



Llanrwst Road, Gyffin, Conwy

TRAVEL PLAN

Report prepared for
Adra (Tai) Cyfyngedig

November 2025

Report Reference 1816/4/A



Travel Plan

Llanrwst Road, Gyffin, Conwy

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Travel Plan

Llanrwst Road, Gyffin, Conwy

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1 Introduction

1.1 Ashley Helme Associates Limited (AHA) are appointed by Adra (Tai) Cyfyngedig to prepare a Travel Plan (TP) report for proposed residential development on land off Llanrwst Road, Gyffin, Conwy, (henceforth referred to as the Site). The location of the Site is indicated on Figure 1.1, in the context of the local highway network.

1.2 Proposed Development

1.2.1 The Site is presently agricultural/ field land. The proposed development comprises a residential development of up to 95 dwellings. All matters are reserved, except access.

1.3 Overview

1.3.1 The reason that this is a 'Framework' TP is that the application is in outline. For the avoidance of doubt, this Framework TP applies to, and provides the context for, any and all future TPs prepared for the entirety of the outline application Site area; requirements of the Framework TP must relate to all dwellings constructed on the application Site area.

1.3.2 The Framework TP is informed by a separate Transport Assessment (TA) report prepared and submitted in support of the outline planning application. There is consistency between the Framework TP and the corresponding TA report.

1.3.3 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants and visitors of the development.

1.3.4 The proposed Site access arrangements for vehicles, cyclists and pedestrians are shown on Drg 1816/06 (refer TA report).

1.4 Travel Plan Objectives

1.4.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

1.4.2 The key objectives of the TP are to:



- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.4.3 It is imperative that the TP measures are effective and efficient.

1.5 Scope of Travel Plan

1.5.1 It is established and acknowledged that there are two broad types of TP:

- 'Destination': designed to increase sustainable travel to a particular location, and
- 'Origin': residential Travel Plans where journeys are made to varied locations.

The development is for residential use, and hence this TP is an 'origin' TP.

1.5.2 The Framework TP sets out how the developer(s) will progress the TP, progressing from this Framework TP to the preparation and submission to the local authority of a Full TP, which is to be agreed with the local authority.

1.5.3 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the developer to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and individual Site requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.

1.5.4 The underlying purpose of a residential TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

1.6 Comprehensive Strategy

1.6.1 It is essential to recognise that, in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.



- 1.6.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.
- 1.6.3 The role of the Travel Plan Coordinator (TPC refer to Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.
- 1.6.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the TP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change.
- 1.6.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development TP.



2 Policy Context

2.1 National Policy

- 2.1.1 The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

2.2 Planning Policy Wales

- 2.2.1 Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales.
- 2.2.2 Paragraph 4.1.57 sets out the requirements for developments to be supported by Transport Assessments and Travel Plans and states:

“Planning applications for developments, including changes of use, falling into the categories identified in TAN 18: Transport²⁹ must be accompanied by a Transport Assessment. In addition, in areas where the transport network is particularly sensitive, planning authorities should consider requiring Transport Assessments for developments which fall outside of the thresholds set out in TAN 18. Transport Assessments can be required for any proposed development if the planning authority considers that there is a justification or specific need. Transport Assessments provide the basis for negotiation on scheme details, including the level of parking, and measures to improve walking, cycling, and public transport access, as well as measures to limit or reduce levels of air and noise pollution. They should cover the transport impacts during the construction phase of the development, as well as when built and in use. Transport Assessments also provide an important basis for the preparation of Travel Plans. Further guidance on Transport Assessments and Travel Plans is contained in TAN 18.”

2.3 TAN 18

- 2.3.1 TAN 18 includes advice on the preparation of Travel Plans stating in paragraph 9.13 that:

“Developers may voluntarily submit a travel plan with a planning application, for example to illustrate existing promotion of sustainable travel activity at the site. However, in order to determine the necessity and effectiveness of the travel plan, it is preferable that a TA is undertaken and the travel plan developed as a component of the TIS. The weight to be attached to a travel plan when determining a planning application will depend upon the



extent to which it (or parts of it) can be secured through a planning condition or obligation and the extent to which it affects the acceptability of the development proposed. Development that is unacceptable should never be permitted because of the existence of a travel plan if the implementation of that plan cannot be enforced."

2.4 Conwy Local Development Plan 2007-2022

2.4.1 The Conwy Local Development Plan 2007-2022 was adopted in October 2013. The plan sets out the strategic objectives in the period 2011-2022. A replacement plan is currently being produced, but this process is still ongoing.

2.4.2 Strategic Policy STR/1 deals with sustainable transport, development and accessibility. It states:

"Development will be located so as to minimise the need to travel. Convenient access via footways, cycle infrastructure and public transport should exist or be provided where appropriate, thereby encouraging the use of these modes of travel for local journeys and reducing the need to travel by private car and improving the accessibility of services to those with poor availability of transport. The Council will endeavour to improve accessibility and seek to change travel behaviour. This will be achieved by working with our partners to:

a. Focus future development in the Plan Area in highly accessible locations, predominantly along the A55 and railway network within and on the edge of the Urban Development Strategy Area within the coastal belt in line with Policy DP/2 – 'Overarching Strategic Approach'. All development proposals will be assessed against the Council's Parking Standards as set out in Policy STR/2 – 'Parking Standards', mitigate travel in line with Policy STR/3 – 'Mitigating Travel Impact' and promote sustainable modes in line with Policy STR/4 – 'Non-Motorised Travel';
b. Safeguard land to promote accessible communities that encourage integrated sustainable modes of travel in line with Policies STR/5 – 'Integrated Sustainable Transport System' and STR/6 – 'Railfreight'. The Council will further improve public transport and promote sustainable modes and improvements to public transport services. Improvements to rail stations and bus stations will be sought to assist as interchanges between modes and promote sustainable travel behaviour. Development shall contribute towards these improvements where the need is required in line with the Policies DP/1 to DP/6. Improvement routes identified in the Regional Transport Plan for Conwy shall be safeguarded;

c. Promote walking and cycling throughout the Plan Area as part of an integral and highly sustainable means of transport in line with Policy DP/4 – 'Development Criteria'. The design and construction of walking and cycling facilities and infrastructure will be improved to make walking and cycling more attractive, direct and safe in line with Policy DP/3 – 'Promoting



Design Quality and Reducing Crime'. Quality and convenient pedestrian crossings will be promoted to facilitate safe and direct movement across busy roads. Development shall contribute towards these connections and quality cycle parking where appropriate in line with The Development Principles and the Council's Parking Standards set out in Policy STR/2;

d. Transport schemes which lead to improvements in accessibility will be supported in principle. In considering development proposals, the potential for more sustainable means of transport related to the uses and users of the development must be addressed, including the preparation of Travel Plans."

2.4.3 Policy STR/3 sets out the Council's position with respect to mitigating travel impact and states:

- "1. New developments will be required to mitigate the undesirable effects of travel such as; noise, pollution, impact on amenity and health and other environmental impacts.*
- 2. Where a proposed development is likely to have significant transport, social or environmental implications, the Council will require developers to submit a Transport Assessment and a Travel Plan with the planning application. A Road Safety Audit may also be required.*
- 3. Where the proposed development is considered to have significant transport implications on a wider area, financial contributions will be required towards improvements in transport infrastructure, in particular to support public transport, cycling and walking, in accordance with the development principles in Section 4 – Spatial Policies and Supporting Development Management Policies.*
- 4. The Council may also require developers to submit a Transport Statement for other development proposals where there is need to understand the traffic impact of the proposal."*



3

Existing Conditions: Key Information from TA

3.1 Site Location

3.1.1 The location of the Site is indicated on Figure 1.1 in the context of the local highway network.

3.2 Accessibility by Walk

3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level, and offers the greatest potential to replace short car trips, particularly under 2km.

3.2.2 TAN 18

3.2.2.1 TAN 18 states in paragraph 6.2 that:

“Local authorities should promote walking as the main mode of transport for shorter trips through the use of their planning and transport powers. Consideration should be given to ways in which areas and developments can be made more attractive and safer for pedestrians through the arrangement of land uses and design policy. When preparing development plans, design guidance, master plans and in determining planning applications authorities should:

- ensure that new development encourages walking as a prime means for local journeys by giving careful consideration to location, access arrangements and design, including the siting of buildings close to the main footway, public transport stops and pedestrian desire lines;*
- ensure that pedestrian routes provide a safe and fully inclusive pedestrian environment, particularly for routes to primary schools;*
- ensure the adoption of suitable measures, such as wide pavements, adequate lighting, pedestrian friendly desire lines and road crossings, and traffic calming;*
- promote the reallocation of road space to pedestrians;*
- consider the needs of all pedestrians in the design of town environmental improvement schemes, which may involve pedestrianisation and restricted access schemes;*
- support the use of public rights of way for local journeys; and*
- identify and protect existing and proposed routes suitable for the use of cyclists and walkers. These may include recreational or commuter routes alongside river banks, canal towpaths and disused railway lines.”*



3.2.3 Manual for Streets

3.2.3.1 The 'walkable neighbourhood' concept is set out in MfS1 and endorsed in MfS2. MfS1 explains that:

*"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is **not an upper limit** and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km." (MfS para 4.4.1, AHA emphasis).*

3.2.4 CIHT Planning for Walking

3.2.4.1 The CIHT document 'Planning for Walking' (2015) sets out the following key points:

- "• Patterns of land use and, in particular, residential densities and mixed uses are the primary determinants of how much people walk. As towns and cities spread out, people make fewer short journeys. The current trend to higher density for new residential developments should encourage walking, if linked to provision of local destinations.*
- Most short journeys are still made wholly on foot.*
- Walking is also part of longer journeys. Very few trips by car or public transport are completed without some walking.*
- Pedestrian "footfall" determines the viability of shops."*

3.2.4.2 The document also stresses:

- "• Walking contributes to physical and mental health.*
- All streets in urban areas need to be designed to accommodate people who walk wherever they wish to go*
- People travelling on foot want routes that are direct, as level as possible, enjoyable and have destinations in sight. Safe road crossings are an essential element of routes.*



- “Walking” is best thought of as a nonvehicle movement including all forms of assistance, such as sticks, wheelchairs, baby buggies and pavement vehicles. Good provision for users requiring such forms of assistance helps everybody.
- Walking and cycling are often regarded as compatible. In reality, they are very different modes that will often require separate provision. Both benefit from reduced traffic speeds and reduced motor vehicle traffic flow.
- The issue of pedestrians and pedal cyclists sharing space is contentious. There are perceived risks associated with cyclists sharing space with pedestrians, and it is not always realised that cyclists seriously injure several hundred pedestrians each year.
- Planners and traffic managers should appreciate that to encourage walking, motor vehicle traffic rather than pedestrians should, as far as possible, be required to avoid conflicts by diverting from direct routes and by changing elevation. Pedestrians wish to follow direct routes on a constant level.”

3.2.5 CIHT Providing for Journeys on Foot

- 3.2.5.1 The CIHT document ‘Providing for Journeys on Foot (2000) does not provide a definitive view of distances, but does suggest a preferred maximum distance of 800m for journeys to town centres and 2000m for walk commuting trips.

3.2.6 Walk Isochrones and Local Amenities

- 3.2.6.1 A 400m distance corresponds to a walk time of 5 minutes, based upon a typical normal walking speed. Figure 3.1 presents the development 400m, 800m, 1200m, 1600m and 2000m walk isochrones, (ie reflecting 5, 10, 15, 20 and 25-minute walk journeys), and taking account of the pedestrian infrastructure.
- 3.2.6.2 The walk isochrones presented in Figure 3.1 are created using Basemap TRACC software, a digital mapping and transport data program. The TRACC software enables installation of maps to create a road network. Amendments have been made to the road network to allow for the inclusion of public rights of way and pedestrian access points.
- 3.2.6.3 The TRACC software adopts the Department for Transport speeds and hence, a walk speed of 4.8km/h is automatically assumed across the road network. However, it is possible to alter the walk speed on all roads to reflect for example, changes in gradient or no accessibility by



footway. The walk isochrones presented in Figure 3.1 take into account the absence of footway on certain roads and the walk speed on these routes has been adjusted to 0km/h.

3.2.6.4 Indicated on Figure 3.1 are examples of local facilities near to the Site. This illustrates that there are a number of amenities between within 800m of the Site, including:

- Travel: Bus Stops;
- Community: Places of Worship, Community Centre;
- Shopping: Convenience Store;
- Health: Health Centre;
- Leisure: Food Outlet, Hair Salon, Playground, Sports Facilities.

3.2.6.5 Ysgol Porth-y-Felin Primary School is located within a 1200m walk of the Site. The centre of Conwy is within a 1600m walk of the Site and there are a number of amenities within this walking distance, including:

- Travel: Train Station, Bus Stops;
- Community: Places of Worship, Library;
- Shopping: Convenience Stores, Bakeries, Post Office, Bank, ATMs;
- Health: Dentist, Health Centre, Opticians, Pharmacy;
- Leisure: Food Outlet, Hair Salons, Public Houses, Sports Facilities, Playground.

3.2.6.6 It is demonstrated in Figure 3.1 that there is a good range of amenities and services in Conwy that are available within a practical walk of the Site. These will tend to the day to day needs of residents of the Site.

5.1.7 Public Rights of Way (PROWs)

5.1.7.1 Figure 3.2 presents the existing Public Rights of Way (PROW) near to the Site. Figure 5.2 shows that there is a network of public footpaths in Gyffin, Conwy and to the south of the Site.

3.2.8 Proposed Walk Measures

3.2.8.1 Measures to promote walking as part of the development proposals are outlined in Chapter 7.

3.3 Accessibility by Cycle

3.3.1 It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport.



3.3.2 TAN 18

3.3.2.1 TAN 18 states in paragraph 6.3 with regard to cycling that:

“Cycling has potential to act as a substitute for shorter car journeys in urban or rural areas, or form part of a longer journey when combined with public transport. The Walking and Cycling Strategy sets a target to triple (based on 2000 figures) the number of cycle trips in Wales by 2010. At the local level, local authorities have been required to produce a local cycling strategy as part of the LTP39. RTPs will include a regional walking and cycling strategy. Local planning authorities will need to contribute to its development and assist in its implementation.”

3.3.2.2 It goes on to state in paragraph 6.4 that:

“Local authorities should aim to develop an effective network of cycle routes, including safe routes to schools. Development plans, design guidance, and master plans should include encourage cycling through:

- identification of new cycle routes utilising existing highway (including public rights of way where appropriate), disused railway lines, space alongside rivers and canals, parks and open space;
- ensuring that new development encourages cycling by giving careful consideration to location, design, access arrangements, travel ‘desire lines’ through a development, and integration with existing and potential off-site links;
- securing provision of secure cycle parking and changing facilities in all major employment developments, including retail and leisure uses, town centres, transport interchanges, educational and health institutions;
- securing provision of cycle routes and priority measures in all major developments;
- adopting minimum cycle parking standards within their parking strategies - for commercial premises these standards should include cycle parking for both employees and visitors; and
- ensuring new residential developments provide storage for bicycles so they are easily available for everyday use while secure enough to be left unattended for long periods of time.”

3.3.3 Cycle Isochrones and Local Amenities

3.3.3.1 The cycle isochrones presented in Figure 3.3 were created using Basemap TRACC software. The cycle isochrones presented in Figure 3.3 discounts footpaths which do not permit cyclists.



- 3.3.3.2 Figure 3.3 presents the 2km and 5km cycle isochrones for the Site, representing approximately 10-minute and 25-minute journey times. The cycle isochrones presented in Figure 3.3 were created using Basemap TRACC software. The analysis discounts footpaths which do not permit cyclists.
- 3.3.3.3 Review of Figure 3.3 highlights that the majority of Conwy is within a 2km cycle ride of the Site. The remainder of Conwy, Llandudno Junction, parts of Deganwy and Henryd are within a 5km cycle ride.

3.3.4 Cycle Routes

- 3.3.4.1 Figure 3.4 presents the cycle routes in Conwy. National Cycle Network Route 5 runs through Conwy to the north of the Site. It is an on-road cycle route through the built-up area of Conwy, becoming an off-road route at the end of Lower Gate Street when it follows a route along the banks of the river estuary.

3.3.5 Proposed Cycle Measures

- 3.3.5.1 Measures to promote cycling as part of the development proposals are outlined in Chapter 7.

3.4 Bus

3.4.1 Existing Bus Stops

- 3.4.1.1 There is an unmarked bus stop on both sides of Llanrwst Road to the north of the Site. There is also an unmarked bus stop on Bryn-Seiri Road to the north of the Site. The approximate distances to these stops are set out below:
- (i) Llanrwst Road Northbound: 350m;
 - (ii) Llanrwst Road Southbound: 335m;
 - (iii) Bryn-Seiri Road: 300m.

3.4.2 Bus Services & Frequencies

- 3.4.2.1 The bus services calling at the stops on Llanrwst Road and Bryn-Seiri Road and their frequencies are set out below:

Frequency



Service	Route	Mon-Sat	Evenings	Sundays
19	Llandudno-Cwm Penmachno	7 trips ⁽¹⁾	-	-
19S	Llandudno-Cwm Penmachno	-	-	4 trips
27	Tan Lan-Conwy	60min ⁽³⁾	-	-

Notes

1. Only 3 trips call at the stop closest to the Site in the direction of Cwm Penmachno. Further services can be accessed at the stops near the junction with Mill Hill.
2. Operates 4 trips in each direction on Sundays and Bank Holidays.
3. Undertakes a trip from Hereford to Weobley High School in the AM and a return trip in the PM. School pupils only.

3.4.2.2 The existing bus stops within a short walk of the Site that provide opportunity to travel to destinations including Conwy, Colwyn Bay, Llandudno and Llandudno Junction.

3.4.2.3 The 19, 19S and 27 all call at the Conwy Railway Station Stop which provides opportunity to access additional services including the 5/5D, 14, 15 and 75 bus services.

3.4.2.4 The frequencies of these bus services are set out below:

Frequency				
Service	Route	Mon-Sat	Evenings	Sundays
5	Caernarfon-Bangor	20-40min	20-40min	20-40min
5D	Llandudno-Bangor	60min	60min	-
14	Llysfaen-Conwy	6 trips	-	-
15	Llysfaen-Conwy	30min	-	-
75	Llandudno-Llanfairfechan	2 trips	-	-

3.4.3 Proposed Public Transport Measures

3.4.3.1 Measures proposed to improve public transport infrastructure, as part of the development proposals, are outlined in Chapter 7.



4 Objectives & Outcomes

4.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Promote accessibility to the development by sustainable modes of transport.

4.2 A key objective is that the TP measures are effective and efficient.

4.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,
- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4 As explained in para 1.5.1, this Framework TP is an 'origin' TP.

4.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.

4.6 The TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.



5 Targets & Indicators

5.1 The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with the local authority to be an important indicator to the TP's effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria. The SMART criteria adopted for this TP are:

Specific	there must be no ambiguity in the output,
Measurable	the policy target(s) can be set against directly observable output(s),
Achievable	the policy must be feasible,
Realistic	target should be within reasonable bounds and not too optimistic,
Time bound	the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART criteria.

5.3 Benchmarking: Census Data

5.3.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the development. However, there is recorded/published information that provides a context for considering the setting of targets within the TP. The primary source of available information is the 2011 Census data.

5.3.2 The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.

5.4 Census Data

5.4.1 Census modal split journey to work statistics is available for the scenario of 'Middle Super Output Area (MSOA)/District is the 'origin' of work trips': ie residents travel to work **from** here. This is applicable to the proposed residential use.

5.4.2 The 2011 Census is interrogated for recorded journey to work modal split for:



- Conwy (District),
- Conwy 012 (MSOA).

5.4.3 The reason for selecting the above Census interrogations is as follows:

- The Site is located within the Conwy District.
- The Site is located in Conwy 012 MSOA.

5.4.4 This information is relevant to informing the selection of a suitable value for the TP targets.

5.4.5 The results of the Census journey to work interrogations are presented in Table 5.1.

5.5 Residents Travelling From The Output Area/District

5.5.1 The reporting of the Census journey to work interrogations (presented in Table 5.1) includes people working 'at home'. These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.5.2 Review of Table 5.1 identifies the following key information:

- Car driver: 67.5% of Conwy 012 MSOA journeys to work and very slightly lower for Conwy as a whole (67.0%);
- Car passenger: 5.3% of Conwy 012 MSOA journeys to work and and very slightly higher for Conwy as a whole (5.6%);
- 'Car driver + car passenger': 72.8% of Conwy 012 MSOA journeys to work and very slightly lower for Conwy as a whole (72.6%);
- Cycle: 1.4% of Conwy 012 MSOA journeys to work and marginally less for Conwy as a whole (1.3%);
- Walk: lower for Conwy 012 MSOA journeys being 8.5% and 11.3% of Conwy journeys as a Whole;
- Bus: 4.0% of Conwy 012 MSOA journeys and



very slightly higher for Conwy as a whole (4.3%);

- Train: 1.8% of Conwy 012 MSOA journeys to work and slightly less for Conwy as a whole (1.1%);
- Working from Home: higher in Conwy 012 MSOA (9.4%) than in Conwy as a whole (7.2%).

5.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in Conwy 012 MSOA and Conwy, as a whole, highlights that:

- A very similar percentage of people living in Conwy 012 MSOA ward drive to work or travel as a passenger to work as people living in Conwy as a whole;
- Walking is lower at the MSOA level than for Conwy as a whole;
- Bus travel is slightly lower at the MSOA level than at the district level;
- Train travel and cycling are slightly higher at the MSOA level than at the district level;
- The most popular sustainable 'mode' at the MSOA level is 'work at home', closely followed by walking.

5.5.4 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.

5.6 Trip Rates

5.6.1 The **vehicular** trip rates adopted in the TA are:

	ARR	DEP	2-WAY
AM (0800-0800)	0.132	0.379	0.511
PM (1700-1800)	0.355	0.150	0.505.

5.7 Trip Generation

5.7.1 These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development. For example, for the application of up to 95 dwellings, there is estimated to be 48 vehicle movements (two-way) generated by the development in the PM peak hour.



5.8 TP Target Methodology

5.8.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the Framework TP.

5.8.2 Established approaches for setting the residential TP target include:

- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
- 'Number of peak hour trips'.

5.8.3 The approach/philosophy adopted for the TP target setting is to:

- Set the Framework TP target in terms of the 'Number of peak hour trips' taking account of the benchmarking information,
- Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the Framework TP target for percentage of resident trips will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

5.9 TP Residential Target

5.9.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this Framework TP is prepared to set the context and requirements for the application development proposal of up to 95 dwellings.

5.9.2 A practical and pragmatic advantage of setting the TP target, in terms that relates to peak hour vehicle trips, is that this can be conveniently (and hence economically) measured, thereby providing inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.

5.9.3 The residential TP target is set as a **maximum AM peak hour two-way vehicle trip rate of 0.460 vehicles/hour/dwelling** and a **maximum PM peak hour two-way trip rate of 0.455 vehicles/hour/dwelling**.

5.9.6 The explanation of how this is derived is as follows:



- The two-way AM and PM vehicle trip rates of 0.511 and 0.505 vehicles/dwelling, respectively, represents the 'business as usual' situation,
- Apply reduction factor of 10% to the 2-way trip rates (ie $0.9 \times 0.511 = 0.460$ and $0.9 \times 0.505 = 0.455$) to derive the Framework TP AM and PM peak hour target vehicle trip rates.

5.9.7 One of the varied advantages of setting the Framework TP target in this manner is that it obviates the need for setting interim TP targets. This is because there is an implicit interim target applying at any point in time/level of dwellings occupied, ie the interim target is the same as the 'ultimate' target, that the total number of car trips generated should correspond to an equivalent trip generation rate of no more than the Framework TP target rate.

5.9.8 An illustration of how the Framework TP target represents/is converted to 'number of vehicle trips' is set out below for the outline application and assuming 95 dwellings:

- TP PM peak hour target for residential 0.505×95 dwellings = 48 vehicles (total 2-way),
- The estimates of PM peak hour traffic (total 2-way) generated by the proposed 95 dwellings is 43 vehicles,
- Hence, the TP target represents a reduction of 5 vehicles in the PM peak hour.

5.9.9 The above target is set so as to be less than 'business as usual' scenario, being a reduction.

5.9.10 There is no need, or requirement, to set associated TP targets for other mode choices. This is because the limiting of car driver mode in itself requires alternative more sustainable modes to be selected.

5.9.11 The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being 'realistic'.

5.10 Timescale

5.10.1 A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of 'time bound' (refer para 5.2 above). The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).



5.10.2 The Framework TP sets a timescale of 5 years from first occupation, for achievement of the TP residential target. For the avoidance of doubt, the TP residential target applies to **all** residential developers at the Site.

5.11 Indicators

5.11.1 TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.



6 Management Strategy

6.1 Over-Arching Strategy

6.1.1 For the avoidance of doubt, if it transpires that there is more than a single residential developer at the Site, the Framework TP and targets apply to all residential development at the Site.

6.2 Travel Plan Co-Ordinator (TPC)

6.2.1 A TP must have an appointed Travel Plan Coordinator (TPC). It is the responsibility of the developer of the Site to ensure that the TPC is appointed and remains in post.

6.2.2 It is a good practice requirement that the TPC is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. The TPC acts as the promoter of the TP to the residents, and provides a key point of contact.

6.2.3 The TPC will be appointed by the developer three months in advance of first occupation, to produce induction packs and work with the sales staff.

6.2.4 It is further required that the TPC details are provided in writing to the local authority 3 months prior to first occupation. The details to be provided include:

- Name,
- Telephone contact number,
- Email contact details,
- Date of taking up post.

6.2.5 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the Framework TP,
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce marketing material for residents and for the residential sales and marketing team, eg residents welcome/induction packs,



- Set up appropriate management arrangements, eg contact arrangements with local authority.
- 6.2.6 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.
- 6.2.7 In general terms, the duties of the TPC include:
- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
 - Arranging questionnaire Travel Surveys and statistical analysis of findings,
 - Arranging other travel/monitoring surveys,
 - Monitoring and review of TP,
 - Preparation of annual Monitoring & Review report for submission to the Council,
 - Liaison with the residents, local authority and other key stakeholders.
- 6.2.8 More specifically, the TPC responsibilities include inter alia:
- Day to day operation of the TP,
 - Maintaining all public transport and database records up-to-date,
 - Promotion of car sharing & ongoing promotion of the car share scheme,
 - Liaison with local public transport operators,
 - Promotion of bus and rail travel,
 - Promotion of walking and cycling to work,
 - Liaison with the local authority,
 - Liaison with residents of the development, including for example promotional activities,
 - Undertaking and analysing questionnaire Travel Surveys,
 - Monitoring car and cycle usage,
 - Preparing and maintaining information/promotional material for the TP,
 - Managing TP social media,
 - Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.
- 6.2.9 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

6.3 Financial Arrangements

- 6.3.1 It is the responsibility of the developer to ensure that the TPC is appointed and remains in post. This will be a requirement of all sale agreements with residential developer(s).



- 6.3.2 The TPC should be in post for a period of 5 years after first occupation of the development. This means that the developer must identify a sufficient revenue budget to employ the TPC for a period of 5 years after first occupation of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

6.4 Community Interaction

- 6.4.1 The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.



7

Measures to Encourage Sustainable Travel

7.1 Walk

- 7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.
- 7.1.2 The existing pedestrian facilities are complemented by the network of pedestrian infrastructure to be provided within the development Site, as part of the development. This is illustrated on the architect's masterplan layout.
- 7.1.3 All pedestrian routes within the Site will have good natural surveillance, with proposed dwellings overlooking all pedestrian footways and on-site pedestrian routes.
- 7.1.4 The layout will include a comprehensive network of sealed surface footways with lighting. The network will be designed with impaired mobility users in mind.
- 7.1.5 On-site signage will be provided during the construction phase to advise residents of suitable and safe walking routes. The signage will be complemented by travel information notice boards during construction.
- 7.1.6 Promotional events and literature will be arranged through the Travel Plan, to encourage walking, and emphasising the health benefits.
- 7.1.8 Residents will be provided with maps showing safe local walking routes.

7.2 Cycle

- 7.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.
- 7.2.2 It is proposed to provide a cycle link between the Site and Isgoed to the north of the development. Cycle routes will also be provided within the development.
- 7.2.3 Cycle parking will also be provided within the development that meets council standards.
- 7.2.4 Residents of the development will have the opportunity to receive:
- (i) Adult cycle training,
 - (ii) Contribution to cycle safety equipment, eg helmet, high visibility clothing, etc, and
 - (iii) Cycle puncture repair kit.



- 7.2.5 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents through the Travel Plan.
- 7.2.6 The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. This includes, for example but not exclusively:
- Promotion of National Bike Week,
 - Bike buddy scheme, for those not confident about cycling.

- 7.2.7 Promotional events and literature will be arranged by the TPC, to encourage cycling and emphasise the health benefits.

7.3 Public Transport

- 7.3.1 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The Induction Pack prepared by the TPC, and issued to all new residents will include information on bus services. This will include bus stop locations, routes & destinations, and frequency of services.

7.4 Car Share

- 7.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.
- 7.4.2 The TPC will identify a car share scheme to be promoted to residents. For example, Liftshare, a well-established 'market-leader' in operating successful car share schemes throughout the country, is suitable. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents of Tattenhall, and indeed residents at other locations that may share a route for journey to work with residents of the development.
- 7.4.3 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example sales literature, Induction Packs, online resources.
- 7.4.4 Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:



- A car share scheme is to be promoted to residents;
- Information about this scheme is to be included in Induction Packs;
- The benefits of car sharing are to be highlighted in the Induction Pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.

7.4.5 The car share scheme is available to, and valuable for, all those travelling to/from the Site.

7.5 Electric Vehicles

7.5.1 To encourage residents of the proposed development to operate Electric Vehicles (EV), the development will include the provision of an individual electric car charging point for each property.

7.6 Work at Home

7.6.1 The 2011 Census data records that 9.4% of employed residents in Conwy 012 work at home, though based on national trends, this figure now likely to be significantly higher.

7.6.2 The development will include provision of infrastructure for broadband service to be delivered to the new houses.

7.6.3 The TPC will further highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.

7.7 Behavioural Strategies

7.7.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.

7.7.2 A transformation of some peoples' behaviour may be achieved with simple strategies such as, for example, highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.

7.7.3 An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC



is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.

- 7.7.4 A 'small steps' (nudge) approach is a key part of the TP strategy for changing residents' attitudes to favour and make sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).
- 7.7.5 Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel 'engaged with', rather than the objects of a 'big brother/nanny' style approach that endeavours to tell them what they 'should do'. The TPC role in developing and overseeing this is critical.

7.8 **Summary**

- 7.8.1 A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the expense of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.



8 Marketing Strategy

- 8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:
- Raise awareness of sustainable travel options,
 - Promote individual measures and initiatives,
 - Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.
- 8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:
- At the residential sales marketing suites,
 - Occasional promotional initiatives,
 - Residents Induction 'Travel Pack',
 - Website/social media.
- 8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Induction 'Travel Pack' prior to their residency commencing.
- 8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.
- 8.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:
- TP objectives,
 - TPC: description of role and contact details,
 - Walk: health benefits of walking,
 - Cycle: health benefits of cycling, information about secure cycle parking, sources of cycle route information, bike buddy schemes,
 - Public Transport: information about bus and rail services,
 - Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,



- Information sources: eg residential sales office, websites, social media, etc.

8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, *inter alia*, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly, events/promotional activities will be aimed at promoting public transport and car sharing.

8.7 Social Media

8.7.1 Social media is a key component of the TP marketing & information strategy. Social media is an increasingly important marketing tool, and social media opportunities and techniques are rapidly evolving. The TPC will promote the TP objectives and measures through the use of social media and/or other online marketing techniques. The TP will monitor the evolving use of social media as a tool to assist in achieving the TP aims, and devise an appropriate online marketing strategy.

8.7.2 The TP online marketing strategy will include the use of a relevant and widely used social media platform. For example, Twitter, a well-established and widely used social media platform, is suitable. A TP twitter account could be used to provide residents with the following types of information:

- Promotion of initiatives such as Bike Week, Walk to Work Week,
- Links to questionnaire travel survey forms,
- Updates of public transport information, eg timetable changes, route diversions, ticketing promotions, etc,
- Sustainable transport based 'fact of the week', eg, health benefits, cost savings, environmental benefits,
- Links to travel information websites/information sources, eg local bus operator websites, sustainable journey planning websites, sustainable travel blogs,
- Link to car share website,
- Promotion of phone applications (apps), eg bus ticketing, sustainable journey planners, pedometers, fitness apps, etc,
- Promotion of other relevant Twitter accounts/blogs, eg local travel news, public transport operators, walk and cycle organisations,
- Information on discount opportunities, eg offers at local cycle retailers, discount public transport tickets, etc.

8.7.3 The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media, with ever more becoming available.



- 8.7.4 The adopted social media strategy will be promoted through the Travel Induction Pack and TP website. Social media is an especially effective platform for engaging with younger people, at the time when their travel habits and choices are still forming. This extends benefits achievable from the TP by influencing positively the future travel choices of people as they become independent travellers.
- 8.7.5 The efficacy of the social media strategy will be monitored by the TPC, and the strategy will be reviewed accordingly. For example, the TPC may monitor the number of 'followers' of a TP social media account. If the number of social media followers is lower than expected/required the TPC may introduce incentives, such as prize draws, for people who interact with the TPC via social media. These incentives could be promoted through various media such as leaflet drops, poster campaigns, TP website, etc.



9 Monitoring & Review

- 9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.
- 9.2 Key points about the TP monitoring and review regime are that this:
- Is essential to ensure that the TP objectives are being met,
 - Assesses the effectiveness of the TP measures and provides opportunity for review,
 - Must be done over time, and hence requires action and resources.
- 9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.
- 9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.
- 9.6 Monitoring of the TP is to employ two types of survey:
- Traffic count surveys: recording the AM and PM peak hour vehicle trip generation of the residential development,
 - Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.
- 9.7 The survey methodology must be submitted to the local authority for approval prior to first occupation.
- 9.8 The initial travel surveys will:
- Be the vehicle traffic counts during the AM and PM peak hours,
 - Be undertaken at the development access,



- Establish the baseline travel characteristics of the residential development,
 - Be undertaken within 3 months of the occupation of 50 dwellings at the development; (this is to ensure that there is a sufficient development occupancy to yield worthwhile survey results).
- 9.9 Subsequently, vehicle traffic count surveys will then be undertaken annually on the anniversary of the initial survey, until 5 years after first occupation of the development.
- 9.10 The residential questionnaire travel surveys will be undertaken:
- First survey within 9 months of first occupation of 50 dwellings at the development (ie 6 months after the vehicle traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
 - Subsequently, biennially on the anniversary of the initial survey until 5 years after first occupation of the development.
- 9.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, *inter alia*, the following:
- Residents' work journey distance and/or location,
 - Travel mode choice,
 - Time taken for journey,
 - Number of car owners and cars per household,
 - Resident parking habits on Site,
 - Any barriers (perceived/real) to particular modes of travel,
 - Number of primary school children who walk to school,
 - Factors influencing willingness to consider/change of travel mode choices.
- 9.12 TP indicators will also be recorded through the monitoring process, including, but not necessarily exclusively:
- Pedestrian movements to/from the development,
 - Cycle movements to/from the development.
- 9.13 Data collected from all the surveys will comply with the data protection regulations. Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.



- 9.14 The residential travel surveys will not only provide information about residents' travel choices and habits, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.
- 9.15 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report (refer para 9.16). TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.
- 9.16 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, *inter alia*:
- A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),
 - A schedule of meetings held throughout the year, and other key contact information,
 - A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
 - A record of promotional activities,
 - Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.



10 Action Plan & Budget

- 10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target of: **a maximum AM peak hour two-way vehicle trip rate of 0.460 vehicles/hour/dwelling and a maximum PM peak hour two-way trip rate of 0.455 vehicles/hour/dwelling.**

10.2 Action Plan

- 10.2.1 Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is **not** an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:

- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation,
- TPC establishes contact with relevant Council officer,
- Resident Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site,
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures,
- Provisional date for vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual sales and occupancy data,
- TPC to liaise with bus and rail operators,
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC.

Upon occupation and subsequently:

- Each new household to have been provided with an Induction Pack prior to moving in. TPC to ensure suitable arrangements in place,
- TPC to consider arranging an online TP resource, Twitter feed, etc.
- Promotional activities to residents, by a variety of means (and ongoing),
- TPC to pursue and promote to resident's cycle incentives, eg bike buddy scheme, etc;

Within 3 months of occupation of 50 houses:

- Traffic count survey at the development access to be undertaken and subsequently analysed,



Within 1 month of first year's anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Within 9 months of occupation 50 houses:

- Questionnaire Travel Survey to be undertaken and subsequently analysed,
- Ongoing monitoring, by a variety of means, of TP indicators,
- Ongoing promotional activities arranged by the TPC,

Annually, within 1 month of anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Subsequent **traffic count surveys** as follows:

- Annually on the anniversary of the initial survey, until five years after first occupation of the development,

Subsequent residential **questionnaire travel surveys**:

- Biennially until 5 years after first occupation of the development.

Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An Annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

10.3 Funding/Budget

- 10.3.1 The residential developer(s) is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.
- 10.3.2 A sufficient revenue budget must be identified by the developer(s) to employ the residential TPC for a period of 5 years after first occupation of the development, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.
- 10.3.3 In practice, if there is more than a single residential developer, then:



- The '5 years after first occupation of the development' relates to their specific development, and
- That developer's TP financial liabilities relate to a timeframe based on the occupation of their first dwelling for the commencement of their period of '5 years after first occupation of the development'.

10.4 Summary

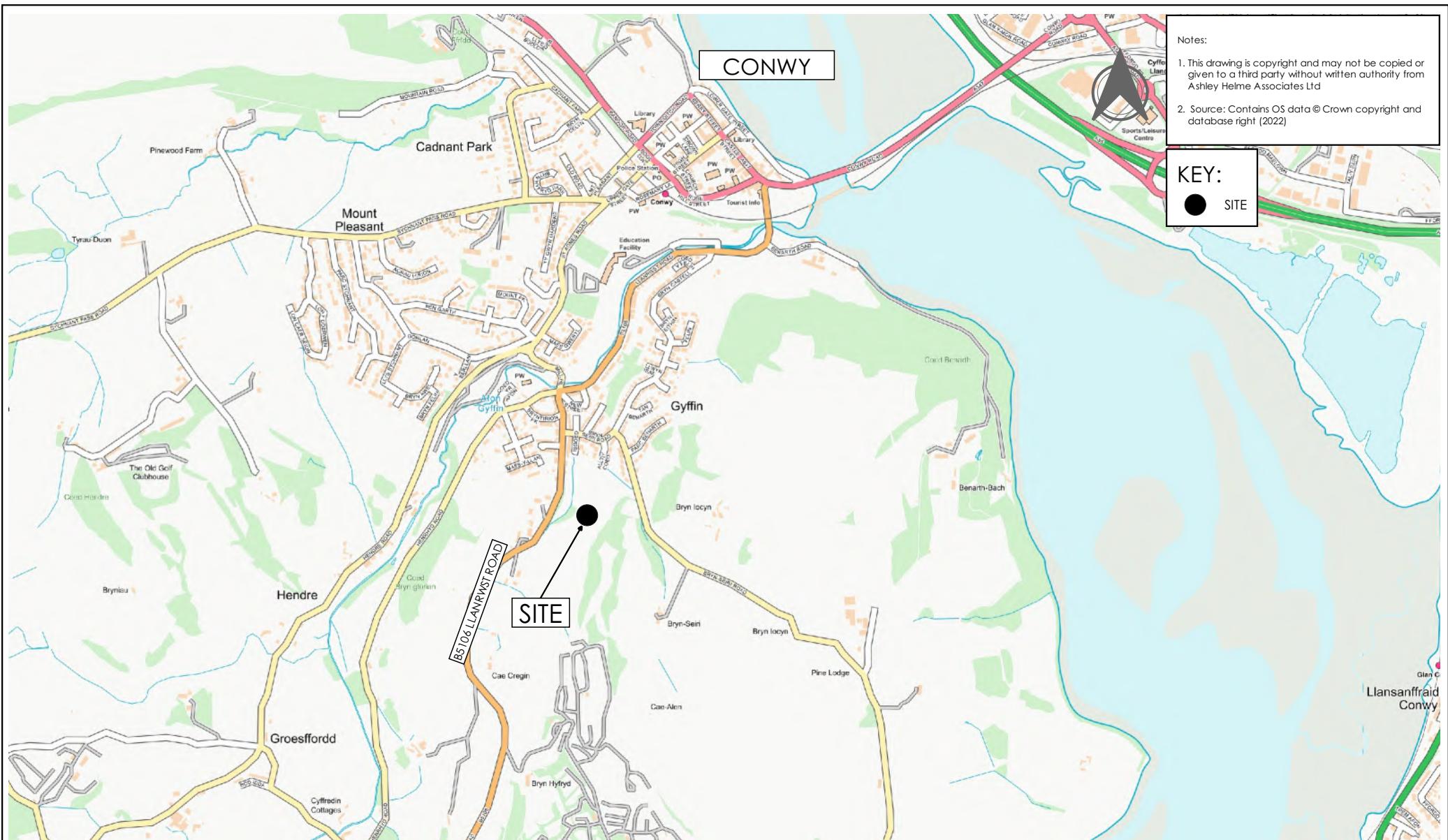
- 10.4.1 Table 10.1 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.



11 Conclusions

- 11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This TP is prepared taking account of currently available best practice and experience.
- 11.2 This Framework TP report is prepared to support the current outline planning application for up to 95 dwellings. For the avoidance of doubt, this Framework TP relates to all dwellings at the Site and, if there is more than one, each and every developer.
- 11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the residential developer(s), and to be in post 3 months prior to first occupation of a house at the Site.
- 11.4 The outcomes approach is adopted for the TP.
- 11.5 A residential TP target is set of: a **maximum AM peak hour two-way vehicle trip rate of 0.460 vehicles/hour/dwelling** and a **maximum PM peak hour two-way trip rate of 0.455 vehicles/hour/dwelling**.
- 11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

Figures



Project:
LLANRWST ROAD, CONWY

Client:
ADRA (TAI) CYFNGEDIG

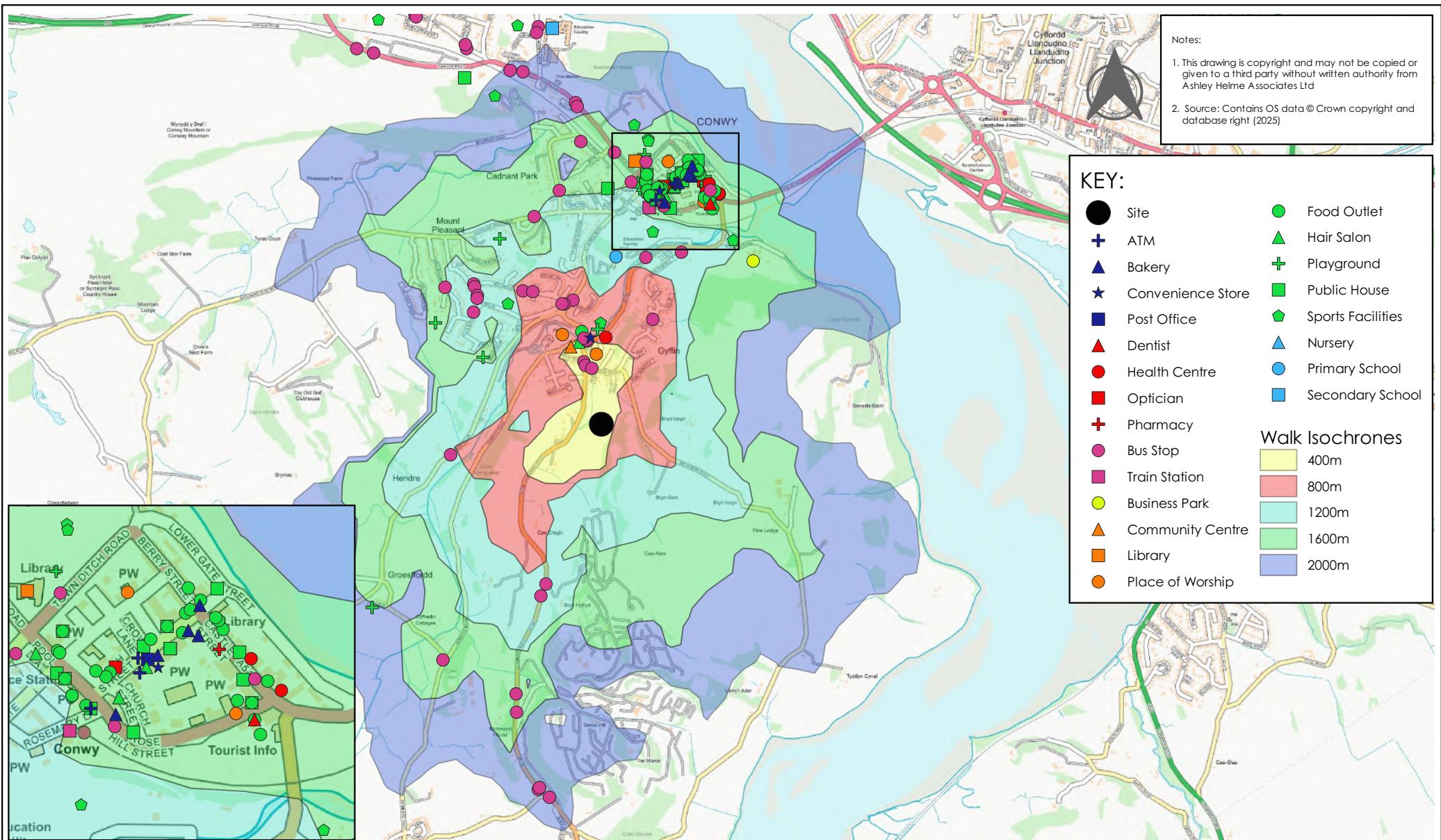
Title:
LOCATION PLAN

FIGURE 1.1

Date:
MAY 2022

Scale:
NTS

ASHLEY HELME
ASSOCIATES



Project:
LLANRWST ROAD, CONWY

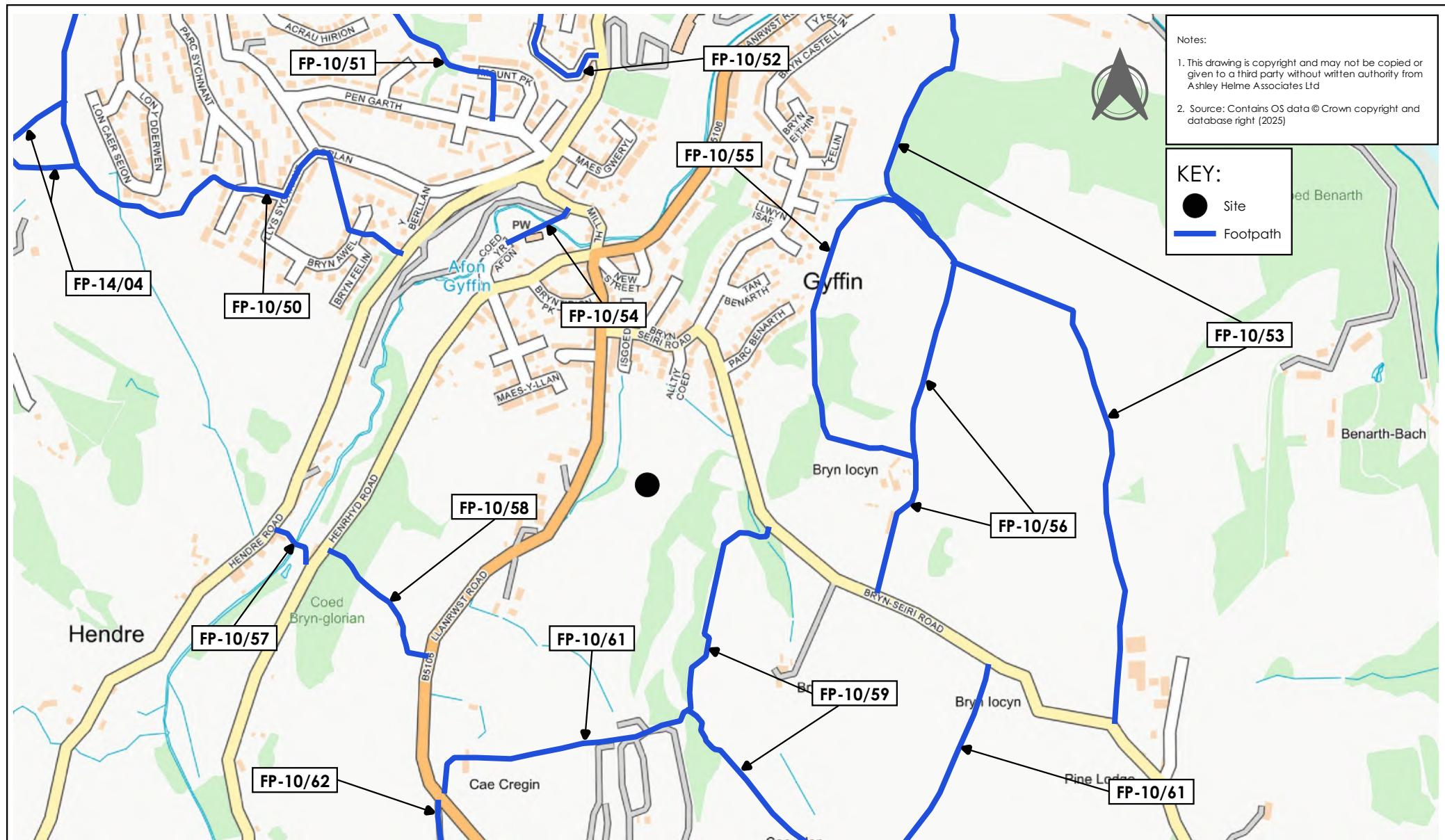
Title:
WALK ISOCHRONES AND AMENITIES

FIGURE 3.1

Client:
ADRA (TAI) CYFYNEDIG

Date:
AUGUST 2025

Scale:
NTS



Project:
LLANWRST ROAD, CONWY

Title:
PUBLIC RIGHTS OF WAY (PROW)

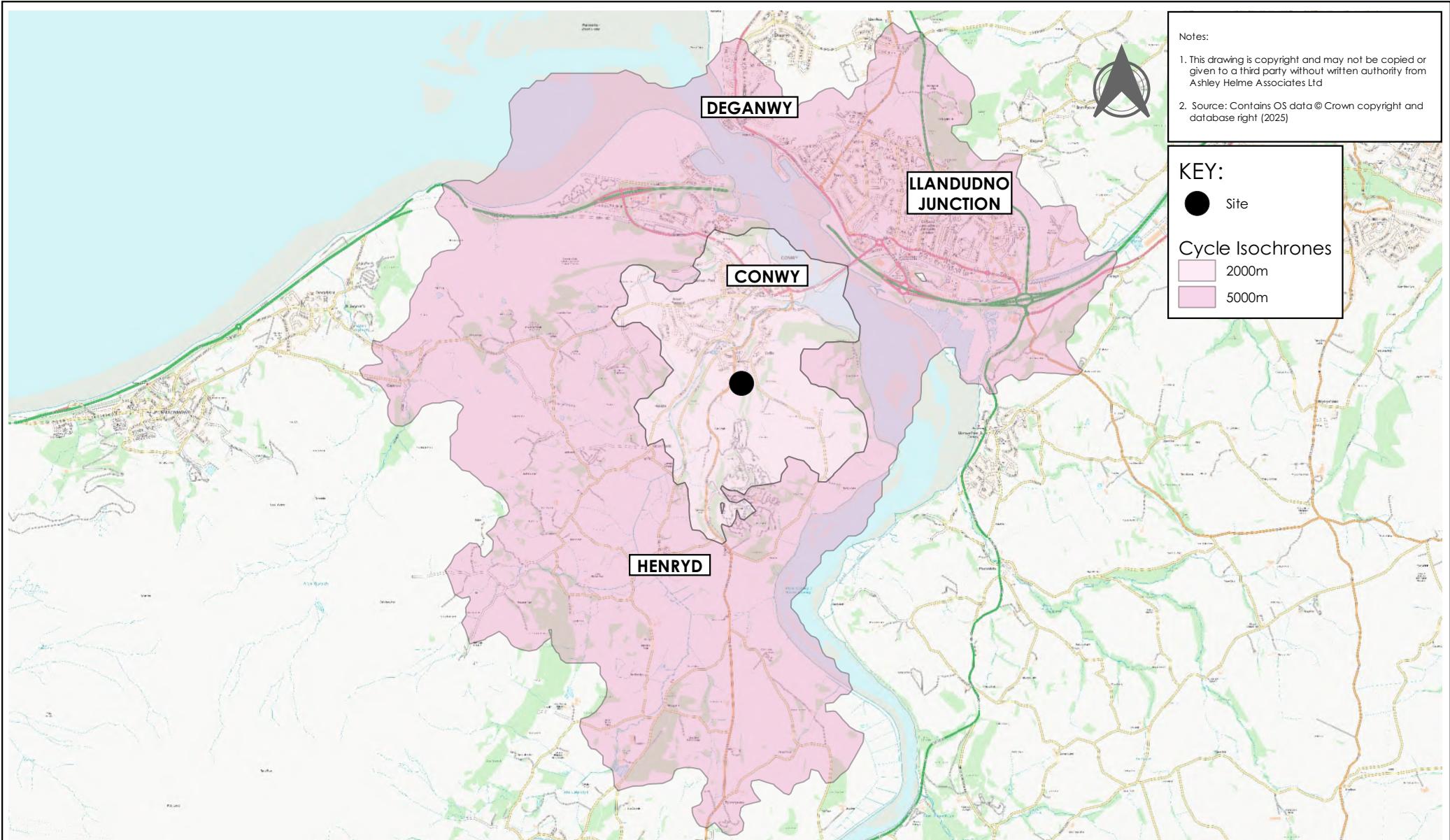
Client:
ADRA (TAI) CYFNGEDIG

FIGURE 3.2

Date:
AUGUST 2025

Scale:
NTS

 **ASHLEY HELME**
ASSOCIATES



Project:
LLANRWST ROAD, CONWY

Title:
CYCLE ISOCHRONES

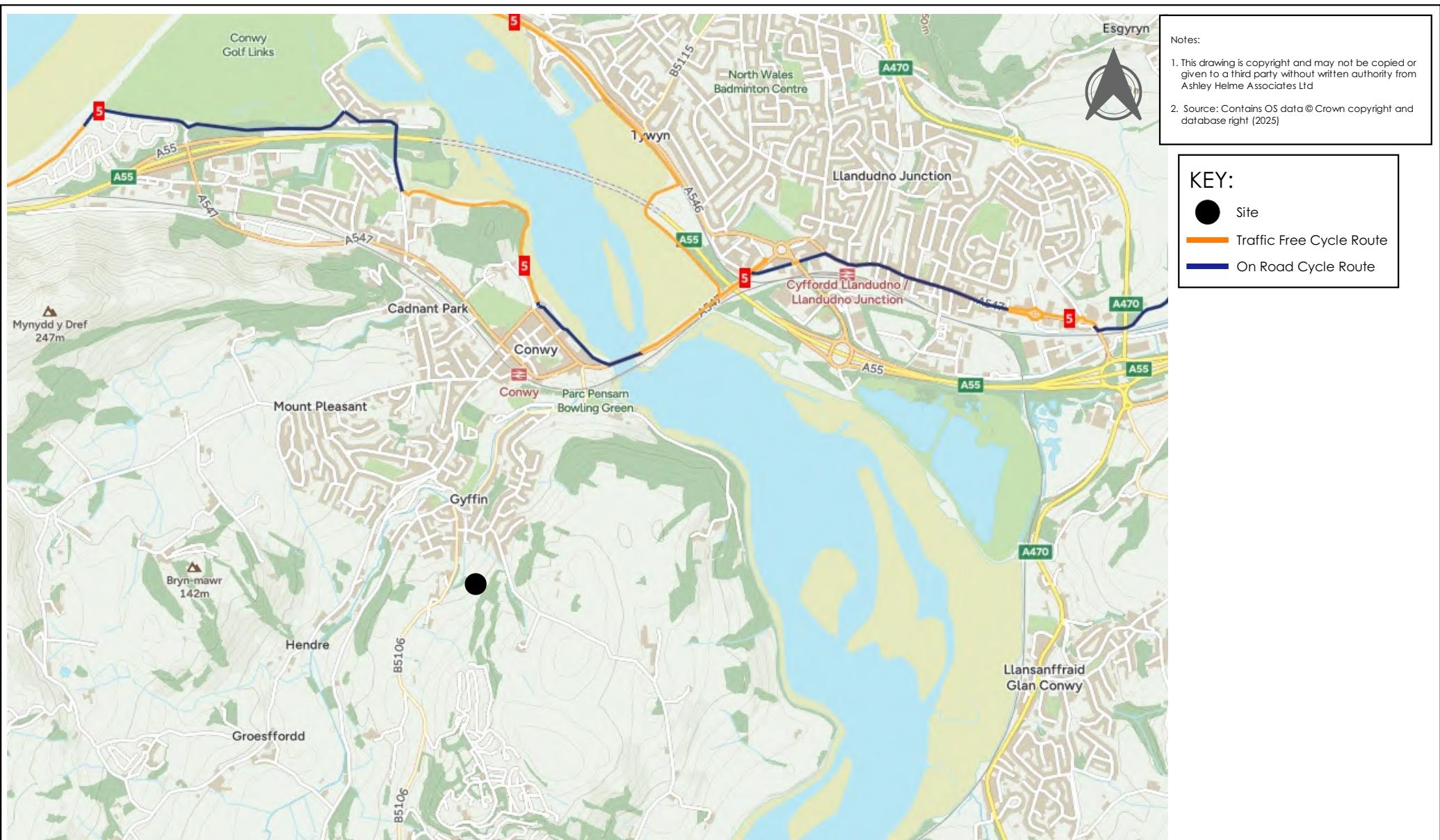
FIGURE 3.3

Client:
ADRA (TAI) CYFNGEDIG

Date:
AUGUST 2025

Scale:
NTS

 **ASHLEY HELME**
ASSOCIATES



Project:
LLANRWST ROAD, CONWY

Client:
ADRA (TAI) CYFNGEDIG

Title:
CYCLE ROUTES

FIGURE 3.4

Date:
AUGUST 2025

Scale:
NTS

 **ASHLEY HELME**
ASSOCIATES

Tables

MODE OF TRAVEL	DISTRICT		MIDDLE SUPER OUTPUT AREA (MSOA)	
	No.	%	No.	%
Conwy		Conwy 012		
Work at Home	3,631	7.2	264	9.4
Tram etc	40	0.1	3	0.1
Train	576	1.1	50	1.8
Bus	2,179	4.3	113	4.0
Taxi	236	0.5	7	0.3
Motorcycle	277	0.6	12	0.4
Car Driver	33,566	67.0	1,888	67.5
Car Passenger	2,826	5.6	149	5.3
Cycle	658	1.3	38	1.4
Walk	5,677	11.3	238	8.5
Other	427	0.9	33	1.2
TOTAL	50093	100.0%	2795	100.0%

Notes:

1. Source: 2011 Census

Table 5.1 **Travel to Work (Resident Population)**
Employed Persons Aged 16-74

MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING/ BUDGET
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Public Transport			
Provision of a bus stop, shelter and hardstanding on both sides of Llanrwst Road to the north of the Site.	Prior to first occupation	Developer	Developer funding
Provision of bus timetable information to residents as part of the residential Induction Pack	Prior to first occupation	TPC	TPC staff time

Walk/ Cycle			
Provide pedestrian and facilities on Burtonwood	Prior to first occupation	Developer	Developer funding
TPC to establish cycle action plan	Prior to first occupation	TPC	TPC staff time/Developer funding

Car Share			
Liftshare car share arrangements and promotional strategy to be established	Prior to first occupation	TPC	TPC staff time

Electric Vehicles			
Provision of an electric charging point at each property	Prior to first occupation	Developer	Developer funding

Management			
Residential TPC to be appointed	3 months prior to first occupation	Developer	Developer funding. Sufficient revenue budget for 5 years from first occupation
TPC establishes contact with relevant Council officer	Prior to first occupation	TPC	TPC staff time
Provision of broadband to each dwelling to facilitate home working	Prior to first occupation	Developer	Developer funding

Monitoring and Review

Table 10.1 RESIDENTIAL TP ACTION PLAN SUMMARY

Provisional date for vehicle traffic count survey based on sales projections	Prior to first occupation	TPC/ sales team	TPC/ sales staff time
Vehicle traffic count survey to be undertaken and subsequently analysed	Within 3 months of occupation of 50 houses. Annually until 5 years after first occupation	TPC	TPC staff time/ Developer funding
Preparation of Annual Monitoring and Review report to Council	Within 1 month of first year's anniversary of first occupation, then annually for 5 years from first occupation	TPC	TPC staff time/ Developer funding
Questionnaire travel survey to be undertaken and subsequently analysed	Within 9 months of occupation of 50 houses, biennially until 5 years after first occupation	TPC	TPC staff time/ Developer funding
Ongoing monitoring of TP indicators	Start within 9 months of occupation of 50 houses	TPC	TPC staff time/ Developer funding

Promotion and Marketing			
Resident Welcome/ Induction Pack prepared	Prior to first occupation	TPC	TPC staff time/ Developer funding
TP sales marketing information	1 month from TPC appointment	TPC/sales team	TPC staff time/ Developer funding
Induction meeting for sales staff	Prior to first occupation	TPC	TPC staff time
Each household to be issued with Welcome/ Induction pack	Upon first occupation	TPC/sales team	Developer funding
Promotional activities to residents by a variety of means	Upon first occupation and ongoing	TPC	TPC staff time/Developer funding

Table 10.1 RESIDENTIAL TP ACTION PLAN SUMMARY