encouraging a modal shift away from single occupancy vehicle travel.	2014 following launch of TP	TPC	Travel Plan Steering Group	TPC time & internal funding

5. Introduce a car-club on site, administering the scheme through a commercial operator.	Reducing greenhouse gas emissions-carbon footprint resulting from car use/reducing traffic congestion on local roads.	2014 following launch of TP	Developer	Travel Plan Steering Group	TPC time/developer funding/WG funding.
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F. Smarter Working					
1. Ensuring that residents and businesses are able to take advantage of any available broadband services within the area	Reducing Carbon Footprint related to travel	With TP launch	Developer	TPC	Funding
2. Promoting the Flexible Working policy so that more staff are able to work flexible hours, compressed working weeks and home work.	Encouraging smarter working practices that reduce the need to travel to work.	With TP launch	TPC	Senior management	Senior management consideration
3. Hold more 'Away Day' activities in-house, and at venues in the local area to reduce the carbon footprint of staff events.		Life of travel plan			
4. Ensure that telephone and video conferencing facilities are fully operational and instructions/training for use is easily accessible. Build in user training to the staff induction programme. Promote video conferencing by organising social events such as a virtual quiz night between sites/partner organisations. Follow up with reminders about facilities available.	Encouraging smarter working practices that reduce the need to travel to work.	With TP launch	TPC	Travel Plan Working Group/IT	TPC time and internal resources

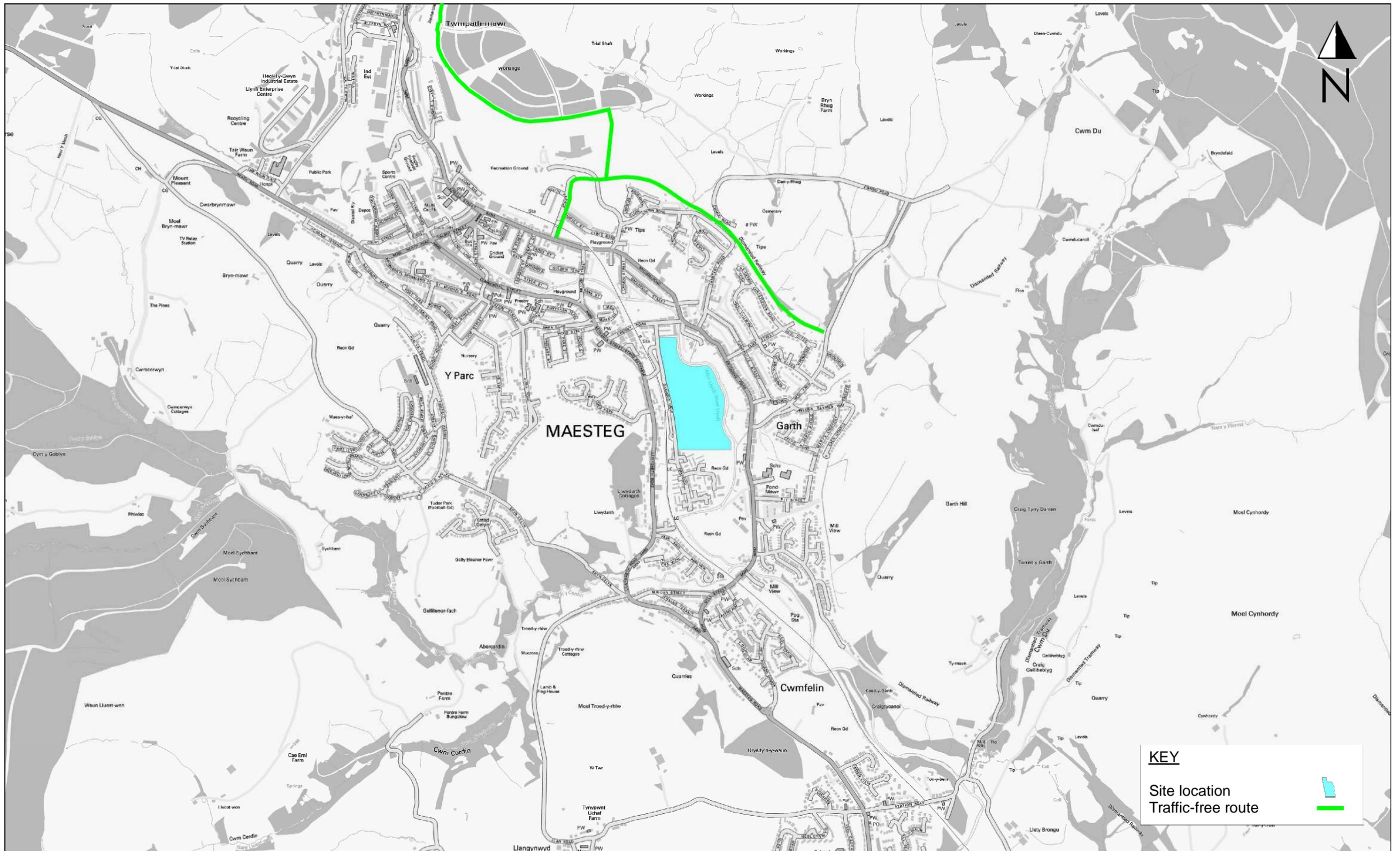
Figures



KEY

Site location 

Drawing Title	Client	 1st Floor, Westview House Oak Tree Court Mulberry Drive Cardiff Gate Business Park Cardiff CF23 8RS T 029 2073 2652 F 029 2073 2670	Scale: NTS	File Extension:
	Site location plan		Pontardawe Coal and Metals Company Ltd	
	Job Title		Drawn by: KR	Drg No:
	Major mixed use development, Ewenny Road, Maesteg		Ckd/Appd: AR	
			1st Issued: Sep 2013	
			Job No: T13.144	

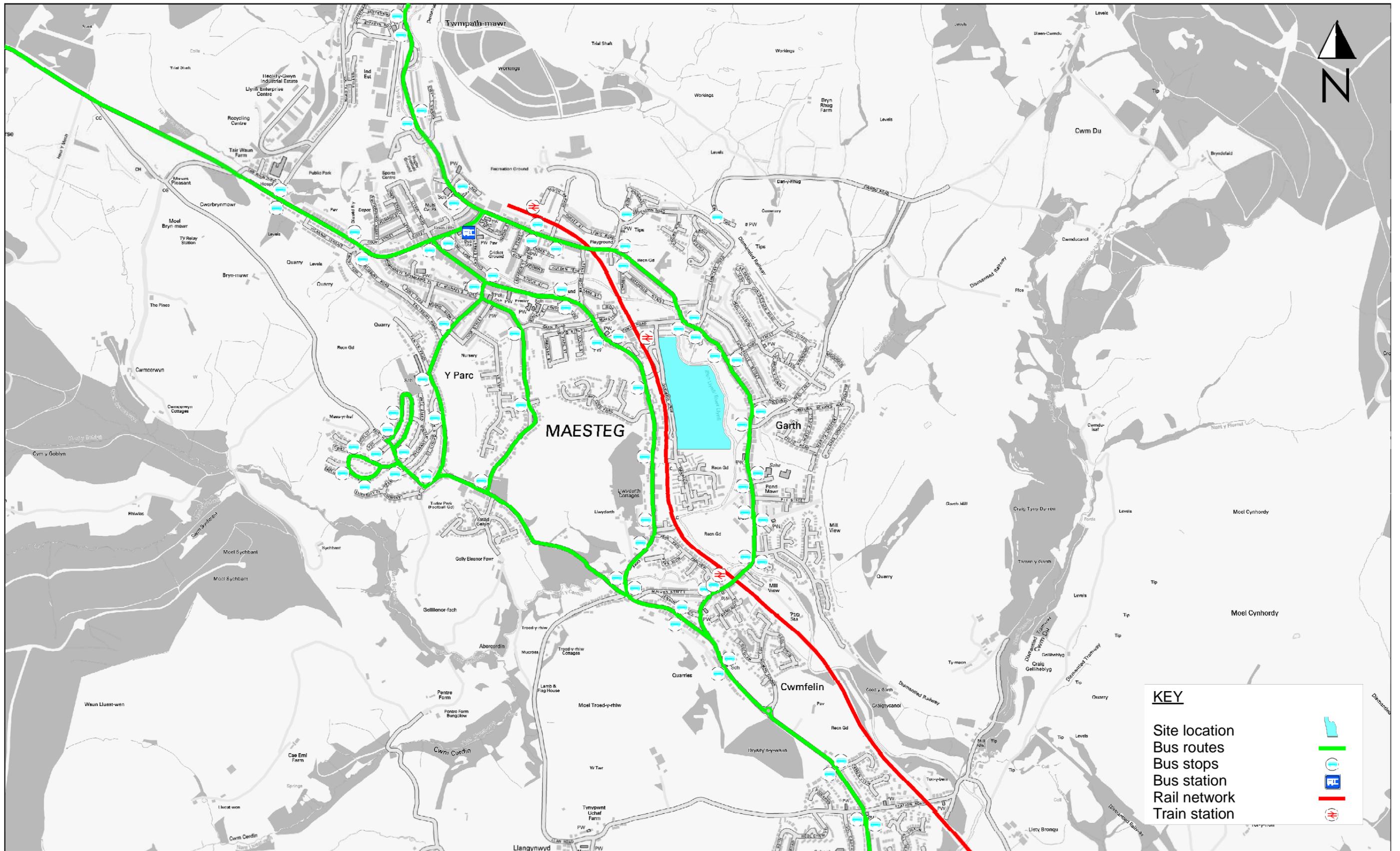


KEY

Site location
Traffic-free route



Drawing Title	Client	 1st Floor, Westview House Oak Tree Court Mulberry Drive Cardiff Gate Business Park Cardiff CF23 8RS T 029 2073 2652 F 029 2073 2670	Scale: NTS	File Extension:
	Local cycle infrastructure		Pontardawe Coal and Metals Company Ltd	
	Job Title		Drawn by: KR	Drg No: Figure 2.2
	Major mixed use development, Ewenny Road, Maesteg		Ckd/Appd: AR	
			1st Issued: Sep 2013	
			Job No: T13.144	



KEY

- Site location 
- Bus routes 
- Bus stops 
- Bus station 
- Rail network 
- Train station 

Drawing Title	Client	 1st Floor, Westview House Oak Tree Court Mulberry Drive Cardiff Gate Business Park Cardiff CF23 8RS T 029 2073 2652 F 029 2073 2670	Scale: NTS	File Extension:
	Local public transport infrastructure		Pontardawe Coal and Metals Company Ltd	
	Job Title		Drawn by: KR	Drg No: Figure 2.3
	Major mixed use development, Ewenny Road, Maesteg		Ckd/Appd: AR	
			1st Issued: Sep 2013	
			Job No: T13.144	