



WRW Developments

Amber REI Holdings Ltd

Site Wide Travel Plan

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Contents

1	Introduction	3
2	Baseline Transport Conditions	5
	Introduction	5
	Accessibility Guidance	5
	Site Location	5
	Access by Walking	6
	Access by Bus	9
	Access by Rail	9
3	Objectives and Targets	11
4	Site Wide Travel Plan Strategy and Responsibility	13
	Introduction	13
	Site Wide Travel Plan Strategy	13
	Site Wide Travel Plan Funding	13
5	Marketing and Travel Information	16
	Introduction	16
	Marketing	16
	Summary	17
6	Measures	18
	Introduction	18
	Staff Travel Plan Measures	18
	Promotion of Sustainable Transport	20
	Car Sharing	21
	Smarter Working Facilities	21
	Car Park Management	22
	Visitor Travel Plan Measures	22
	Visitor Email / Telecommunications	22
	Visitor Car Park Management	22
	Other Travel Plan Initiatives	22
	Green Management of Site Deliveries	22
	Vehicle Fleet Management	22
7	Monitoring and Review	24
8	Action Plan	26
9	Summary and Conclusion	29
	Conclusion	29



1 Introduction

- 1.1 WYG has been appointed by Amber REI Holdings Ltd to prepare a Site Wide Travel Plan for the construction of a new industrial estate (B1/B2/B8) at the existing Welsh Country Foods Site, Gaerwen. The development comprises of 13 industrial units with a total of circa 27,000 sqm of mixed B1, B2 and B8 land use classes.
- 1.2 This Site Wide Travel Plan is a dynamic document which reflects the strategic approach to managing and supporting sustainable travel options and reducing single occupancy car travel at the proposed industrial estate.
- 1.3 If necessary, it will be updated as part of ongoing liaison with the Isle of Anglesey County Council, who are the Local Planning Authority as well as the Highway Authority
- 1.4 This Site Wide Travel Plan is supported by a Sustainable Travel Action Plan (SAP) which is being prepared in parallel and includes the following information:
 - Clearly defined timescales and a project plan for regular future monitoring and surveys of current and future occupiers;
 - A robust evidence-based package of measures underwritten with an appropriate budget commitment and expenditure forecasts; and
 - An audit of Travel Plan activities so far and a summary of any results / monitoring reports available.

Benefits of a Site Wide Travel Plan

- 1.5 A Site Wide Travel Plan is a long-term management strategy for all related site Occupiers and aims to deliver sustainable transport objectives.
- 1.6 This Site Wide Travel Plan identifies an appropriate package of measures and initiatives to reduce single occupancy car use and promote sustainable travel to / from the site by individual occupiers, whilst also setting out an action plan to implement the suggested measures and monitor their success.
- 1.7 Travel Plans are site specific and this has been tailored to the individual requirements of the Occupiers of the Site, taking into consideration the fact that there is 13 occupied units with a mix of land uses.
- 1.8 One of the key functions of this Site Wide Travel Plan is to assist in optimising a location's accessibility whilst also improving transport conditions at a local level. This includes reducing local congestion, air pollution / carbon emissions and noise.
- 1.9 In addition to the above there is an ever-developing body of evidence which connects the introduction of active travel (walking and cycling) as part of a daily routine to both mental and physical wellbeing.



1.10 Often this is reflected by greater levels of productivity and in the case of workplaces better attendance records.

Reasons for a Site Wide Travel Plan

1.11 The primary reasons for introducing this Site Wide Travel Plan are:

- To reduce the carbon footprint associated with travel to / from the Site;
- To reduce development related vehicular impact on the local highway network;
- To contribute to Corporate Social Responsibility by encouraging staff where possible to use sustainable modes of travel;
- To provide facilities on site, which enable and encourage sustainable travel; and,
- To improve the well-being and health of site users through the adoption of active travel patterns.

1.12 The primary focus of this Site Wide Travel Plan is trips made by employees of the separate units.

1.13 This plan will be reviewed regularly, reflecting its nature as an evolving document which seeks continuous improvement, requires monitoring and will undergo revisions to ensure that it remains relevant and effective.

1.14 This Site Wide Travel Plan provides a summary of the existing transport conditions within and surrounding the site. It also sets out the measures that could be introduced to meet the Travel Plan's objectives.

Document structure

1.15 Following this introductory section, the Site Wide Travel Plan is structured as follows:

- Section 2 summarises the baseline transport conditions;
- Section 3 sets out the objectives and targets;
- Section 4 describes the strategy, including roles and responsibilities;
- Section 5 outlines potential marketing strategies;
- Section 6 outlines potential measures designed to encourage sustainable travel and assist in meeting targets;
- Section 7 sets out the Site Wide Travel Plan monitoring process;
- Section 8 sets out the Action Plan; and
- Section 9 sets out conclusions.



2 Baseline Transport Conditions

Introduction

- 2.1 This section of the TA reviews the existing conditions at the Site with regard to its location and accessibility by sustainable modes of travel.

Accessibility Guidance

- 2.2 When considering the sustainability audit within this TA, WYG have reviewed the nationally available accessibility guidance prepared by central government and professional transport institutions for both walking and cycling.

Welsh Government Guidance

- 2.3 The Welsh Government Active Travel: Walking and Cycling document (2014) sets out that the purpose of the Active Travel (Wales) Act is to target modal shift for journeys that take around 45 minutes or approximately 3 miles (4.8 km) by foot and 10 (16 km) miles by bicycle.
- 2.4 The Welsh Government Personal Travel in Wales document (2013) recorded that a typical walking trip (for any purpose) was a distance of up to 1.6 km and up to 14.5 km for travel by bus. No data was assessed for cycling at the time of release. The study also recorded that on average, regular commuters travelling to work are prepared to walk for 12 minutes (960m), cycle for 21 minutes (5.6 km) and travel 33 minutes by bus.

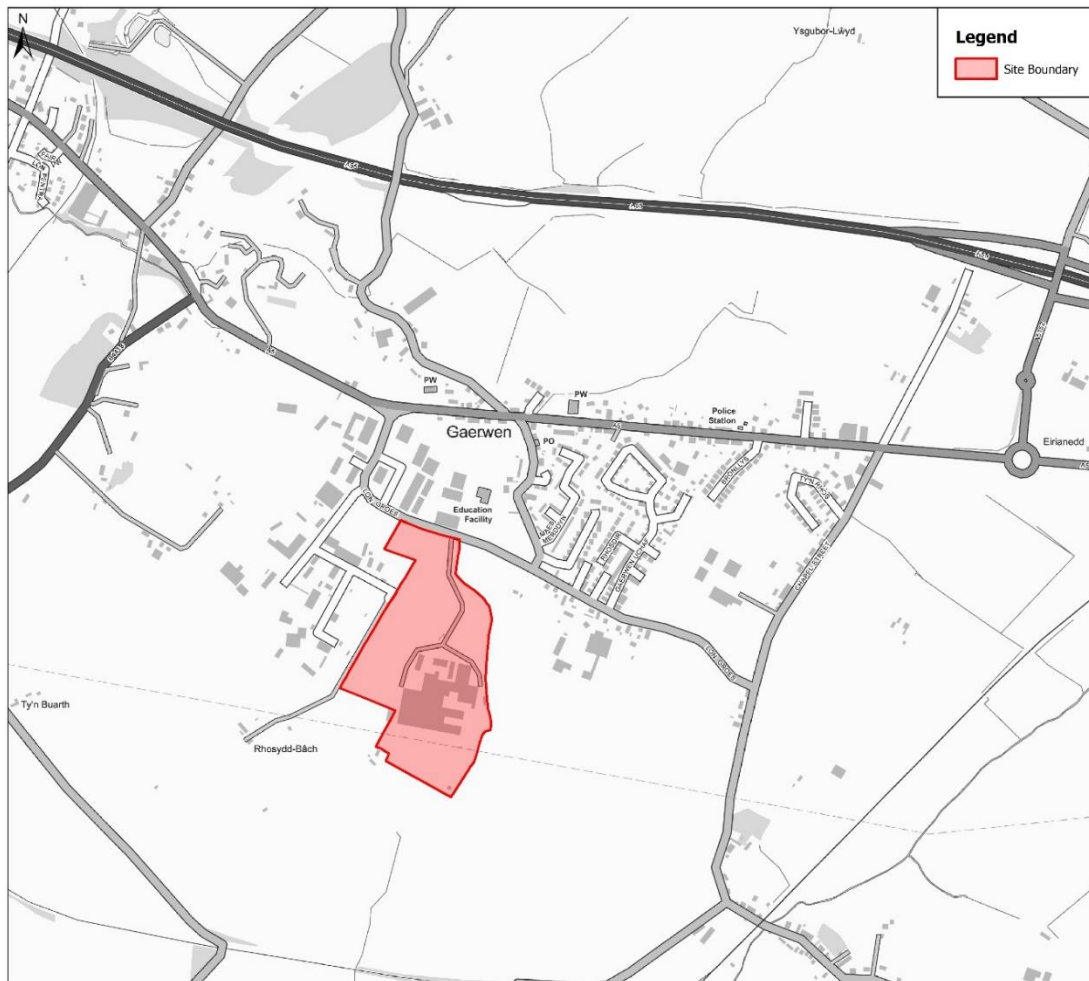
Best Practice Guidance

- 2.5 The Institution of Highways and Transport (IHT) guidance document 'Planning for Walking' (April 2015) states that 80% of journeys shorter than 1.6 km are made wholly on foot with 20% for journeys that are 1.6 km to 3.2 km long also being undertaken on foot.
- 2.6 The Institution of Highways and Transport (IHT) guidance document 'Planning for Public Transport in Development' (March 1999) states that users of bus services prefer their origin and destination to be located within 400 m of a bus corridor.

Site Location

- 2.7 The Site is located within Gaerwen on the Isle of Anglesey, approximately 6.8 km west of Llanfairpwllgwyngyll, 12 km west of Bangor and 21 km north of Caernarfon. The Site is bound by agricultural fields to the south, east and west with Lon Groes located to the north. Gaerwen Industrial Estate is located to the west of the Site and Evans Morgan & Co Auction House is located to the east.
- 2.8 The location of the Site is illustrated in **Figure 2.1** below and in full in the **Figures** section of the report.

Figure 2.1 Site Location Plan

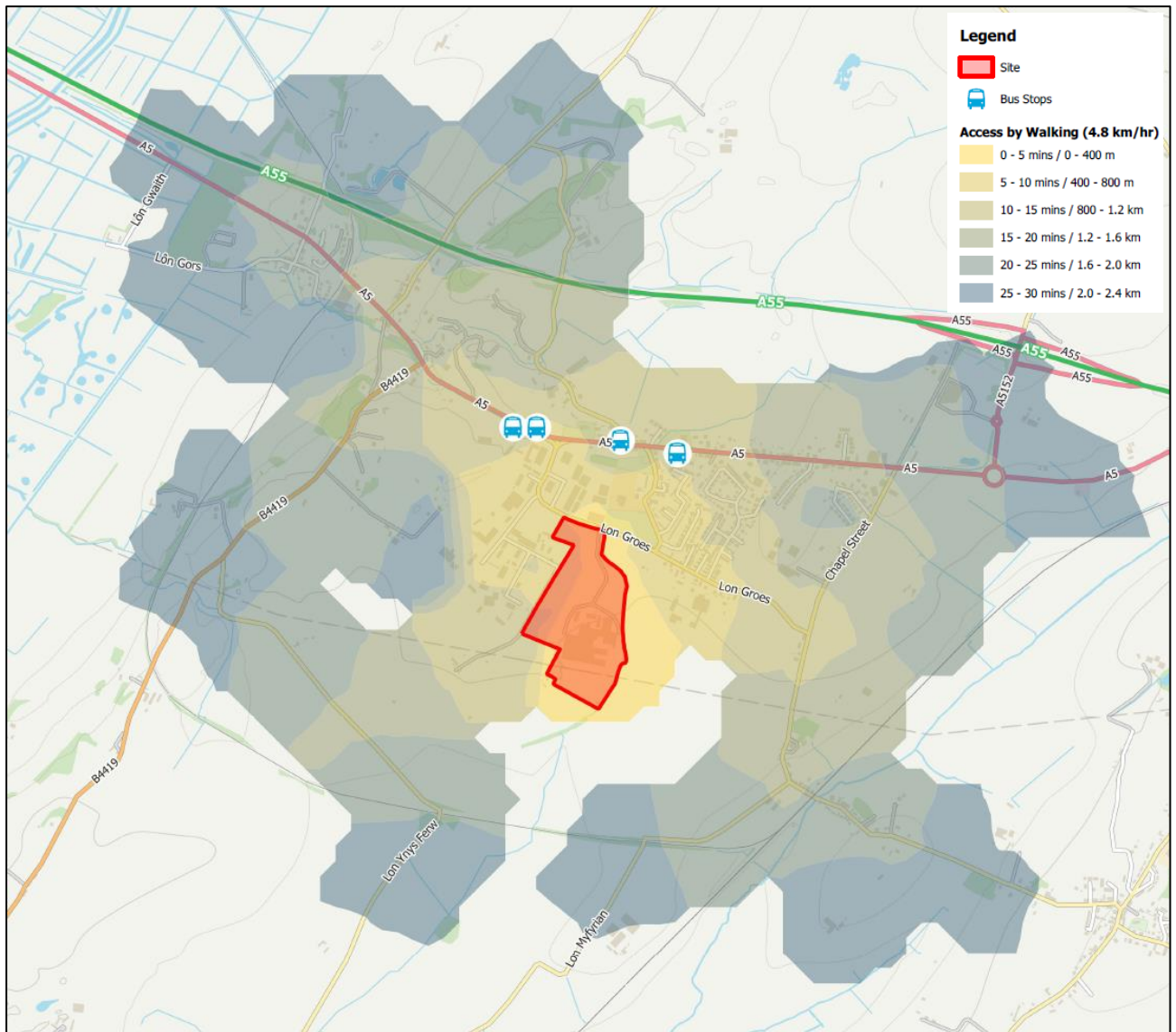


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Access by Walking

- 2.9 Lit pedestrian footways are present on both sides of the carriageway on Lon Groes east and west of the site. These footways link into the existing pedestrian footways in Gaerwen Industrial Estate and the surrounding residential streets.
- 2.10 A signalised pedestrian crossing is present north of the site on the A5, while a pedestrian refuge is present at the Lon Groes/A5 junction. Dropped kerbs and tactile paving are present through Gaerwen to enable continuous pedestrian movements.
- 2.11 A GIS network analysis has been carried out to assess pedestrian accessibility from the development Site. **Figure 2.2** shows a 30-minute walk isochrone, which has been calculated based upon a walk speed of 4.8 km/hr.

Figure 2.2 Access by Walking



2.12 This analysis shows that all of Gaerwen, including the residential and existing employment areas, are accessible within a 30-minute walk from the Site. Additionally, the bus stops located on the A5 are within a 15-minute walk of the Site.

2.13 The Site is therefore well located and provides opportunities for future users of the Site to access the development on foot, therefore reducing the reliance on vehicle travel.

Access by Cycling

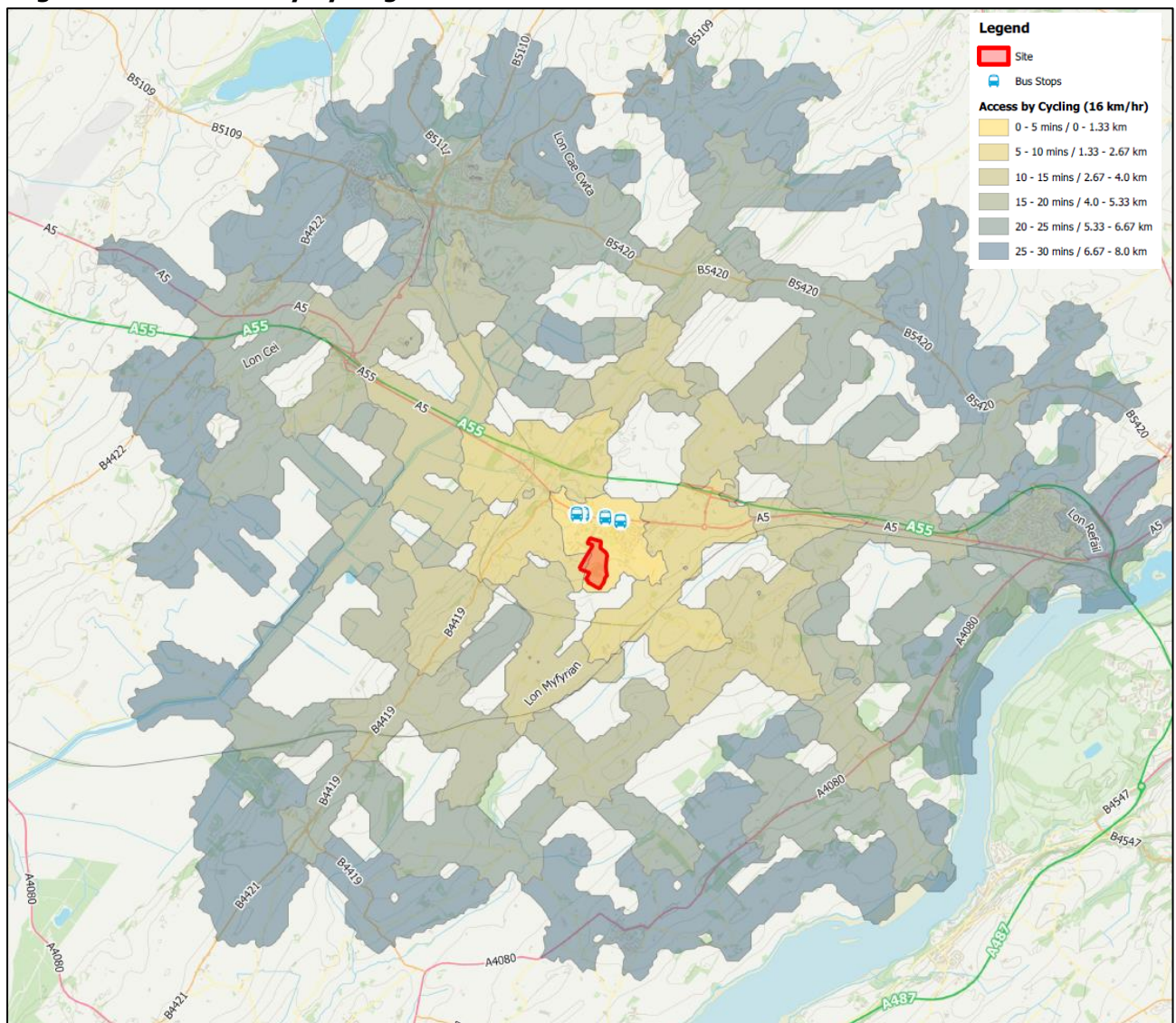
2.14 The existing dedicated cycle infrastructure within Gaerwen is in its infancy and cyclists are accommodated upon the local highway network, due to the streets being residential or rural in nature and low vehicle speed associated with the nature of these roads.

2.15 National Cycle Network (NCN) 566 runs approximately 2.7 km to the east of the site. NCN 566 runs between Llanddeusant where it joins NCN 5 and Newborough via numerous villages such as Amlwch,

Llangefni and Malltraeth. Within the vicinity of the Site NCN 566 comprises of an off-road route which runs along the bank of the River Cefni.

- 2.16 A GIS network analysis has been carried out to assess cyclist accessibility from the development Site. **Figure 2.3** shows a 30-minute cycle isochrone, which has been calculated based upon a cycle speed of 16km/hr. This analysis shows that all of Mold and parts of Buckley are all within a 30-minute cycle from the development Site.

Figure 2.3 Access by Cycling



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- 2.17 The site is located within close proximity to the residential dwellings within Gaerwen and the surrounding villages. In addition, the Site is located within a 20-minute cycle of Llanfairpwll, which offers an opportunity for cycling to be used as part of a multi-modal journey when accessing the Site.



Access by Bus

2.18 The nearest bus stops to the Site are the 'Industrial Estate' stops, which are located circa 800m north west of the Site on the A5. These stops are both marked, and the westbound stop benefits from a layby. Additional stops at the 'War Memorial' are located 900m from the Site on the A5, these stops benefit from a shelters and timetabling information. Whilst above the recommended walk distance to a bus stop (IHT,1999), it is still considered realistic/acceptable that employees would walk to services at these stops.

2.19 **Table 2.1** provides a summary of the services which serve the 'Industrial Estate' and 'War Memorial' bus stops.

Table 2.1 Bus Service Summary

Service	Route	Days of Operation	First / Last Service	Average Frequency
4A	Ysgol y Bont – Bangor	Mon - Sat	07:27 – 22:08	9 Daily
	Bangor – Ysgol y Bont	Mon - Sat	06:49 – 22:56	9 Daily
4H	Ysgol y Bont – Bangor	Mon – Sat	19:59	1 Daily
		Sun	11:17 – 21:39	120 mins
	Bangor – Ysgol y Bont	Mon - Sat	20:37	1 Daily
		Sun	08:48 – 20:56	120 mins
42	Bangor – Llangefni	Mon – Sat	19:22	1 Daily
	Llangefni - Bangor	Sat	07:11	1 Daily
43	Llanfairpwll - Bangor	Mon – Fri	06:16 – 07:18	2 Daily
	Bangor - Llanfairpwll	Mon – Sat	18:24	1 Daily
47	Llanfairpwll - Bangor	Sat	08:37 – 08:58	2 Daily
	Bangor - Llanfairpwll	Sat	17:04	1 Daily
X4	Bangor – Llangefni	Mon – Sat	04:34 – 21:08	30 mins
		Mon – Sat	04:51 – 23:17	30 mins
		Sun	23:01	1 Daily
X43	Holyhead – Bangor	Mon – Fri	03:13	1 Daily

2.20 **Table 2.1** demonstrates that there are a range of bus services available within close proximity to the Site, which provides an opportunity for site users to access the Site by bus, with direct connections to Bangor, Ysgol y Bont, Llangefni and Llanfairpwll.

Access by Rail

2.21 Llanfairpwll Railway Station is located approximately 5.5 km east of the Site and can be assessed within a 20-minute cycle. The station benefits from an hourly service Monday – Saturday to Holyhead. On a Sunday, services are provided approximately every 2 hours. Services to Cardiff and Birmingham



are provided on an hourly basis in the peak periods and every 2 hours outside these peak times Monday – Saturday. Services on a Sunday are provided every 2 hours.

2.22 Additionally, Llanfairpwll Railway Station provides 100 car parking spaces.

Summary

2.23 This review demonstrates that the Site is well located to integrate into the existing pedestrian and public transport network within Gaerwen. Given the location of the development on the southern edge of Gaerwen and proximity to the existing residential areas and surrounding villages, it is well located to maximise access by sustainable transport modes.



3 Objectives and Targets

Introduction

- 3.1 A robust Site Wide Travel Plan can have a significant role in reducing the transport related impact of a development.
- 3.2 The commitment of the developer, local authority and other interested parties to ensure that the necessary facilities are in place to assist staff to make sustainable travel choices is vital to the success of the plan.
- 3.3 This section provides the overarching objectives of this Site Wide Travel Plan, as well setting out short and medium-term targets.

Objectives and Aims

- 3.4 Objectives underpin the purpose of a Site Wide Travel Plan. They are the high-level aims of the plan giving it focus and providing direction.
- 3.5 The primary purpose of this Site Wide Travel Plan is to help reduce the proportion of journeys to / from the site by single-occupancy vehicles, by encouraging the use of active travel modes (walking and cycling), public transport and car sharing.

Travel Plan Aims

- 3.6 The main aims of this Site Wide Travel Plan are as follows:
 - Reduce congestion;
 - Reduce emissions and improve air quality;
 - Promote healthier lifestyles;
 - Seek a reduction in single occupancy vehicles; and,
 - To increase the number of journeys by sustainable transport.

Travel Plan Objectives

- 3.7 The main objective of this Site Wide Travel Plan is to:
 - Seek to minimise the number of single occupancy car journeys made to and from the site, to promote travel by the more sustainable modes of transport, and to manage the overall transport impacts of the development.
- 3.8 Beneath this headline objective, several other travel related objectives have been identified as follows:
 - **Objective 1:** Reduce the need to travel by car;
 - **Objective 2:** Promote cycling and health and wellbeing to reduce car trips;
 - **Objective 3:** Promote public transport;



- **Objective 4:** Provide information that is conducive towards promoting sustainable travel and changing travel behaviour;
- **Objective 5:** Promote car sharing.

Baseline and Targets

- 3.9 Targets are the essential goals by which progress towards success can be measured and assessed. They can either be qualitative (action targets) or quantitative (aim targets).
- 3.10 The existing Census mode share for the site is summarised in the baseline mode split in **Table 3.1**. The table also presents the targets which are to be achieved after five years of launching this Site Wide Site Wide Travel Plan.

Table 3.1 Site Wide Travel Plan Targets

Objective	Baseline Mode Share	Target Year 5 Mode Share
Aim Targets		
Reduce the need to travel by car	81%	71%
Promote public transport to reduce car trips	11%	15%
Promote car sharing to increase the number or car share of journeys	8%	14%
Action Targets		
Improve the awareness of alternative travel options amongst staff to the Site, through the dissemination of marketing material and by undertaking promotional activities throughout the plans' five-year lifespan.		
Improve awareness of the facilities available to staff on site including the location of showers and lockers through promotional activities through the plans' five-year lifespan.		

- 3.11 The modal shift away from single-occupancy vehicles is balanced through increases in walking, cycling, car sharing and use of public transport.
- 3.12 The scope for increasing the public transport use is based on the availability of bus stops within walking distance of the site with good service frequency at the stops. Additionally, Llanfairpwll Railway Station is within 5km of the site. The bus stops provide access to local destinations and connectivity to regional destinations and the railway line provides services to regional and national destinations.
- 3.13 It is proposed that car sharing may also increase over the lifetime of the Site Wide Travel Plan if staff live in close proximity to each other or on shared routes.
- 3.14 However, reasonable endeavours will still be made to encourage travel by these modes where possible including where they may form part of the overall journey (i.e. transfers).



4 Site Wide Travel Plan Strategy and Responsibility

Introduction

- 4.1 One of the most important development aspects of achieving a sustainable development is ensuring that sustainable travel opportunities are in place at the outset. When Occupiers move in, they will be advised of the alternative travel provisions so that future staff establish sustainable travel behaviour from day one.
- 4.2 This section of the document sets out the development stages and implementation strategy for the Travel Plan. It contains the following three elements:
- Securing the necessary resources to successfully develop and implement the plan;
 - Consulting with and informing staff; and,
 - Identification of and engagement with partners and key stakeholders.
- 4.3 The above elements are explored further and expanded upon within the remainder of this chapter. It suggests how the plan will marketed and managed and discusses who the key partners will be.

Site Wide Travel Plan Strategy

- 4.4 The Travel Plan combines a range of hard measures such as site design and infrastructure with soft measures such as marketing and raising awareness.
- 4.5 The specified measures will provide a holistic package in which individual measures are integrated into the design, marketing and occupation of the Site.
- 4.6 The Travel Plan will be treated as a 'live' document, ever changing and evolving to best suit the needs of the development.
- 4.7 It is anticipated that Occupiers will sign up to the principles of the Travel Plan as a condition for the leasehold agreement and will therefore be responsible for implementing and managing the Travel Plan as part of the agreement.
- 4.8 WYG will use reasonable endeavours to ensure that the Travel Plan is being appropriately implemented.

Site Wide Travel Plan Funding

- 4.9 The funding of the Site Wide Travel Plan will be collectively secured through each individual contributing business/ occupier on the site.
- 4.10 Specifically, this is anticipated to be secured by either an undertaking (clause) within each units' lease agreement requiring a percentage for contribution towards sustainable travel measures as part of the site management costs.



Implementation Programme

4.11 The 'implementation programme' provides timescales for how and when the different elements of the plan will be actioned and by whom. **Table 4.1** below summarises the implementation programme.

Table 4.1 Site Wide Travel Plan Implementation Programme

Action	Responsibility	Timeframe
Physical measures: car parking provision	Developer	During construction
Physical measures: cycle parking provision	Developer	During construction
Appointment of Site Wide Travel Plan Coordinator	Developer	Prior to construction
Produce travel welcome packs	SWTPC	Prior to occupation
Produce and maintain travel notice boards	SWTPC	Prior to occupation and throughout SWTP life span
Promote and run sustainable travel events	SWTPC	Throughout SWTP life span
Initial Travel Survey (ITS)	SWTPC	Within 3 months of SWTP acceptance
Carry out annual monitoring surveys	SWTPC	Ongoing following ITS and 75% occupation of the site
Review targets, measures, and reporting method	SWTPC	
Full review at end of year five and transfer responsibility	SWTPC	After 5 years after ITS

SWTPC – Site Wide Travel Plan Coordinator, ITS – Initial Travel Survey

Managing the Plan: Roles and Responsibilities

Site Wide Travel Plan Co-ordinator

4.12 The SWTPC will manage the plan, introduce new initiatives, create and disseminate sustainable travel information, monitor the plans' effectiveness through a monitoring strategy and work with TPC's of the units on the site.

4.13 Contact details for the SWTPC will be provided to the Isle of Anglesey County Council.

4.14 The responsibilities of the Site Wide Travel Plan Co-ordinator are many and varied and would include:

- Contacting the Isle of Anglesey County Council Officers to obtain sustainable transport literature to promote sustainable travel;
- Overseeing the development and implementation of the Travel Plan;
- Designing and implementing effective marketing and awareness-raising campaigns to promote the Site Wide Travel Plan; and
- Coordinating the necessary data collection exercises required to monitor and develop the Travel Plan.



Senior Management

- 4.15 The support of senior management is necessary in the delivery of the plan, giving it essential weight.
- 4.16 It will be the responsibility of senior management at each of the individual business to take a leading role in the implementation of the Site Wide Travel Plan.
- 4.17 The Site Wide Travel Plan Coordinator will engage with each business and use best endeavours to encourage this.

Steering Group

- 4.18 A steering group is also a useful tool in the delivery of a successful Travel Plan. The SWTPC will lead on the set-up and chairing of the steering group, which will include representatives from each occupier.
- 4.19 It ensures that the various stakeholders are represented during the plans' development and gives them the opportunity to contribute towards the identification and implementation of strategies and initiatives that cover many areas of interest.
- 4.20 The group provides an opportunity for the sharing of experiences, valuable knowledge and useful contacts.
- 4.21 The role and purpose of the steering group will be to assist, with the implementation and promotion of the measures that have been developed as part of the Travel Plan. This will be an on-going process throughout the life of the plan.

Partners and Stakeholders

- 4.22 Travel Plans benefit greatly from working in partnerships. It is anticipated that all partners will make active contributions to the Travel Plan process.
- 4.23 The SWTPC will be responsible for establishing these partnerships and for maintaining the lines of communication between all involved.



5 Marketing and Travel Information

Introduction

- 5.1 This section of the document introduces the marketing strategies and initiatives to raise the profile and people's awareness of the plan.
- 5.2 This is an integral part of the Plan and covers the engagement of staff, raising awareness of the available travel options for accessing the site and the benefits of adopting more sustainable travel practices.
- 5.3 Marketing and Travel Information will align with the Site Wide Travel Plan and be provided accordingly.

Marketing

- 5.4 The Plan will be developed to have an easily identifiable brand, which can be discussed and designed in connection with the various potential stakeholders outlined above.
- 5.5 Comprehensive and easily understood information relating to the available travel options is an essential ingredient for all successful Travel Plans.
- 5.6 The step towards affecting behavioural change is for an individual to understand and consider the travel options which are realistically available to him / her and the advantages and disadvantages of each. One of the key barriers to behavioural change is 'not knowing.' Once the travel options are known, targeted marketing will help encourage staff to use them.
- 5.7 The measures described below will be introduced to ensure the targeted dissemination of travel information to facilitate all users of the site in the planning of their journeys, whilst also highlighting the benefits of active travel.
- 5.8 The Travel Plan will be marketed to potential staff using a range of measures. The list below represents the marketing approaches that SWTPC will request occupiers to deliver through reasonable endeavours:
 - Travel and transport information on website / intranet that could include:
 - Locations of showers, lockers and cycle parking;
 - Travel mileage policy (i.e. claiming mileage for travel by bike for work purposes);
 - Cycle purchase and season ticket loan schemes;
 - Bike user group information (BUG);
 - Links to public transport timetables, routing and fares; and,
 - Links to local cycling group websites, route mapping and training routines.
 - Travel information as described above will be located at key entrance points, in reception and in staff communal areas;



- Participation in local and national active travel and healthy living events, such as ride to work week etc.;
- Healthy living articles on the organisation's website;
- Launch events for new schemes and additional facilities;
- Prize draws;
- Providing travel information and the benefits of choosing active travel modes in an induction pack for staff; and,
- Communications to promote car sharing, season ticket loans (if applicable) Ride2Work and other initiatives to staff.

5.9 In addition to the potential marketing measures directed at staff, sustainable travel messages will also be targeted at visitors. These could be:

- Contacting visitors to the Site by email prior to visits, detailing the sustainable travel options available;
- Posters promoting healthy travel options and public transport information will be located in public areas; and,
- Ensuring that the operator managing the facility provides a link to public transport information on the front page of the company's website ensuring that it stands out.

Summary

5.10 This chapter sets out the marketing strategy that will be implemented at the site to encourage maximum engagement with the Site Wide Travel Plan and successful implementation of the Travel Plan measures.

5.11 This will be achieved via a target set of marketing measures aimed at encouraging staff to try alternative travel modes to single occupancy vehicle trips and supported.



6 Travel Plan Measures and Initiatives

Introduction

- 6.1 This section of the document sets out the package of measures that could be introduced to influence the way in which staff travel to / from the Site.
- 6.2 A detailed timetable for the implementation of these measures is provided in the Action Plan within Section 8 of this document.
- 6.3 WYG will use reasonable endeavours to facilitate and encourage future occupiers to offer the measures within this chapter to their workforce and visitors.

Staff Travel Plan Measures

Preoccupation Marketing

- 6.4 The SWTPC will promote the principles of the Travel Plan to potential Occupiers and the requirements which will need to be met were the leasehold agreement to be signed.
- 6.5 This will allow future Occupiers to find out what forms of sustainable travel will be readily available to them if they move in to the development and allow them to consider how to market the Travel Plan to future staff.
- 6.6 Further information on marketing is set out in Section 5.

Staff Travel Information Pack

- 6.7 The SWTPC will use reasonable endeavours to encourage future Occupiers to provide their staff a Staff Travel Information Pack, to ensure that staff know what sustainable travel options are available when considering how to travel to and from the workplace.
- 6.8 A key driver in behavioural change and travel planning is to provide high quality information in a clear and concise way.
- 6.9 In order to supply information about sustainable travel options to the development in an accessible and convenient way, detailed travel packs can be produced and supplied to each employee upon at the hiring stage. The Staff Travel Information Pack will likely contain:
 - Details of the Travel Plan measures, objectives and targets;
 - Contact details for the TPC;
 - Generalised public transport information for the local area;
 - Information of car sharing arrangements (e.g. www.liftshare.com);
 - Information of any cafes or lunch facilities;
 - Maps on how to access areas by walking, cycling and public transport; and
 - Promotional material on the benefits of active travel; and,



- The promotion of sustainable travel events (e.g. BikeWeek).

6.10 The development of a Staff Travel Information Pack is a crucial stage in the project process. It is essential that Staff Travel Information Packs contain the necessary balance of travel information and motivational messages to inform recipients to encourage them to travel sustainably.

Newsletter / Email

6.11 Reasonable endeavours will be used to encourage the Occupiers to provide a biannual newsletter during the active phase of the Travel Plan, which will detail the progress towards targets and the results of the monitoring. The newsletter will be provided in either a leaflet form or electronically.

6.12 The newsletter will act as a promotion tool for the Travel Plan by publicising any new measures, national sustainable travel campaigns and improvements to sustainable travel facilities in the local area.

Travel Plan Website

6.13 Reasonable endeavours will be used to encourage the Occupiers to provide Travel Plan initiatives on their company website or staff intranet (if available). The website could outline site specific information, to encourage trips generated by the proposed development to be undertaken by sustainable travel.

6.14 The site could be actively marketed via several communication mechanisms (Staff Travel Information Pack, newsletter, noticeboard) and will likely contain the following information:

- Maps showing how to access the local and wider area by walking, cycling and public transport;
- Information on active travel and the associated health benefits;
- Information on car sharing;
- Contact details for the SWTPC; and,
- Provide a facility for on-going promotion of sustainable travel events.

6.15 It will be the responsibility of the SWTPC to ensure that the information contained on the website is relevant and up to date. It is considered that the provision of such a facility would enable visitors and staff to appropriately organise their travel to / from the site via sustainable modes.

Personal Travel Planning

6.16 Reasonable endeavours will be made to encourage the Occupiers to provide Personal Travel Planning (PTP) facilities.

6.17 Personalised Travel Planning (PTP) is an established approach that enables people to think about the way they currently travel and provides them with the information, advice and motivation to walk, cycle and use public transport more often.



- 6.18 PTP is a key process of the Travel Plan, as it can be used as a mechanism to ensure the promotion of:
- Sustainable travel opportunities;
 - Promotion the monitoring period and explain its purpose; and,
 - Provide a forum for staff to ask questions and have their concerns addressed.
- 6.19 It is anticipated that the SWTPC will take on the role of the interviewer for the PTP and undertake the procedure at least once per year, or when requested by staff across the entire site.
- 6.20 The facility of PTP will be widely promoted via a number of communication mechanism such as (but not limited to) the TPC, Staff Travel Information Pack, noticeboard, staff meetings or website, etc.

Staff Meetings

- 6.21 The SWTPC will use reasonable endeavours to encourage the Occupiers to co-ordinate a meeting for staff to discuss the Travel Plan initiatives, procedures and results to ensure that staff fully engage with the Travel Plan.
- 6.22 The meeting will most likely be chaired by the SWTPC and will likely occur once per year.

Noticeboard

- 6.23 The SWTPC will use reasonable endeavours to encourage the Occupiers to provide sustainable travel information on a noticeboard, located within an area which is highly trafficked by staff.
- 6.24 The noticeboard could provide walking and cycling maps for the area as well as local public transport information. It can also be used as facility to promote sustainable travel events / initiatives and the website.
- 6.25 It will be the responsibility of the SWTPC to ensure that the information contained on the board is relevant and up to date.

Promotion of Sustainable Transport

Cycling

- 6.26 The site will offer cycle parking spaces and their location will be promoted via a number of communication mechanism such as (but not limited to) the Staff Travel Information Packs, noticeboard, staff meetings or website.
- 6.27 Storage and changing facilities will be provided to enable cyclists to 'freshen up' before their working day.
- 6.28 The facility will be easily accessible within buildings and is considered a key feature in ensuring that cycling to work remains attractive in the long run.



6.29 The SWTPC will use reasonable endeavours to encourage the Occupier to promote travel by cycling via a number of communication mechanism such as (but not limited to) the TPC, Staff Travel Information Packs, noticeboard, staff meetings or website.

- Information promoting active travel and the associated health benefits of cycling;
- If appropriate, promote a cycle to work scheme;
- Introduce a 'Buddy System' for less confident cyclists;
- Provision of local cycle maps; and,
- Safe cycling practice.

Public Transport

6.30 The SWTPC will use reasonable endeavours to encourage the Occupier to promote travel by public transport via a number of communication mechanism such as (but not limited to) the TPC, Staff Travel Information Packs, noticeboard, staff meetings or website.

- Information promoting active travel and the associated health benefits of cycling;
- Provision of local public transport maps and timetables; and,
- Promotion of key public transport websites (www.traveline.info).

Car Sharing

6.31 Car sharing has the potential to enable future employees to save money, reduce stress and increase the opportunities for socialising. It provides a cost saving and reduces the number of single occupancy cars on the local road network, therefore alleviating congestion and providing a benefit to air quality.

6.32 The benefits of car sharing could be widely promoted to future employees through a variety of communication mechanisms (such as the TPC, Staff Travel Information Packs, Noticeboards etc).

6.33 The SWTPC will also use reasonable endeavours to encourage the Occupier to investigate the feasibility of provided an internal forum to organise car sharing between staff members. WYG will contact commercial car clubs to investigate the potential for introducing a car-club within the local area, potentially in cooperation with other local employers / businesses.

Smarter Working Facilities

6.34 The SWTPC will use reasonable endeavours to encourage the Occupiers to provide smarter travel initiatives to encourage staff to minimise the need for travel by car. This could include (but not limited to):

- Flexible working hours;
- Days off in lieu;
- Compressed working week;
- Home working; or



- Tele / video conferences.

Car Park Management

- 6.35 The SWTPC will use reasonable endeavours to encourage the Occupiers to monitor the use of individual car parks and the vehicles which use it (i.e. including visitors). It is anticipated that this role will be fulfilled by the SWTPC and part of the Travel Plan monitoring process.
- 6.36 The following could be monitored by the SWTPC as part of their role could include (but not limited to):
- Allocated spaces for regular car sharers;
 - Allocated spaces for regular car users, taking into account their location to work and the travel options available to them; and,
 - A facility to reserve a space within the car park when required for less frequent car users.

Visitor Travel Plan Measures

Visitor Email / Telecommunications

- 6.37 The SWTPC will use reasonable endeavours to encourage the Occupiers to promote to site visitors how the site can be accessed sustainably.
- 6.38 This information could be provided over the phone or via email when arranging a meeting. Occupiers could also provide links to their website which sets out the travel options for accessing the facility.

Visitor Car Park Management

- 6.39 The SWTPC will use reasonable endeavours to encourage the Occupiers to make sure that when visitor parking is required spaces are made available to them, to ensure that the car park does not exceed demand and overspill into the other units. This will likely be coordinated by each individual occupier.

Other Travel Plan Initiatives

Green Management of Site Deliveries

- 6.40 The SWTPC will use reasonable endeavours to encourage the Occupiers to minimise deliveries to the site, where appropriate. This could be achieved via centralised ordering.

Vehicle Fleet Management

- 6.41 Once a review of the Occupiers has been undertaken for the site, SWTPC can determine what impact fleet movements will have on the surrounding network and the times they will operate.



6.42 The SWTPC will use reasonable endeavours to encourage the Occupiers to manage the movement of fleet vehicles to ensure that smart travel arrangements are utilised. This may include (but not limited to):

- Set out a fleet management strategy, to minimise trips by part filled / empty vehicles;
- Smarter routing systems to reduce the number of miles taken to make deliveries to reduce the impact to the local road network and keep emissions low; or
- Encourage more sustainable fleet vehicles.



7 Monitoring and Review

Introduction

- 7.1 The Site Wide Travel Plan is an evolving document that undergoes continuous improvement and requires monitoring, review and revision to ensure that it remains relevant to those using the site and to the organisation promoting it.
- 7.2 It will be necessary to review the plan and associated initiatives following full occupation of the Site.
- 7.3 Regular monitoring will ensure that progress towards meeting the objectives and targets is measured and will help identify those areas that may need improvement, and conversely, those aspects which are performing better than expected.
- 7.4 This section of the document sets out the monitoring and review plans for the five-year period post launch.

Monitoring

- 7.5 The first travel survey will be undertaken within three months of the Site Wide Travel Plan being approved by the Isle of Anglesey County Council and will be repeated at the end of years one, three and five with snapshot surveys undertaken in years two and four (as summarised in **Table 7.1**).
- 7.6 These surveys will enable the SWTPC to monitor how successful the Site Wide Travel Plan has been in introducing modal shift and enable a review of the measures deployed so that they can be adjusted and where necessary new measures introduced.

Table 7.1 Monitoring Plan

Data Collection Activity	Key Information	Survey Frequency	Responsibility
Staff Travel Surveys	Response rate Mode share Awareness levels Staff postcode data	Annually	SWTPC
Snapshot Surveys	Mode share	As Required	SWTPC
Use of Travel Plan website	Number of webpage hits	Annually	WYG / IT department
Site Audit	Cycle parking usage Car parking usage Lighting	Annually	SWTPC / Facilities department
Record of new initiatives	New initiatives (e.g. cycle training and car sharing)	Annually	SWTPC

- 7.7 The surveys will be undertaken in a neutral month such as April, May, June, September or October and will not coincide with school holidays.



- 7.8 When specifying the date of the surveys, this will take precedence over ensuring that the development has been operational for 3 months. Therefore, this may result in initial base surveys being undertaken slightly further than 3 months from opening.
- 7.9 A 50% response rate will be considered acceptable and representative, as surveys will be completed to ensure this ratio is met (where reasonably appropriate).

Reporting

- 7.10 The results of this survey will be collated and reported on in annual monitoring reports, a copy of which will be submitted to the Isle Anglesey County Council Officers within three months of a survey being completed.
- 7.11 Through the monitoring programme any discrepancy between the recorded modal splits and the progress towards the long-term targets will be identified and discussed in detail with the Isle Anglesey County Council Officer and any other senior management deemed appropriate.
- 7.12 This may result in the requirement for additional travel planning measures to be introduced should the modal splits be falling behind the targets, or alternatively the setting of new targets should progress be ahead of schedule.



8 Action Plan

Introduction

- 8.1 This section of the document consolidates all of the measures outlined above to form an Action Plan which sets a timescale for their implementation over the five-year lifespan of the Travel Plan.

Action Plan

- 8.2 The measures contained within the Action Plan have been organised into seven distinct themes to guide their implementation. The themes are as follows:
- Travel Plan management;
 - Cycling – infrastructure, training / equipment, promotion;
 - Public transport – infrastructure, information / promotion;
 - Walking;
 - Managing car use and sharing;
 - Smarter working; and
 - Travel information and promotion.
- 8.3 The majority of actions will be implemented by the SWTPC. However, it is important to gain the support of senior management and other agencies such as Isle Anglesey County Council to achieve results.
- 8.4 The full Action Plan is contained within **Tables 8.1 and 8.2.**



Table 8.1 Site Wide Travel Plan Action Plan – Staff Travel Measures

Measure	Timeframe	Responsibility	Meet Objectives
Staff Travel Plan Measures			
Cycle Parking	Pre-occupation	Developer	2
Shower & Changing Facilities	Pre-occupation	Developer	2
Pre-occupation Marketing	Pre-occupation	Developer	5
Staff Travel Pack	At employment / Ongoing	Occupier / SWTPC	1, 2, 3, 4, 5
Travel Plan Website	Within 12 months / Ongoing	Occupier / SWTPC	1, 2, 3, 4, 5
Personal Travel Planning	Within 12 months / Ongoing	Occupier / SWTPC	1, 2, 3, 4, 5
Staff Meetings	Within 12 months / Ongoing	Occupier / SWTPC	1, 2, 3, 4, 5
Noticeboard	Within 3 months / Ongoing	Occupier / SWTPC	1, 2, 3, 4, 5
Promotion of Sustainable Transport	Within 6 months / Ongoing	Occupier / SWTPC	1, 2, 3, 4, 5
Car Sharing	Within 6 months / Ongoing	Occupier / SWTPC	5
Smarter Working Facilities	Within 3 months / Ongoing	Occupier / SWTPC	1
Car Park Management	Within 3 months / Ongoing	Occupier / SWTPC	4



Table 8.2 Site Wide Travel Plan Action Plan – Visitor, Other & Monitoring Travel Measures

Measure	Timeframe	Responsibility	Meet Objectives
Visitor Travel Plan Measures			
Email / Telecommunication	Within 3 months / Ongoing	Occupier / SWTPC	1, 2, 3, 4
Car Park Management	Within 3 months / Ongoing	Occupier / SWTPC	4
Other Travel Plan Measures			
Green Management of Site Delivers	Within 3 months / Ongoing	Occupier / SWTPC	4
Vehicle Fleet Management	Within 3 months / Ongoing	Occupier / SWTPC	4
Monitoring			
Monitoring Questionnaire	Within 9 months then annual for 5 years	SWTPC	-
Monitoring Report	Within 3 months following completion of survey	SWTPC	-



9 Summary and Conclusion

- 9.1 WYG has been commissioned by Amber REI Holdings Ltd to prepare a Site Wide Travel Plan. This Travel Plan sets out an overarching Travel Plan strategy with aims and objectives for the proposed development.
- 9.2 This Travel Plan aims to reduce congestion, improve air quality and promote healthier lifestyles by reducing the number of single occupancy trips generated by the proposed development site.
- 9.3 This Travel Plan targets a reduction in single occupancy vehicle mode share while simultaneously increasing car sharing and public transport.
- 9.4 This Travel Plan provides a site-specific package of measures which can be used to promote access by sustainable modes to / from the proposed development site.
- 9.5 Management and monitoring of this Site Wide Travel Plan will be overseen by the SWTPC who will raise awareness of sustainable travel and promote the principles of the Travel Plan to future site employees.

Conclusion

- 9.6 This Site Wide Travel Plan outlines a package of measures with the aim of creating a holistic transport environment which is pursuant towards encouraging sustainable travel over travel by car.