

Travel Plan Guide for Developers

Guidance and information pack for developers



Cyngor Bwrdeistref Sirol





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Foreword

Land-use developments can bring economic prosperity to communities but they also require people to travel to access them. In Bridgend, providing the appropriate infrastructure to cater for the transport needs of land-use development is essential and supports sustainable development aims and the growth of the economy of the county borough.

The development of transport infrastructure and its use comes at a cost, in terms of the sustainable use of resources and the environmental impact of use of transport, especially motorised transport. Travelling during peak periods, particularly to work and to school imposes a greater demand on the transport network, however expanding infrastructure to cater for peak demand would not represent effective use of resources.

Encouraging developers and employers to produce travel plans can help to address and reduce the need to travel. Where travel is essential, plans can help to reduce car-use and encourage the use of modes such as public transport, walking and cycling that are less harmful on the environment.

Developing travel plans is one of the ways in which this Council is seeking to address the wider global concern of climate change and reducing the county borough's carbon footprint. In addition to their environmental benefits, travel plans also help to address congestion through reduced car-use. Reduced congestion and a modal shift to more sustainable travel modes can also have economic and health benefits for employees, school children and residents as well as productivity gains for businesses.

This Travel Plan Guide for Developers is based on good practice drawn from other sources and on policy guidance provided by the Welsh Assembly Government. It contains consistent guidance for developers, and sets out what is required of travel plans in order to achieve a sustainable balance between land-use and transportation in the county borough.

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1. Introduction

- 1.1 The purpose of this guide is to outline Bridgend County Borough Council's requirements relating to the development of Travel Plans as part of the planning process. Travel Plans are a key component of the Council's promotion of sustainable travel, and can bring benefits to developers, employers and their staff, and the local community.
- 1.2 This guide also provides advice on when a Travel Plan is required, how it should be developed and what review and monitoring procedures are needed to assess its effectiveness.

2. What is a Travel Plan?

- 2.1 A Travel Plan is a package of measures aimed at promoting sustainable travel within an organisation, with an emphasis on reducing reliance on single occupancy car travel. It also sets out how an organisation aims to encourage walking, cycling, use of public transport and car sharing as alternatives to single occupancy car journeys, and it can contain both physical measures and initiatives that influence travel behaviour.
- 2.2 Travel Plans can be used to manage the transport needs of an organisation, and as a tool to increase awareness and provide relevant information and advice to staff and/or visitors about the alternative travel choices available for work and leisure purposes.
- 2.3 A Travel Plan is not static, it evolves over time which means it should be updated on a regular basis to reflect specific changes in the local environment, staff travel trends and any other factors that may influence the employee's travel habits significantly. As targets are reached, new ones should be set.

3. Why and when is a Travel Plan required?

- 3.1 Major developments that are likely to generate significant levels of movements or are likely to have significant effects on existing patterns of movement are required to produce a Transport Assessment (TA) to analyse the travel demands and impacts associated with that development.
- 3.2 The TA should include the production of a Transport Implementation Strategy (TIS) which will set objectives and targets related to managing the travel demand for the development, as well as the infrastructure, demand management measures and financial contributions necessary to achieve them. Travel Plans should be developed as a component of the TIS.
- 3.3 Although Travel Plans are required as part of a planning application in relation to major developments, the Council also encourages the production of a Travel Plan outside the planning process as a way of promoting, and raising awareness of, sustainable travel alternatives. This is particularly applicable to major travel generating facilities including, but not limited to, educational establishments, businesses and hospitals.



4. Travel Plan Policy background

4.1 The Welsh Assembly Government is keen to promote sustainable transport and to reduce the impact of transport on the environment. The following documents contain specific policies relevant to the development of Travel Plans:

- **Planning Policy Wales - Welsh Assembly Government, 2002**
This includes reference to the development of Travel Plans as part of the Transport Assessment process associated with major new developments.
- **Technical Advice Note 18: Transport - WAG, 2007**
This gives more detailed information on the relationship between Travel Plans, Transport Assessments and Transport Implementation Strategies. It also provides guidance on how and when a Travel Plan should be developed during the planning process, and re-iterates the importance of Travel Plans as a mechanism for raising awareness of sustainable travel outside of this process.
- **Wales Transport Strategy (draft)**
The Wales Transport Strategy focuses on three themes which will help deliver the outcomes of the Strategy. Under Theme 2: “To achieve greater use of the more sustainable and healthy forms of travel”, travel planning is considered a key element in promoting the use of alternative modes through ‘smarter choices’.
- **Regional Transport Plan (draft) - Sewta, 2008**
The Regional Transport Plan (RTP) will consider Travel Plans as central to the delivery and promotion of sustainable transport in the Sewta region.
- **Unitary Development Plan - Bridgend CBC, 2002**
The Council's Unitary Development Plan contains transportation policies which require developers of employment sites and major employers to submit green/staff travel plans as part of their development proposals.
- **Local Development Plan (under preparation) - Bridgend CBC**
The Council's Local Development Plan will contain transportation policies which require developers of employment sites and major employers to submit travel plans as part of their development proposals.

5. Scale of the Travel Plan

- 5.1 Developers are encouraged to hold pre-application discussions with the Council regarding the development of Travel Plans. This will enable the Council to determine the appropriate form of the Travel Plan.
- 5.2 Generally, in determining whether a full Travel Plan will be required, the Council will consider the development based on the threshold guidance for Transport Assessments set out in Annex D of Planning Policy Wales Technical Advice Note 18: Transport, included in Table 1 below.
- 5.3 This list is not exhaustive. These thresholds are for guidance only and full Travel Plans may also be required for developments below the thresholds indicated, where their impact on the local transport network, or local circumstances¹, is likely to be significant, e.g. the expansion of an existing school.
- 5.4 As indicated in Table 1 below, all new schools should be subject to a Transport Assessment, and therefore a Travel Plan should be developed as part of this process. However, where a development is unacceptable, the production or existence of a Travel Plan will not make that development acceptable.

Table 1 - Travel Plan Thresholds

(Source: Adapted from TAN 18: Transport, WAG, 2007)

		Gross Floor Area or units stated
	Land use	Full travel plan
1	Food retail	>1,000m ²
2	Non-food retail	>1,000m ²
3	Cinemas and conference facilities	>1,000m ²
4	Leisure facilities	>1,000m ²
5	Business	>2,500m ²
6	Industry	>5,000m ²
7	Distribution and warehousing	>10,000m ²
8	Hospitals	>2,500m ²
9	Higher and further education	>2,500m ²
10	Schools	All new schools
11	Stadia	>1,500 seats
12	Housing	>100 dwellings
13	Hotels	>1,000m ²

¹ Examples of local circumstances include, but are not restricted to, Sites of Special Scientific Interest, and Air Quality Management Areas.

- 5.5 For speculative developments, or any proposal where the end user is not yet known, an Outline Travel Plan should be produced. This should follow the same structure as a full Travel Plan to ensure consistency, and should contain targets linked to estimated trip rates and/or modal split projections arising from the Transport Assessment, as information from a site survey will not be available at this stage.
- 5.6 Once the end user of the development is known, a full Travel Plan will be required within six months of beneficial use of the development, or an alternative period as stipulated in the planning permission relating to the development. The end user would also become responsible for implementing the measures set out within that Travel Plan, and meeting the agreed Transport Assessment targets.
- 5.7 Where a change of use, or occupier, for a development is proposed, a revised Travel Plan will be required to take account of alterations to the user profile and their transport considerations, even in circumstances where a Transport Assessment is not considered necessary.



6. Travel Plan content

6.1 Introduction

- 6.1.1 This section should provide an overview of the proposed development including a plan of the site, details of its location, number of employees, type of employment and shift patterns, access arrangements along with details of any existing issues/problems.
- 6.1.2 It should also include details of who is responsible for developing and managing the Travel Plan, and listing members of a Travel Plan Working Group if this has been established. Also contained within this section should be a list of the likely potential health, social and economic benefits of producing a Travel Plan.

6.2 Baseline Travel Data (surveys and site assessment)

6.2.1 The site assessment should provide an overview of the existing travel options available to employees, visitors and residents for all modes including walking, cycling, public transport and driving/car sharing. Any conclusions drawn from the Transport Assessment associated with the development should be summarised within this section.

6.2.2 A travel survey should be undertaken at the earliest opportunity to assess the attitudes to various transport modes of users of the development including staff, residents or visitors. An example of a travel plan survey questionnaire is attached at Appendix 2. The survey results will help to:

- Identify preferred travel modes;
- Detail the main barriers to increasing the growth of sustainable travel;
- List the measures that would encourage staff to travel more sustainably.

6.2.3 Where the Travel Plan relates to a new development, the survey data relating to the users of the development is likely to be unknown. In these circumstances, survey data from similar types of development situated in comparable locations will be used as a proxy. However, this should be supplemented by travel surveys of the site occupants within six months of occupation of the development.



6.3 Objectives and targets

- 6.3.1 This section should set out the objectives of your Travel Plan along with the targets you hope to achieve. You should also list the benefits of developing the plan and identify which external organisations will need to be involved in the development of the plan.
- 6.3.2 The targets for the plan should be SMART (Specific, Measurable, Achievable, Realistic and Time-bound) and should initially cover a five-year period with interim targets set for year 3.
- 6.3.3 Where developments occur over several phases, it would be appropriate to set out targets relevant to each phase of the development. Where targets for a particular phase are not met, additional measures or resources will be required in mitigation prior to approval being given for the commencement of subsequent phases of works.
- 6.3.4 The successful implementation of the Travel Plan will be assessed on whether the measures proposed within the Plan have been implemented within the agreed timescale, and on whether the measures are contributing to achieving the objectives and targets.

6.4 Travel Plan measures

- 6.4.1 If relating to the expansion or alteration of an existing development, this should include details of what measures are currently in place. Details of measures which could be implemented to help achieve the set objectives and to meet the targets should be provided and prioritised. A list of measures that could be considered for inclusion in the Plan is attached at Appendix 3.

6.5 Action plan

- 6.5.1 This should be a summary of the implementation programme of the Travel Plan measures identified over the short, medium and long term. The Action Plan should include target dates for delivery, and roles and responsibility for each measure, in addition to identifying available sources of funding.

6.6 Monitoring and review

- 6.6.1 This section should explain how the plan will be monitored against the objectives and targets, and set out the frequency of surveys. It should also give details of how the effectiveness of the Travel Plan measures will be monitored, and demonstrate the impact the measures are having on travel choices of users of the development. This should also set out how and when the Travel Plan will be reviewed and amended.
- 6.6.2 An annual monitoring report should be submitted to the Authority, preferably in April/May. As a minimum the monitoring should include:
- Results of site user surveys
 - Multi-modal counts for all trips to the site
 - Monitoring of users entering the site to determine the level of use of single occupancy vehicles (preferably undertaken quarterly or bi-annually);
 - Parking counts (car and bicycle)
 - Results of attitudinal surveys relating to awareness of the travel plan.

- 6.6.3 Additionally, the developer/occupier will be required to monitor the impact of a development on the local road network for up to 5 years following occupation of the site. The type and amount of traffic data required will be agreed with officers of the local authority and either undertaken by the developer/occupier or arranged by the local authority and recharged accordingly.
- 6.6.4 Where such monitoring is not carried out by the developer/occupier, the local authority will arrange for the monitoring to be undertaken on their behalf and will be recharged accordingly.
- 6.6.5 Where a developer or occupier of a site has not met the targets agreed during the Transport Assessment process, or those set out in the Travel Plan, they will be required to provide resources to implement measures in addition to those agreed with the local authority as part of the Transport Assessment. These additional measures would then be included as part of a revised Travel Plan submitted to the local authority for approval.



Bridgend Bus Station

7. Evaluating and agreeing the Travel Plan

- 7.1 Developers and occupiers should ensure that in developing their Travel Plans they have followed the advice in this document and have consulted officers of the Council and other relevant stakeholders in order to achieve the required standard.
- 7.2 The submitted Travel Plan will be assessed against the following criteria using the form attached at Appendix 4:
- Does the Travel Plan form part of a wider, up-to-date Transport Assessment?
 - Does the Travel Plan conform to the advice set out within this guide and does it contain the key elements outlined above?
 - Is the baseline data up-to-date and appropriate?
 - Does the Travel Plan contain measures appropriate to the site?
 - Are the measures proposed likely to achieve the targets set out in the plan?
 - Does the Travel Plan combine ‘carrots and sticks’?
 - Does the Travel Plan contain a clear Action Plan with defined areas of responsibility and appropriate target dates and monitoring framework?
 - Is there a management structure in place to implement the Travel Plan?



Appendix 1 - Further guidance and information

Further general information and guidance on travel plans can be found in the following documents and on the following web sites:

Department for Transport guidance

The Essential Guide to Travel Planning (2007)

A guide on developing and implementing travel plans that updates the previous 'Travel Plan Resource Pack for Employers'. It draws together the tried and tested experience of those already in operation, offering a lively and informative overview of what you need to prepare a travel plan and get it up and running.

A copy of the guide is available from the Department for Transport's website at:

<http://www.dft.gov.uk/pgr/sustainable/travelplans/work/essentialguide.pdf>

A range of other travel plan reference material is also available from the Department for Transport website at:

<http://www.dft.gov.uk/pgr/sustainable/travelplans/>

Information specific to residential travel plans is available at: <http://www.dft.gov.uk/pgr/sustainable/travelplans/rpt/>

Information specific to workplace travel plans is available at:

<http://www.dft.gov.uk/pgr/sustainable/travelplans/work/>

Information on school travel plans is available at:

<http://www.dft.gov.uk/pgr/sustainable/schooltravel/>

Bridgend County Borough Council Guidance

The council has also produced guidance documents related to the development of School Travel Plans for both primary and secondary schools. These documents are available from the Transport section of the Council's website at: www.bridgend.gov.uk or from the Transport Policy and Strategy team on Tel: 01656 642510.

Appendix 2 - Example Travel Plan site user survey

Please take the time to complete this questionnaire, it will help us to identify how we can help you get to work in a more sustainable way. For questions where more than one option is available, please circle only one option.

Section 1 About you and your job

1. Gender

- 01 F
- 02 M

2. Age

- 01 16-25
- 02 26-35
- 03 36-45
- 04 46-55
- 05 56-64
- 06 64+

3. Post (Optional)

- 01 Scale 1-6
- 02 SO
- 03 PO
- 04 Head of Service
- 05 Asst. Director/Director

4. In which Directorate do you work?

- 01 Chief Executive's
- 02 Corporate Services
- 03 Education & Leisure Services.
- 04 Environmental & Planning Services
- 05 Personal Services

5. Is your work

- 01 Full-time?
- 02 Part-time?
- 03 Job-share?

6. Do you have a disability which affects your travel arrangements?

- 01 Yes
- 02 No

7. What is your home postcode?.....

8. What time do you usually:

- 01 Start work:
- 02 Finish work:

9. How far do you travel from home to work?

- 01 Less than 1 mile
- 02 1 to 2 miles
- 03 3 to 5 miles
- 04 6 to 10 miles
- 05 11 to 20 miles
- 06 21 to 30miles
- 07 31 to 40 miles
- 08 Over 40 miles

10. How long does it take you to get to work?

- 01 Less than 15 minutes
- 02 16 to 30 minutes
- 03 31 to 45 minutes
- 04 46 to 60 minutes
- 05 Over 60 minutes

11. How do you normally travel to work?

- 01 Bus
- 02 Bicycle
- 03 Car (drive alone)
- 04 Car (sharer)
- 05 Motorbike
- 06 Train
- 07 Walk
- 08 Combination of any of the above (multi-modal)

Section 2 Current travel

12. How do you normally travel home from work?

- 01 Bus
- 02 Bicycle
- 03 Car (drive alone)
- 04 Car (sharer)
- 05 Motorbike
- 06 Train
- 07 Walk
- 08 Combination of any of the above (multi-modal)
- 09 If different from Q11 above, state why

13. In an ideal world, would you like to travel to work in another way?

- 01 Yes
- 02 No
- 03 Not sure

14. In an ideal world, how would you most prefer to travel to work?

Please tick one only.

- 01 Bus
- 02 Bicycle
- 03 Car (drive alone)
- 04 Car (sharer)
- 05 Motorbike
- 06 Train
- 07 Walk

15. If you drive alone to work, what are the main reasons?

- 01 Car essential to perform job
- 02 Dropping/Collecting children
- 03 Can't get a lift
- 04 Health reasons
- 05 More convenient/flexible than public transport
- 06 Quicker than public transport
- 07 Cheaper than public transport
- 08 Combine the journey with other activities (e.g. shopping, recreation)
- 10 No viable alternative
- 11 Other (please specify)

.....

16. Where do you usually park?

- 01 Public Car Park (specify)
.....
- 02 Office Car Park
- 03 Nearby Street
- 04 Other (please specify)
.....

17. Do you currently pay to park?

- 01 Yes
- 02 No

18. If yes, how much per month?

.....

19. If you got up one day and found that your car wouldn't start, how would you get to work?

- 01 I'd phone in and book the day off
- 03 I'd work from home
- 04 I'd call a breakdown company and go to work later
- 05 I'd ask a friend/relative to give me a lift
- 06 I'd ask a work colleague to give me a lift
- 07 I'd walk
- 08 I'd cycle
- 09 I'd use public transport
- 10 I'd ride my motorbike/scooter
- 11 I'd take a taxi
- 12 I'd use another car
- 13 Other - Please specify

.....

Section 3 Incentives to change

20. Would you be willing to car share for journeys to and from work?

- 01 Yes
- 02 No
- 03 Already do
- 04 Not sure

21. What would encourage you to car share? If you already car-share what would encourage you to do so on a more regular basis? Please tick one

- 01 Help in finding car-share partners with similar work patterns
- 02 Guaranteed lift home if let down by car-sharer
- 03 Reserved parking space for car-sharers
- 05 Reduced car parking charges for car-sharers
- 06 Other (please specify)
.....
- 07 None of the above

22. What would encourage you to use public transport? If you already use public transport, what would encourage you to use it more often? Please tick one

- 01 More direct bus routes
- 02 More frequent bus services
- 03 More frequent train services
- 04 More reliable services
- 05 More comfortable vehicles
- 06 Discount tickets/passes available at work
- 07 More convenient bus drop-off points
- 08 Better public transport information
- 09 Integrated bus-rail timetable
- 10 Other (please specify)
.....
- 11 Would not travel to work by public transport

23. Do you live on a bus route that can take you directly to work? (i.e. where you would not need to change buses).

- 01 Yes
- 02 No
- 03 Not sure

24. Have you heard of the public transport information service Traveline?

- 01 Yes
- 02 No
- 03 Not sure

25. What would encourage you to walk to work? If you already walk, what would encourage you to walk more often? Please tick one

- 01 Safer routes from home to work
- 02 Information on health benefits
- 03 Adequate shower/changing facilities
- 04 More people to walk with
- 05 Safer places to cross the road
- 06 Other (please specify)
.....
- 07 None of the above

26. What would encourage you to cycle to work? If you already cycle, what would encourage you to cycle more often? Please tick one

- 01 Safer routes from home to work
- 02 Secure cycle parking at workplace or nearby
- 03 Adequate shower/changing facilities and lockers
- 04 Discounted loans for cycle purchase
- 05 Discounts on cycle equipment
- 06 Attractive cycle mileage allowance
- 07 Other (please specify)
.....
- 08 None of the above

27. Do you have any general comments?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Thank you for your help with this survey

Appendix 3 - Examples of Travel Plan measures

Mode of Travel	Measure
Walking	Walking routes
	Changing/showering facilities
	Walking buses for school developments
Cycling	Cycle routes around the site for all site users and visitors
	Secure, covered cycle parking for all site users
	Changing/showering facilities for all site users
	Provision of pool bicycles
	Discount vouchers for staff at local cycle shops
	Consider implementing a cycle to work scheme
	Cycling proficiency training
	Set up a bicycle user group (BUG)
Public transport	Discounted season tickets for staff
	Discounted loans for season tickets for staff
	Provision of personalised travel plans through Modus from PTI Cymru
	Provision of bus stops/services to encourage public transport use
Car sharing	Create a car-share database
	Priority parking spaces for car-sharers
	Emergency ride home for car-sharers
	Provision of pool cars for site visits/meetings
	Set up car clubs
Car park management	Encouraging park and ride (where available)
	Priority parking spaces for car-sharers
	Convert some car parking spaces to a cycle parking facility
	Allocation of parking spaces based on 'need to drive', including nature of employment
Travel Plan Promotion	Marketing of the travel plan to site users/visitors
	Publicity campaign to raise awareness of the plan
Work/Life Balance	Introduce Flexi-working
	Home Working for staff
Traffic engineering	Speed reduction measures within the development
	Priority given to public/sustainable transport within development
Traffic engineering	Delivery arrangements
	Online shopping and home delivery (for retail outlets)
Enforcement	Monitoring of company car sharing/parking policies.

Appendix 4 - Travel Plan checklist assessment form

Development/Site:				Date:	
Travel Plan Level:		Full TP		TP statement	
Remarks:					

Travel Plan Section	Detail	Acceptable?		Remarks
		Yes	No	
Context	Site description and use, access provision, discussion and conclusions arising out of separate transport assessment (or brief, inclusive transport statement). Plans/drawings.			
Data including parking provision	Existing modal split data (if appropriate), car park provision, site occupancy levels. Projected modal splits.			
Scope and Objectives	Clear indication of what the plan is going to achieve (arising out of A and B) including link with parking provision (if applicable), staff access; public access; business access.			
Measures promoting: <ul style="list-style-type: none"> • Public transport • Walking • Cycling • Car-sharing • Home-working • Travel reduction 	As appropriate			
Measures to dissuade car use, such as: <ul style="list-style-type: none"> • On site car parking management restrictions • Car park charges 	As appropriate			
Targets and outcomes	The objectives will set out what it is hoped to achieve. The targets will put values on this and dates. If it is a measures based plan, it may just refer back to the Action Plan.			
A clear tabular action plan	This to include monitoring and review mechanisms, survey dates, responsibility etc.			
Defined responsibility for implementation	Tp co-ordinator and or management group and designated contact person.			
Travel information	Clear details about how information about bus/train times, car-share clubs will be disseminated.			
Marketing	Clear evidence that users of the site will be informed about the TP on an ongoing basis.			

 Adapted from checklist contained within **Travel Plans - Advice for Developers in Cornwall**. Reproduced with permission of Cornwall County Council

Appendix 5 - Glossary of terms

Travel Plan

A package of measures aimed at promoting sustainable travel within an organisation, with an emphasis on reducing reliance on single occupancy car travel.

Transport Assessment

A comprehensive and systematic process that sets out transport issues relating to a proposed development¹.

Transport Implementation Strategy

The output of a TA which “should set out objectives and targets relating to managing travel demand for the development and set out the infrastructure, demand management measures and financial contributions necessary to achieve them².”

Outline Travel Plan

Similar to a full Travel Plan although, as the end user of has not been identified, the Outline Travel Plan is unlikely to include a site user survey and therefore the objectives and targets contained within the plan will reflect conclusions drawn from the Transport Assessment of the development.

Cyngor Bwrdeistref Sirol

