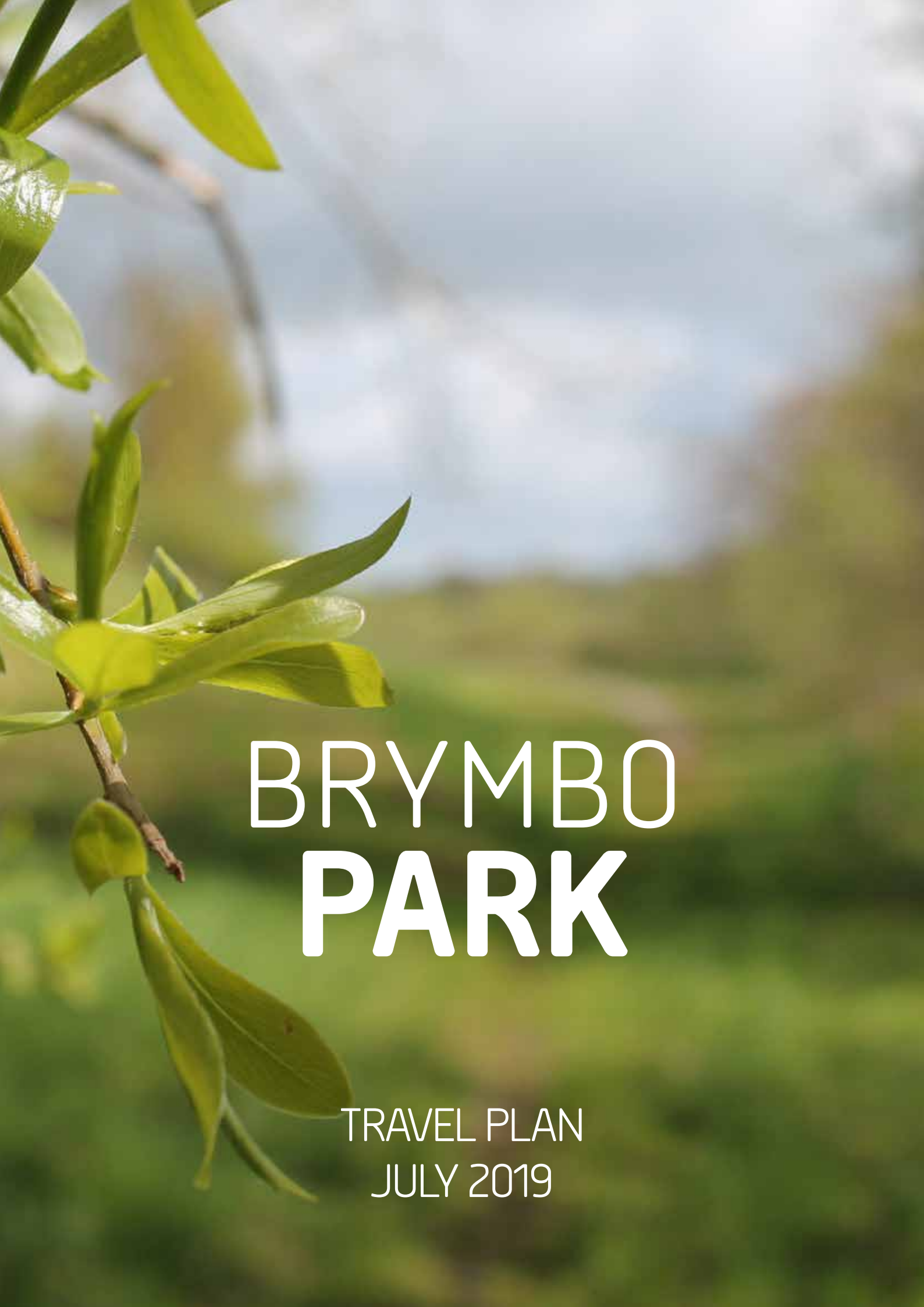




# BRYMBO **PARK**

TRAVEL PLAN  
JULY 2019



## Version Control and Approval

| Version | Date          | Main Contributor | Issued by | Approved by |
|---------|---------------|------------------|-----------|-------------|
| A       | 04 April 2019 | KN               | KN        | CS          |
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### Prepared for

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## I Introduction

### I.1 Aims and Objectives

- 1.1.1 PJA has been commissioned to prepare an Outline Travel Plan to accompany an outline planning application for the residential led mixed-use development of Land at the former Brymbo Steelworks.
- 1.1.2 A Transport Assessment has been prepared by PJA and this report should be read in conjunction with the document dated March 2019.
- 1.1.3 This document has been prepared in accordance with the guidance set out in the Department for Transport's publications 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (April 2009) and 'Making Residential Travel Plans Work: Guidelines for New Development' (September 2005).
- 1.1.4 The principal objective of a Travel Plan is to reduce the amount of single occupancy car travel to and from a site. This objective can be achieved through a package of measures that seek to:
- Reduce reliance on the car through the reduction in the length and number of motorised journeys, in particular those carried out in single occupancy vehicles.
  - Promote the use of alternative means of travel which are more sustainable and environmentally friendly.
  - Reduce emissions.
- 1.1.5 The specific objectives of this report can be summarised as follows:
- To achieve the minimum number of new single occupancy vehicle trips to and from the development by increasing the proportion of walking, cycling and public transport trips;
  - To reduce the need to travel to and from the site; and
  - To promote sustainable travel choices for residents.

### I.2 Proposed Development

- 1.2.1 Outline planning permission is sought for up to 450 dwellings (Class C3 use), provision of a primary school (2-form entry), small district centre comprising up to 1,395sqm of Class A1 Retail, up to 372sqm of Class A3 Restaurant/Public House, up to 465sqm of Class D1 use, multi-functional green infrastructure, including children's play areas and informal open space, surface water attenuation, vehicle accesses, car parking, engineering works, public footpaths and hard and soft landscaping, underground services, and all ancillary and enabling works, with all matters reserved except for vehicular access from Brymbo Road.



- 1.2.2 The area to the east of Phoenix Drive will be developed to accommodate a mix of uses; namely, residential, retail, healthcare and education. The western development parcel at the 'Ty Cerrig' site will be developed for residential purposes.
- 1.2.3 Access to the site will be from various points off Phoenix Way and from a single access from Brymbo Road.
- 1.2.4 The indicative land use plan is provided in **Appendix A**.

### **I.3 Report Structure**

- 1.3.1 The remainder of this report is structured as follows:
- Section 2 – Baseline Transport Conditions;
  - Section 3 – Development Proposals;
  - Section 4 – Access and Movement Strategy;
  - Section 5 – Travel Plan Management;
  - Section 6 – Residential Travel Plan Measures;
  - Section 7 – Employment Travel Plan Measures;
  - Section 8 – School Travel Plan Measures;
  - Section 9 – Consultation and Monitoring; and
  - Section 10 – Action Plans.

## 2 Baseline Transport Conditions

### 2.1 Site Location

2.1.1 The Land at the former Brymbo Steelworks is located to the south of the existing settlement of Brymbo, 5km north west of Wrexham. The site location is shown in **Figure 2-1**.

**Figure 2-1: Site Location Plan**



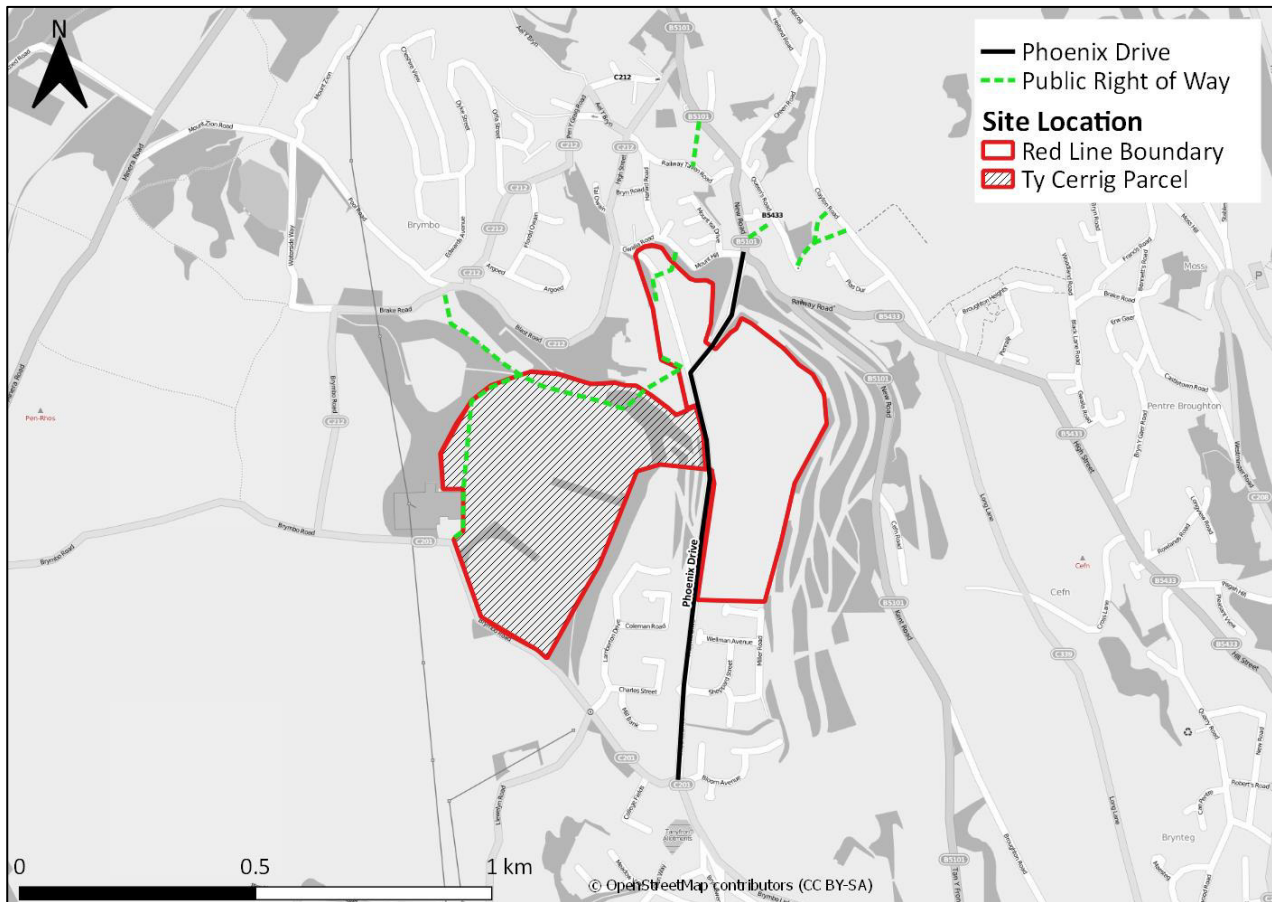
### 2.2 Sustainable Transport Opportunities

#### Pedestrian Facilities

2.2.1 There are footways and street lighting provided along Phoenix Drive, the purpose-built spine road. The footways are provided predominantly along the eastern side of Phoenix Drive at a width of at least 3m. There are pedestrian footways also linking into Brymbo to the north and Tanyfron to the south which are typically 2m in width. There are various public rights of way running through the Site and within close proximity of the Site as shown in **Figure 2-2**.



Figure 2-2: Public Rights of Way



### Cycling Facilities

- 2.2.2 The existing cycling provision within the vicinity of the Site is limited to sections of shared footway/cycleway located to the south of the Site around the Phoenix Drive/Brymbo Road roundabout and along Brymbo Road adjacent to the existing residential development.
- 2.2.3 Although the dedicated provision for cyclists is limited, due to the relatively quiet nature of the highway network within the residential expanses surrounding the Site, areas within the immediate vicinity of the Site can be considered accessible by bicycle.
- 2.2.4 Due to the relatively rural setting of the Site, there is a relatively limited supply of local amenities within a short distance of the Site. As such, it is currently necessary to travel to Wrexham to access a number of key amenities. There are no formal cycle routes between the Site and Wrexham and therefore it is necessary to cycle along the road network.

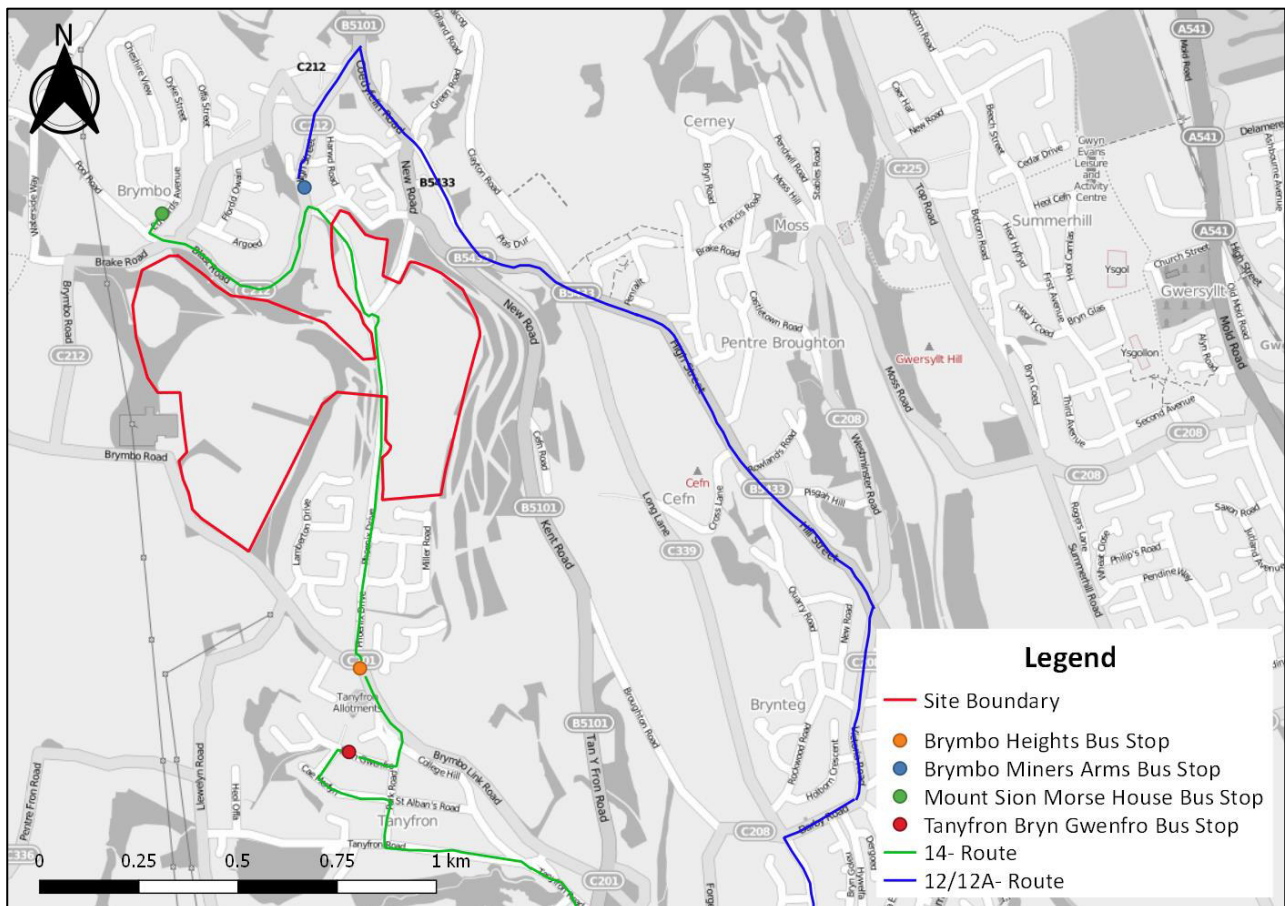
## Bus

2.2.5 There are currently two key bus routes operating within the vicinity of the site; the number 12/12A and the number 14. **Table 2-1** below provides details of these routes including the location of the nearest stop in relation to the site, key destinations along each of the routes and the respective service frequencies. This information is then illustrated in **Figure 2-3** below.

**Table 2-1: Summary of Local Bus Services**

| Service No. | Nearest Stop          | Operator | Route                                                                                   | Weekday Hours of Operation | Weekday Frequency                 | Days of Operation |
|-------------|-----------------------|----------|-----------------------------------------------------------------------------------------|----------------------------|-----------------------------------|-------------------|
| 12/12A      | Brymbo Miners Arms    | Arriva   | Brymbo Post Office- Brynteg Post Office-Caego Chapel Gardens-Wrexham Bus Station        | 08:01- 17:41               | 4 per hour (2 per hour on Sunday) | Mon-Sun           |
| 14          | Tanyfron Bryn Gwenfro | Arriva   | Tanyfron Primary School- Southsea Post Office- Caego Chapel Gardens-Wrexham Bus Station | 08:02- 17:02               | 1 per hour                        | Mon-Sat           |

**Figure 2-3: Surrounding Bus Service Routes and Stops**



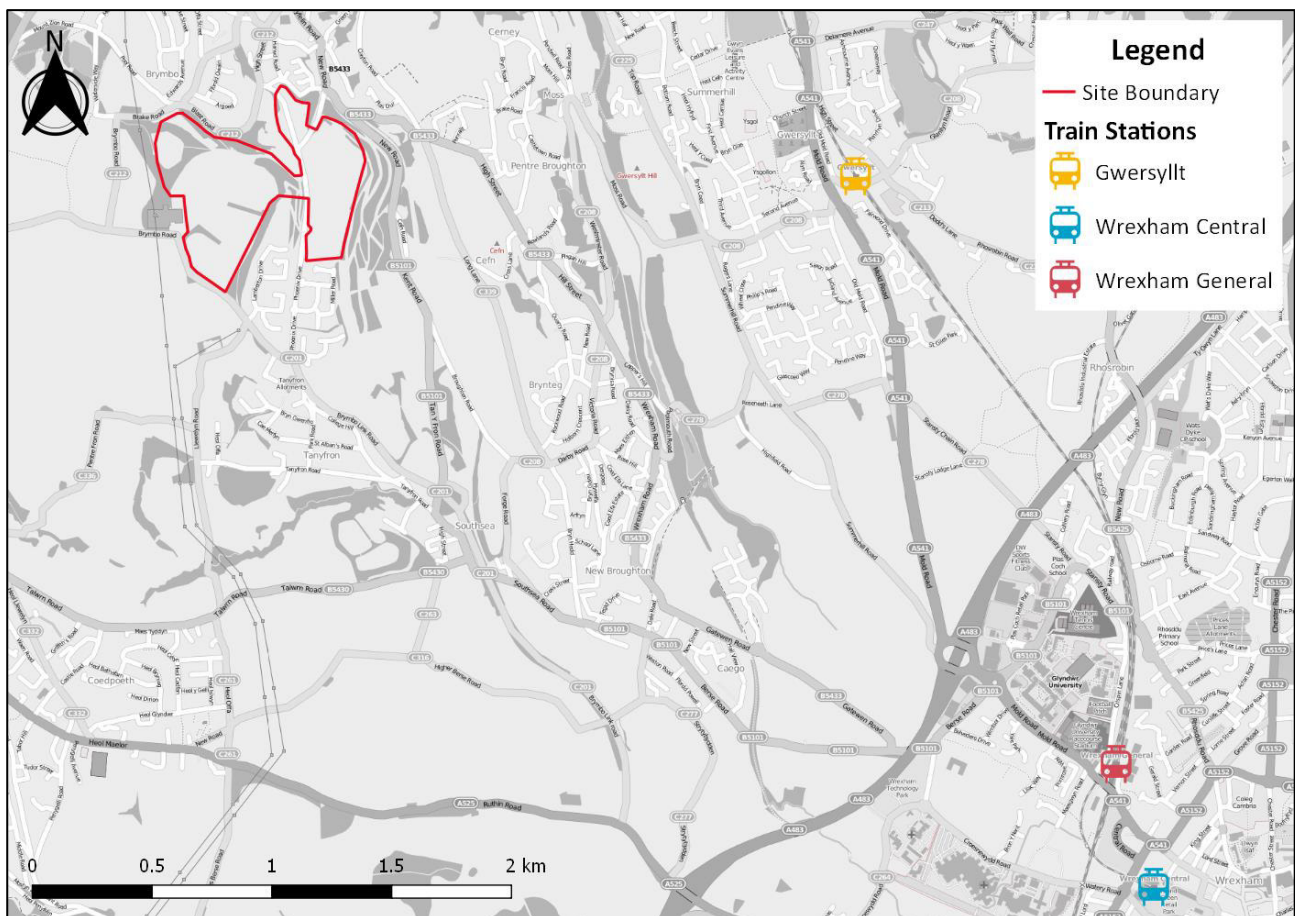


- 2.2.6 Both bus services terminate at Wrexham Bus Station which itself is surrounded by several key destinations; including Maelor Hospital, Wrexham Central Railway Station and Wrexham General Railway Station.
- 2.2.7 All of the eastern development parcel is within 400m of the existing bus route. Based on current pedestrian infrastructure, the furthest extent of the proposed development within the Ty Cerrig site is approximately 850m from the nearest bus stops, which is approximately a 10-minute walk. Improvements will be made to pedestrian links to enhance accessibility to public transport facilities as set out in proceeding chapters.

### Rail

- 2.2.8 There are three railway stations within 8km of the Site; Wrexham General, Wrexham Central and Gwersyllt all of which can be accessed within a reasonable journey time by bicycle. Wrexham General and Wrexham Central provide 20 and eight bike storage spaces respectively to encourage multi-modal journeys.

**Figure 2-4: Local Railway Stations**





- 2.2.9 Both Wrexham General and Wrexham Central can be accessed from the site by bus. The number 12/12A and 14 services terminate at Wrexham Bus Station, with a bus journey time of approximately 15 minutes followed by just over a 10-minute walk to both railway stations.
- 2.2.10 Of the three stations, Wrexham General provides the most comprehensive rail service with direct trains serving key strategic cities, including Cardiff and Birmingham. Wrexham Central and Gwersyllt provide regional services.
- 2.2.11 **Table 2-2** summarises the key details relating to these rail services.

**Table 2-2: Key Railway Services**

| Route                                                                                         | Operator            | Frequency (mins) |               |               |                                     |
|-----------------------------------------------------------------------------------------------|---------------------|------------------|---------------|---------------|-------------------------------------|
|                                                                                               |                     | Mon - Fri        |               | Saturday      | Sunday                              |
|                                                                                               |                     | Peak             | Off-Peak      |               |                                     |
| <b>Wrexham General-<br/>Shrewsbury- Telford-<br/>Wolverhampton-<br/>Birmingham New Street</b> | Transport for Wales | 1 per 2 hours    | 1 per 2 hours | 1 per 2 hours | 1 per 2 hours                       |
| <b>Wrexham General-<br/>Shrewsbury- Hereford-<br/>Newport- Cardiff Central</b>                | Transport for Wales | 1 per hour       | 1 per 2 hours | 1 per 2 hours | 2 services<br>(12:44pm and 18:40pm) |
| <b>Gwersyllt- Wrexham<br/>General</b>                                                         | Transport for Wales | 1 per hour       | 1 per hour    | 1 per hour    | 1 per 2 hours                       |

## 2.3 Accessibility

- 2.3.1 The proximity of local amenities to a site and the ability to reach such facilities by foot and cycle are a key consideration when determining the sustainability of a development. Guidance provided by the Institution of Highways and Transportation (IHT) in their publication 'Guidelines for Providing for Journeys on Foot' (2000) suggests that in terms of commuting, walking to school and recreational journeys, walk distances of up to 2km can be considered as a preferred maximum with 'desirable' and 'acceptable' distances being 500m and 1,000m respectively. It should however be noted that journeys of a longer length are often undertaken.
- 2.3.2 For non-commuter journeys, the Guidance suggests that walk distances of up to 1,200m can be considered as a preferred maximum, with the 'desirable' and 'acceptable' distances being 400 and 800m respectively. Again, it should be noted that journeys of a longer length are often undertaken.



2.3.3 The key local facilities surrounding the site that are within the distance thresholds outlined in **Table 2-1** are detailed in **Table 2-2**. There are currently only a limited number of local amenities within the preferred maximum walking distance threshold, with 50% of these being education facilities. The areas surrounding the site, which are within these walking distance thresholds, are displayed in the walking isochrone illustrated in **Figure 2-5**.

**Table 2-1: Walk Journey Distance and Time Thresholds**

| IHT Standard      | Distance (m)                                |                              | Walk Time (mins)                            |                                             |
|-------------------|---------------------------------------------|------------------------------|---------------------------------------------|---------------------------------------------|
|                   | Commuting, Walking to School and Recreation | Other, non-commuter journeys | Commuting, Walking to School and Recreation | Commuting, Walking to School and Recreation |
| Desirable         | 500                                         | 400                          | 6                                           | 5                                           |
| Acceptable        | 1000                                        | 800                          | 12                                          | 10                                          |
| Preferred Maximum | 2000                                        | 1200                         | 24                                          | 14                                          |

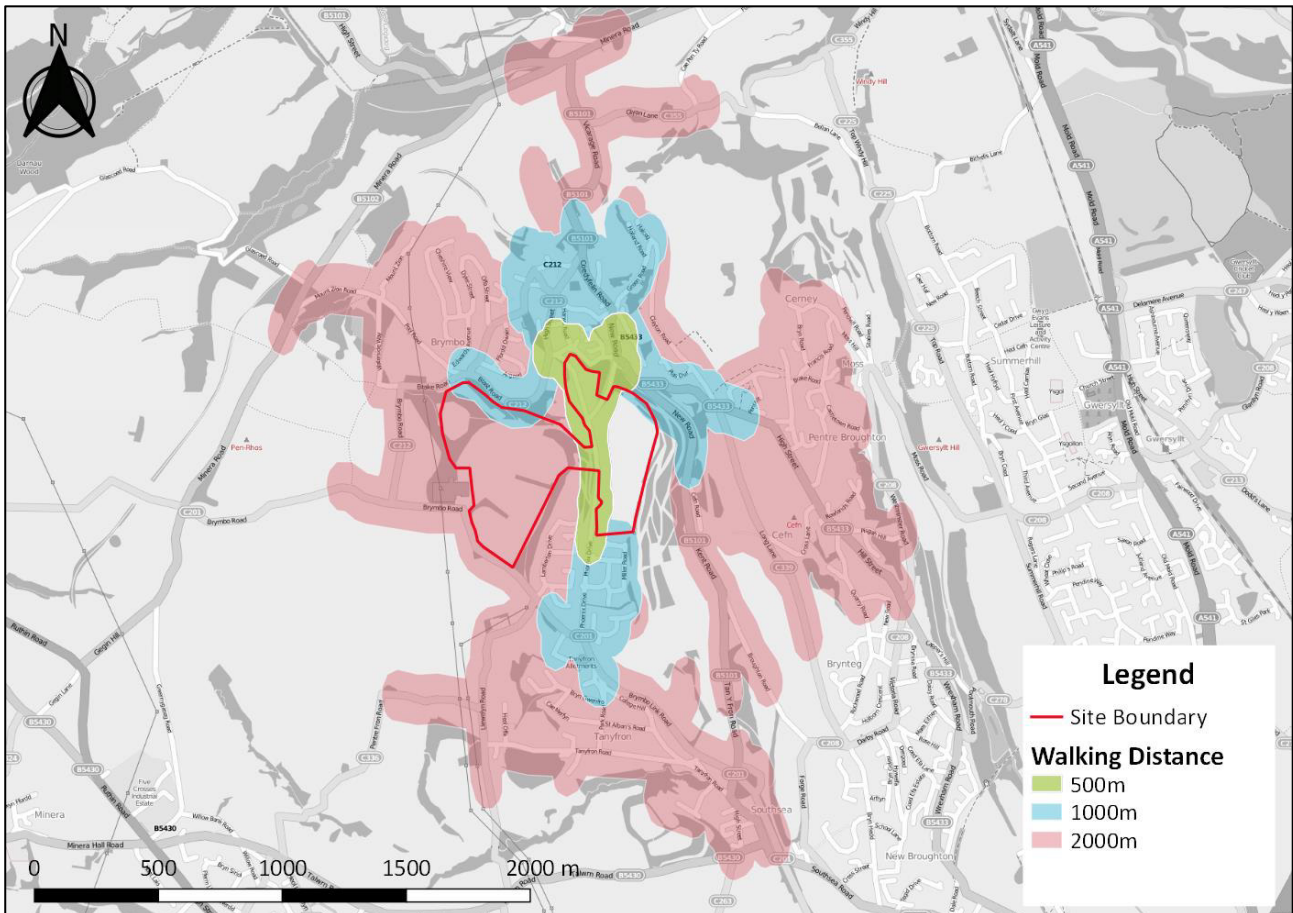
**Table 2-2: Key Amenities**

| Amenity                                        | Location      | Distance from site (km) | Walking Time (mins) <sup>1</sup> | Within IHT Walking Standard |
|------------------------------------------------|---------------|-------------------------|----------------------------------|-----------------------------|
| Well Brymbo Pharmacy                           | Ael- Y- Bryn  | 0.8                     | 10                               | Acceptable                  |
| Saint Mary's VA Church in Wales Primary School | Bryn Coch     | 1                       | 12                               | Acceptable                  |
| Black Lane County Primary School               | Long Lane     | 1                       | 12                               | Acceptable                  |
| Brymbo Library                                 | Offa Street   | 1.1                     | 13                               | Preferred Maximum           |
| Premier Stores Convenience                     | Offa Street   | 1.1                     | 13                               | Preferred Maximum           |
| Ysgol Tanyfron                                 | Tanyfron Road | 1.4                     | 17                               | Preferred Maximum           |

<sup>1</sup> Assuming a typical walking speed of 5km/hr (1.4m/s) as suggested in Guidelines for Providing Journeys on Foot (REF: C5, para. 3.30)



Figure 2-5: Walking Isochrone



### On-site Provision

- 2.3.4 The proposed development will include a small district centre which is proposed to include a range of local facilities such as a health centre, convenience retail facilities and a primary school. Provision of such services on site, will ensure that each of the core local amenities are located within an acceptable walking distance.

### Key Employment Areas

- 2.3.5 The centre of Wrexham is approximately 7km from the site offering varied employment opportunities. It is possible to access Wrexham within a reasonable cycling journey time and by bus.

## 2.4 Summary

- 2.4.1 The current provision of local amenities and accessibility for pedestrians, cyclists and public transport users is limited. It is however proposed to make enhancements to ensure the site will provide good access to local facilities with improvements to be made to pedestrian, cyclist and public transport infrastructure.



## 3 Development Proposals

### 3.1 Development Mix

3.1.1 It is proposed to develop the site to include the following indicative development mix:

- 450 dwellings;
- Small district centre<sup>2</sup>, comprising:
  - Express style food store – 930sqm;
  - Local retail – 465sqm; and
  - Public house/restaurant – 372sqm.
  - Health centre/other non-residential uses – up to 465sqm; and
- Primary School – 2FE/c. 420 pupils.

3.1.2 The indicative land use plan is provided in **Appendix A**.

3.1.3 The area to the east of Phoenix Drive will be developed to accommodate a mix of uses; namely, residential, retail, healthcare and education. The western development parcel at the 'Ty Cerrig' site will be developed for residential purposes.

### 3.2 Parking Provision

3.2.1 The outline parking strategy is provided within the Transport Assessment.

### 3.3 Trip Generation

3.3.1 Full details of the proposed vehicle trip generation are set out in the Transport Assessment. A summary of the vehicular trip generation is provided in **Table 3-1**.

**Table 3-1: Vehicular Trip Generation**

| Development                                               | AM Peak Hour |            |            | PM Peak Hour |            |            |
|-----------------------------------------------------------|--------------|------------|------------|--------------|------------|------------|
|                                                           | Arrivals     | Departures | Total      | Arrivals     | Departures | Total      |
| Proposed New Development (excl. Committed Primary School) | 156          | 253        | 409        | 270          | 189        | 459        |
| <i>Extant Permission – Retail Uses</i>                    | 99           | 87         | 186        | 123          | 136        | 258        |
| <b>Net Development</b>                                    | <b>57</b>    | <b>166</b> | <b>223</b> | <b>147</b>   | <b>53</b>  | <b>200</b> |

<sup>2</sup> Approximately 24,000sqft or 2,230sqm small district centre combining all uses



## **4 Access and Movement Strategy**

### **4.1 Introduction**

- 4.1.1 This section provides details of the access and movement strategy for the site. This includes details of access for pedestrians, cyclists, public transport users and vehicles. Further details are provided in the Transport Assessment.

### **4.2 Pedestrian and Cycle Access Strategy**

- 4.2.1 The development infrastructure will be designed to accommodate pedestrians and cyclists. The design will ensure good connectivity between and permeability through the various development parcels and minimise conflicts with vehicular traffic. Where appropriate, pedestrians and cyclists will be placed at the top of the user hierarchy.
- 4.2.2 It will be ensured that the infrastructure for non-motorised users links well to the existing network. Footway provision, with street lighting, is already in place along Phoenix Drive which links to the existing wider pedestrian network. There are also existing public rights of way passing through the site. These will be maintained and enhanced, where appropriate.
- 4.2.3 Due to the local topography, there is a level differences between the Ty Cerrig site and the rest of the development. A stepped access will provide the most direct access between these two areas with multiple wide rest points along their length. To accommodate all users however, a ramped access will also be provided at a maximum gradient of 1 in 15 to ensure access for those unable to use steps. This is within the maximum limits set out in the Active Travel Wales Guidance 2014.
- 4.2.4 The area surrounding the small district centre and school will be designed to ensure that pedestrians and cyclists are prioritised and conflicts with vehicular traffic is minimised. Access to the centre from the surrounding residential development will be as direct as possible for pedestrians and cyclists. It is proposed to downgrade the existing roundabout on Phoenix Drive in the vicinity of the proposed small district centre to slow vehicle speeds and better facilitate pedestrian movement to/from the development parcels
- 4.2.5 Separate cycle routes will be provided where appropriate in accordance with the advice set out in the Active Travel Wales Guidance 2014. Secure and convenient to use cycle parking will be provided in line with minimum standards contained in Local Planning Policy Guidance Note 16 (Wrexham County Borough Council).
- 4.2.6 Further details are provided in the Transport Assessment.



### **4.3 Public Transport Access Strategy**

- 4.3.1 The number 14 bus service (operated by Arriva), currently provides services between Brymbo and Wrexham. The service routes along Phoenix Drive and operates at an hourly frequency during the daytime between Monday and Saturday.
- 4.3.2 The maximum distance from any part of the proposed development to the existing bus route (Phoenix Drive) is approximately 650m (from the Ty Cerrig area via the stepped access). This is approximately an eight-minute walk. The development proposed to the east of Phoenix Drive is within 400m of the existing bus route. On this basis it is proposed to retain the existing route (subject to discussions with the operator) rather than diverting a service into the western part of the site which would result in a significant diversion and a reduced level of service for existing public transport users and those seeking direct access to the small district centre.
- 4.3.3 Bus stops will be provided along Phoenix Drive at locations to best serve the development parcels. The stops will be placed at appropriate intervals and consideration will also be given to increasing the service frequency.
- 4.3.4 PJA has attempted to engage with public transport officers at WCBC but no response has been provided.

### **4.4 Vehicular Access Strategy**

- 4.4.1 Vehicular access to the proposed development will be facilitated by multiple access junctions, as follows:
- A new priority-controlled junction formed with Brymbo Road providing access to the Ty Cerrig site;
  - Various junctions formed with Phoenix Drive (stubs are already constructed); and
  - Emergency access to the Ty Cerrig site.
- 4.4.2 Further details are provided in the Transport Assessment.



## 5 Travel Plan Management

### 5.1 Introduction

- 5.1.1 The management and implementation of the Travel Plan will form an integral part of the development process. This chapter sets out how the Travel Plan will be managed and the role of the Site Travel Plan Coordinator (STPC).

### 5.2 Travel Plan Co-ordinator

- 5.2.1 It will be fundamental to the success of the Travel Plan that enough resources are allocated to develop and implement the measures in the plan. As part of the Travel Plan, an overall Site Travel Plan Co-ordinator (STPC) will be appointed. The STPC will be a representative of the development and will drive the Travel Plan forward and gain support from residents, operators and other interested parties.
- 5.2.2 The STPC will be appointed at least three months prior to the occupation of the first dwelling and will hold the role until five years after full occupation of the residential development. The hours that the STPC will work, may vary from week to week, as necessary, to implement the Travel Plan successfully.
- 5.2.3 The STPC would have full responsibility for implementing the agreed elements of the residential Travel Plan. The infrastructure necessary to deliver the Travel Plan successfully will be implemented on a phased basis as the development progresses.
- 5.2.4 For the food retail and public house/restaurant elements, it is envisaged that these will be occupied by national operators who may have their own travel policies. As such, it will be the responsibility of these occupiers to appoint their own Travel Plan Coordinators. These TPCs will liaise with the STPC in feeding back Travel Plan performance to Wrexham County Borough Council.
- 5.2.5 The primary school would also be responsible for appointing their own Travel Plan Coordinator who would be responsible for liaising with Wrexham County Borough Council.
- 5.2.6 For the small retail units, it would not be feasible to appoint individual Travel Plan Coordinators. Therefore, the STPC will take responsibility for these units liaising with occupiers. Similarly, for the health centre, the STPC would liaise with a key member of staff and would have overall responsibility for the implementation of the Travel Plan.
- 5.2.7 Within one month of their respective occupations, the occupiers of the food store and public house/restaurant and the school will appoint a TPC and provide contact details of this person to the STPC and Wrexham County Borough Council. Should the designated individual TPCs cease to be employed or be replaced by another employee, Wrexham County Borough Council and the STPC



will be informed and contact details of the new TPC provided within one month. Details of the TPC will also be made available to employees of the food store, public house/restaurant and school through the employee induction pack.

## **5.3 Roles and Responsibilities**

### **Travel Plan Steering Group**

- 5.3.1 To ensure that the Travel Plan is successful, a steering group will be established to assist the STPC and individual TPCs and guide the TP during its implementation. The steering group could comprise of the TPCs, the site manager, a resident group/representative, public transport operators and Wrexham County Borough Council.

### **Site Travel Plan Co-ordinator**

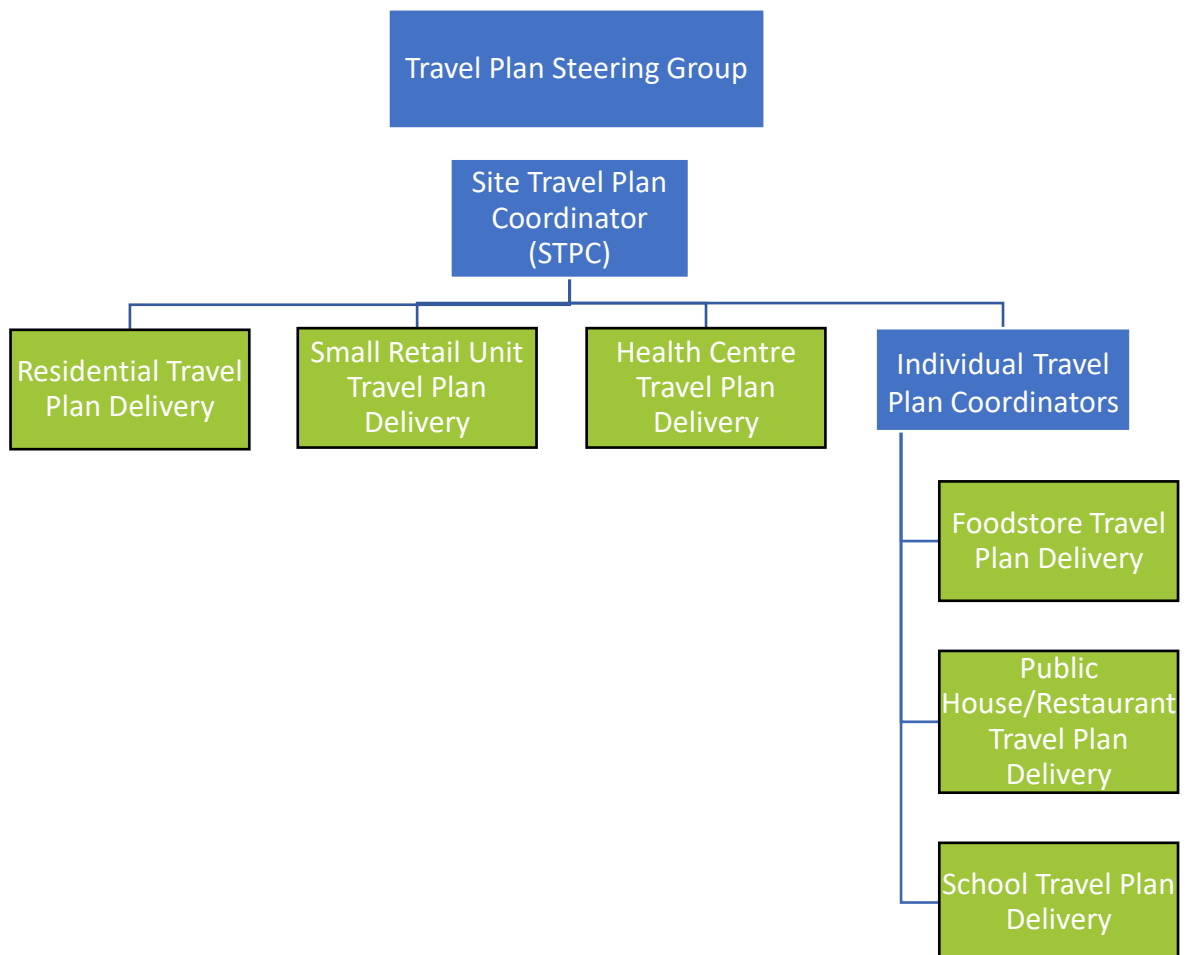
- 5.3.2 The STPC will be responsible for the delivery of the Travel Plan for the residential element of the site, the small retail units and health centre. They will also be responsible for liaising with and forming a contact with the school, the food store and public house/restaurant occupiers to ensure they appoint TPCs and that they understand their roles and responsibilities.
- 5.3.3 The STPC will ensure that the actions given in the Travel Plan are implemented and that the targets are met. The main responsibilities of the STPC will be:
- To issue the Travel Plan to the various operators upon occupation;
  - To produce the residents welcome pack and disseminate to new residents;
  - A point of contact to give travel advice to site users;
  - Promote national / local travel awareness weeks to site users for example Bike Week;
  - Monitoring the effectiveness of the Travel Plan and adjusting where necessary;
  - To be the key contact with authorities and transport operators for the site;
  - To coordinate timescales for the collection of monitoring data and give guidance to individual TPCs regarding monitoring; and
  - Undertake annual reviews of the Travel Plan, assessing progress towards agreed modal share targets.

### **Individual Travel Plan Co-ordinators**

- 5.3.4 The TPCs will have a direct reporting line to senior management on Travel Plan issues and would ideally be a person with a degree of seniority. The key roles and responsibilities for the individual TPCs will be to:

- Liaise with the STPC and form a contact with WCBC during the review and development phases of the Travel Plan;
- Make site users aware of the Travel Plan;
- Develop the employee induction pack and tailor the information to be of greatest relevance to the occupier;
- Develop the employee induction pack for staff and appropriate dissemination of information to pupils/parents;
- Provide a point of contact to give travel advice to staff/pupils/parents, as relevant;
- Promote national / local travel awareness weeks for example Bike Week;
- Monitor the effectiveness of the Travel Plan and adjust where necessary.

**Figure 5-1: Travel Plan Management Structure**





## **6 Residential Travel Plan Measures**

### **6.1 Travel Plan Measures**

6.1.1 In order to meet the aims and objectives for sustainable travel set out in this Travel Plan, various measures will be implemented. The proposed measures are split into the following categories:

- Measures to promote and encourage walking and cycling;
- Measures to promote and encourage public transport use;
- Measures to promote and encourage car sharing;
- Measures to reduce the need to travel;
- Marketing and Promotional Measures; and
- Smart Phone Apps.

6.1.2 Most measures will be aimed at promoting and encouraging the use of existing and proposed sustainable travel facilities in the area (walking, cycling and public transport), but also car sharing where appropriate. Measures to promote and encourage each form of sustainable travel mode are outlined in more detail below.

### **6.2 Measures to Promote and Encourage Walking and Cycling**

6.2.1 The following measures are to be implemented to promote and encourage residents to walk and cycle from the proposed development:

- Local maps showing walking routes, which will be disseminated through a welcome pack, outlined under the marketing and promotional measures section;
- Information on local and national walking events, such as Walk to Work Week, disseminated through the welcome pack;
- Website links to national websites such as Sustrans, disseminated through the welcome pack;
- Information on Bicycle User Groups (BUG) that may be operating within the local area, disseminated through the welcome pack. The Travel Plan Coordinator will also look to set up a BUG for the site. This will encourage potential cyclists to cycle for journeys within a five-mile radius;
- Information on cycling events such as 'National Bike Week', disseminated through the welcome pack; and
- Information on the economic, social, environmental and health benefits of cycling, disseminated through the welcome pack.



### **6.3 Measures to Promote and Encourage Public Transport Use**

6.3.1 The following measures are to be implemented to promote and encourage residents to use public transport when travelling to and from the proposed development:

- Improvements to existing bus services (as set out in the Transport Assessment);
- Links to journey planning websites disseminated through the welcome pack;
- Bus route maps and timetables disseminated through the welcome pack; and
- Information on the benefits of public transport use disseminated through the welcome pack.

### **6.4 Measures to Promote and Encourage Car Sharing**

6.4.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives. For residents with common journey requirements, car sharing can represent an effective mechanism for reducing the volume of trips to and from work, school, and/or recreational activities.

6.4.2 The following measures are to be implemented to promote and encourage residents to car share:

- Information on free to use public car sharing schemes including Liftshare.com enabling potential car share users to get in touch with each other will be disseminated through the welcome pack;
- Information on what car sharing is and its potential benefits, will be disseminated through the welcome pack; and
- Information on 'car sharing' events such as Liftshare week, will be disseminated through the welcome pack.

### **6.5 Measures to Reduce the Need to Travel**

6.5.1 Encouraging home working where appropriate can be effective in reducing traffic congestion and facilitating the achievement of sustainable travel objectives. The following measures are to be implemented to facilitate and encourage residents of the proposed development to work from home:

- Infrastructure providers for broadband access will be invited to facilitate remote home working; and
- Information on what home working is and its potential benefits, will be disseminated through the welcome pack.



## **6.6 Marketing and Promotion of the Travel Plan Measures**

- 6.6.1 In order to deliver the behavioural change required to meet the targets, there will need to be a sustained commitment to communicating and marketing the Travel Plan objective to the residents of the proposed development.
- 6.6.2 Welcome Packs will be made available to all new residents immediately on occupation to ensure that they have all the information to make their travel choices before habits for using the car are formed.
- 6.6.3 The packs will include the following:
- Details on the Travel Plan and its purpose;
  - Information leaflets on the benefits of adopting more sustainable travel practices;
  - Local walking and cycling route maps where appropriate;
  - A map showing key local facilities and amenities;
  - Information on local Bicycle User Groups that may be operating in the local area and details of opportunities to join a dedicated site Bicycle User Group;
  - Information on public transport services including schedules and maps;
  - Information on key sustainable travel events such as 'National Bike Week' and 'Liftshare Week';
  - Information and marketing material on relevant car share schemes;
  - Information on the social, environmental, but particularly economic, and health benefits of travelling by sustainable modes;
  - Information on home working and its benefits;
  - Website links to national websites such as Sustrans; and
  - Feedback survey forms.

## **6.7 Smartphone Apps**

- 6.7.1 Residents will be made aware of numerous smartphone apps such as National Rail Enquiries, National Cycle Network, Walkit and MapMyRide. These apps can help plan/map out journeys via foot, cycle and public transport within the local area. Details of relevant apps will be included within the Welcome Pack.

### **National Rail Enquiries**



This app gives real time departure and arrivals at any Railway Station in the UK. Select your favourite stations and plan your rail journey.

**CycleStreets:**

Cycle journey planner that enables you to plan routes anywhere in the UK, with a choice of three routing modes to suit a range of cyclists from beginner to regular commuter.

**National Cycle Network:**

Travel on 25,000 miles of the walking and cycling network. Find your nearest cycle route; see this on a clear map with local points of interest such as schools, shops, sports facilities. See bus stops and find stop codes to text for details of next arriving bus.

**MapMyRide:**

Live route map with distance, elevation, calories burnt and Voice prompts. Search common rides and post times and records to twitter and Facebook. Register with [www.mapmyride.com](http://www.mapmyride.com) to join sponsored challenges, connect with other riders and win prizes for riding.

**Strava Cycling:**

Top rated app. Track your rides. See your progress. Compare your performance against others, disaggregated by age and weight. Join sponsored challenges. Register with [www.strava.com](http://www.strava.com).

**Walk4Life:**

Plan your walk on a map. Record and save your favourite walks, as you walk. Measure walk duration, distance, speed, calories burnt. Register online with [www.walk4life.info](http://www.walk4life.info). Set new local walks, join in walk events, take up challenges and add photos of interesting things.



## 7 Employment Travel Plan Measures

### 7.1 Introduction

7.1.1 In order to meet the aims and objective for sustainable travel set out in this Travel Plan, various measures will be implemented. These measures are aimed primarily at the staff employed at the retail elements, public house/restaurant and the health centre.

7.1.2 The proposed measures are split into the following categories:

- Infrastructure and built environment;
- Measures to promote and encourage walking and cycling;
- Measures to promote and encourage the use of public transport;
- Measures to promote and encourage car sharing; and
- Measures to promote and encourage sustainable business travel.

7.1.3 Most of the measures will be aimed at promoting and encouraging the use of existing and proposed travel facilities in the area (walking, cycling and public transport), but also car sharing where appropriate. Measures to improve facilities and encourage each form of sustainable travel mode are outlined in more detail below.

7.1.4 A TP toolkit is provided at **Appendix B**. This toolkit will assist occupiers of the development identify and implement relevant measures. It is important to note that not all measures in the toolkit will be applicable and appropriate to all occupiers. The relevance of the measures will be determined by the individual TPC or STPC (as appropriate) and will depend on the nature of the business involved and their policies.

### 7.2 Infrastructure

7.2.1 The layout of the site will be designed to minimise conflict between pedestrians and vehicles, whilst maximising permeability for pedestrians and cyclists. The following facilities will be incorporated as appropriate to the scale and use of each unit:

- Secure, covered cycle parking in a prominent position;
- Motorcycle/ Moped parking;
- A road network conducive and safe for walking and cycling; and
- Parking in accordance with Local Authority Standards.



## 7.3 Walking and Cycling Strategy

7.3.1 Walking and cycling will be encouraged as modes of travel by implementing the following initiatives:

- Raise awareness of the health benefits of walking and cycling through promotional material;
- Provide a map showing walking and cycling routes, indicating distances and provide links to useful information and guidance, on websites such as Sustrans ([www.sustrans.org.uk](http://www.sustrans.org.uk));
- Investigate the potential to set up a Bicycle User Group (BUG) or co-operate with an existing local group to encourage staff to cycle to work, these will be demand driven and assessed within one month of occupation;
- Encourage the use of the 'WalkBUDI' and 'BikeBUDI' schemes which offer a journey matching service for those who may feel vulnerable travelling alone or just prefer some company for both commuting and recreational purposes;
- Each occupier will consider providing interest free loans for the purchase of cycle equipment or membership of the government Cycle to Work scheme; and
- An Emergency Ride Home scheme will be provided free of charge for staff who have left their car at home and travelled into work by more sustainable means.

## 7.4 Public Transport Strategy

7.4.1 Information on public transport provision will be given to employees through the Information Strategy. The following additional Public Transport specific measures should be considered:

- The STPC, with guidance from WCBC, will enter negotiations with the various local bus companies to secure a discount on public transport season tickets for employees;
- Each occupier will be encouraged to offer interest free loans for the purchase of bus season tickets by employees;
- Each occupier will provide and update a public transport notice board in a prominent and accessible location within the unit;
- This notice board could also be used to display walking and cycling information, including suitable route to access public transport; and
- An Emergency Ride Home scheme will be provided free of charge for staff who have left their car at home and travelled into work by more sustainable means.

## 7.5 Car Share Strategy

7.5.1 For some trips, using a private car is the only option and car sharing is as an effective measure which allows use of the private car, but reduces the number of trips created by the development. Car sharing can be an effective way of reducing peak hour congestion because it involves two or more



people sharing a car for their journey to/from work. Occupiers will be encouraged to sign up to the LiftShare database.

7.5.2 Various measures to support the car share scheme could be implemented by the individual occupiers including:

- Preferential designated car parking spaces for car sharers e.g. located close to building entrances; and
- An Emergency Ride Home scheme will be provided free of charge for staff who have shared a car journey to work.

## **7.6 Mopeds/ Motorcycles**

7.6.1 Mopeds and motorcycles are more space efficient than cars, particularly in terms of reducing congestion and parking demand. Provision shall therefore be considered for moped / motorcycle parking.

## **7.7 Marketing and Information Strategy**

7.7.1 To ensure that car use is minimised in and around the site, it is important to make employees aware of the alternatives available to them. Information provision and publicity is therefore an important part of the Travel Plan. The following channels of information dissemination are proposed:

### **Travel Information Pack**

7.7.2 A travel information pack will be prepared by the STPC for inclusion within employee induction packs which will be issued to new employees to assist them to make informed travel decisions. Employees should be given their travel packs as part of their induction process.

7.7.3 This pack will give details of travel options in an informative and appealing format, using maps and text. Travel information packs will be tailored to each occupier where appropriate to ensure they are effective. The content of this information pack will include:

- Walking and cycle maps to show routes in relation to nearby amenities;
- Information on the health benefits of walking and cycling;
- Site specific public transport information, with timetables included;
- Information on Liftshare car share scheme;
- Information about the Travel Plan and other services supporting sustainable travel;
- Contact details for key personnel and for other contacts for travel information; and
- Baseline travel survey to be completed and return to the CTPC.



### **Travel Information Board**

- 7.7.4 Each employer will provide and update a sustainable travel notice board in a prominent and accessible location within their building. Similarly, to the information pack this would give details of travel options. It will be updated when appropriate to provide details of changes to public transport (e.g. revised timetables) and in advance of national events such as Walk to Work Week and Liftshare Week.



## **8 School Travel Plan Measures**

### **8.1 Introduction**

8.1.1 In order to meet the aims and objective for sustainable travel set out in this Travel Plan, various measures will be implemented at the primary school. The proposed measures are split into the following categories:

- Infrastructure and built environment;
- Measures to promote and encourage walking and cycling;
- Measures to promote and encourage the use of public transport;
- Measures to promote and encourage car sharing; and
- Measures to promote and encourage sustainable business travel.

8.1.2 Most of the measures will be aimed at promoting and encouraging the use of existing and proposed travel facilities in the area (walking, cycling and public transport), but also car sharing where appropriate. Measures to improve facilities and encourage each form of sustainable travel mode are outlined in more detail below.

### **8.2 Infrastructure**

8.2.1 The layout of the site will be designed to minimise conflict between pedestrians and vehicles, whilst maximising permeability for pedestrians and cyclists. The following facilities will be incorporated as appropriate to the scale and use of each unit:

- Secure, covered cycle/scooter parking in a prominent position;
- Motorcycle/ Moped parking;
- A road network conducive and safe for walking and cycling;
- Parking for staff in accordance with Local Authority Standards; and
- Parking for pickups and drop offs not permitted immediately outside of the school. This will be facilitated in a location which is easily accessible on foot.



### 8.3 Walking and Cycling Strategy

8.3.1 Walking and cycling will be encouraged as modes of travel by implementing the following initiatives:

All:

- Raise awareness of the health benefits of walking and cycling through promotional material;
- Provide a map showing walking and cycling routes, indicating distances and provide links to useful information and guidance, on websites such as Sustrans ([www.sustrans.org.uk](http://www.sustrans.org.uk));

Pupils:

- Arrange active travel events for pupils such as a breakfast event for those travelling using active travel modes;
- Encourage participation in national events such as walk to school week and bike week;
- Setup a park and stride system and roll out a parent parking campaign to encourage at least part of the journey to school to be undertaken on foot or by bicycle/scooter; and
- Offer appropriate cycle training to build confidence of pupils to cycle.

Staff:

- Investigate the potential to set up a Bicycle User Group (BUG) or co-operate with an existing local group to encourage staff to cycle to work, these will be demand driven and assessed within one month of occupation;
- Encourage the use of the 'WalkBUDI' and 'BikeBUDI' schemes which offer a journey matching service for those who may feel vulnerable travelling alone or just prefer some company for both commuting and recreational purposes;
- Consider providing interest free loans for the purchase of cycle equipment or membership of the government Cycle to Work scheme; and
- An Emergency Ride Home scheme will be provided free of charge for staff who have left their car at home and travelled into work by more sustainable means.

### 8.4 Public Transport Strategy

8.4.1 It is not envisaged, due to the age and catchment area, that pupils would utilise public transport. Information on public transport provision will be given to staff through the Information Strategy. The following additional Public Transport specific measures should be considered:

- The STPC, with guidance from WCBC, will enter negotiations with the various local bus companies to secure a discount on public transport season tickets for staff
- Offer interest free loans for the purchase of bus season tickets by staff;
- Provide and update a public transport notice board in a prominent and accessible location within the school;



- This notice board could also be used to display walking and cycling information, including suitable route to access public transport; and
- An Emergency Ride Home scheme will be provided free of charge for staff who have left their car at home and travelled into work by more sustainable means.

## **8.5 Car Share Strategy**

8.5.1 For some staff trips, using a private car is the only option and car sharing is as an effective measure which allows use of the private car, but reduces the number of trips created by the development. Car sharing can be an effective way of reducing peak hour congestion because it involves two or more people sharing a car for their journey to/from work.

8.5.2 Various measures to support the car share scheme could be implemented for staff as follows:

- Preferential designated car parking spaces for car sharers e.g. located close to building entrances; and
- An Emergency Ride Home scheme will be provided free of charge for staff who have shared a car journey to work.

## **8.6 Mopeds/ Motorcycles**

8.6.1 Mopeds and motorcycles are more space efficient than cars, particularly in terms of reducing congestion and parking demand. Provision shall therefore be considered for moped / motorcycle parking.

## **8.7 Marketing and Information Strategy**

8.7.1 To ensure that car use is minimised in and around the site, it is important to make pupils, parents and staff aware of the alternatives available to them. Information provision and publicity is therefore an important part of the Travel Plan. The following channels of information dissemination are proposed:

### **Staff Travel Information Pack**

8.7.2 A travel information pack will be prepared by the TPC for inclusion within employee induction packs which will be issued to new employees to assist them to make informed travel decisions. Employees should be given their travel packs as part of their induction process.

8.7.3 This pack will give details of travel options in an informative and appealing format, using maps and text. Travel information packs will be tailored to each occupier where appropriate to ensure they are effective. The content of this information pack will include:

- Walking and cycle maps to show routes in relation to nearby amenities;



- Information on the health benefits of walking and cycling;
- Site specific public transport information, with timetables included;
- Information on Liftshare car share scheme;
- Information about the Travel Plan and other services supporting sustainable travel;
- Contact details for key personnel and for other contacts for travel information; and
- Baseline travel survey to be completed and return to the CTPC.

### **Staff Travel Information Board**

- 8.7.4 A sustainable travel notice board in a prominent and accessible location within a staff area within the school. Similarly, to the information pack this would give details of travel options. It will be updated when appropriate to provide details of changes to public transport (e.g. revised timetables) and in advance of national events such as Walk to Work Week and Liftshare Week.

### **Information Provision for Pupils and Parents**

- 8.7.5 The school newsletter will be used to set out details of the current travel plan initiatives along with any upcoming events planned to support the use of sustainable travel modes. The feasibility of including information on sustainable travel for new parents in their child's welcome pack will also be considered.
- 8.7.6 School notice boards will also be used to publicise upcoming travel events to pupils and parents.
- 8.7.7 Assemblies will be used to engage with children to encourage them to travel using active travel modes. The potential to provide classroom activities linked to curriculum topics to encourage active travel will also be explored.



## **9 Consultation and Monitoring**

### **9.1 Overview**

- 9.1.1 A successful Travel Plan ultimately relies on the commitment from the people for whom it is intended. Therefore, a key element of any Travel Plan is consultation with key stakeholders to establish how they currently travel, and, if they travel in a car as a sole occupant, what incentives would be required to encourage them to travel by more sustainable modes of transport.
- 9.1.2 At this stage of an outline planning application, consultation with users cannot be undertaken. The main aim of this section is therefore to provide guidance on how future consultations with site users will be undertaken and the timescales for this.
- 9.1.3 This section also provides an indication of how monitoring will be undertaken along with the timescales for monitoring and the frequency.

### **9.2 Consultation Methodology**

#### **Stakeholder Consultation**

- 9.2.1 Key stakeholders who will be formally consulted at face-to-face meetings, public exhibitions or through telephone discussions may include the following groups:
- Future local residents;
  - Existing local residents from surrounding communities;
  - Future retail operators;
  - WCBC;
  - Developers;
  - Local public transport operators; and
  - Service providers.

#### **Consultation with Residents**

- 9.2.2 It is recommended that consultation with residents who will be occupying the site, is undertaken in two stages. The first stage will take place though working closely with the developers and sales / marketing team at the site and the second throughout the development and operation of the site.
- 9.2.3 Residents will receive a Welcome Travel Pack as soon as they move into the development. The Welcome Travel Pack will introduce the concept of a Travel Plan, the associated benefits and how they can get involved.



- 9.2.4 On first occupation of a new dwelling, residents will be invited to meet the STPC and discuss any transport related issues they may have.
- 9.2.5 The second stage of consultation commences as the site becomes occupied. This will form part of the monitoring process and will involve distributing questionnaires to all residents. Providing an incentive to complete it, such as a free prize draw, will help sustain interest and result in higher return rates.
- 9.2.6 These consultation methods will be used as monitoring tools and a means of establishing any gaps in the transport services. They provide scope to demonstrate the successes and problems, strengths and weaknesses, associated with the Travel Plan, and provide an opportunity to highlight any initiatives which could be implemented.
- 9.2.7 Throughout the consultation process, it is vital to obtain the following information regarding residents' travel behaviour and attitudes:
- Specific details on all frequent journeys made, including the location, origin, destination, distance travelled, time travelled, and mode of transport used etc.;
  - Reasons why the current modes are used, including health, environmental, time, financial, and comfort etc.;
  - Willingness to use alternative modes;
  - Incentives to use more sustainable modes; and
  - Any transport related issues residents wish to raise.
- 9.2.8 However, there needs to be a balance in relation to the level of survey and consultation activity, to ensure that whilst the information is collected, people are not 'over consulted'. It is suggested that the residents are surveyed annually for five years post full occupation of the site. The first survey will take place within six months of site occupation. The TPC is responsible for ensuring this takes place, along with an annual audit of parking demand as well as of other modes of transport. The STPC will submit the results for the whole site to the respective developers and travel planning officers at WCBC.

### **Consultation with Employees**

- 9.2.9 It is recommended that consultation with employees who will work on the site is undertaken throughout the operation of the site.
- 9.2.10 On first occupation of a unit, operators will be informed of the Travel Plan and invited to discuss any transport related issues they may have with the STPC.



- 9.2.11 A Travel Information Pack will be issued to new employees as part of their induction process. The Travel Information Pack will introduce the concept of a Travel Plan and give details of available travel options.
- 9.2.12 As the site becomes occupied, questionnaires will be distributed to each employee via their employers. An incentive may be provided to complete it, such as a free prize draw, which will help sustain interest and result in a high return rate.
- 9.2.13 This consultation method will be used as a monitoring tool and a means of establishing any gaps in the transport services. They provide scope to demonstrate the successes and problems, strengths and weaknesses, associated with the Travel Plan, and provide an opportunity to highlight any initiatives which could be implemented.
- 9.2.14 Throughout the consultation process, it is vital to obtain the following information regarding employees' travel behaviour and attitude:
- Specific details on journeys to and from work, including the location, origin, destination, distance travelled, time travelled, and mode of transport used etc.;
  - Reasons why the current modes are used, including health, environmental, time, financial, and comfort etc.;
  - Willingness to use alternative modes;
  - Incentives to use more sustainable modes; and
  - Any transport related issues residents wish to raise.
- 9.2.15 There needs to be however a balance in relation to the level of survey and consultation activity, to ensure that whilst the information is collected, people are not 'over consulted'. It is suggested that the employees are surveyed annually for five years, with a report being issued to WCBC on the anniversary of the first occupation of any unit. The first survey will take place within three months of the occupation of each unit. The TPC is responsible for ensuring this takes place, along with an annual audit of parking demand as well as of other modes of transport. The TPC will submit the results to the travel planning officers at WCBC.

### **9.3 Monitoring Methodology**

- 9.3.1 The success of the Travel Plan will be measured using data collected during monitoring. Baseline surveys will be undertaken as follows:
- Residential – Within 3 months of occupation of the 100<sup>th</sup> dwelling;
  - Retail units – Within 3 months of occupation of the food store;
  - Health centre – Within 3 months of occupation;
  - Public House/Restaurant – Within 3 months of occupation; and



- Primary School – Within 3 months of occupation.

9.3.2 Monitoring will be undertaken annually for a period of 5 years from the baseline survey. The results of the monitoring will be reported to WCBC within 2 months of the monitoring surveys.



## 10 Action Plans

10.1.1 In order to ensure that the Travel Plan is effectively implemented, an action plan has been outlined for the residential, business and school elements of the site in order to assign responsibility for the Travel Plan and specify timeframes for completion of the actions.

**Table 10-1: Residential Action Plan**

| Action                                                                                                                                   | Target Date                        | Method of Monitoring                      | Responsibility | Method of Publicity |
|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------------------------|----------------|---------------------|
| <b>Built Environment</b>                                                                                                                 |                                    |                                           |                |                     |
| Provision of facilities that help to facilitate travel by modes other than the private car (e.g. pedestrian/cycle routes etc.)           | During construction                | N/A                                       | Developer      | N/A                 |
| Provision of off-site measures – including public transport improvements                                                                 | During construction                | N/A                                       | Developer      | N/A                 |
| <b>Coordinator</b>                                                                                                                       |                                    |                                           |                |                     |
| Identification / appointment of the Site Travel Plan Coordinator                                                                         | 3 months prior to first occupation | Details provided to WCBC                  | Developer      | Welcome Pack        |
| <b>Marketing, Promotion and Awareness Raising</b>                                                                                        |                                    |                                           |                |                     |
| Welcome Travel Packs                                                                                                                     | Pre-occupation                     | N/A                                       | STPC           | N/A                 |
| <b>Measures to Promote and Encourage Walking and Cycling</b>                                                                             |                                    |                                           |                |                     |
| Local maps showing walking routes                                                                                                        | On occupation                      | Walking mode share percentage change      | STPC           | Welcome Pack        |
| Information on local and national walking events, such as Walk to Work Week                                                              | On occupation                      | Walking mode share percentage change      | STPC           | Welcome Pack        |
| Website links to national sustainable travel websites such as SUSTRANS                                                                   | On occupation                      | Cycling mode share percentage change      | STPC           | Welcome Pack        |
| Information on Bicycle User Groups that may be operating within the local area                                                           | On Occupation                      | Cycling mode share percentage change      | STPC           | Welcome Pack        |
| Information on the benefits of walking/cycling                                                                                           | On Occupation                      | Walk/cycling mode share percentage change | STPC           | Welcome Pack        |
| <b>Measures to Promote and Encourage Public Transport Use</b>                                                                            |                                    |                                           |                |                     |
| Links to journey planning websites                                                                                                       | On Occupation                      | Bus mode share percentage change          | STPC           | Welcome Pack        |
| Providing information on a new online resource – <a href="http://www.nextbuses.mobi">www.nextbuses.mobi</a> – which enables residents to | On Occupation                      | Bus mode share percentage change          | STPC           | Welcome Pack        |



| Action                                                        | Target Date                                                                   | Method of Monitoring                     | Responsibility | Method of Publicity |
|---------------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------------|----------------|---------------------|
| search for the next few departures from any chosen stop.      |                                                                               |                                          |                |                     |
| Bus route maps and timetables                                 | On Occupation                                                                 | Bus mode share percentage change         | STPC           | Welcome Pack        |
| Information on the benefits of public transport               | On Occupation                                                                 | Bus mode share percentage change         | STPC           | Welcome Pack        |
| <b>Measures to Promote and Encourage Car Sharing</b>          |                                                                               |                                          |                |                     |
| Information on Liftshare.com                                  | On Occupation                                                                 | Car sharing mode share percentage change | STPC           | Welcome Pack        |
| Information on what car sharing is and its potential benefits | On Occupation                                                                 | % of resident journeys car sharing.      | STPC           | Welcome Pack        |
| Information on car sharing events such as Liftshare week      | On Occupation                                                                 | % of resident journeys car sharing.      | STPC           | Welcome Pack        |
| <b>Monitoring Strategy</b>                                    |                                                                               |                                          |                |                     |
| Baseline survey                                               | Survey issued within 3 months of occupation of the 100 <sup>th</sup> dwelling | 50% response rate to survey              | STPC           | Welcome Pack        |
| Baseline monitoring report                                    | Baseline report submitted to WCBC within 2 months of baseline survey          | Production of report                     | STPC           | -                   |
| Annual monitoring of TP                                       | Annual report on anniversary of baseline survey report                        | Production of report                     | STPC           | -                   |

**Table 10-2: Business Action Plan**

| Action                                                                                                                                   | Target Date                 | Method of Monitoring | Responsibility      | Method of Publicity     |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----------------------|---------------------|-------------------------|
| <b>Built Environment</b>                                                                                                                 |                             |                      |                     |                         |
| Provision of facilities that help to facilitate travel by modes other than the private car (e.g. cycle parking, welfare facilities etc.) | During construction/fit out | N/A                  | Developer/ Occupier | Employee Induction Pack |
| Provision of off-site measures – including public transport improvements                                                                 | During construction         | N/A                  | Developer           | N/A                     |
| <b>Coordinator</b>                                                                                                                       |                             |                      |                     |                         |



| Action                                                                                                                                                                                            | Target Date                        | Method of Monitoring                         | Responsibility | Method of Publicity                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|----------------------------------------------|----------------|----------------------------------------|
| Identification / appointment of the Site Travel Plan Coordinator                                                                                                                                  | 3 months prior to first occupation | Details provided to WCBC                     | Developer      | Employee Induction Pack & Notice Board |
| Identification / appointment of the Individual Travel Plan Coordinator (where applicable)                                                                                                         | Within 1 month of occupation       | Details provided to STPC and WCBC            | Occupier       | Employee Induction Pack & Notice Board |
| <b>Marketing, Promotion and Awareness Raising</b>                                                                                                                                                 |                                    |                                              |                |                                        |
| Travel Information Packs                                                                                                                                                                          | Pre-occupation                     | N/A                                          | STPC           | N/A                                    |
| Employee Induction Packs                                                                                                                                                                          | On Occupation                      | N/A                                          | CTPC           | N/A                                    |
| Travel Information Boards                                                                                                                                                                         | On Occupation and ongoing          | N/A                                          | STPC/CTPC      | N/A                                    |
| <b>Measures to Promote and Encourage Walking and Cycling</b>                                                                                                                                      |                                    |                                              |                |                                        |
| Local maps showing walking routes                                                                                                                                                                 | On occupation and ongoing          | Walking mode share percentage change         | STPC/CTPC      | Employee Induction Pack & Notice Board |
| Information on local and national walking events, such as Walk to Work Week                                                                                                                       | On occupation and ongoing          | Walking mode share percentage change         | STPC/CTPC      | Employee Induction Pack & Notice Board |
| Website links to national sustainable travel websites such as Sustrans                                                                                                                            | On occupation and ongoing          | Cycling mode share percentage change         | STPC/CTPC      | Employee Induction Pack & Notice Board |
| Information on Bicycle User Groups that may be operating within the local area                                                                                                                    | On Occupation and ongoing          | Cycling mode share percentage change         | STPC/CTPC      | Employee Induction Pack & Notice Board |
| Guaranteed lift home                                                                                                                                                                              | On Occupation and ongoing          | Walking/Cycling mode share percentage change | STPC/CTPC      | Employee Induction Pack & Notice Board |
| <b>Measures to Promote and Encourage Public Transport Use</b>                                                                                                                                     |                                    |                                              |                |                                        |
| Negotiations with bus operators to secure discount public transport season tickets                                                                                                                | On Occupation                      | Bus mode share percentage change             | STPC           | -                                      |
| Consider the offer of interest free loans                                                                                                                                                         | On Occupation                      | Bus mode share percentage change             | STPC/CTPC      | -                                      |
| Links to journey planning websites such as Traveline                                                                                                                                              | On Occupation and ongoing          | Bus mode share percentage change             | STPC/CTPC      | Employee Induction Pack & Notice Board |
| Providing information on a new online resource – <a href="http://www.nextbuses.mobi">www.nextbuses.mobi</a> – which enables employees to search for the next few departures from any chosen stop. | On Occupation and ongoing          | Bus mode share percentage change             | STPC/CTPC      | Employee Induction Pack & Notice Board |
| Bus route maps and timetables                                                                                                                                                                     | On Occupation and ongoing          | Bus mode share percentage change             | STPC/CTPC      | Employee Induction Pack & Notice Board |



| Action                                                        | Target Date                                                          | Method of Monitoring                                                  | Responsibility | Method of Publicity                    |
|---------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------|----------------|----------------------------------------|
| Information on the benefits of public transport               | On Occupation and ongoing                                            | Bus mode share percentage change                                      | STPC/CTPC      | Employee Induction Pack & Notice Board |
| Guaranteed lift home                                          | On Occupation and ongoing                                            | Bus mode share percentage change                                      | STPC/CTPC      | Employee Induction Pack & Notice Board |
| <b>Measures to Promote and Encourage Car Sharing</b>          |                                                                      |                                                                       |                |                                        |
| Information on Liftshare.com                                  | On Occupation and ongoing                                            | % of employee's car sharing and registered on public car share scheme | STPC/CTPC      | Employee Induction Pack & Notice Board |
| Information on what car sharing is and its potential benefits | On Occupation and ongoing                                            | % of employee's car sharing and registered on public car share scheme | STPC/CTPC      | Employee Induction Pack & Notice Board |
| Information on car sharing events such as Liftshare week      | On Occupation and ongoing                                            | % of employee's car sharing and registered on public car share scheme | STPC/CTPC      | Employee Induction Pack & Notice Board |
| <b>Monitoring Strategy</b>                                    |                                                                      |                                                                       |                |                                        |
| Baseline survey                                               | Survey issued within 3 months of first occupation of each unit       | 50% response rate to survey                                           | STPC/CTPC      | Employee Induction Pack                |
| Baseline monitoring report                                    | Baseline report submitted to WCBC within 2 months of baseline survey | Production of report                                                  | STPC/CTPC      | -                                      |
| Annual monitoring of TP                                       | Annual report on anniversary of baseline survey report               | Production of report                                                  | CTPC           | -                                      |

**Table 10-3: School Action Plan**

| Action                                                                                                                                                               | Target Date                 | Method of Monitoring | Responsibility               | Method of Publicity                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----------------------|------------------------------|---------------------------------------------------------------|
| <b>Built Environment</b>                                                                                                                                             |                             |                      |                              |                                                               |
| Provision of facilities that help to facilitate travel by modes other than the private car (e.g. cycle parking, park and stride facilities, welfare facilities etc.) | During construction/fit out | N/A                  | Developer/ School Management | Employee Induction Pack<br>School Newsletter/<br>Notice board |



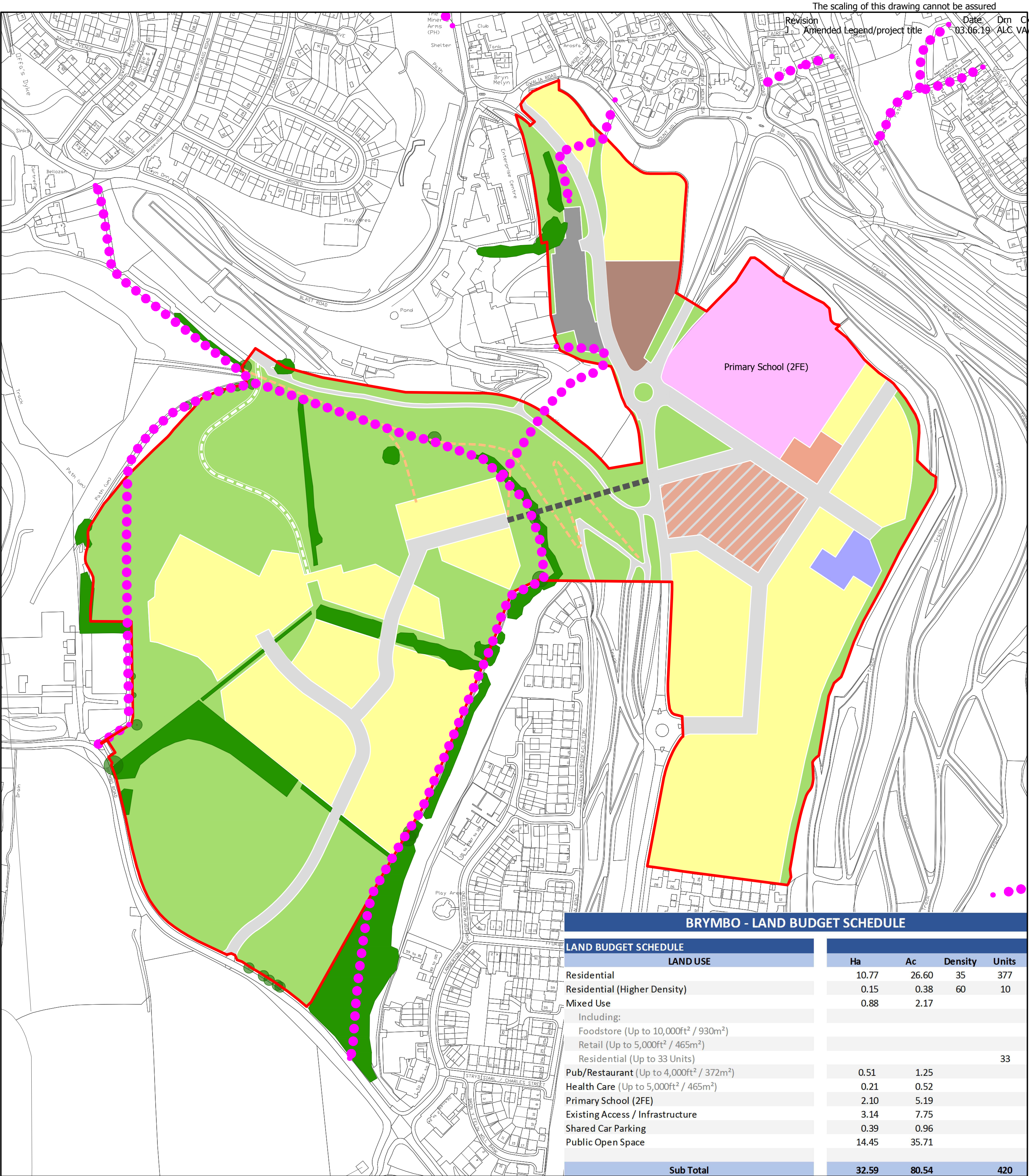
| Action                                                                                                                                                                                            | Target Date                        | Method of Monitoring                 | Responsibility    | Method of Publicity                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|--------------------------------------|-------------------|---------------------------------------------------------------|
| Provision of off-site measures – including public transport improvements                                                                                                                          | During construction                | N/A                                  | Developer         | N/A                                                           |
| <b>Coordinator</b>                                                                                                                                                                                |                                    |                                      |                   |                                                               |
| Identification / appointment of the Site Travel Plan Coordinator                                                                                                                                  | 3 months prior to first occupation | Details provided to WCBC             | Developer         | Employee Induction Pack<br>School Newsletter/<br>Notice board |
| Identification / appointment of the Individual Travel Plan Coordinator                                                                                                                            | Within 1 month of occupation       | Details provided to STPC and WCBC    | School Management | Employee Induction Pack<br>School Newsletter/<br>Notice board |
| <b>Marketing, Promotion and Awareness Raising</b>                                                                                                                                                 |                                    |                                      |                   |                                                               |
| Travel Information Packs                                                                                                                                                                          | Pre-occupation                     | N/A                                  | STPC              | N/A                                                           |
| Staff Induction Packs                                                                                                                                                                             | On Occupation                      | N/A                                  | TPC               | N/A                                                           |
| Travel Information Boards                                                                                                                                                                         | On Occupation and ongoing          | N/A                                  | TPC               | N/A                                                           |
| <b>Measures to Promote and Encourage Walking and Cycling</b>                                                                                                                                      |                                    |                                      |                   |                                                               |
| Local maps showing walking routes                                                                                                                                                                 | On occupation and ongoing          | Walking mode share percentage change | TPC               | Employee Induction Pack & Notice Board                        |
| Information on local and national walking events, such as Walk to Work Week                                                                                                                       | On occupation and ongoing          | Walking mode share percentage change | TPC               | Employee Induction Pack & Notice Board                        |
| Website links to national sustainable travel websites such as Sustrans                                                                                                                            | On occupation and ongoing          | Cycling mode share percentage change | CTPC              | Employee Induction Pack & Notice Board                        |
| Information on Bicycle User Groups that may be operating within the local area                                                                                                                    | On Occupation and ongoing          | Cycling mode share percentage change | TPC               | Employee Induction Pack & Notice Board                        |
| <b>Measures to Promote and Encourage Public Transport Use</b>                                                                                                                                     |                                    |                                      |                   |                                                               |
| Links to journey planning websites such as Traveline                                                                                                                                              | On Occupation and ongoing          | Bus mode share percentage change     | TPC               | Employee Induction Pack & Notice Board                        |
| Providing information on a new online resource – <a href="http://www.nextbuses.mobi">www.nextbuses.mobi</a> – which enables employees to search for the next few departures from any chosen stop. | On Occupation and ongoing          | Bus mode share percentage change     | TPC               | Employee Induction Pack & Notice Board                        |
| Bus route maps and timetables                                                                                                                                                                     | On Occupation and ongoing          | Bus mode share percentage change     | TPC               | Employee Induction Pack & Notice Board                        |



| Action                                                        | Target Date                                                          | Method of Monitoring                                                  | Responsibility | Method of Publicity                    |
|---------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------|----------------|----------------------------------------|
| Information on the benefits of public transport               | On Occupation and ongoing                                            | Bus mode share percentage change                                      | TPC            | Employee Induction Pack & Notice Board |
| <b>Measures to Promote and Encourage Car Sharing</b>          |                                                                      |                                                                       |                |                                        |
| Information on Liftshare.com                                  | On Occupation and ongoing                                            | % of employee's car sharing and registered on public car share scheme | TPC            | Employee Induction Pack & Notice Board |
| Information on what car sharing is and its potential benefits | On Occupation and ongoing                                            | % of employee's car sharing and registered on public car share scheme | TPC            | Employee Induction Pack & Notice Board |
| Information on car sharing events such as Liftshare week      | On Occupation and ongoing                                            | % of employee's car sharing and registered on public car share scheme | TPC            | Employee Induction Pack & Notice Board |
| <b>Monitoring Strategy</b>                                    |                                                                      |                                                                       |                |                                        |
| Baseline survey                                               | Survey issued within 3 months of first occupation                    | 50% response rate to survey                                           | TPC            | Employee Induction Pack                |
| Baseline monitoring report                                    | Baseline report submitted to WCBC within 2 months of baseline survey | Production of report                                                  | TPC            | -                                      |
| Annual monitoring of TP                                       | Annual report on anniversary of baseline survey report               | Production of report                                                  | TPC            | -                                      |



**Appendix A      Indicative Site Layout**



- Site Boundary Boundary
- 
- Residential

Residential (Higher Density)

Pub/Restaurant

Mixed Use  
(Foodstore, retail & residential)

Non Residential Use

Primary School (2FE)

Existing Access / Infrastructure

Shared Car Parking and Public Realm

Public Open Space

Steps

Footpath Network

Emergency Access

Existing Public Right of Way

Existing Trees

Existing Hedgerows Woodland Areas

Project  
Brymbo Park

Drawing Title  
Land Use Plan

Date  
06.09.18

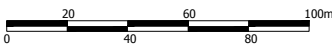
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Project No  
27968

Drawn by  
ALC

Check by  
VA

Revision  
J



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## **Appendix B      Travel Plan Toolkit**

| Potential Travel Plan Initiatives                                                                                                                          | Responsibility                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Walking (best suited to journeys under 2 miles)                                                                                                            |                                 |
| Produce a map illustrating safe walking routes to common destinations. Include reference to crossing points and public transport facilities.               | Occupier to provide through TPC |
| Keep a store of pool umbrellas on site for use by staff who walk to/from work or for walking journeys during the day.                                      |                                 |
| Provide staff with personal attack alarms.                                                                                                                 |                                 |
| Raise awareness of health benefits of walking. Through posters, leaflets and/or events.                                                                    |                                 |
| Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.                               |                                 |
| Arrange events to promote walking, such as a walk to work day with incentives, prizes, give-aways etc                                                      |                                 |
| Time allowance for changing.                                                                                                                               |                                 |
| Cycling (best suited to journeys under 5 miles)                                                                                                            |                                 |
| Provide lockers for cyclist safety gear                                                                                                                    | Occupier to provide through TPC |
| Raise awareness of health benefits of cycling through continual publicity.                                                                                 |                                 |
| Provide cycle route maps                                                                                                                                   |                                 |
| Offer financial incentives such as interest free loans or seek discounted purchase prices for bicycles & equipment from local retailers.                   |                                 |
| Provide pool bikes and offer cycle mileage allowance for those using bicycles for work related trips.                                                      |                                 |
| Keep a supply of basic cycle maintenance equipment on site e.g. pump, puncture repair kit, tools etc.                                                      |                                 |
| Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.                               |                                 |
| Provide hair dryer & iron on site                                                                                                                          |                                 |
| Establish a bicycle user group (BUG) & bike buddy scheme.                                                                                                  |                                 |
| Arrange events to promote cycling to work such as “bikers breakfasts”. Possibly correspond with national events such as “bike week” & “bike2work” in June. |                                 |
| Arrange adult cycle training sessions.                                                                                                                     |                                 |
| Public Transport (provides a sustainable alternative for many commuter & business trips)                                                                   |                                 |
| Disseminate up-to-date public transport information on site. Including routes, timetables and fares for local services.                                    | Occupier to provide through TPC |
| Promote benefits of public transport. Savings etc                                                                                                          |                                 |
| Establish an interest free or low-interest loan system for staff to purchase yearly or quarterly season tickets with payments taken directly from salary.  |                                 |

| Potential Travel Plan Initiatives                                                                                                                      | Responsibility                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| Arrange with local transport operators to buy tickets in bulk at a discount and sell on to staff on site.                                              |                                                       |
| Liaise with local operators for improved services to site.                                                                                             |                                                       |
| Car Sharing (provides a sustainable alternative when the car is the only option)                                                                       |                                                       |
| Establish a car sharing scheme to match employees with others living in a similar area or travelling the same route.                                   | Occupier to provide through TPC                       |
| Provide preferential parking spaces for car sharers close to main entrances.                                                                           |                                                       |
| Provide a guaranteed ride home scheme for car sharers in the event of unforeseen circumstances.                                                        |                                                       |
| Devise a protocol/guidelines for car sharers to follow.                                                                                                |                                                       |
| Arrange coffee mornings or other events to allow potential car sharers to meet before committing to sharing with someone they previously did not know. |                                                       |
| Run prize draws open to those registered on the car share scheme.                                                                                      |                                                       |
| Reducing the need to travel & work practices                                                                                                           |                                                       |
| Provision of on-site facilities – canteen or food order & delivery system. Delivery of daily newspapers.                                               | Occupier to assume responsibility for these measures. |
| Flexi-time                                                                                                                                             |                                                       |
| Compressed working week e.g. 9-day fortnight.                                                                                                          |                                                       |
| Home working.                                                                                                                                          |                                                       |
| Video conferencing facilities.                                                                                                                         |                                                       |
| Arrange shifts by postcode areas where possible to ensure the highest proportion of potential car sharers are working at any one time.                 |                                                       |
| Have company cars that run on LPG or other alternate low emission fuels.                                                                               |                                                       |
| Encourage use of public transport, cycling and walking for business travel.                                                                            |                                                       |
| Recruitment policies – make clear commitment to green travel in advertisements and aim to recruit local people.                                        |                                                       |
| Include travel information in induction packs.                                                                                                         |                                                       |
| Provide travel information for visitors & new recruits.                                                                                                |                                                       |
| Rationalise the number & timing of deliveries through negotiating with suppliers.                                                                      |                                                       |
| Offer financial alternatives to a company car and ensure that business mileage rates are not set too high.                                             |                                                       |



