



Money Penny

Money Penny, Wrexham

Outline Travel Plan

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1. Introduction

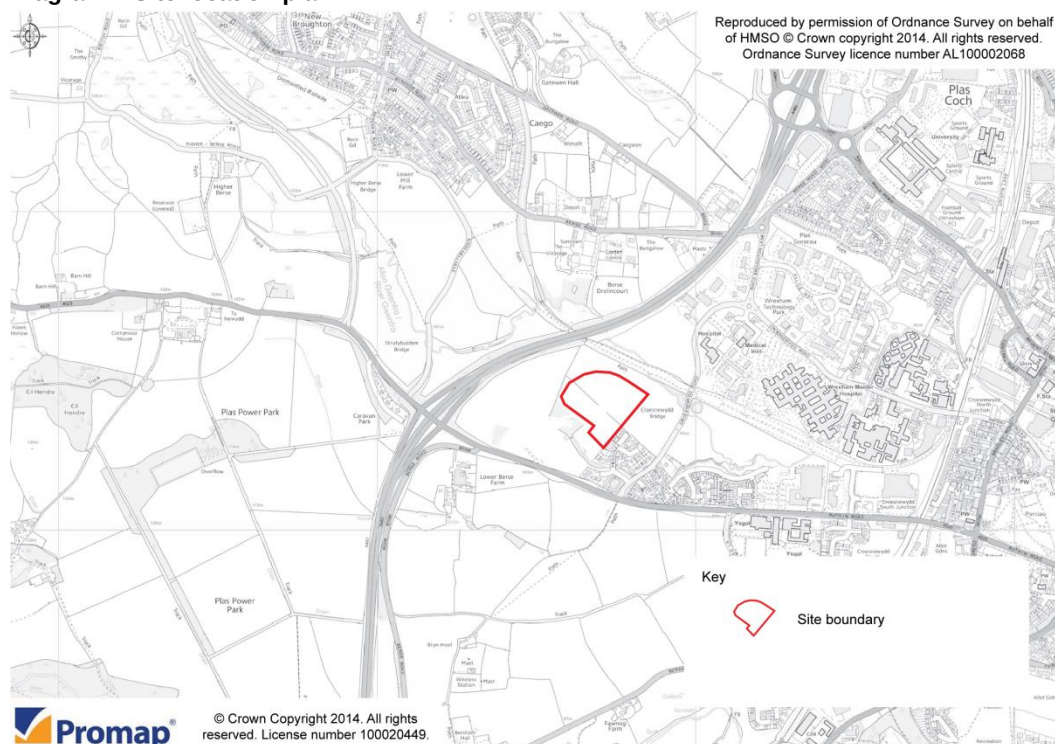
This Outline Travel Plan (OTP) has been prepared by Cundall Transportation to accompany the planning application for a new HQ building in the Brynyffynnon ward of Wrexham.

The OTP provides the context in which the transport needs of the site can be promoted, aiming to encourage sustainable travel choices by employees and visitors at the site. The OTP sets out the initial travel planning framework for the site during the construction and first year of operation at the site and it is anticipated that a Full Travel Plan will be conditioned as part of the planning consent for the site.

The development comprises the construction of a new HQ building for Moneypenny, who provide telephone answering and switchboard services. The development will be approximately 8,467m² in size, providing office space for 1,000 PA's and 60 support staff. The existing Moneypenny site is located approximately 1km to the east of the proposed site and upon opening, staff will be relocated to the new building.

The location of the proposed site can be seen in Diagram 1 below and the proposed site layout is included within Appendix A.

Diagram 1 Site location plan



The OTP has been developed in accordance with Planning Policy Wales Technical Advice Note 18 (TAN18), published in March 2007 TAN 18 is a supplementary document to 'Planning Policy Wales' and outlines national guidance relating to a variety of transport related issues.

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.

A TP is a process and not simply a document. It works by providing an assessment of the current conditions at a site, making recommendations toward measures to be implemented at a site, and finally by creating an action plan to guide the implementation of those TP measures. For a TP to be effective, ongoing and well directed effort is required.

A TP document should be reviewed and updated as TP targets are achieved, or if targets are not reached, then appropriate actions should be taken, such as reviewing aspirations and directing effort toward different types of actions. TPs should be expected to be reviewed at least every two years with five years being an appropriate lifespan for a document.

This Travel Plan is a management strategy which seeks to deliver sustainable transport objectives through action. The outcome of the Travel Plan 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 travel plan, 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 by the hospital demonstrating it's commitment to the Government's environmental priorities and by setting an example to others; and

- Benefits for The Environment – through improved local air quality.

While in the short term the benefits of a Travel Plan may not be perceived as a significant issue for developers, in the medium and longer term the lack of a TP can lead to the overall detriment of a site resulting in a site's appearance becoming unkempt and less attractive to end users, or even infringement of access and safety issues being raised. These issues in themselves can lead to higher long term and ongoing maintenance and servicing costs.

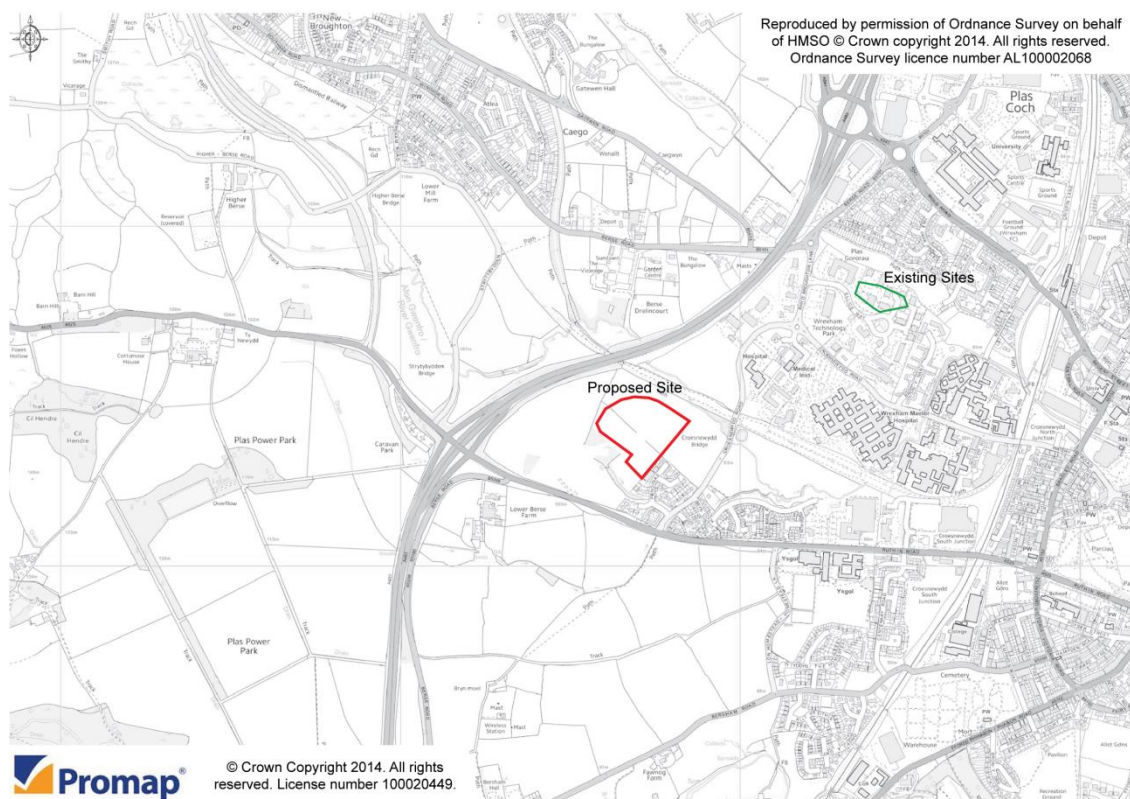
2. Existing Conditions

2.1 Existing Moneypenny Site

Moneypenny provide telephone answering and switchboard services to external clients (i.e. typically an initial phone call to a client would be routed in the first instance to Moneypenny which is then either dealt with, forwarded to the relevant department of the client, etc).

Moneypenny are currently based in four sites on Wrexham Technology Park, approximately 900m to the north east of the proposed site. The existing and proposed locations can be seen in Diagram 2.

Diagram 2 Existing and Proposed Site Locations



Moneypenny currently employ a total of 366 members of staff across the four sites. The company has experienced rapid growth in recent times and presently staff numbers are increasing by around five members of staff a week and are there are expected to be around 400 members of staff by the end of 2014.

2.2 Existing Money Penny Staff Travel

The majority of trips generated by the Money Penny site relate to staff travelling to and from work. The majority of staff numbers are made up of PAs answering phone calls who usually remaining on site. The site also has relatively few visitors. The majority of trips generated by the site therefore coincide with staff shift patterns with the first shift starting at 08:30 and the final shift ending at 20:00. It should be noted that operations on site cease after 20:00 with any calls after this time answered by a call centre abroad. Money Penny do operate on a weekend but staff numbers are significantly less, with 10-20% of staff typically at work on a Saturday or Sunday.

In order to determine staff travel to the current site, a travel mode survey was conducted during the week commencing 11th August 2014. Of the 366 members of staff currently employed at the existing site, 262 responses were received equating to a 72% response rate which is considered to be representative. Table 1 shows how staff travel to the existing site.

Table 1 Total number of staff travelling by each mode

Mode	No. of staff (from survey)	% modal split
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	100.0%

Table 1 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. The full results of the survey are provided in Appendix B.

Table 2 provides a breakdown of the number of people per car who car share to the site.

Table 2 Breakdown of staff who car share

	Two in car (travel with one other)	Three in car (travel with two others)	Four in car (travel with three others)	Five in car (travel with four others)
Percentage	58%	38%	0%	4%

2.3 Site surroundings

The location of the site can be seen in Diagram 2 in Section 1. The proposed development site is at present undeveloped and is situated to the south of the A483 trunk road. To the south east of the site is Wrexham Maelor Hospital with residential properties on Pendinas and Croesnewydd Road to the east, the B5098 to the south and the A483 to the west and north.

The site is not currently accessible by road. As part of recent highway works on Croesnewydd Road, an access junction was constructed with a stub from which the site will be access via an access road.

2.4 Pedestrian facilities

Footways on Croesnewydd Road, adjacent to the site, have recently been constructed providing access to Wrexham Maelow Hospital to the east and Ruthin Road to the west, both of which provide access to the bus stops described in Section 2.7.1 below and to Wrexham town centre to the east.

The footways on Croesnewydd Road are shared with cyclists and signage is present as seen in Photograph 1 below. Dropped kerbs and tactile paving is present at crossing points on Croesnewydd Road and street lighting is also present.

Photograph 1 Pedestrian and cycle facilities on Croesnewydd Road



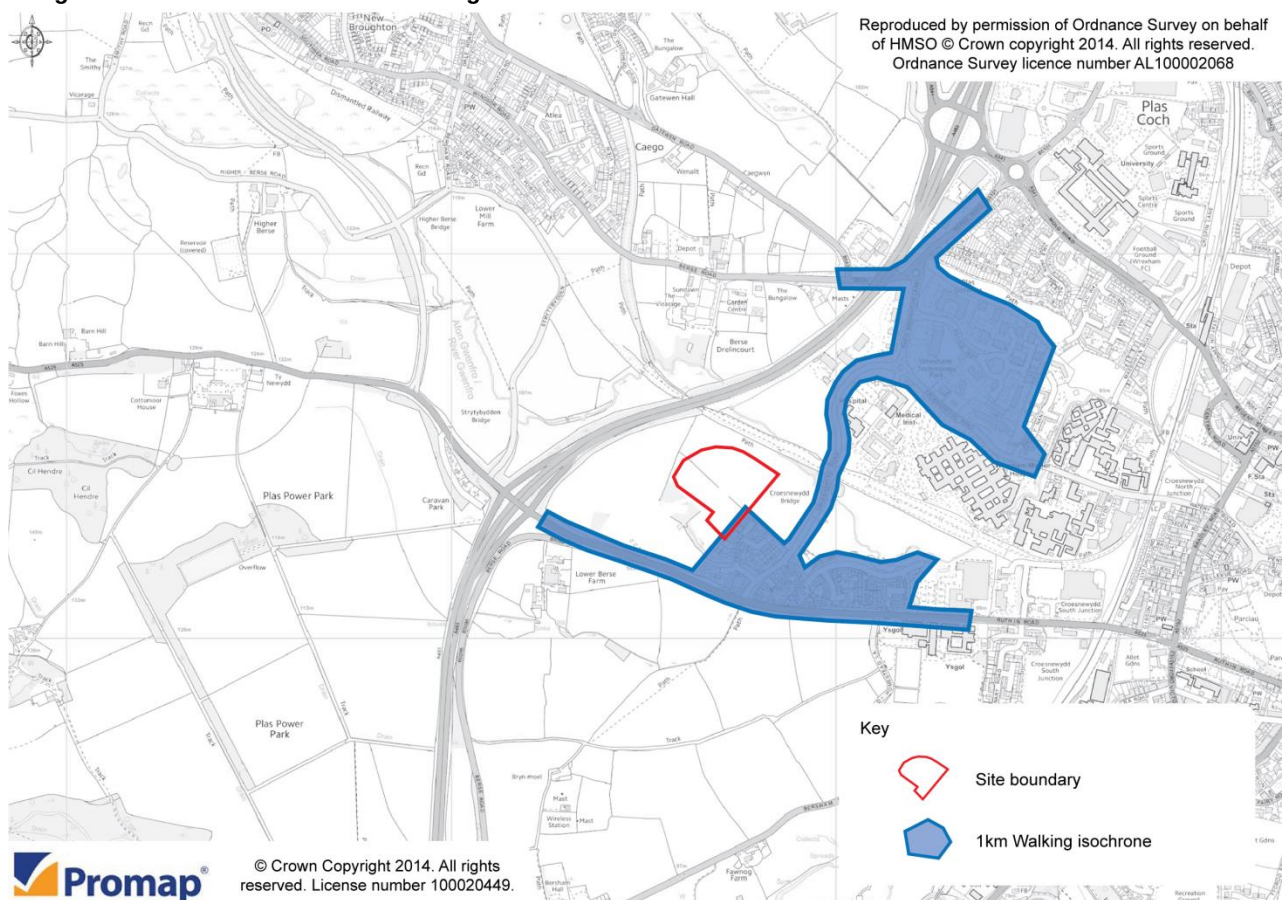
2.5 Walking distances

The IHT publication 'Providing for Journeys on Foot' (IHT 2000) suggests acceptable walking distances for various land uses. The suggested acceptable walking distance for commuting is considered to be up to 1km. The upper limit for regular commuting on foot is considered to be in the region of 2km.

However, it should be noted that acceptable walking distances vary between individuals and circumstances and dependant on various factors including:

- An individual's fitness and physical ability;
- Availability, cost and convenience of alternative transport modes;
- Journey purpose; and
- Personal motivation.

Diagram 3 below shows the 1km walking isochrone from the site.



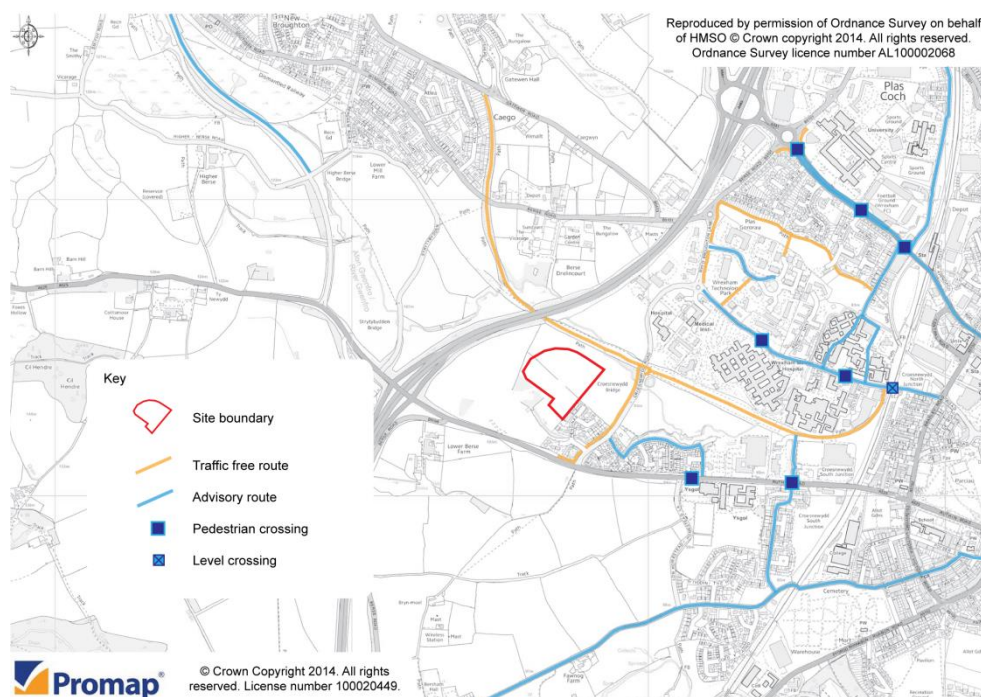
2.6 Cyclist facilities

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 which is shared with pedestrians as seen in Photograph 2 below. 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.

Photograph 2 Shared pedestrian and cycleway on Croesnewydd Road



Diagram 4 below shows the cycle routes in the vicinity of the site.



As seen from the diagram above, the site benefits from good connectivity to the local cycle network with linkages to Wrexham town centre, Brynteg and Pentre Broughton.

2.7 Public transport

2.7.1 Buses

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.

Photograph 3 Bus stop on Croesnewydd Road



The location of the bus stops is indicated on Diagram 5 below.

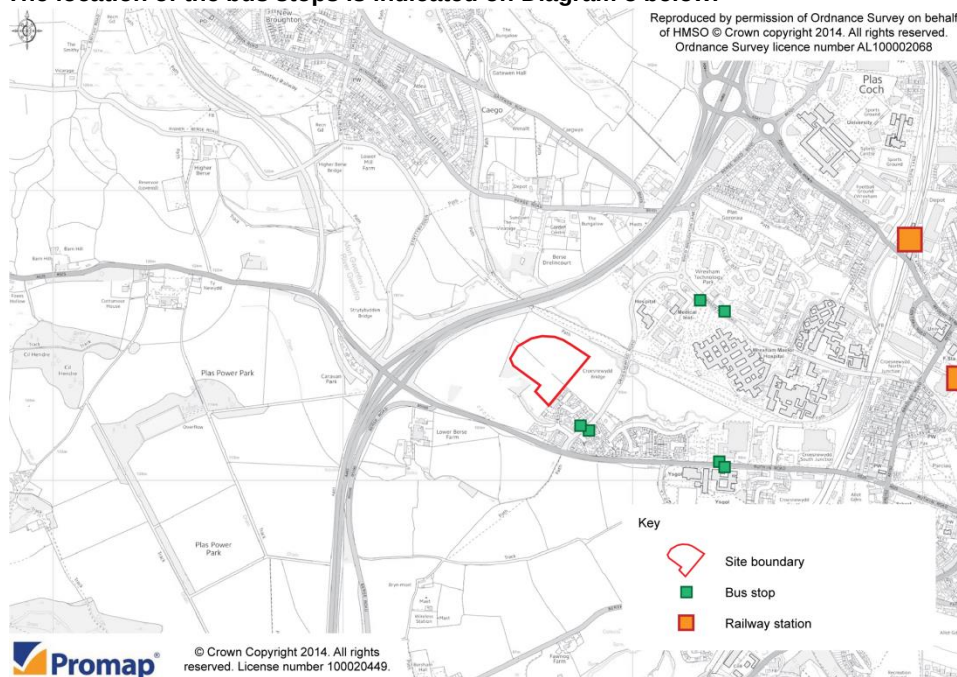


Table 3 below summarises the bus services available in the vicinity of the site. These services are accessible for staff at and visitors of the site.

Table 3 Local bus services

Service Number	Route	Maximum Frequency			Operator	Bus Stop
		Monday to Friday	Saturday	Sunday		
16	Wrexham - Tanyfron - Wrexham	One bus per hour	One bus per hour	No Service	D Jones & Son	Croesnewydd Road
95	Melin y Wig - Corwen - Llandegla - Wrexham	Monday & Wednesday - one AM and PM service only	One AM and one PM only	No Service	GHA	Hospital
11	Wrexham - Coedpoeth High Street - Minera	One bus per hour	One bus per hour	No Service	Arriva	Hospital
15	Wrexham - Coed Efa - Brymbo	Two buses per hour	Two buses per hour	No Service	GHA	Hospital
21A	Wrexham - Summerhill - Wrexham	One bus per hour	One bus per hour	One bus every two hours	Arriva	Hospital
10	Wrexham - Bwlchgwyn - Gwynfryn	One bus per hour	One bus per hour	No Service	D Jones & Son	Hospital
14	Wrexham - Tanyfor - Brymbo	One bus per hour	One bus per hour	No Service	Arriva	Hospital
15	Wrexham - Coed Efa - Brymbo	Two buses per hour	Two buses per hour	No Service	GHA	Hospital
12	Wrexham - New Broughton - Brymbo	Two buses per hour	Two buses per hour	One bus per hour	Arriva	Hospital
9	Wrexham - New Broughton - Minera	One bus per hour	One bus per hour	No Service	D Jones & Son	Hospital
26	Wrexham - Mold	One bus per hour	One bus per hour	No Service	Arriva	Hospital
X50	Denbigh – Ruthin – Wrexham	One bus per hour	One bus per hour	One bus every two hours	GHA	Hospital
X94	Barmouth – Dolgellau – Bala – Llangollen – Wrexham	One bus every two hours	One bus every two hours	No service	GHA / G-L	Hospital

27	Mold – Leeswood – Sydallt – Wrexham	Services at 07:51, 08:36, 09:21, 18:21 and 19:21 only	Services at 07:51, 08:36, 09:21, 18:21 and 19:21 only	No service	Arriva	Hospital
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In order for the users of the site to know the bus services that are available to them, they can use Traveline-txt, this is a service which allows people to receive up to date information in the form of text message to their mobile phone, 24 hours a day. All bus stops have a unique code identity, including those in the vicinity of the site.

The stops closest to the site have the code shown on the flags, the codes are shown in Table 4 below.

Table 4 Bus stop codes

Bus Stop	Code
Croesnewydd Road	wrejpm
Ruthin Road (eastbound)	wrejpa
Ruthin Road (westbound)	wrejpq
Maelor Hospital (northwestbound)	wrejam
Maelor Hospital (southeastbound)	wreajq

2.8 Rail

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. The location of both stations can be seen in Diagram 5.

Wrexham General is operated by Arriva Trains Wales, however, services are also provided by Virgin Trains who operate a service to London Euston and is a major hub for inter-city services in North Wales.

Wrexham Central is the smaller of the two stations and is the southern terminus of the Borderlands Line, which links north-east Wales to Merseyside.

Table 5 shows the services available from both stations.

Table 5 Rail services

Operator	Route	Services		
		Monday - Friday	Saturday	Sunday
Arriva Trains Wales	Shrewsbury - Gobowen - Chirk - Ruabon - Wrexham General - Bidson - Chester - Liverpool Lime Street	Two trains per hour until from 06:04 until 08:02 and then hourly	One train per hour	No services
Virgin Trains	Wrexham General - Chester	Train at 07:00 and 20:38	No services	No services
Virgin Trains	London Euston - Crewe - Chester - Wrexham General - Rhyl - Bangor - Holyhead	Hourly services	Hourly services	Every two hours
Arriva Trains Wales	Cardiff Central - Hereford - Shrewsbury - Wrexham General - Chester - Llandudno	Every two hours	Every two hours	No services
Arriva Trains Wales	Wrexham Central – Wrexham General – Caergwrle – Buckley – Shotton – Heswall – Bidston	Hourly services	Hourly services	Every two hours

Table 5 shows that there are a number of destinations in North East Wales and Merseyside which have rail connections to Wrexham. Frequent bus services also link the station with the bus stops outside Wrexham Maelor Hospital (for access to the site) with approximately 15 bus services an hour.

2.9 Sustainable transport summary

The location of the site makes it accessible to the public transport services in the area, providing staff and visitors to the site with many alternatives to car use. The location also offers good links for pedestrians and cyclists which in turn can link with the proposed development. The sustainable transport options ensure that the site will be accessible to residential areas in the Wrexham area.

2.10 Cars 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 and is maintained on behalf of the Welsh Government, can be accessed via Junction 5 to the east, approximately 1.5km from the site access road.

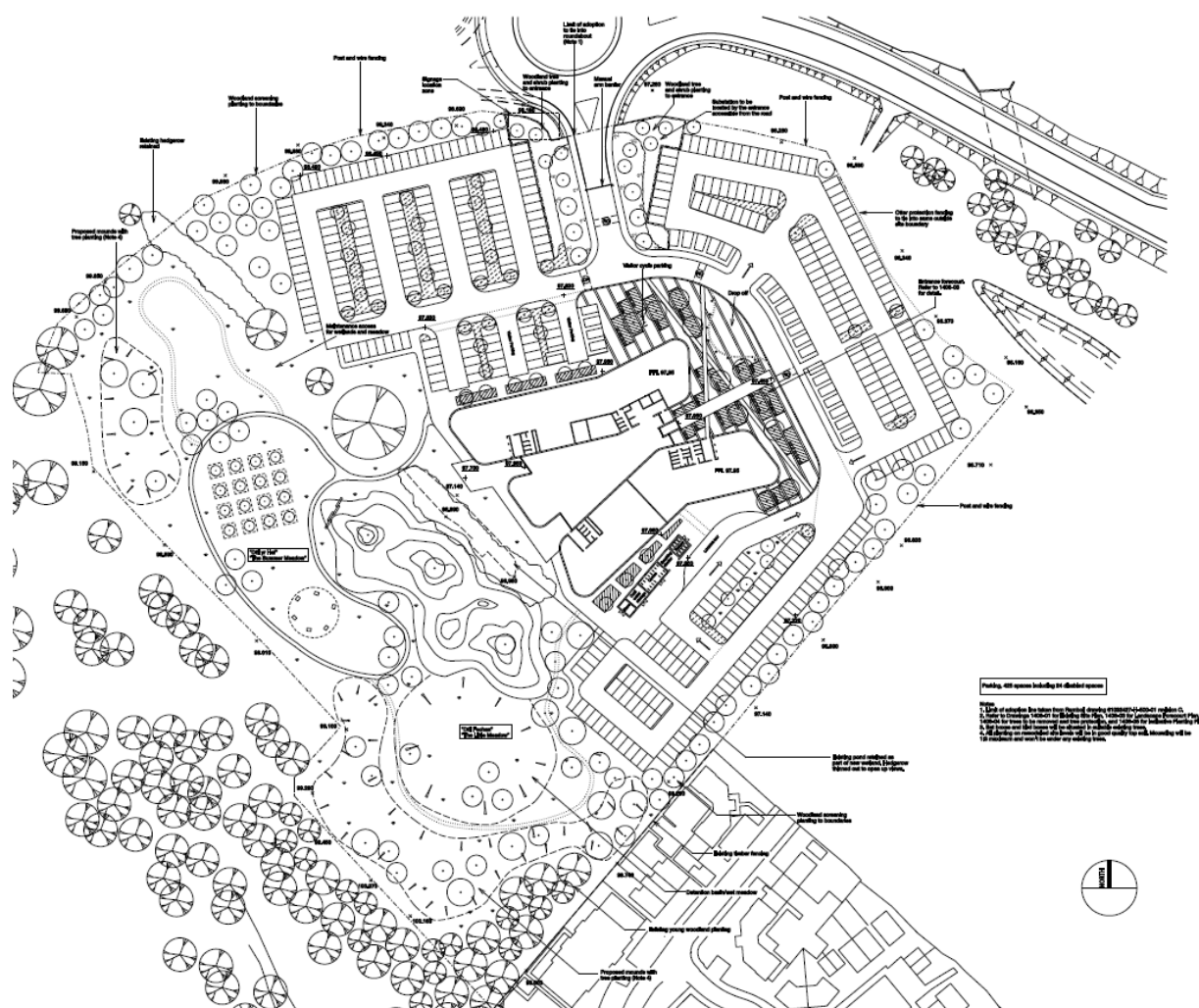
To the east Croesnewydd Road provides access to the A525 Ruthin Road, which is subject to a speed limit of 30mph. The A525 provides access to Junction 4 of the A483, approximately 800m from the site access road and provides traffic with a further route to Wrexham town centre and southern parts of Wrexham.

3. Proposed Development

3.1 Details of proposed development

The proposed development would provide a new HQ for Moneypenny, who provide telephone answering and switchboard services in a three storey HQ building of 8,467 sq.m. Associated landscaping, cycle parking and car parking would also be provided. The development would be phased and would ultimately accommodate up to 1,000 PA staff and approximately 60 support staff. The proposed site layout plan is included in Appendix A with an extract provided in Diagram 6.

Diagram 4 Proposed Site Layout



Money Penny currently employ a total of 366 staff at four sites in the neighbouring Wrexham Technology Park, the location of which was shown in Diagram 2 previously. The company has experienced rapid growth and it is expected that there will be approximately 400 members of staff by the end of 2014 with further growth likely. The target date for the opening of the proposed development is Spring 2016 and upon opening all staff will transfer from the existing Money Penny sites to the new site.

The opening of the development would be phased. During the construction phase the entire building, car parking and landscaping would be constructed. However, during the 'fitting out' stage of construction, only the lower two storeys of the building (total 5,870 sq.m.) would be fitted out and suitable when the site is operational during phase 1 providing capacity for 550 PA staff and 60 support staff. The third storey of the building comprising a 'shell' would not be utilised. It is expected that a few years after opening the Moneypenny staff numbers will be approaching 550 PA staff and the fit out of the upper third storey would be undertaken. Following the completion of the fit out of the third storey, the full gross floor area of 8,467 sq.m. would be useable, which would provide capacity for a further 450 PA staff, thereby providing capacity for up to 1,000 PA staff with the 60 support staff remaining as per phase 1.

4. Aims, Objectives and Targets

4.1 Aims

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

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

4.2 Objectives

To help meet the outcomes and ensure the continued success of the Travel Plan, realistic objectives need to be set for the:

- Short Term – during the construction and prior to opening
- Medium Term – within 2 years of opening
- Long Term – between 3-5 years after opening

As set out previously, it is expected that a Full Travel Plan will be conditioned as part of a planning consent for submission one year after occupation. Whilst medium and long term objectives are set out in the OTP, these will be superseded by the Full Travel Plan.

The short term objectives of this OTP 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 of the OTP are:

To undertake a full staff travel survey and develop a Full Travel Plan;

- 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 Travel Plan and ensure the document 'evolves' with Moneypenny.

4.3 Targets

For any travel plan to be successful it needs to incorporate targets. These targets also provide a base against which performance of the plan can be monitored.

It is important to set targets so that specific achievements can be identified. Targets will be links to the objectives and will be SMART – specific, measureable, achievable, realistic and time bound. These criteria are a realistic means by which targets can be set and monitored.

The key objective of this OTP is to encourage more employees and visitors to the site to walk or cycle to the development. The travel mode information, as detailed in Section 2.2, for staff has been used to prepare indicative targets and to give an indication to the Travel Plan Coordinator (TPC), when appointed, of the likely travel mode split for the proposed development.

The draft targets for the OTP are listed in Table 6. The targets will be reviewed in the Full Travel Plan which is expected to be a planning condition and will contain a full travel plan provided to all members of staff.

Table 6 Travel plan targets

	Target	Interim Target (Year 1 from occupation)	Short Term Target (Year 3 from occupation)	Long Term Target (Year 5 from occupation)
Draft Target 1	Reduce the number of employees travelling to the site in single occupancy cars (currently 72.4%)	68%	63%	55%
Draft Target 2	Increase the number of employees travelling to the site on foot (currently 7.3%)	10%	15%	20%
Draft Target 3	Increase the number of employees travelling to site by bike (currently 0.4%)	1%	3%	7%
Draft Target 4	Increase the number of employees travelling to site by public transport (currently 5.4%)	7%	10%	14%

The action plan in Section 7 will be completed by the TPC / TPWG when the Final Travel Plan is prepared.

5. Measures

Measures are the initiatives used to achieve the objectives and outcomes of the Travel Plan, i.e. to encourage greater car sharing, use of public transport, cycling and travel on foot by members of staff.

The OTP has thus far identified the current level of transport provision to and within the vicinity of the development. It has also enabled a view to be taken on likely deficiencies in this provision. From this it is possible to identify a series of preliminary measures for consideration by the Travel Plan Co-ordinator and other parties within the first year of the Travel Plan.

A combination of measures have been put forward which allow staff and visitors to choose travel options according to what suits their own day to day requirements and lifestyle.

5.1 Appointment of Travel Plan Co-ordinator

A Travel Plan Co-ordinator (TPC) will be appointed to take forward this OTP and develop the Full Travel Plan for the site. The TPC is key to the success and whilst the precise nature of the position will vary, the coordinator should become a main driving force behind the plan.

The key responsibilities of the Travel Plan Co-ordinator will be to:

- Actively promote and publicise the Travel Plan;
- 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 Tralveline Cymru service);
- Ensure the Travel Plan 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 Travel Plan;
- Develop and launch a staff travel survey to inform future TP development. An example of a staff and travel survey has been included at Appendix C.
- Ensure that the objectives and targets of the Travel Plan are being met; and
- Monitor and review the Travel Plan.

The TPC will be responsible for the Travel Plan moving forward and will be the point of contact for Wrexham County Borough Council WCBC on travel plan matters.

5.2 Travel Plan Working Group (TPWG)

In order to ensure the plan is known, used and takes account of all the occupiers' needs it is important that a TPWG is established as soon as the site is occupied and it is likely that the TPC would be elected from this group on an annual basis.

All members of the TPWG would need to be given sufficient time to allow them to carry out their duties. When the Final Travel Plan is prepared a list of group members and the current TPC should be included. All users of the site should have access to the plan and as such would know who their representative is the group is.

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 travel plan;
- Setting up, coordinating and attending TPWG meetings;
- Coordinating the necessary data collection exercise required to develop the travel plan;
- Manage cycle promotion schemes and events;
- Provide travel advice and information; and
- Coordinating the monitoring programme for the travel plan, including target setting.

5.3 Marketing and Communication

A shift towards environmentally acceptable or active forms of travel will ultimately require behavioural change. It is important that people realise the travel plan is not anti-car but aims to encourage informed decision making offering greater travel choice to people who can use alternatives.

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.

Effective promotion and awareness including dissemination of information, using a variety of media and publicity methods, will be used in order to maintain the momentum of travel alternatives. The following measures will be adopted as part of the Travel Plan:

- A travel plan section will be provided on the internal staff intranet with key links to websites such as Traveline Cymru and Sharecymru and details of the sustainable travel linkages at the site.
- Promotional events will be held on occasions such as Bike Week and Liftshare week.
- An information board will be provided on-site with key details of the sustainable travel linkages including the following:
 - Plan of bus stops, local bus routes, cycle routes and pedestrian routes;
 - Bus timetables and details of the Traveline.txt service;
 - Information on the Travel Plan Co-ordinator and Travel Plan Working Group;
 - Details of the car sharing group initiatives in place at the site; and
 - Upcoming sustainable travel initiatives.
- The relocation from the existing site to the proposed site also provides the opportunity for a 'cultural change' amongst members of staff travelling to the site. Upon moving to the new site, existing members of staff will be provided with a pack outlining the sustainable travel alternatives to the site.
- The TPC will also investigate the opportunities to provide a personalised travel journey plan from Traveline Cymru for each member of staff upon moving to the new site.
- The TPC will also investigate the opportunity for selected key members of staff to receive Smart Travel Training on how to use websites such as Traveline Cymru and Sharecymru to act as 'Champions' and be able to inform other members of staff on how to access this information.
- New members of staff starting at the new site also represent an opportunity to encourage travel by sustainable modes from the outset before habits such as travelling to work by private car become second nature. Upon commencing employment at the new site, a pack will be provided to new members of staff which sets out the options for travelling to the site by sustainable modes. Information on the options for travelling to the site will also be provided as part of the staff induction.

5.4 Pedestrians

Walking as a form of transport is the most sustainable mode, benefiting the environment through reduced car use and car parking demand. In turn, advantages for the individual come through increased exercise, reduced stress and no financial cost. As part of the Travel Plan, the following measures will be provided to encourage staff to walk to work:

- Prior to the development opening, ensure that the site is fully connected to the local footway network allowing pedestrians to access the site on foot.
- Prior to the development opening, ensure that the shower and changing facilities are available for staff who walk to work.

- The Travel Plan co-ordinator will promote, publicise and provide information on walking, including raising awareness of health benefits and providing information on suitable routes.
- Prior to opening, 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.
- The TPC will ensure that national walking events are advertised to encourage walking amongst employees and visitors to the site. For example, the annual Living Streets “Walk to Work Week”. Living Streets can also help businesses promote walking to their employees and provide free event guides, posters and leaflets to assist with promoting walking events. For more information visit www.livingstreets.org.uk.
- The Travel Plan Co-ordinator will act as a point of contact for Moneypenny staff to report faults on the surrounding footway network and relay these concerns to WCBC.

5.5 Cycling

Cycling as a mode of transport is one of the most sustainable methods of travel and offers cost reductions as well as health and fitness benefits, to the user compared with car travel. The following measures will be provided to encourage the uptake of cycling:

- Prior to opening, ensure the site is fully connected to the local cycle network with 3m wide shared surfaces bounding the site access road from Croesnewydd Road. Shared surfaces are also present along Croesnewydd Road to provide a traffic free route for cyclists.
- Prior to opening, ensure the on-site cycle parking is provided.
- Ensure that shower and changing facilities which have been provided as part of the design are available for staff who walk to work.
- Prior to opening, a plan showing the availability of safe cycle routes and the location of cycle parking will be available to staff and visitors.
- Upon opening, a ‘spare box’ for cyclists will be created which could include puncture repair kits, basic tools, spare locks and lights for cyclists.
- The TPC will explore opportunities for Moneypenny to join the Government’s Cycle to Work Scheme which enables employees to purchase a cycle and ancillary equipment through their employer, providing tax benefits.
- The TPC will ensure that national cycle events are advertised on the notice boards to encourage cycling amongst staff and visitors to facilities. For example, Bike Week is an event held every year to encourage more people to cycle to work rather than travel by less sustainable modes. For more information visit www.bikeweek.org.uk.
- Via the TPC, Moneypenny will promote Sharecymru, the Welsh Government’s journey matching scheme that matches cyclists up with other cyclists using the same route.
- The Travel Plan co-ordinator will liaise with a local cycle shop to investigate the provision for providing discounted cycle purchases and repair.

- The establishment of a Bicycle User Group (BUG) will be considered to promote cycling amongst members of staff.

5.6 Public transport

Accessibility to, and use of, public transport is considered to be a key element of any travel plan and this development is fortunate to be located close to good public transport facilities. The following public transport measures will be provided to encourage the uptake of public transport amongst members of staff:

- Upon opening, a noticeboard will be provided outlining the location of local bus stops, bus routes, times and the availability of the traveline.txt service.
- Upon opening, the TPC will investigate the possibility of providing personalised journey plans tailored to members of staff as part of a 'culture change' associated with moving to the new site.
- A link to the journey planner on Traveline Cymru will be provided in the Travel Plan section of the staff intranet site to encourage staff to explore other travel possibilities to the site.
- The opportunity for 'roadshow' events will be explored with Traveline Cymru and other partners.
- The TPC will investigate the opportunity for obtaining reduced fares with local bus operators to encourage staff take-up.
- The TPC will investigate the opportunity of providing loans to employees to purchase public transport season tickets.

5.7 Car sharing

Car sharing is where two or more people travel together instead of using separate cars. This results in reduced travel costs for the individuals as well as reducing the demand for parking on-site. For many staff particularly those working regular hours or the same shifts, car sharing is a viable option.

It is important that car sharing is presented as a flexible option, for example it may not be possible for car sharers to share every day of the week. In order to maximise opportunities for car sharing, even if it is only one day a week, it should be emphasised that car sharing on an ad hoc basis can make a positive contribution to reducing the traffic impact of the site.

The following measures will be put in place to encourage the uptake of car sharing:

- Upon opening, 10% of the total on-site parking spaces will be reserved for the use of car sharers. The spaces will be identified in the Final Travel Plan but are expected to be preferential for members of staff in terms of proximity to the main staff entrance.

- A drop off pick up area has been included in the site layout plan in Appendix A to assist members of staff being dropped off by other family members working in close proximity.
- Staff will be directed to the Sharecymru website to find a car share partner. The TPC will also investigate the possibility of introducing a private scheme amongst members of staff.
- Events such as National Car Share week will be marked.
- The idea of a car share coffee club will also be explored which would involve a coffee break/lunchtime event encouraging interested members of staff to mix and form car share groups. This event would be designed to help people become comfortable with the concept of car-sharing and involve attendees wearing postcode badges to help make finding a match easier, the opportunity to meet-up before any commitment is made can reduce the chance of any 'bad matches'.
- The opportunity for providing a guaranteed ride home will be explored. A disincentive to carsharing is the fear of being left stranded if a person's carshare lift falls through, or not being able to get home in an emergency. This is a genuine barrier for many people who wish to participate in such a scheme, and can be overcome by the employer offering a 'guaranteed lift home' in the form of a taxi if a lift is ever needed in an emergency.

Any promotion of car sharing should emphasise the financial savings that can be made for participants and aim to put participants at ease by providing advice on issues such as insurance, sharing fuel costs and journey planning. For a number of employers implementing a TP, car sharing is often the most successful measure introduced.

5.8 Visitors

Whilst visitor numbers to the site will be relatively low, there are still expected to be some visitors to the development. The infrastructure that will encourage employees to travel by sustainable means will also be available for visitors such as cycle parking. As noted earlier, the site is well located to enable access to public transport facilities and various walking and cycling routes. Visitors will be encouraged through Moneypenny's website and directions provided to use other means of travel apart from the private vehicle.

5.9 Summary

The above sections set out the measures which will be provided as part of the OTP. An Action Plan is set out in section 7 providing a timescale for these measures and naming a responsible member of staff. It is expected that further measures will be developed in the Full Travel Plan expected to be conditioned, which would have the benefit of a full Travel survey.

6. Monitoring and Review

An important part of the final 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. As no travel mode survey was conducted for the purpose of this OTP, the first employee and visitor survey will be undertaken within three months of occupation. This data will be used to inform recommendations based on willingness and potential for change.

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 Full Travel Plan prior to occupation, monitoring would be carried out for at least five years after occupation. Based on this timescale, years one, three and five are likely to consist of the following core elements:

- Site audit (similar to that undertaken in section 2) to review the sustainable travel alternatives in the local area;
- Full Travel Plan surveys of all members of staff determining existing travel patterns and barriers to encouraging further modal shift; and
- Updating the Travel Plan based upon the findings of the above.

The monitoring and review of the TP would be the responsibility of the TPC and if required the results would be provided to WCBC.

7. Next Steps

7.1 Full Travel Plan

As set out previously, it is expected that a Full Travel Plan will be conditioned as part of a planning consent. The Full Travel Plan will include the results from a full staff survey, detail on proposed measures going forward and details of the parking management arrangements on site.

7.2 Action Plan

An Action Plan for the proposed development has been developed from the measures set out in section 5. The Action Plan will be updated as part of the Full Travel Plan.

Table 7 Action Plan

Action	Timescale	Responsibility
General Actions		
Appoint Travel Plan Co-ordinator and set up Travel Plan Working Group	Prior to occupation	Moneypenny management
Undertake full travel plan survey of all members of staff (example provided in Appendix C)		TPC
Prepare Full Travel Plan for expected planning condition	One year after occupation	TPC
Undertake survey one year after occupation and update Travel Plan		TPC/ Moneypenny
Undertake survey three years after occupation and update Travel Plan	Three years after occupation	TPC/ Moneypenny
Undertake survey five years after occupation and update Travel Plan	Five years after occupation	TPC/ Moneypenny
Marketing and Communication		
Set-up on site noticeboard with key information on sustainable travel	Prior to occupation and ongoing	TPC
Prepare an information pack for current members of staff relocating to the new site		TPC
Investigate opportunity for personalised journey planning for members of staff relocating to new site.		TPC/TPWG
Prepare an information pack for new members of staff starting at the new site		TPC
Develop travel plan section of staff intranet site with links to sustainable travel websites	Within one year of	TPC

Investigate the opportunity for key members of staff to receive Smart Travel Training.	occupation and ongoing	TPC/TPWG
Undertake promotional events such as Bike Week and Liftshare Day		TPC/TPWG
Pedestrian		
Ensure site is fully connected to the local footway network	Prior to occupation	Moneypenny / WCBC
Ensure shower and changing facilities are available for staff who walk to work.		Moneypenny
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.		TPC
Provide promotional material on walking to work	Within one year of occupation	TPC
Undertake promotional events such as walk to work week		TPC/TPWG
Cycling		
Ensure site is fully connected to the local cycle network	Prior to occupation	Moneypenny / WCBC
Ensure on site cycle parking is provided prior to opening		Moneypenny
Ensure shower and changing facilities are available for staff who cycle to work.		Moneypenny
Provide noticeboard setting out the location of local bus stops, bus routes, times and the availability of the traveline.txt service		TPC
Provide ‘spares box’ of useful cycle maintenance equipment		TPC/TPWG
Prepare plan identifying local cycle routes and cycle parking	Within one year of occupation and ongoing	TPC
Promote Sharecymru to members of staff with promotional material on a notice board		TPC/TPWG
Undertake promotional events such as Bike Week		TPC/TPWG
Liaise with a local cycle shop to investigate the provision for providing discounted cycle purchases and repair		TPC/TPWG
Investigate the opportunity for Moneypenny to join the Government’s Cycle to Work Scheme	Within three years of occupation and ongoing	TPC/ Moneypenny
Investigate the opportunity for establishing a Bicycle Users Group		TPC/TPWG
Public Transport		
Investigate the possibility of providing personalised journey plans for staff	Prior to occupation	TPC/TPWG
Provide noticeboard outlining location of bus stops, bus routes, times and traveline.txt service		TPC/TPWG

TPC to investigate opportunity for obtaining reduced fares for staff on local bus services	Within one year of occupation and ongoing	TPC/TPWG
TPC to investigate opportunity for providing loans to employees to purchase public transport season tickets		TPC/TPWG
Explore the opportunity for a roadshow event with Traveline Cymru promoting the use of the website		TPC/TPWG
Car Sharing		
Ensure at least 10% of on-site parking spaces will be designated for car sharers	Prior to occupation	Moneypenny
Ensure drop off/pick-up area is available prior to opening		Moneypenny
Promote staff use of ShareCymru website	Within one year of occupation and ongoing	TPC/TPWG
Investigate potential for setting up a private car share group for Moneypenny staff		TPC/ Moneypenny
Commemorate events such as National Car Share Day		TPC/TPWG
Organise coffee club event to encourage car share matching		TPC/TPWG
Investigate opportunities for providing guaranteed ride home for car sharers in the event of an emergency.		TPC/ Moneypenny
Visitors		
Provide information on Moneypenny website to outline sustainable travel options to visitors	Prior to occupation	TPC/ Moneypenny

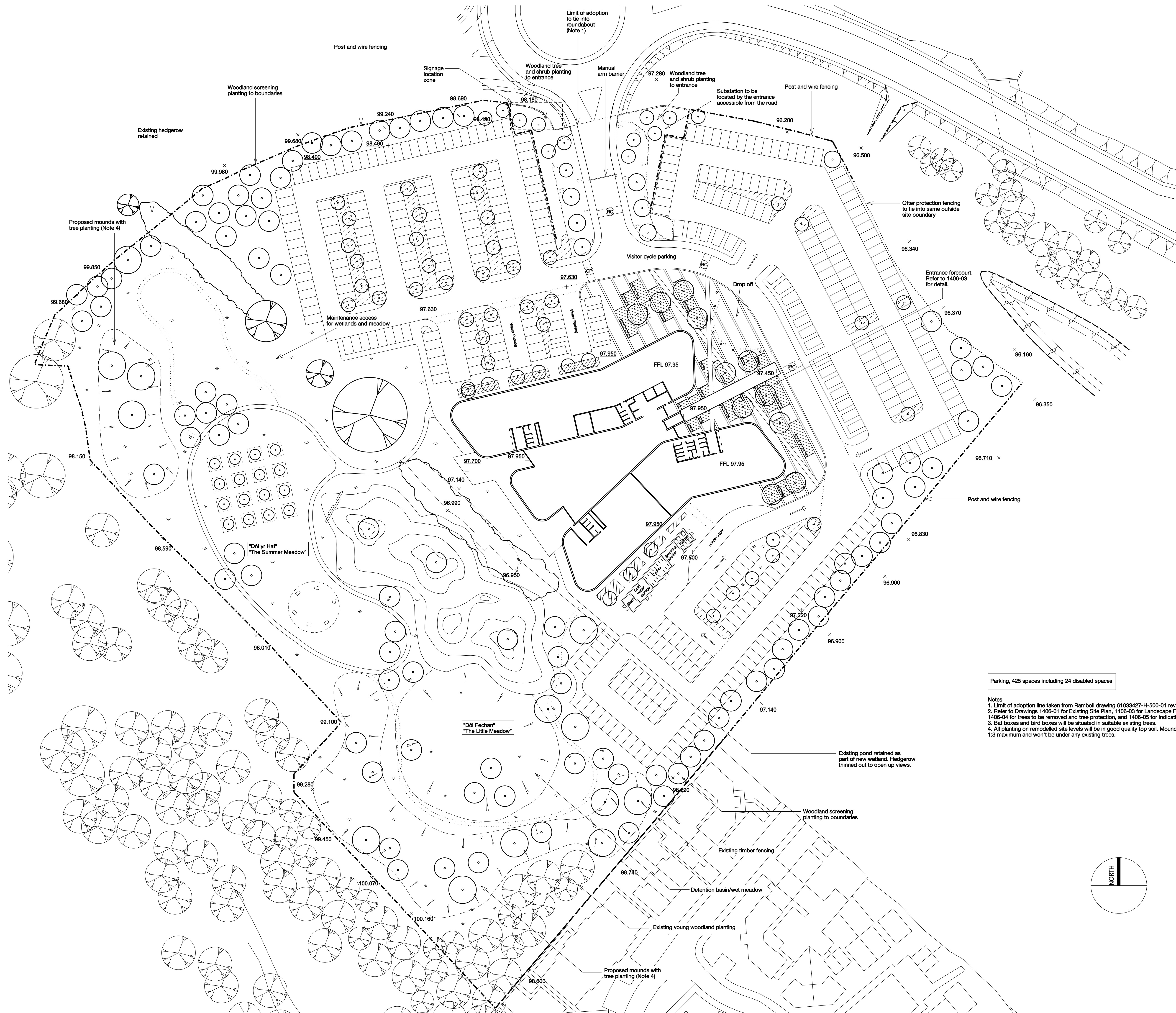
8. Conclusion

A travel plan for the development will bring an array of benefits for those travelling to and from the site, whilst minimising the environmental impact on the surrounding community.

The main aim of the plan is to maintain the high level of people travelling to the site by sustainable modes of transport. To achieve this the TPC will promote and encourage sustainable modes of transport, especially walking and cycling. Providing cycle parking and storage facilities at the site will assist in achieving the overall targets of the plan.

Through a combination of surveys, focus groups and input from the TPC, the travel plan will maximise opportunities to encourage participation. Furthermore, a flexible and adaptable approach will ensure that the travel plan remains responsive to the needs of those travelling to and from the site.

Appendix A



Notes:

DO NOT SCALE. Use figured dimensions only.

The Contractor is requested to check all dimensions before the work is put to hand.

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All discrepancies to be reported to the landscape architect before manufacture or construction.

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Key

- Existing tree retained
- Proposed tree
- Orchard tree planting in mown meadow grid
- Existing hedgerow retained
- Ornamental grasses and perennials planting
- Shrub, grasses and perennial planting
- Long meadow grass
- Mown paths through meadow
- Mown grass to entrance
- Proposed wetland
- Post and rail boundary fence 1.2m high
- Otter protection fencing
- Existing timber close boarded fence 1.8m high
- Raised pedestrian crossing/ Painted crossing point with dropped kerbs
- Proposed indicative level/ Existing level retained

Parking, 425 spaces including 24 disabled spaces

Notes

1. Limit of adoption line taken from Ramboll drawing 61033427-H-500-01 revision C.

2. Refer to Drawings 1406-01 for Existing Site Plan, 1406-03 for Landscape Forecourt Plan, 1406-04 for trees to be removed and tree protection, and 1406-05 for Indicative Planting Plan.

3. Bat boxes and bird boxes will be situated in suitable existing trees.

4. All planting on remodelled site levels will be in good quality top soil. Mounding will be 1:3 maximum and won't be under any existing trees.

Revision	Description	Date
A	Pedestrian route added to car park opposite entrance	03.08.14

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Project
Western Gateway, Wrexham

Title
Landscape Masterplan

Date
August 2014

Issued for
Comment

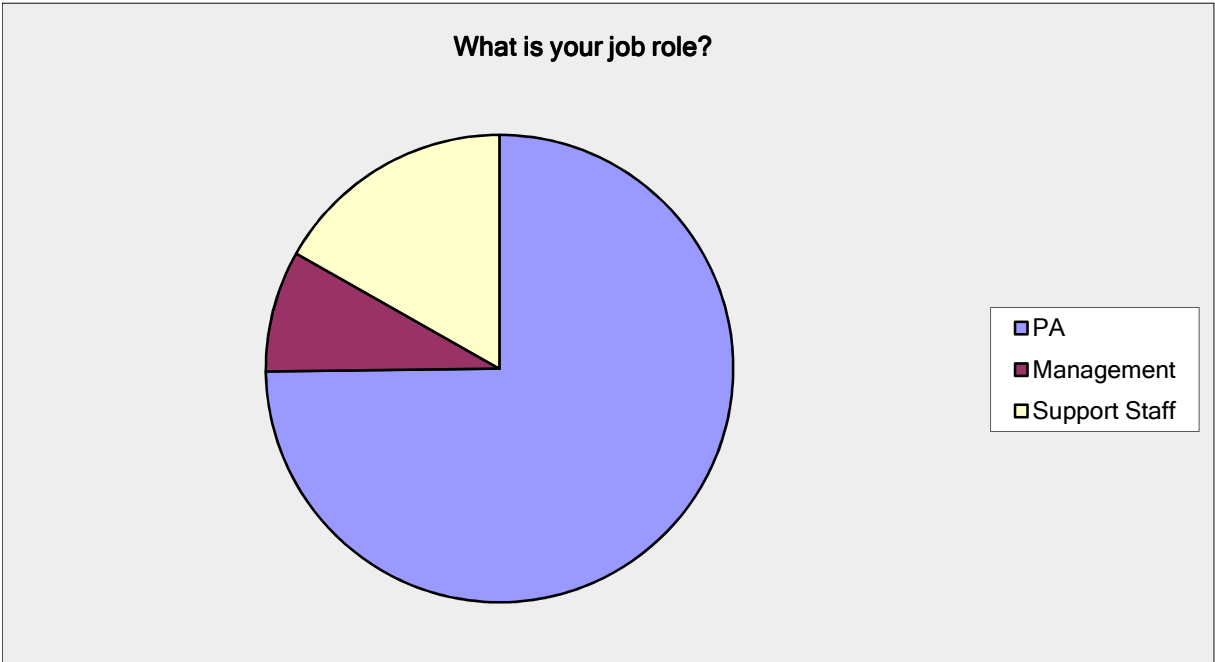
Drawing No.
1406-02A

Scale
1:1000 @ A3
1:500 @ A1

Appendix B

Money
penny
Staff
Travel
Survey

What is your job role?		
Answer Options	Response Percent	Response Count
PA	74.8%	196
Management	8.4%	22
Support Staff	16.8%	44
answered question		262
skipped question		2



Money Penny Staff Travel Survey

What is your home postcode?	
Answer Options	Response Count
	262
<i>answered question</i>	262
<i>skipped question</i>	2

Number	Response Date	Response Text	Categorie s
1	Aug 27, 2014 6:20 AM	LL12	
2	Aug 26, 2014 9:03 AM	LL14	
3	Aug 26, 2014 8:39 AM	LL11	
4	Aug 23, 2014 1:44 PM	LL14	
5	Aug 20, 2014 3:50 PM	LL11	
6	Aug 20, 2014 7:38 AM	LL13	
7	Aug 19, 2014 4:31 PM	LL13	
8	Aug 19, 2014 1:17 PM	LL11	
9	Aug 19, 2014 10:07 AM	ch6	
10	Aug 19, 2014 8:42 AM	LL12	
11	Aug 19, 2014 8:16 AM	LL14	
12	Aug 18, 2014 4:06 PM	LI14	
13	Aug 18, 2014 11:43 AM	LL14	
14	Aug 18, 2014 9:58 AM	LL12	
15	Aug 18, 2014 9:21 AM	CH4	
16	Aug 18, 2014 8:47 AM	LI116	
17	Aug 18, 2014 8:22 AM	CH6	
18	Aug 18, 2014 8:06 AM	LL13	
19	Aug 18, 2014 8:05 AM	LL14	
20	Aug 18, 2014 7:54 AM	WA6	
21	Aug 18, 2014 7:49 AM	LL11	
22	Aug 18, 2014 7:47 AM	TF11	
23	Aug 18, 2014 7:45 AM	LL11	
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27	Aug 16, 2014 1:32 PM	LL12	
28	Aug 16, 2014 9:27 AM	LL11	
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31	Aug 15, 2014 5:35 PM	LL13	
32	Aug 15, 2014 4:51 PM	CH7	
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36	Aug 15, 2014 1:28 PM	LL11	
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38	Aug 15, 2014 10:29 AM	LL11	
39	Aug 15, 2014 9:56 AM	LL11	
40	Aug 15, 2014 9:50 AM	CH7	
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42	Aug 15, 2014 8:48 AM	LL12	
43	Aug 15, 2014 8:33 AM	LI113	

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54	Aug 15, 2014 7:48 AM	LL13
55	Aug 15, 2014 7:46 AM	II14 4
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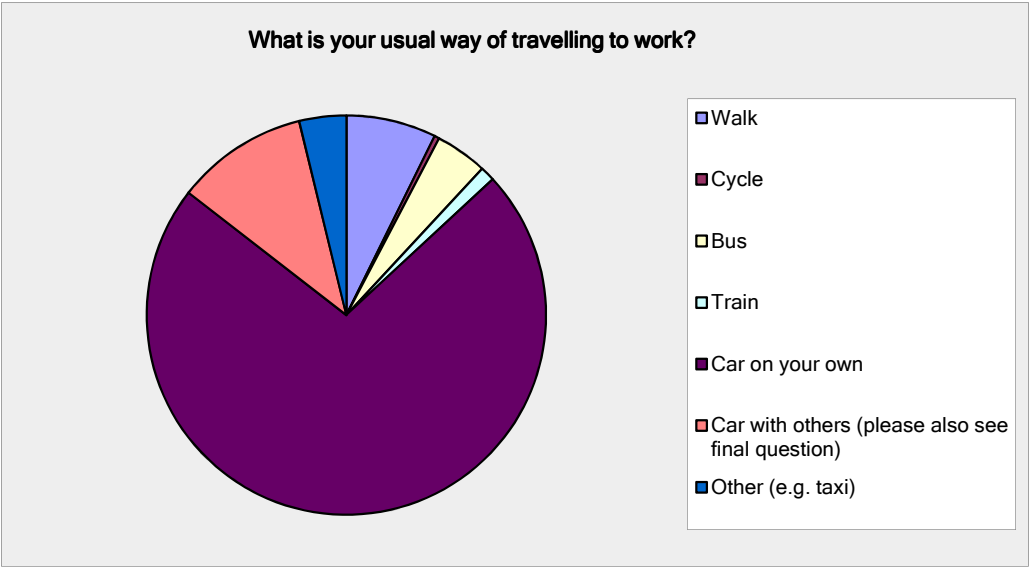
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261	Aug 14, 2014 1:26 PM	NE3
262	Aug 14, 2014 1:24 PM	NE3

Money Penny Staff Travel Survey

What is your usual way of travelling to work?		
Answer Options	Response Percent	Response Count
Walk	7.3%	19
Cycle	0.4%	1
Bus	4.2%	11
Train	1.2%	3
Car on your own	72.4%	190
Car with others (please also see final question)	10.7%	28
Other (e.g. taxi)	3.8%	10
Other (please specify)		20
answered question		262
skipped question		2



Appendix C

EXAMPLE STAFF TRAVEL PLAN SURVEY

Moneypenny is currently undertaking a travel mode survey as part of the Travel Plan. We would be grateful if you could fill in this survey and return it to ????. **All information will remain strictly confidential.**

Q1. What is your home postcode?

Q2. What is your job title?

Q3. Are you

☐	Part time
☐	Full time

Q4. How far do you travel to work?

☐	Under 1km
☐	1km to 1.9km

☐	2km to 5km
☐	Over 5km

Q5. Do you have a disability that affects your travel?

☐	Yes
☐	No

Q6. How do you usually travel to work? (please select 1 option)

☐	Walk
☐	Service bus
☐	Car driver
☐	Car driver with passenger
☐	Car as passenger

☐	Train
☐	Metro
☐	Cycle
☐	Taxi
☐	Other (please specify)

Q7. Do you currently car share and is this with another member of staff?

☐ Do not car share	☐ Yes, with another member of staff	☐ Yes, I share but not with another member of staff
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Q8. If you do not currently car share, what would encourage you to do so? (please select 1 option)

☐ Help finding a partner	☐ Dedicated car share spaces	☐ Other (please specify)
☐ A guaranteed ride home	☐ Management support	

Q9. If you drive to work, where do you park?

☐ On site car park	☐ On surrounding streets	☐ Other (please specify)
.....		

Please turn over to complete survey

Q10. What would encourage you to work to work or make your journey easier if you already walk?

(please tick the 3 most important things)

	Wider footpaths
	Slower traffic
	Less traffic
	Other (please specify)

.....

Q11. What would encourage you to use public transport to get to work or make your journey easier if you already use public transport? **(please tick the 3 most important things)**

	Cheaper fares
	A safer route to the stop
	Few changes / transfers
	A more direct service
	Other (please specify)

Q12. What would encourage you to cycle to work or make your journey easier if you already cycle?

(please tick the 3 most important things)

	Somewhere to shower or change
	Somewhere to store my things
	Somewhere safe to lock my bike
	Other (please specify)

.....

Q13. Do you own a bicycle?

Please add any other comments about travel to swork issues below

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