

Land north of the
railway line, Rhoose,
Vale of Glamorgan



Travel Plan

Persimmon Homes
East Wales

MAY
2022

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Table of contents

1	Introduction	3
1.1	Background	3
1.2	Development proposals	3
1.3	Travel plan benefits.....	5
1.4	Structure of the report.....	6
2	Policy review	7
2.1	Introduction	7
2.2	Future Wales – The National Plan 2040 (February 2021)	7
2.3	Planning Policy Wales – edition 11	9
2.4	One Wales: Connecting the Nation.....	10
2.5	Technical Advice Note (TAN18)	11
2.6	Wales Active Travel Act (2013)	11
2.7	Welsh Government’s announcement	11
2.8	Vale of Glamorgan Local Development Plan 2011-2026	11
2.9	Summary	12
3	Existing situation and accessibility	13
3.1	Site location	13
3.2	Travel characteristics	13
3.3	Connectivity	15
3.4	Accessibility by public transport	18
3.5	Local highway network	19
3.6	Baseline travel surveys.....	20
4	Travel plan objectives, targets and indicators	21
4.1	Introduction	21
4.2	Aims and objectives	21
5	Travel Plan strategy	24
5.1	Introduction	24
5.2	Travel Plan funding	24
5.3	Implementation programme	24
5.4	Managing the Plan; roles and responsibilities	25
5.5	Marketing and travel information	25

6	Travel Plan measures	27
7	Monitoring and review	29
7.1	Introduction	29
7.2	Travel surveys	29
7.3	Reporting	30
8	Action Plan	31
8.1	Introduction	31
8.2	Summary	32

Figures

Figure 1.1	Development proposals
Figure 2.1	Sustainable transport hierarchy for planning
Figure 3.1	Local highway network
Figure 3.2	Location of facilities and amenities within 1.2km of the site
Figure 3.3	Public Rights of Way in the vicinity of the site
Figure 3.4	Access to public transport in the vicinity of the site

1 Introduction

1.1 Background

1.1.1 Lime Transport has been commissioned by Persimmon Homes East Wales to produce a Travel Plan in support of a planning application for the construction of up to 256 dwellings, the laying out of formal and informal open space and changing rooms, means of vehicular access on to Pentir Y De, and associated infrastructure on land to the north of the railway line, Rhose.

1.2 Development proposals

1.2.1 As outlined in Section 1 above, this Travel Plan has been produced in support of a planning application for the development of up to 256 residential dwellings on land to the north of the Railway Line, Rhose.

1.2.2 As part of the development, it is proposed to provide:

- 10 no. 1-bed houses
- 28 no. 2-bed houses
- 48 no. 3-bed houses
- 125 no. 4-bed houses
- 45 no. 5-bed houses
- A total of 736 car parking spaces (including 52 visitor spaces);
- A new vehicular access to the site onto Pentir Y De (to the east);
- A multi-use games area with associated changing facilities; and,
- Equipped play facilities.

1.2.3 The layout of the proposed development is shown in **Figure 1.1** below.



Figure 1.1 Development proposals

Pedestrian access

- 1.2.4 As part of the development, it is proposed to provide pedestrian footways on both side of the carriageway throughout the site, which will connect to the existing pedestrian footway located along the western side of Pentir Y De.
- 1.2.5 In addition to the footways adjacent to the access (leading to Pentir Y De), it is proposed to improve the existing Public Right of Way which leads to Trem Echni (to the south of the site), Greenmeadow Way (at the north-western corner of the site) and onto Rhoose Way.

Vehicle access

- 1.2.6 Vehicle access to the development site will be gained via Pentir Y De along the north-eastern boundary of the site. The new access has been designed as a priority junction with a right turn ghost island, which is likely to accommodate the number of vehicle trips generated by the proposed development.

Car and cycle parking

- 1.2.7 On-site car parking provision will be provided in accordance with the adopted parking standards (set out in 'Vale of Glamorgan County Council Parking Standards Supplementary Planning Guidance – January 2019).
- 1.2.8 Cycle parking will be provided in garages and/or private rear gardens.

Deliveries and servicing

- 1.2.9 The internal road layout of the proposed development will accommodate servicing, emergency and refuse vehicle access, and it is anticipated that the proposed development could generate approximately 25 servicing and delivery vehicle trips per day (6-days/week).
- 1.2.10 Refuse collection will be undertaken by the local authority as part of the existing refuse collection in the area.

1.3 Travel plan benefits

- 1.3.1 A travel plan is a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives. A travel plan identifies an appropriate package of initiatives and measures to promote sustainable travel at a specific location, and sets out an action plan to implement these measures and monitor their success.
- 1.3.2 Travel plans can assist in increasing accessibility and improve transport conditions at the local level whilst helping to reduce congestion, local air pollution, carbon emissions and noise.
- 1.3.3 A growing body of evidence suggests that physical activity contributes to mental and physical wellbeing. The promotion of active travel (walking and cycling) as part of a travel plan enables people to enjoy these health benefits as part of their daily routine.
- 1.3.4 This Travel Plan aims to encourage the use of sustainable travel modes through assessing the existing opportunities for sustainable travel and establishing measures to promote and support these modes.
- 1.3.5 This Travel Plan has been prepared in support of the development, and covers travel by residents and visitors to the development, provides an overview of the existing conditions and transport arrangements at the site, and sets out the measures that can be introduced in order to meet the Travel Plan objectives.
- 1.3.6 This Travel Plan will be regularly reviewed, reflecting that a Travel Plan is a continuous process for improvement, requiring monitoring and revision to ensure that it remains relevant and effective. This Travel Plan will be launched to coincide with the completion of the development and the plan will next be fully revised in five years' time.

1.4 Structure of the report

1.4.1 Following this introductory section, the Travel Plan is structured as follows:

- Section 2 sets out the policy context for the development;
- Section 3 summarises the existing conditions around the site;
- Section 4 sets out the objectives, targets and performance indicators for the site;
- Section 5 describes the travel plan strategy, including management roles and responsibilities;
- Section 6 details the proposed measures to encourage sustainable travel and help meet the targets;
- Section 7 identifies the travel plan monitoring process; and,
- Section 8 sets out the Action Plan.

2 Policy review

2.1 Introduction

2.1.1 Current transport policies at the national, regional and local level are built around the central themes of long-term sustainable development, sustained investment in transport and improved accessibility at all levels. These policies promote continued economic growth through the provision of an efficient and reliable transport system, a reduction in traffic congestion, improvements in highway safety, and enhancements to the accessibility of sustainable modes of travel.

2.1.2 This section of the report reviews the relevant national, regional and local planning policies relating to transport, and includes:

- Future Wales – The National Plan 2040;
- Planning Policy Wales;
- Technical Advice Note 18: Transport;
- One Wales: Connecting the Nation;
- Wales Active Travel Act; and,
- Vale of Glamorgan Local Development Plan.

2.2 Future Wales – The National Plan 2040 (February 2021)

2.2.1 Future Wales - The National Plan was adopted in February 2021 and sets out a framework and direction for development in Wales up to 2040. Future Wales is a spatial plan, which means it sets a direction for investment in infrastructure and development. It aims to ensure that new infrastructure and development are complementary rather than having competing priorities, ensuring that opportunities are maximised and multiple benefits are achieved.

2.2.2 The document also sets out opportunities for each region within Wales. For the south-east region (Blaenau Gwent, Bridgend, Caerphilly, Cardiff, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taf, Torfaen and The Vale of Glamorgan), the key focus is for strategic economic and housing growth, essential services and facilities, advanced manufacturing, transport and digital infrastructure.

2.2.3 Future Wales sets out a number of outcomes, including creating a place where people live:

- *‘And work in connected, inclusive and healthy places;*
- *In vibrant rural places with access to homes, jobs and services;*
- *In distinctive regions that tackle health and socio-economic inequality through sustainable growth;*
- *In places with a thriving Welsh Language;*
- *And work in towns and cities which are a focus and springboard for sustainable growth.*

- *In places where prosperity, innovation and culture are promoted.*
- *In places where sustainable travel is sustainable.*
- *In places with world-class digital infrastructure.*
- *In places that sustainably manage their natural resources and reduce pollution*
- *In places with biodiverse, resilient and connected ecosystems.*
- *In places which are decarbonised and climate-resilient.'*

Travelling in Wales

2.2.4 Future Wales states that:

'The Welsh Government's aim is to reduce the need to travel, particularly by private vehicles, and support a modal shift to walking, cycling and public transport. The sustainable transport hierarchy in Planning Policy Wales, which prioritises active travel and public transport, is a fundamental Welsh Government principle that underpins Future Wales.'

2.2.5 Future Wales also states that:

'Transport in Wales is currently dominated by the car. Our reliance on travelling by car is limiting the opportunity for physical activity and social contact to be built into people's everyday lives and is exacerbating air and noise pollution, particularly along major routes and at busy destinations.'

Policy 12 - Regional connectivity

2.2.6 Future Wales states that in order to support growth and regeneration in rural areas the priority is to increase the uptake of ultra-low emission vehicles and diversifying and sustaining local bus services.

2.2.7 In terms of parking the document states that:

'Planning authorities must act to reduce levels of car parking in urban areas, including supporting car-free developments in accessible locations and developments with car parking spaces that allow them to be converted to other uses over time.'

2.2.8 And,

'Planning authorities should also challenge perceptions that housing needs to be built with parking on plots, which promotes car-dominated developments, and promote different ways of dealing with cars that encourage a reduction in car use and increase active travel and use of public transport.'

2.3 Planning Policy Wales – edition 11

- 2.3.1 Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Assembly Government. It is supplemented by a series of Technical Advice Notes (TANs). Procedural advice is given in circulars and policy clarification letters.

Movement

- 2.3.2 At paragraph 3.12, PPW states that *‘Good design is about avoiding the creation of car-based developments. It contributes to minimising the need to travel and reliance on the car, whilst maximising opportunities for people to make sustainable and healthy travel choices for their daily journeys. Achieving these objectives requires the selection of sites which can be made easily accessible by sustainable modes as well as incorporating appropriate, safe and sustainable links (including active travel networks) within and between developments using legal agreements where appropriate’.*
- 2.3.3 At paragraph 3.45, PPW states that *‘spatial strategies should support the objectives of minimising the need to travel, reducing reliance on the private car and increasing walking, cycling and use of public transport.’*
- 2.3.4 At paragraph 4.1.1, PPW states that *‘the planning system should enable people to access jobs and services through shorter, more efficient and sustainable journeys, by walking, cycling and public transport. By influencing the location, scale, density, mix of uses and design of new development, the planning system can improve choice in transport and secure accessibility in a way which supports sustainable development, increases physical activity, improves health and helps to tackle the causes of climate change and airborne pollution.’*
- 2.3.5 At paragraph 4.1.3, PPW states that *‘Land use and transport planning must be integrated. The planning system must ensure it enables integration:*
- *within and between different types of transport;*
 - *between transport measures and land use planning;*
 - *between transport measures and policies to protect and improve the environment;*
 - and,*
 - *between transport measures and policies for education, health, social inclusion and wealth creation.’*

Sustainable transport

- 2.3.6 At paragraph 4.1.8, PPW states that *‘The Welsh Government is committed to reducing reliance on the private car and supporting a modal shift to walking, cycling and public transport. Delivering this objective will make an important contribution to decarbonisation, improving air quality, increasing physical activity, improving the health of the nation and realising the goals of the well-being of Future Generations Act.’*

- 2.3.7 At paragraph 4.1.11, PPW states that *'it is Welsh Government policy to require the use of a sustainable transport hierarchy in relation to new development, which prioritises walking, cycling and public transport ahead of the private motor vehicles. The transport hierarchy recognises that Ultra Low Emission Vehicles also have an important role to play in the decarbonisation of transport, particularly in rural areas with limited public transport services.'*
- 2.3.8 Finally, at paragraph 4.1.12, PPW states that *'The sustainable transport hierarchy [see **Figure 2.1** below] should be used to reduce the need to travel, prevent car-dependent developments in unsustainable locations, and support the delivery of schemes located, designed and supported by infrastructure which prioritises access and movement by active and sustainable transport.'*

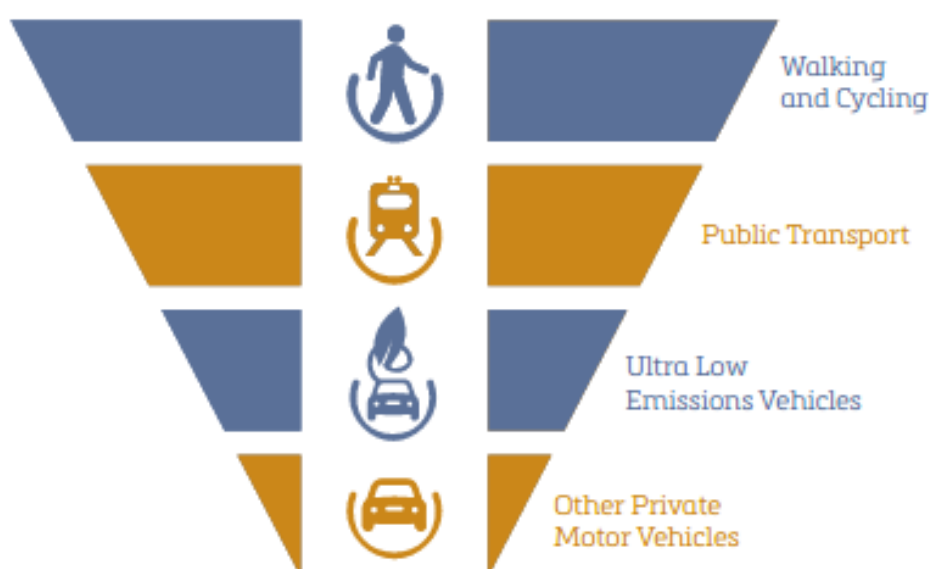


Figure 2.1 The sustainable transport hierarchy for planning

2.4 One Wales: Connecting the Nation

- 2.4.1 National transport policy for Wales is specified within the Wales Transport Strategy, One Wales: Connecting the Nation, which is supplemented by a series of Technical Advice Notes (TANs).
- 2.4.2 The goal of One Wales: Connecting the Nation is to:

'Promote sustainable transport networks that safeguard the environment while strengthening our country's economic and social life. The transport strategy identifies a series of high-level outcomes and sets out the steps to their delivery. The One Wales programme is working to achieve a nation with access for all, where travelling between communities and accessing services, jobs and facilities in different parts of Wales is both easy and sustainable, and which support the growth of our economy.'

2.5 Technical Advice Note (TAN18)

2.5.1 TAN 18 identifies that Planning Policy Wales and the Wales Transport Strategy both aim to secure the provision of transport infrastructure and services, which improve accessibility, build a stronger economy, improve road safety and foster more sustainable communities.

2.5.2 To achieve this and the core objectives, the following initiatives relevant to the proposed development are:

- Reducing the need to travel;
- Promoting walking and cycling;
- Managing parking provision; and,
- Encouraging the location of development near other related uses to encourage multi-purpose trips.

2.6 Wales Active Travel Act (2013)

2.6.1 The Active Travel Bill (2013) encourages local authorities to promote active travel such as walking and cycling. Local authorities are encouraged to improve active travel to meet the needs of pedestrians and cyclists. The act also encourages the highway authority to improve the highway to enhance the provision for cyclists and pedestrians.

2.7 Welsh Government's announcement

2.7.1 In September 2020, the Welsh Government has announced that its long-term ambition is to see 30% of Welsh workers working from home or near form home, including after the threat of Covid-19 lessens.

2.7.2 It states that working from home would provide the choice to work in a way, which benefits productivity and work-life balance, whilst reducing road congestion, pollution and the use of the private car and potentially drive regeneration and economic activity in communities.

2.7.3 It is considered that this could also drive more innovative housing design as well as community-based remote working hubs, within easy walk or cycle distance.

2.8 Vale of Glamorgan Local Development Plan 2011-2026

2.8.1 The Vale of Glamorgan Local Development Plan (LDP) 2011-2026 was adopted in June 2017 and forms the statutory development plan for the Council.

2.8.2 The Plan provides a framework for sustainable development within the Vale of Glamorgan and identifies the infrastructure needs of communities in terms of employment, facilities and services needed to support that growth.

2.8.3 Strategic objective three of the LDP is to reduce the need for Vale of Glamorgan residents to travel to meet their daily needs and enabling them greater access to sustainable forms of transport. It goes on to explain that:

‘The LDP will seek to increase the use of sustainable transport and reduce congestion by concentrating new development within the South East Zone and the settlements identified within the sustainable settlement hierarchy which are, or can be, well served by public transport or by walking or cycling. The LDP will also seek to ensure that appropriate local infrastructure is provided as part of development proposals to enhance the opportunities for the adoption of sustainable travel patterns.’

2.8.4 The land north of the Railway Line at Rhoose, has been allocated as a site for residential development within the LDP. A site development brief was prepared in August 2007, which required the comprehensive redevelopment of the site, and affordable housing will be in accordance with Policy MG4.

2.8.5 In addition to the requirements to provide suitable safe access that conforms to current design criteria, the allocation notes that:

‘...future planning applications must be supported by a comprehensive and robust Transport Assessment that evaluates and determines mitigation measures which alleviate any detrimental impact the development will have on the local highway network and associated road junctions.’

2.9 Summary

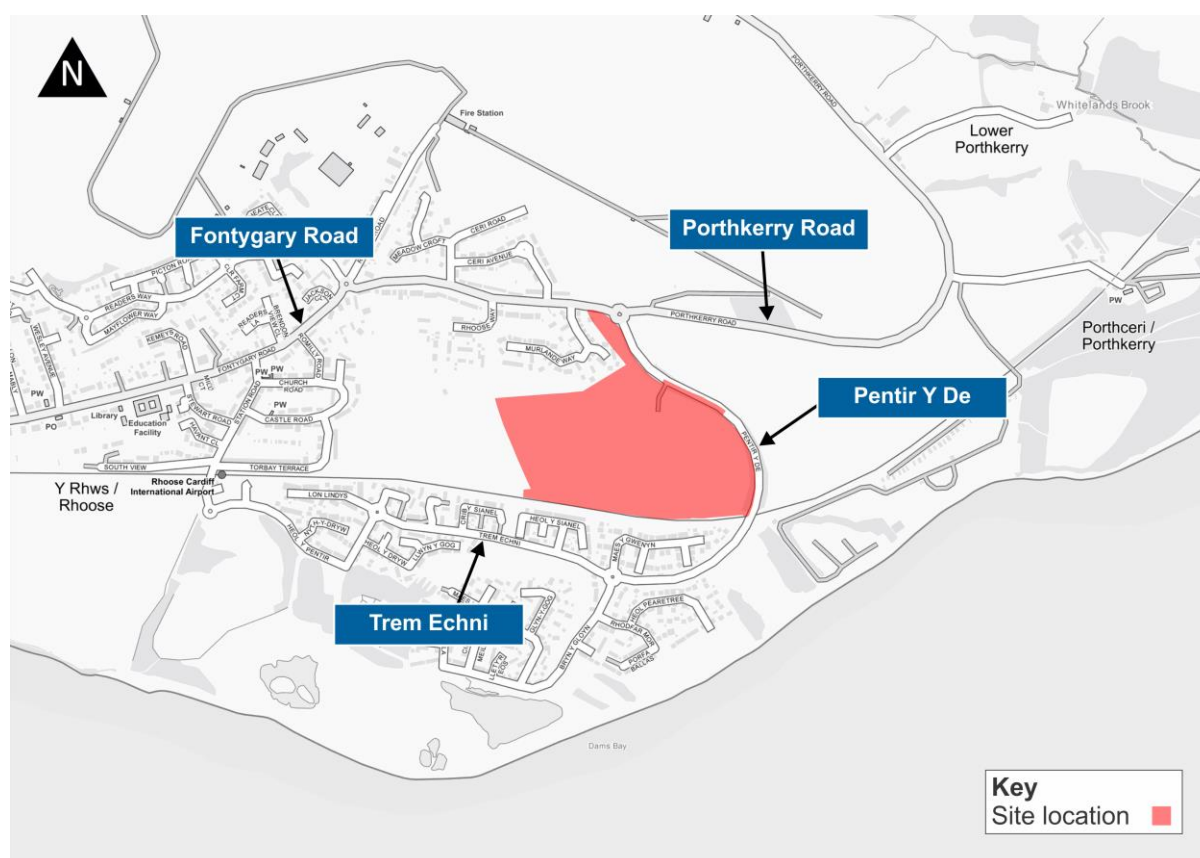
2.9.1 In summary, it is considered that the proposed development complies with a number of transport related policies, including:

- Location of the site is within walking of local facilities including a school and bus stops;
- Layout of the site promotes the use of non-car modes; and,
- Provision of this Travel Plan.

3 Existing situation and accessibility

3.1 Site location

- 3.1.1 This section summarises the existing transport network within the vicinity of the site, detailing the accessibility by walking, cycling, public transport and local highway network.
- 3.1.2 The site is located to the east of the existing settlement of Rhoose within the Vale of Glamorgan. The location of the development site together with the local highway network is shown in **Figure 3.1** below.



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Figure 3.1 Local highway network

3.2 Travel characteristics

Travel to work

- 3.2.1 Travel to work data from the 2011 Census has been used to establish the mode of travel to work for existing residents in the area (it should be noted that 2021 Census data will not be available until sometime later in 2022).

- 3.2.2 Lower Super Output Areas are geographical areas built from contiguous output areas, which are consistent in population size. Between four to six output areas make up Lower Super Output Areas (LSOA), and between four to six LSOA make up Middle Super Output Areas (MSOA).
- 3.2.3 The site is situated adjacent to the boundary of two MSOAs, and it is considered that the future residents of the site are likely to share more similar travel characteristics to the neighbouring MSOA (MSOA 014). This area encompasses the residential areas of Rhose and Fontygary (to the west).
- 3.2.4 **Table 3.1** below shows the travel to work mode split for the Lower Super Output Area (LSOA 014C) and the Middle Super Output Area (MSOA 014), as well as the Vale of Glamorgan as a whole. This data excludes those that work from home and those not in employment.

Table 3.1 Mode split for journey to work based on 2011 Census data

Mode	Mode split (%)		
	LSOA 014C	MSOA 014	Vale of Glamorgan
Train	8	4	6
Bus, minibus or coach	2	3	3
Driving a car or van	78	70	72
Passenger in a car or van	5	5	6
Cycle	1	13	2
On foot	4	3	9
Other	2	2	2
Total		100%	

- 3.2.5 It can be seen from the table above that 70% of the population within the MSOA travel to work by car, with a further 5% travelling as passenger. This is lower than both the adjacent LSOA to the site and the Vale of Glamorgan as a whole.
- 3.2.6 It can also be seen that within the MSOA 27% of the population travel to work by sustainable modes, including walking (3%), cycling (13%) and public transport (7%).

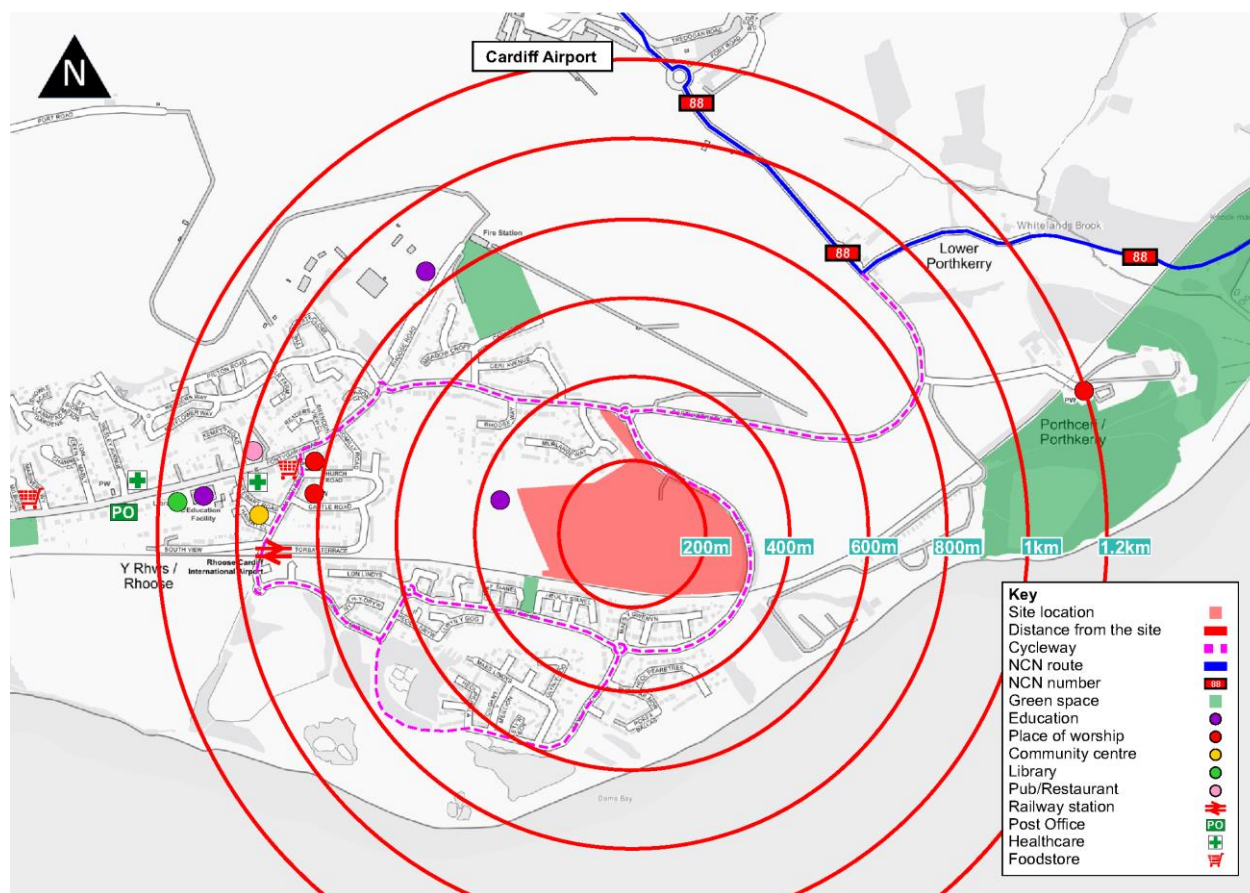
Car ownership

- 3.2.7 Car ownership from the 2011 Census has been used to establish the local car ownership rates for existing residents.
- 3.2.8 In the LSOA in which the site is located, car ownership is 1.83 cars/vans per household. This is similar to the MSOA at 1.84, although higher than the Vale of Glamorgan average at 1.3. It is considered that future residents will likely display similar car ownership rates.

3.3 Connectivity

Walking

- 3.3.1 The development site is located to the east of the residential area of Rhose. There will be three main pedestrian accesses to the site:
- one to the south via the existing level crossing across the Vale of Glamorgan Line;
 - one to the north via an existing pedestrian right of way (which runs along the western boundary of the site) onto Rhose Way; and,
 - via the main vehicular access to the site on to Pentir Y De (to the east).
- 3.3.2 The Chartered Institution of Highways and Transportation (CIHT) guidelines '*Providing for Journeys on Foot*' indicates that the desirable walking distance for commuting and school journeys is 500m, the acceptable walking distance is 1km and 2km is the preferred maximum.
- 3.3.3 The CIHT guidelines indicate that the desirable walking distance for 'Elsewhere'. Including local amenities is 400m, the acceptable walking distance is 800m and 1.2km is the preferred maximum.
- 3.3.4 Local amenities and facilities within walking distance of the site include:
- Rhws Primary School (1.1km west)
 - Primary school delivered as part of Phase 2 of the wider allocation (approx. 300m west)
 - Nursery school (1km north-west)
 - Rhose & District Social Club & Institute (1km west)
 - Community centre (1.1km west)
 - Library (1.2km west)
 - Convenience store (950m west)
 - Doctor's surgery (1km west)
 - Places of worship (900m west, 1.2km east)
 - Rhose Cardiff International Airport railway station (1.2km west)
- 3.3.5 **Figure 3.2** shows a 1.2km isochrone from the centre of the site, together with the local facilities and amenities within walking distance.



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Figure 3.2 Local amenities within walking distance of the site

- 3.3.6 It can be seen from the figure above that the majority of facilities are clustered within Rhoose village centre, approximately 1km west of the development site, which is within easy walking distance of the site.

Public rights of way

- 3.3.7 There is a wide network of Public Rights of Way (PRoW) within the vicinity of the site, which can be used for leisure purposes and for more convenient access to local amenities and facilities. The nearest PRoWs in the vicinity of the site are illustrated in **Figure 3.3** overleaf.

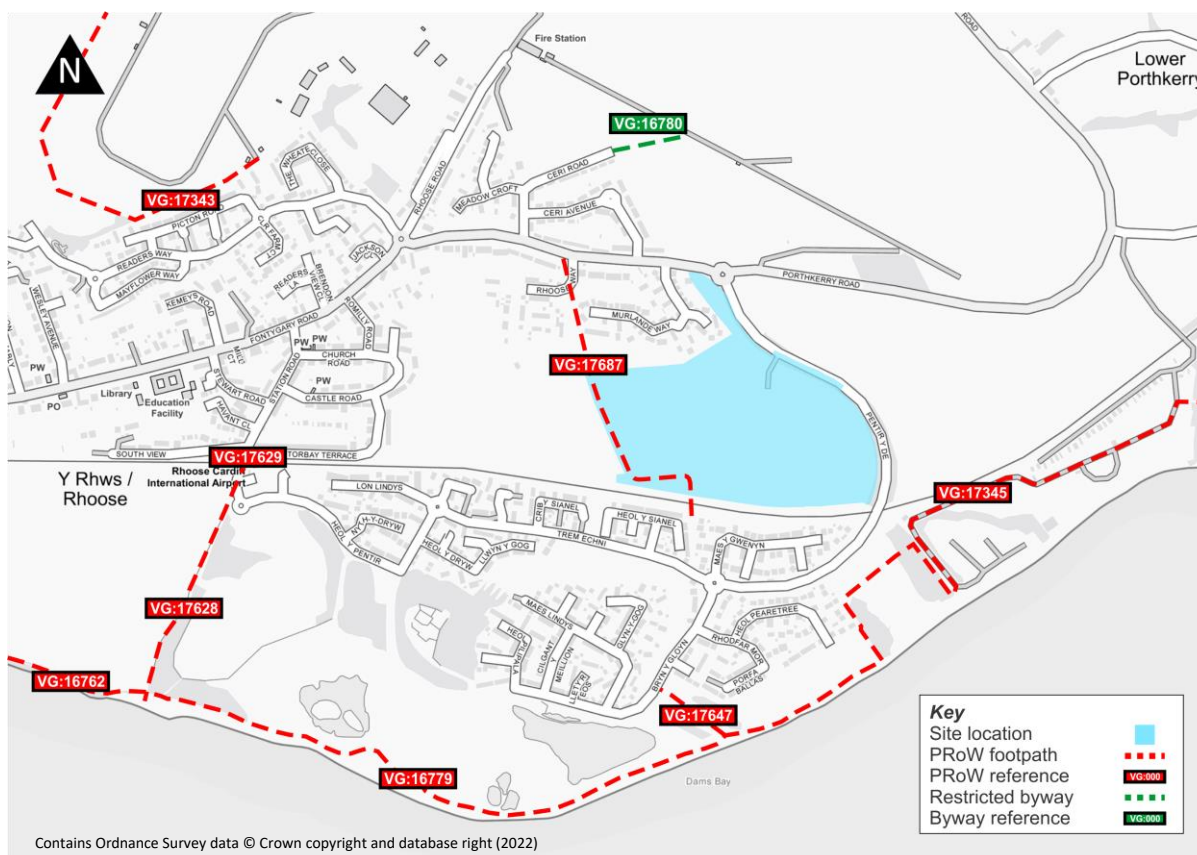


Figure 3.3 Public Rights of Way in vicinity of the site

- 3.3.8 The PRoWs are generally car-free and, during appropriate weather, provide an alternative walking and cycling route between the site and surrounding areas.
- 3.3.9 As shown in Figure 3.3 above, there is an existing PRoW that runs along the western boundary of the site, which will be incorporated into the proposed development. This PRoW provides a connection to the level crossing across the railway, and on to Trem Echni (to the south).

Cycling

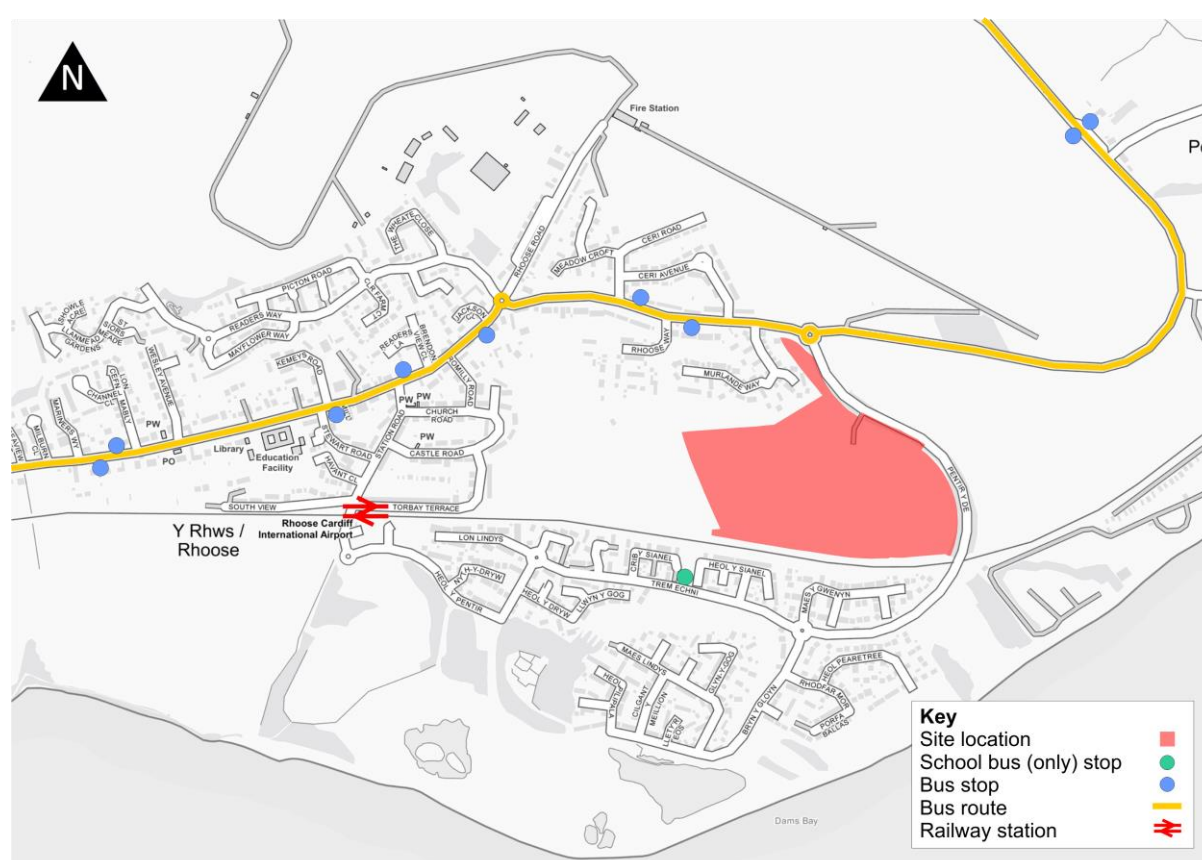
- 3.3.10 There is a local cycleway, which can be accessed along Pentir Y De to the east of the development site. This route is a mix of off-road/on-road and runs through the village of Rhoose and provides convenient access to the facilities within Rhoose village centre. Where it adjoins the site, the route is a 4.0m-4.5m segregated cycleway/footway.
- 3.3.11 The nearest route on the National Cycle Network (NCN) is route 88, which can be accessed approximately 1.5km north-east of the site (a 5-minute cycle journey) via the cycleway outlined above. This is a proposed coastal route between Newport, Cardiff, Bridgend and Margam Country Park. There are currently only short sections of the route open, although this does include a section between Barry and Ewenny, which uses quiet country lanes linking the communities of Rhoose, Llantwit Major and Wick.

3.3.12 The location of the local cycleway and NCN Route 88 in relation to the site is shown in Figure 3.2 above.

3.4 Accessibility by public transport

Bus services

3.4.1 The nearest bus stop to the site is located along Porthkerry Road, approximately 600m north of the site. The location of the bus stops together with any routes that call at these stops is shown in **Figure 3.4** and the frequency of services that call at this stop is detailed in **Table 3.2** below.



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Figure 3.4 Public transport facilities in vicinity of the site

Table 3.2 Summary of bus stops and routes

Route No.	Route	Walk distance (m)	Monday-Friday (excl. Bank Holidays)
Rhoose, after Ceri Avenue			
304	Llantwit Major - Cardiff	600	Hourly 7.30am-11.30pm
	Cardiff - Llantwit Major		Hourly 6.00am-12.00am

3.4.2 The 304 route provides access to a range of larger settlements including Llantwit Major to the west (approximately a 30-minute journey), as well as Barry (approximately a 15-minute journey) and Cardiff city centre (approximately an hour and 20-minute journey) to the north-east.

3.4.3 It is considered that this service provides a viable alternative (to the private car) for journeys to/from Llantwit Major, Barry and Cardiff City Centre.

Rail services

3.4.4 The closest railway station, Rhoose Cardiff International Airport, is situated approximately 1.2km west of the site. The station and all trains serving it are operated by Transport for Wales and it is situated on the Vale of Glamorgan Line.

3.4.5 The station provides hourly services to Bridgend (to the north-west) and Aberdare (to the north), via Barry, Cardiff and Pontypridd. On Sundays there is a two-hourly service in each direction, with eastbound trains terminating at Cardiff Central. The station has step-free access to both platforms and a ramp is available for train access. Help for boarding/alighting is provided by the conductor.

3.4.6 From Rhoose Cardiff International Airport station, Barry (Broad Street) railway station can be reached in an approximately 10-minute journey, with Cardiff Central station approximately a 30-minute journey.

3.4.7 There are limited facilities provided at Rhoose Cardiff International Airport, with no provision for cycle parking, although there are 66 vehicle parking spaces provided. However, given the short distance to the station, it is likely that residents from the development site will be able to access the station on foot.

3.5 Local highway network

3.5.1 A description of the local highway network is outlined in **Table 3.3** below and displayed in **Figure 3.1** below.

Table 3.3 Local highway network

Description	
Pentir Y De	
Description	Single carriageway local distributor road with a segregated cycleway/footway provided along the western side of the carriageway in the vicinity of the site. Can be accessed via Porthkerry Road to the north and Trem Echni/Bryn Y Gloyn to the south.
Width	Approximately 8m
Speed limit	30mph
Street lighting	Yes
Crossing facilities	Dropped kerb with tactile paving and pedestrian refuge island provided at the roundabout junction with Porthkerry Road to the north
Bus Route	No
On-street parking	No – on-street parking is prohibited along the entirety of Pentir Y De

Character	Fronted by open space along the majority of the route, with limited residential frontages to the south. There is a cycleway and pedestrian footway which runs along the western side of the carriageway for its entirety.
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3.6 Baseline travel surveys

- 3.6.1 Prior to undertaking the baseline travel survey, once the site is occupied, it is necessary to establish a baseline upon which Travel Plan targets will be set (refer to Section 4 for details of these targets). These targets will be based on the mode share identified in Table 3.1. These modal splits will be applied to the total adult population. The mode share excludes those not currently working and those working from home.
- 3.6.2 The actual mode split for residents will only be known once the baseline travel surveys have been carried out. However, the data in Table 3.1 suggests that car use for journey to work is typically 78% for this location. Targets will focus on reducing use of the car further, particularly single occupancy vehicle trips and commuting trips. It will encourage:
- More use of active modes of travel (walking and cycling) to the local facilities in Rhoose.
 - Increased use of the train for commuting. Barry and Cardiff are key car-based commuting destinations for existing residents in the area (based on Census data) and the train serves both of these destinations.
 - Increased working for home.
- 3.6.3 Baseline travel surveys will be carried out when the site is substantially occupied, likely to be 2025. All travel surveys at the site will be TRICS compliant and will record data regarding residents' travel patterns and mode. The results from the baseline travel surveys will form the basis for the development of the travel plan targets.

4 Travel plan objectives, targets and indicators

4.1 Introduction

4.1.1 An outcomes approach is used for this Travel Plan, with specific outcomes linked to targets. The section below sets out the overarching aims and specific objectives for the Travel Plan, as well as targets for the short and medium term, through which progress towards meeting the overall targets will be measured.

4.1.2 Objectives are the specific statements that define the measurable outcomes of the Travel Plan, and give it direction and focus. Targets are the measurable goals by which progress can be assessed. Targets have been set which will be reached within the five-year period covered by this Travel Plan (2025 to 2029 inclusive). In addition, interim targets have also been set.

4.2 Aims and objectives

4.2.1 The primary focus of this Travel Plan is to increase the proportion of journeys by public transport and active travel modes (walking and cycling) and reduce the number of single occupancy vehicle trips. Ensuring that facilities and support are in place is vital to the success of the Travel Plan. This Travel Plan assists in achieving national and local policy aims and has the potential to benefit the site and its local community.

4.2.2 The specific objectives for this Travel Plan are to:

1. Increase the share of journeys made on foot, by bicycle and public transport
2. Reduce single occupancy vehicle trips associated with the development, particularly during peak hours
3. Address the access needs of all site users, by supporting walking, cycling and public transport to promote healthy lifestyles and sustainable communities
4. Improve awareness amongst residents about the different travel options and facilities to promote sustainable travel behaviour
5. Reduce the need to travel

4.2.3 Targets are the measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring the progress and success of the Travel Plan. The targets are set out in **Table 4.1** below and are to be achieved within five years of the launch of the Travel Plan in 2025, which will be monitored by the Travel Plan Coordinator (TPC). Indicators are the elements which will be measured in order to assess progress towards the targets. The baseline values are based on the mode splits set out in Section 3 above. These targets will be updated based on the results of the baseline travel surveys.

Table 4.1 Travel plan targets

Target (and specific objectives met)	Indicators	Residents’ mode split			
		Baseline value %	Initial target %	Interim target %	Final target %
Aim targets					
Increase the use of active travel modes and encourage working from home (1,2,5)	All trips made by public transport	10	12	13	14
	All trips made by walking and cycling	5	6	7	8
	All trips made by car (as driver)	78	75	73	70
	All trips made by car (as passenger)	5	5	5	6
	Other	2	2	2	2
Action targets ¹					
Appoint a TPC (1, 2, 3, 4, 5)	Appointment confirmed		n/a		
Produce a Travel Welcome Pack (4, 5)	Complete and issue pack		n/a		
Address the access needs of site users by implementing measures and policies to support walking, cycling and use of public transport (3)	Take up of initiatives		n/a		
Improve awareness amongst site users of alternative travel options, policies and availability of facilities (1, 4)	n/a		n/a		
Encourage working from home (1, 2, 4, 5)	Provide broadband in all dwellings		n/a		
Provide appropriate cycle and car parking, including wheelchair accessible spaces (2, 3)	Installation of cycle and car parking spaces		n/a		
Promote alternatives to single vehicle occupancy trips for essential car travel (1, 2, 4)	Take up of initiatives		n/a		

4.2.4 The scope for reducing single occupancy vehicle trips is based on:

- The range of local amenities within walking and cycling distance of the site;
- The availability of walking and cycling infrastructure surrounding the site, which will improve as the wider masterplan is developed;
- The proximity of the train station and its provision of services to key commuter destinations including Barry and Cardiff; and,

- Increased number of people working from home, following the current COVID-19 pandemic. It is anticipated that a number of people will continue to work from home.

5 Travel Plan strategy

5.1 Introduction

5.1.1 This Travel Plan strategy sets out the stages by which the Travel Plan will be developed and implemented and contains the following key elements:

- Securing the resources (including time) that are necessary to develop and implement the Travel Plan;
- The programme of implementation of the Plan;
- Managing the Plan including the roles and responsibilities of the Travel Plan Co-ordinator;
- Identifying and engaging with partners; and,
- Marketing the Plan.

5.2 Travel Plan funding

5.2.1 The funding of the Travel Plan will be the responsibility of the developer, Persimmon Homes East Wales. The developer is fully committed to the implementation of this Travel Plan and its maintenance over a five-year period.

5.3 Implementation programme

5.3.1 The implementation programme provides a clear timescale for how and when different aspects of the Travel Plan will be implemented, and by whom. **Table 5.1** below sets out the implementation programme.

Table 5.1 Travel Plan implementation

Action	Target
Implementation of physical measures including cycle, car parking	During construction
Appointment of TPC	Before first occupation
Production of Travel Welcome Pack and other information	Before first occupation
Issue Travel Welcome Pack	First occupation
Baseline travel survey	Within 3 months of substantial (at least 75%) occupation
Travel Plan amended with survey results and target setting, to be submitted to VoG Council	Within 3 months of baseline travel survey
Initial travel survey	Year 1 of Travel Plan
Monitoring report submitted to VoG Council	Within 1 months of initial travel survey
Interim travel survey	Year 3 of Travel Plan
Monitoring report submitted to VoG Council	Within 1 months of interim travel survey
Final travel survey	Year 5 of Travel Plan

5.4 Managing the Plan; roles and responsibilities

Travel Plan Co-ordinator

- 5.4.1 The success of travel plans is dependent on nominated individuals being given appropriate time and resources. A Travel Plan Co-ordinator (TPC) will need to be appointed to manage the Travel Plan, introduce new initiatives, ensure delivery of the Travel Plan and monitor its effectiveness.
- 5.4.2 It is likely that the TPC role will be fulfilled by a member of Persimmon Homes East Wales, who would undertake the role as part of their wider responsibilities within the organisation or a consultant.
- 5.4.3 The TPC's duties will include:
- Support, oversee and implement the Plan requirements;
 - Distribute the travel information pack and public transport tickets;
 - Implement effective marketing and awareness-raising campaigns to promote the Plan initiatives;
 - Ensure cycle storage facilities are functional and maintained;
 - Organise travel surveys; and,
 - Update the Plan and produce monitoring reports.

Partners and stakeholders

- 5.4.4 Travel plans need partnerships for success. Organisations need to work with a number of partners and internal stakeholders during the implementation process. It is expected that all partners will make an active contribution to the process. The TPC will be a central figure in establishing partnerships and maintaining links and lines of communication, which may include Vale of Glamorgan Council and the community residents' group.

5.5 Marketing and travel information

- 5.5.1 Marketing and awareness raising strategies form an important part of all travel plans. They raise awareness of travel options and the benefits of more sustainable and active travel. To be successful the Travel Plan will need promotion and marketing to highlight the benefits and opportunities it provides.
- 5.5.2 The first step towards behavioural change is for an individual to understand and consider the options which are realistically available to them and the benefits and disadvantages of each. One barrier to behavioural change is a lack of knowledge about these options. Therefore, complete and easy to understand information about travel data is an essential ingredient of any travel plan.

5.5.3 Marketing can be used through various stages of the Plan development, including:

- Introducing the Travel Plan concept;
- Production and distribution of the residents' travel pack;
- Introduction of measures and initiatives; and,
- General promotional campaigns to highlight the financial, social and environmental benefits associated with sustainable travel options through biennial newsletters.

6 Travel Plan measures

- 6.1.1 Familiar journeys tend to be habitual and life-changing events (including moving to a new house) and can provide a catalyst for change. It is considered that given the size of the development, the most important measures with the potential to influence travel choices will be those available from first occupation. This Travel Plan focuses on providing measures (including built measures and information) upon first occupation.
- 6.1.2 This section of the Travel Plan is key to successfully delivering effective travel change. A package of measures and initiatives has been designed to meet the targets of the Travel Plan. **Table 6.1** below lists the measures that will be considered to encourage more sustainable travel to the site.
- 6.1.3 The measures listed below are designed to make sustainable travel choices easier and more affordable. This will reward sustainable travel users and ensure this mode share is increased.

Table 6.1 Measures and initiatives to promote sustainable travel

Strategy	Measures
Initiatives to support walking	Easy access, movement and permeability is incorporated in the design of the site.
	Promote safe, local walking routes through distribution of links to local route maps within travel information pack
	Provide information on route planner apps and websites (e.g. Map my Walk, Walking for Health, Living streets, Walk4Life)
	Promote awareness raising events like Walk to Work Week and benefits of walking
Initiatives to support cycling	Provide convenient, secure and well-lit cycle parking
	Raise awareness of health and financial benefits of cycling
	Provide details of cycle training sessions for adults and children
	Provide links to route maps showing local cycle routes. Sustrans is a source of information on cycle routes and general cycling advice.
	Promote awareness of events like National Cycle to Work Week
	Provide information on nearest cycle shops, cycle training, cycle clubs and cycle hire
Initiatives to support use of public transport	Provide information on cycle maintenance
	Provide clear public transport information regarding services and location of facilities, fares and accessibility
	Provide links to information services e.g National Rail enquiries and the details of service providers
	Promote use of route planners (e.g Traveline)
Support for car sharing	Provide information about carrying cycles on trains.
Reducing the need to travel	Highlight the benefits of car sharing schemes
	Promote home deliveries and the use of online supermarkets
	Promote benefits of working from home

and support for use of electric vehicles	Promote shopping locally
	Provision of electric vehicle charging infrastructure

Travel Information Packs

- 6.1.4 Travel Packs will be produced and made available to each household on first occupation. The Travel Pack will be distributed to all new residents. A key role of the Travel Pack will be to raise awareness of the sustainable travel initiatives being implemented through the Travel Plan and the travel options available to them.
- 6.1.5 Travel Packs may include the following: TPC contact details; links to key travel resources including:
- Location of local services and facilities;
 - Walking and cycling route maps and planners;
 - Public transport timetables, routes, fares (e. e.g. www.traveline.co.uk, www.nationalrail.co.uk, <https://tfwrail.wales/>)
 - Bicycle information, local cycle shops, cycle training and cycle maintenance sessions (e.g. www.sustrans.gov.uk and <https://www.bikeabilitywales.org.uk/>)
 - Car-sharing databases (www.liftshare.com, <https://gocarshare.com>)
 - Social media sites that provide up-to-date travel information; and,
 - Articles and information on Vale of Glamorgan Council's website

7 Monitoring and review

7.1 Introduction

- 7.1.1 The Travel Plan is a continuous process for improvement, requiring monitoring, review and revision to ensure that it remains relevant to those using this site. This document sets out the plans for monitoring and review of the Travel Plan over the next five years (2025 to 2029 inclusive). The monitoring and review of the Travel Plan will be the responsibility of the TPC who will arrange travel surveys, collate the resulting information, review progress towards meeting targets, recommend new initiatives and submit the monitoring reports to the Vale of Glamorgan Council.

7.2 Travel surveys

- 7.2.1 Travel surveys will be undertaken in the baseline year and years one (initial), three (interim) and five (final) of the Travel Plan (as shown in **Table 7.1**). This will enable the Travel Plan to be monitored to see how successful it has been in inducing modal shift, and enable a review of the current measures so they can be adjusted and new measures introduced where necessary. The data collected during these surveys will include travel mode and travel patterns.
- 7.2.2 This will enable the Travel Plan to be monitored to see how successful it has been in inducing modal shift, and enable a review of the current measures so they can be adjusted and new measures introduced where necessary.

Table 7.1 Monitoring plan

Data collection and reporting	Key information	When/how frequently	By whom
Travel survey	No. of trips Mode share	Baseline in 2025 (at 75% occupation) Initial – year 1 Interim – year 3 Final – year 5	TPC
Baseline survey report and Travel Plan amendments (if required)	Travel survey results Setting targets Any revisions to measures	Within 3 months of baseline survey	TPC
Site audit (if site situation/facilities change)	Use of car and cycle parking, lighting on footways, etc.	At 75% occupation and years 1, 3, 5	TPC
Records of new travel plan initiatives	New initiatives	Annually	TPC
Monitoring report	Travel survey results How targets are being met Any revisions to measures	Years 1, 3 and 5 (within 1 month of initial and interim and 3 months of final travel surveys)	TPC

7.3 Reporting

- 7.3.1 The Travel Plan will be amended, with targets set, following the baseline travel surveys. This report will be submitted to the Vale of Glamorgan Council for approval. Subsequent monitoring reports will be submitted following the completion of the initial, interim and final surveys.
- 7.3.2 The results of the travel surveys and of any review of the Travel Plan will be reported to the Vale of Glamorgan Council.
- 7.3.3 Key surveys and/or monitoring findings and updates to the Travel Plan will be disseminated and publicised to residents where appropriate, as part of the newsletter.

8 Action Plan

8.1 Introduction

8.1.1 The Action Plan brings together all the measures outlined in this Travel Plan and sets a timescale for implementation that runs over ten years.

Action plan

8.1.2 Implementation of the majority of the actions will be the responsibility of the TPC. However, gaining support from other agencies (including the Vale of Glamorgan Council) will be vital if the Travel Plan is to succeed and achieve results.

8.1.3 The Action Plan is outlined in **Table 8.1** below.

Table 8.1 Action Plan

Action	Target date	Funding	Responsibility
Provision of physical measures (to include cycle and car parking provision, walking and cycling routes through development etc.)	Before first occupation	Persimmon Homes East Wales	Persimmon Homes East Wales
Secure funding of the TP	Before first occupation	Persimmon Homes East Wales	Persimmon Homes East Wales
Appointment of TPC	Before first occupation	Persimmon Homes East Wales	Persimmon Homes East Wales
Production of travel pack	Before first occupation	Persimmon Homes East Wales	TPC
Carry out site audit	Before first occupation	Persimmon Homes East Wales	TPC
Distribution of travel welcome pack	First occupation	Persimmon Homes East Wales	TPC
Baseline travel survey to be undertaken	Within 3 months of 75% occupation	Persimmon Homes East Wales	TPC
Amended Travel Plan with survey results and targets setting to be submitted to the Vale of Glamorgan Council	Within 3 months of the baseline travel survey	Persimmon Homes East Wales	TPC
Initial travel survey to be undertaken	Year 1 of the Travel Plan	Persimmon Homes East Wales	TPC
Submit initial monitoring report to the Vale of Glamorgan Council	Within 1 month of the results of the Year 1 survey	Persimmon Homes East Wales	TPC
Interim travel survey to be undertaken	Year 3 of the Travel Plan	Persimmon Homes East Wales	TPC

Submit interim monitoring report to the Vale of Glamorgan Council	Within 1 month of the results of the Year 3 survey	Persimmon Homes East Wales	TPC
Final travel survey	Year 5 of the Travel Plan	Persimmon Homes East Wales	TPC
Submit final monitoring report to the Vale of Glamorgan Council	Within 3 months of the results of the Year 5 survey	Persimmon Homes East Wales	TPC

8.2 Summary

- 8.2.1 Persimmon Homes East Wales is committed to the Travel Plan arrangements, which demonstrate the importance of the environmental, health and commercial benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. Persimmon Homes East Wales is also committed to developing this Travel Plan (throughout the life of this Plan) with the support of the Vale of Glamorgan Council.