



Moneypenny

Travel Plan

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1 Introduction

1.1 What is a travel plan

A Travel Plan (TP) is a general term for a package of measures tailored to the needs of individual sites and aimed at promoting more sustainable travel choices among users of those sites. TPs are frequently a planning requirement for new development or extensions to sites such as employment units, supermarkets and retail parks.

Having TP measures in place can help mitigate the impact of the anticipated increase in motor traffic created by the development on the local road network. These measures will be designed to encourage users of the site to consider travelling by methods other than just the private motor vehicle.

This TP is a management strategy which seeks to deliver sustainable transport objectives through action. The outcome of the TP is to:

- Encourage and enable staff and visitors to travel by sustainable modes;
- Reduce car usage (particularly single occupancy journeys); and
- Reduce parking problems.

1.2 Benefits of a Travel Plan

By implementing a workplace TP, and developing a better understanding of employees' travel needs, it is possible to support a shift towards walking, cycling, public transport and car sharing to the benefit of the company, the local environment and the local economy. Listed below are a number of benefits that are associated with travel plans:

- Benefits for staff and visitors – through improved health, reduced stress, potential cost and time savings and a general improvement in quality of life;
- Benefits for Moneypenny – through healthier and more motivated staff, reduced congestion and improved access for employees, visitors and business travel, becoming a more attractive employer and potentially helping staff retention rates;
- Benefits for the Community – through reduced congestion, reduced journey times, reduced overspill parking and demonstrating our commitment to the Government's environmental priorities and by setting an example to others

1.3 Revision History

Version	Author	Date	Comments
1.0	Mark Williams	20/Feb/2017	Initial travel management plan
2.0	Mark Williams	12/Apr/2017	Section 3.4 updated following memorandum dated 21/03/2017 from WCBC Service Manager Environment

2 Context

2.1 Type of organisation

Money Penny is committed to making environmental improvements and to lessening the impact we have on the environment. Our TP fits in with our aspiration to promote sustainability and ease of access and healthy lifestyles for our staff.

2.2 Employee Information

There are currently 488 people employed at Money Penny and the majority of trips generated by the site therefore coincide with the numerous shift patterns. This assists the number of traffic generated by the site as this is split over an hour period at the start and end of each day. Table 1 below illustrates the percentage of employees by shift.

Table 1 Percentage of employees by shift

Start Time	End Time	%
08:30	17:00	30
09:00	17:30	30
09:30	18:00	25
11:30	20:00	15

The above shifts work to our core Monday-Friday opening times. We do operate on weekends but staff numbers are significantly less, with 10-20% staff typically working on a Saturday and Sunday.

In order to determine staff travel to the current site, a travel mode survey was conducted during part of the planning application process. Of the 366 members of staff employed at the time, 262 responses were received equating to a 72% response rate which is considered to be representative. Table 2 summarises the findings of the survey.

Table 2 Total number of staff travelling by each mode of transport

Mode of Transport	Respondents	%
Walk	19	7.3
Cycle	1	0.4
Bus	11	4.2
Train	3	1.2
Car, on your own	190	72.4
Car, with others	28	10.7
Other	10	3.8
Total	262	100%

Table 2 above shows that the majority of staff (72.4%) travel by car alone and a further 10.7% car share with other members of staff. 13.1% of staff travel by sustainable modes of transport and 3.8% travel by other means. Table 3 further analyses the results of people who currently car share.

Table 3 Breakdown of employees who car share

Mode of Transport	%
Two in car (travel with one other)	58
Three in car (travel with two others)	38
Four in car (travel with three others)	0
Five in car (travel with four others)	4
Total	100%

2.3 Travel to the site

2.3.1 Information and promotion

In order to promote car sharing our recently launched Facebook intranet site prominently features Car Sharing to improve take up rates. To strengthen this further we have linked the home address of all our employees onto an interactive Google Maps where employees can easily find fellow employees who live closely to them. This map automatically updates as employees join, leave or update their home address.

2.3.2 Pedestrian access

Footways on Croesnewydd Road, adjacent to the site, have recently been constructed providing access to Wrexham Maelor Hospital to the east and Ruthin Road to the west, both of which provide access to the bus stops described below and to Wrexham town centre.

Dropped kerbs and tactile paving is present at crossing points on Croesnewydd Road and street lighting is also present.

2.3.3 Cycling

There are a number of on and off road cycle routes in the area, the closest off-road route being adjacent to the site on Croesnewydd Road. This route gives access to Wrexham Maelor Hospital to the north and Ruthin Road to the south, both of which can provide access to Wrexham town centre where there are additional on and off road routes. The site has cycle stands and is equipped with four showers for employees using active modes of travel.

2.3.4 Bus links

The site has access to public transport in the form of bus services, the closest being on Croesnewydd Road to the west, approximately 300m from the site. Further bus services are also available at Wrexham Maelor Hospital (approx. 700m from the site) to the east of the site which also benefit from shelters. Employees have access to the internet during work time to check timetables of bus routes.

2.3.5 Rail Links

Wrexham General and Wrexham Central railway stations are both located approximately 1.5km from the site, Wrexham General to the north east and Wrexham Central to the east. Employees have access to the internet during work time to check train times served from these stations

2.3.6 Car and other private vehicles

The site would be accessed via an access road linking into Croesnewydd Road. Croesnewydd Road is a single carriageway road and is subject to a maximum speed limit of 30mph. To the east Croesnewydd Road links to Wrexham Technology Park and Wrexham Maelor Hospital with access to Wrexham town centre via Watery Road. The A483, which forms part of the strategic road network, can be accessed via Junction 5 to the east, approximately 1.5km from the site access road.

3 Aims, Objectives and Targets

3.1 Aims

The TP recognises and seeks to support the essential travel needs of potential site users, whilst reducing the overall need to travel and promoting smarter choices for trips wherever possible.

The progress of the TP will be initially monitored over a 5 year period, this ensures that both the shorter and longer term goals of the TP can be measured and if necessary reviewed in order to produce the desired outcomes.

The overall aim of the TP is to reduce the reliance on the private car, through promoting and encouraging the use of sustainable modes of transport

3.2 Objectives

The short term objectives (within 2 years) of this TP are:

- To ensure accessibility to the site for staff and visitors by all modes of travel;
- To increase awareness and benefits of available sustainable modes of travel;
- Undertake a travel modes survey to further investigate existing travel patterns and key ways of encouraging uptake by sustainable modes; and
- To encourage the use of sustainable travel modes and specifically active travel, for example walking and cycling.

In the medium and longer term the objectives (3-5 years) of the TP are:

- To ensure new members of staff joining Moneypenny are fully aware of the sustainable travel options to the site and the benefits from using sustainable modes;
- To further encourage the uptake of sustainable modes of travel; and
- To monitor and review the TP and ensure the document 'evolves' with Moneypenny.

3.3 Targets and measures

The key objective of this TP is to encourage more employees and visitors to the site by active means of transportation. As such, the targets of the TP are represented in Table 4 below:

Table 4 Travel Plan Targets

No	Target	Short term (1 year from occupancy)	Medium term (3 years from occupancy)	Long term (5 years from occupancy)
1	Reduce the number of employees travelling to the site in single occupancy cars (currently 72.4%)	68%	63%	55%
2	Increase the number of employees travelling to the site on foot (currently 7.3%)	10%	15%	20%
3	Increase the number of employees travelling to site by bike (currently 0.4%)	1%	3%	7%
4	Increase the number of employees travelling to site by public transport (currently 5.4%)	7%	10%	14%

3.4 Action Plan

To support the targets, the following action plan has been developed and is demonstrated in Table 5 below.

Target Number	Target	Action	Person responsible	Timescale
1	Reduce the number of employees travelling to the site in single occupancy cars	Promotion of car sharing	Senior Management team	1 Year
1	Reduce the number of employees travelling to the site in single occupancy cars	Investigate opportunities for providing guaranteed ride home for car sharers in the event of an emergency	Senior Management team	1 Year
2	Increase the number of employees travelling to the site on foot	Prepare a plan showing the availability of safe pedestrian routes (indicating distances and times to the most common destinations) surrounding the site will be made available to staff and visitors	Senior Management team	1 Year
3	Increase the number of employees travelling to site by bike	Prepare plan identifying local cycle routes and cycle parking	Senior Management team	1 Year
3	Increase the number of employees travelling to site by bike	Investigate the opportunity for Moneypenny to join the Government's Cycle to Work Scheme	Senior Management team	1 Year
4	Increase the number of employees travelling to site by public transport	Investigate opportunity for obtaining reduced fares for staff on local bus services	Senior Management Team	1 Year
4	Increase the number of employees travelling to site by public transport	Investigate opportunity for providing loans to employees to purchase public transport season tickets	Senior Management Team	1 Year

4 Roles and responsibilities

4.1 Travel Plan working group (TPWG)

The main duties of the TPWG and TPC would include:

- Develop and oversee the implementation of the plan;
- Obtaining and maintaining commitment and support from senior management and staff at the development;
- Designing and implementing effective marketing and awareness raising campaigns to promote the TP;
- Setting up, coordinating and attending TPWG meetings;
- Coordinating the necessary data collection exercise required to develop the TP;
- Manage cycle promotion schemes and events;
- Provide travel advice and information; and
- Coordinating the monitoring programme for the TP, including target setting.

4.2 Travel Plan Co-ordinator (TPC)

The TPC will be appointed from within the TPWG and their key responsibilities will be to:

- Actively promote and publicise the TP;
- Ensure that information on sustainable travel opportunities is provided;
- Organise for a travel information leaflet to be prepared showing the availability of safe pedestrian and cycle routes and indicating bus stops and bus routes (including up to date bus timetable information and details of the Traveline Cymru service);
- Ensure the TP is easily available for all to view;
- Ensure the TP becomes part of the site management policy; and its aims and information are broadcast via other associated literature;
- Be a point of contact for information and resolve any transport problems;
- Develop new initiatives, implement and manage the TP;
- Develop and launch a staff travel survey to inform future TP development
- Ensure that the objectives and targets of the Travel Plan are being met; and
- Monitor and review the TP.

The TPC will be responsible for the TP moving forward and will be the point of contact for Wrexham County Borough Council (WCBC) on TP matters.

4.3 Marketing and communication

The first and possibly most significant barrier to travel is the lack of information on sustainable modes. Providing the most basic information relating to public transport, walking, cycling and car sharing would contribute towards encouraging a shift to these sustainable modes of travel. The provision of information builds awareness of the choice of travel modes available and thus, informs choices about how to travel.

A TP section will be incorporated onto our Facebook intranet site that contains the following, but is not limited to:

- External links to Traveline Cymru
- Plan of bus stops
- Car sharing details
- How to report issues with street lighting and general safety

5 Monitoring and review

An important part of the TP will be the continual monitoring and review of its outcomes. Regular monitoring and reviewing will enable the TP to be refined and adapted in order to improve its progression.

To understand how journeys are made to and from the site by employees and visitors it is important to conduct regular surveys of travel patterns and attitudes.

It is essential for the impacts of the plan and the benefits achieved to be continuously monitored to:

- Identify whether individual aspects of the plan are particularly successful or unsuccessful;
- Identify whether the level of travel by sustainable modes is being maintained; and
- Determine whether, in general terms, the aim of encouraging walking and cycling to the development is being achieved.

Following the development of a TP, monitoring would be carried out for at least 5 years after occupation. Based on this timescale, years one, three and five are likely to consist of the following core elements:

- Site audit to review the sustainable travel alternatives in the local area;
- TP surveys of all members of staff determining existing travel patterns and barriers to encouraging further modal shift; and
- Updating the TP based upon the findings of the above.

The monitoring and review of the TP would be the responsibility of the TPC.