

Pembroke Port,  
Pembrokeshire



## Travel Plan

Milford Haven  
Port Authority

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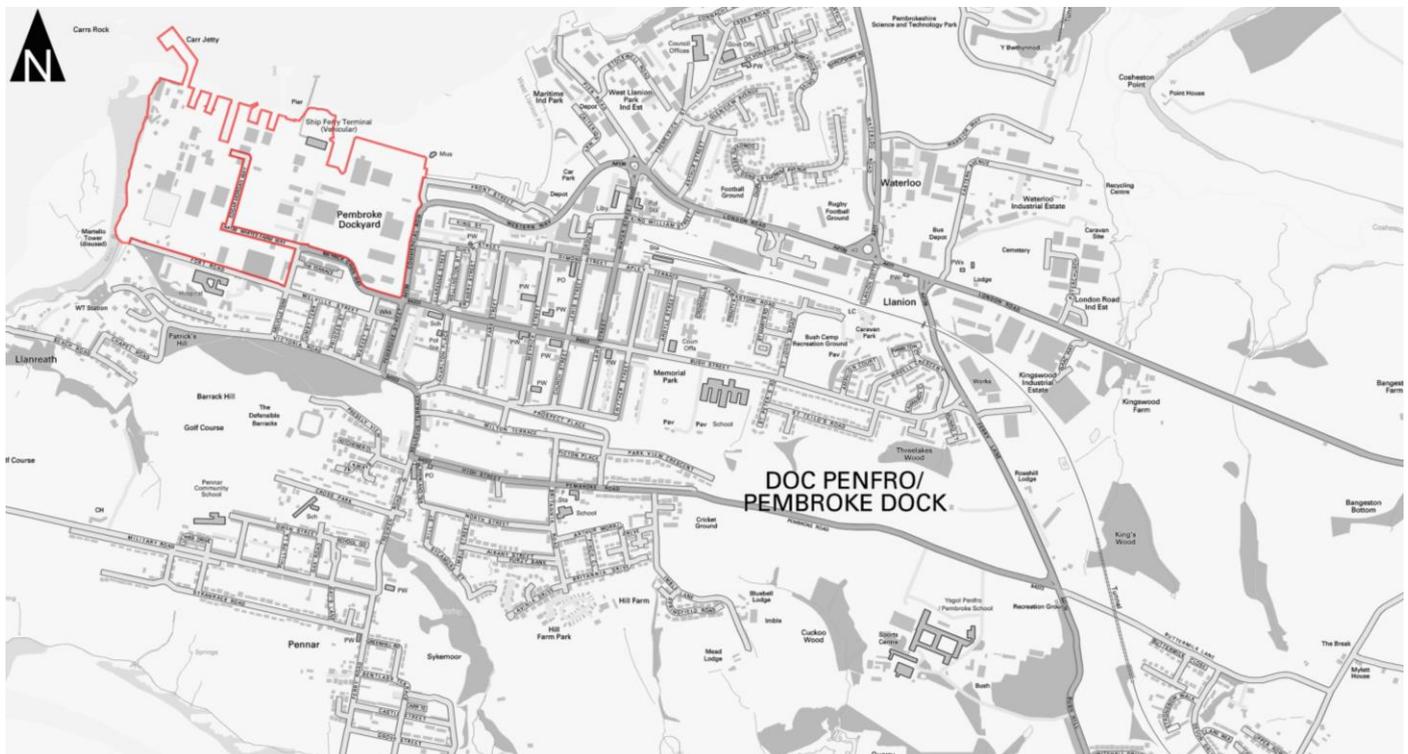
# 1 Introduction

## 1.1 Background

1.1.1 Lime Transport has been commissioned by Milford Haven Port Authority (MHPA) to prepare a Travel Plan to support the planning application for the redevelopment of Pembroke Port, to create a centre for renewable energy.

1.1.2 The proposed development is located within Pembroke Dockyard, Pembroke Dock, approximately 4km northwest of Pembroke Town Centre.

1.1.3 The location of Pembroke Port is identified in **Figure 1.1** below.



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**Figure 1.1 Pembroke Dock**

1.1.4 Travel plans are recommended by the Government as a way to widen travel choice, promote sustainable travel choices and reduce single-occupancy car travel. They are an important tool for the delivery of national, regional and local transport policy and are an integral part of the planning process, fulfilling a role in encouraging more sustainable development.

1.1.5 A travel plan is a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives. A travel plan sets targets to promote sustainable travel and identifies an appropriate package of initiatives and measures to achieve this. It then sets out an action plan to implement those measures and monitor their success.

## 1.2 Benefits of a Travel Plan

1.2.1 Travel Plans can assist in increasing accessibility and transport conditions at a local level whilst helping to reduce congestion, local air pollution, carbon emissions and noise. Growing evidence suggests physical activity as part of people's daily life contributes to psychological and physical well-being. People who are more active physically are more productive and have better attendance records.

1.2.2 The main reasons for implementing a Travel Plan at Pembroke Port, Pembrokeshire are:

- To demonstrate the organisation's corporate social responsibilities with regards the environment and encourage guests and employees to do the same;
- To understand and reduce the organisation's carbon footprint arising from travel to and from the site;
- To manage the transport impacts of the development, including parking, for the benefit of staff and visitors;
- To reduce congestion from travel to and from the site for the benefit of the environment and community;
- To improve business efficiency and equality of access for staff and visitors; and,
- To encourage and enable more sustainable travel.

1.2.3 The specific benefits to the organisation of having this Travel Plan include:

- Cost savings for employees by reducing car journeys;
- Quality of life improvements to staff related to reduced congestion and stress as well as improved health and motivation; and,
- Improved employment and retention related to better access to work and staff benefits.

## 1.3 Implementing this Travel Plan

1.3.1 This Travel Plan is a dynamic process and will be regularly reviewed, requiring monitoring and improvement to ensure it remains relevant and effective. It provides an opportunity to consider existing travel habits at the site and influence future travel choices. It considers:

- Commuter journeys;
- Visitor travel;
- Deliveries; and,
- Working practices.

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

- Section 2 provides an audit of the site's travel characteristics;
- Section 3 sets out a description of the development proposals;
- Section 4 sets travel plan objectives, targets and indicators for future mode share;
- Section 5 sets out the Travel Plan strategy for implementation;
- Section 6 describes the measures to promote the use of, and improve opportunities for, sustainable travel;
- Section 7 discusses the monitoring of the effectiveness of the Plan; and,
- Section 8 sets out the Action Plan.

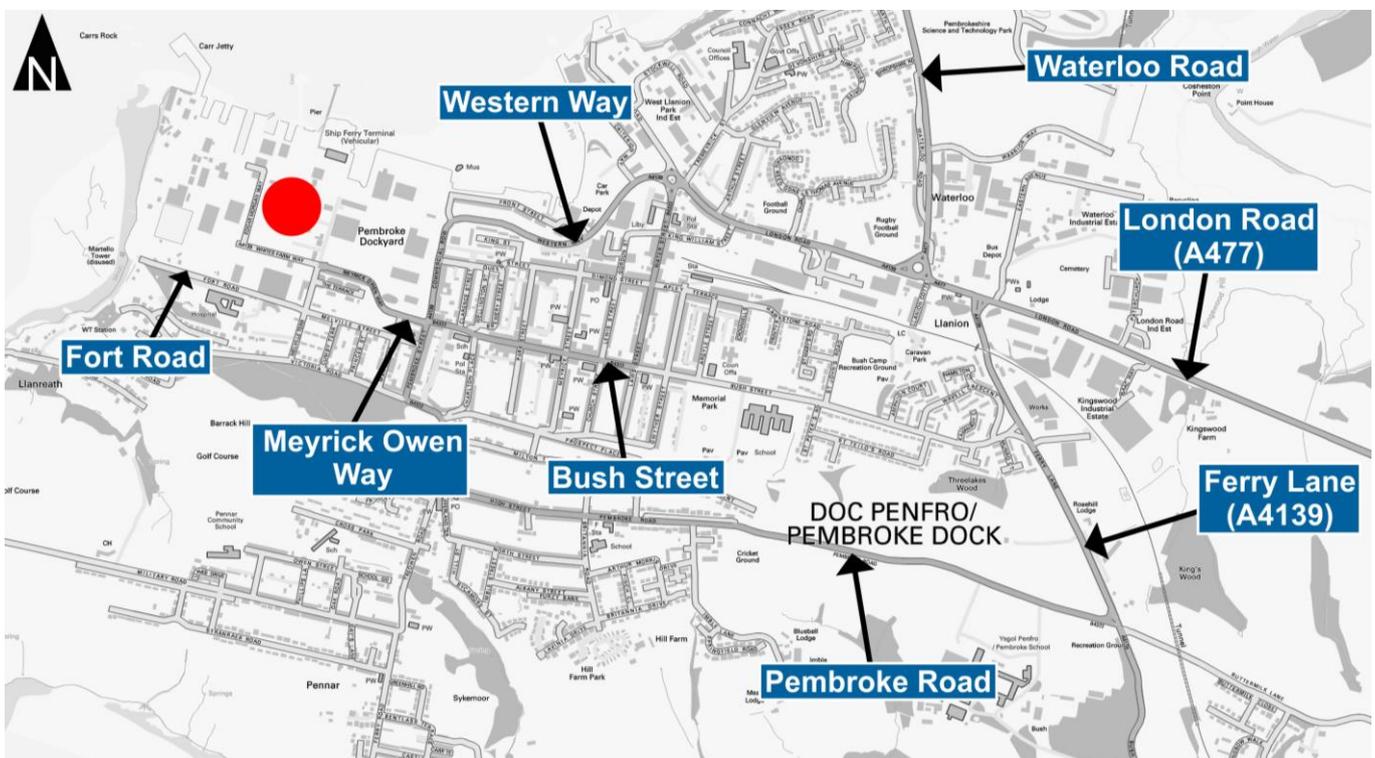
## 2 Audit of site travel characteristics

### 2.1 Site location

2.1.1 As outlined above, the site is located within the town of Pembroke Dock, Pembrokeshire, and is bounded by:

- Commercial Row to the east;
- Meyrick Owen Way and Fort Road to the south; and,
- Open water to the north and west.

2.1.2 The location of Pembroke Port, together with the local highway network is shown in **Figure 2.1** below.



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*Figure 2.1 Local Highway Network*

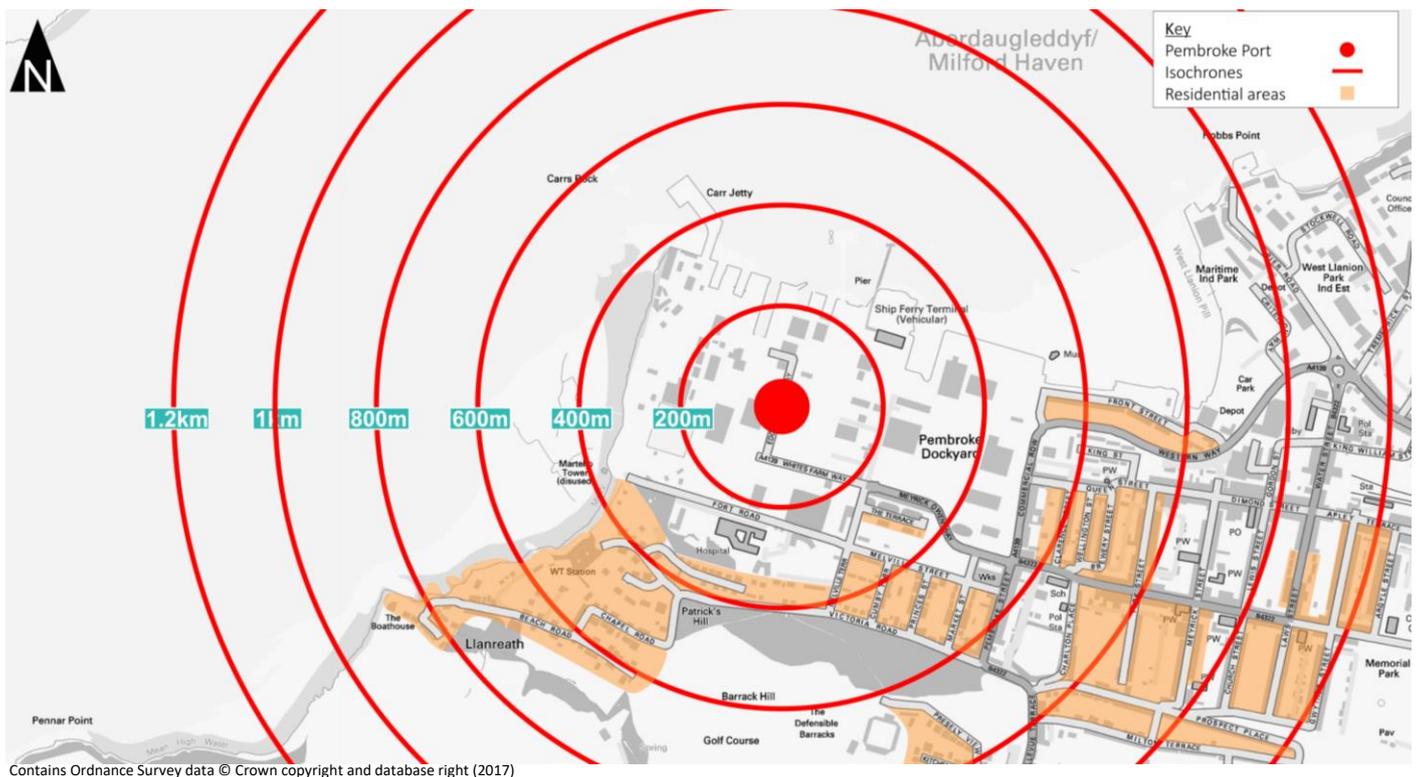
2.1.3 It is considered that the existing Pembroke Dock is accessible by walking, cycling and public transport as described in the following paragraphs.

### 2.2 Accessibility by walking and cycling

#### **Walking**

2.2.1 Existing pedestrian footpaths are located to the south of the dockyard providing good access from the site to local amenities and public transport connections.

- 2.2.2 The majority of roads within the vicinity of the site have footways on one or both sides of the carriageway, providing links between the site and surrounding area, including Meyrick Owen Way, Commercial Row and Western Way.
- 2.2.3 The Chartered Institution of Highways and Transportation (CIHT) '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.
- 2.2.4 **Figure 2.2** shows the 1.2km isochrones (divided into 200m bands from the centre of the site), with significant residential areas within walking distance of the site.



*Figure 2.2 Residential areas within 1.2km*

- 2.2.5 In addition to the existing footways, there are a number of Public Rights of Way (PRoW) within close proximity of the site, increasing the accessibility of the site to and from the surrounding residential areas. These are shown in **Figure 2.3** below.

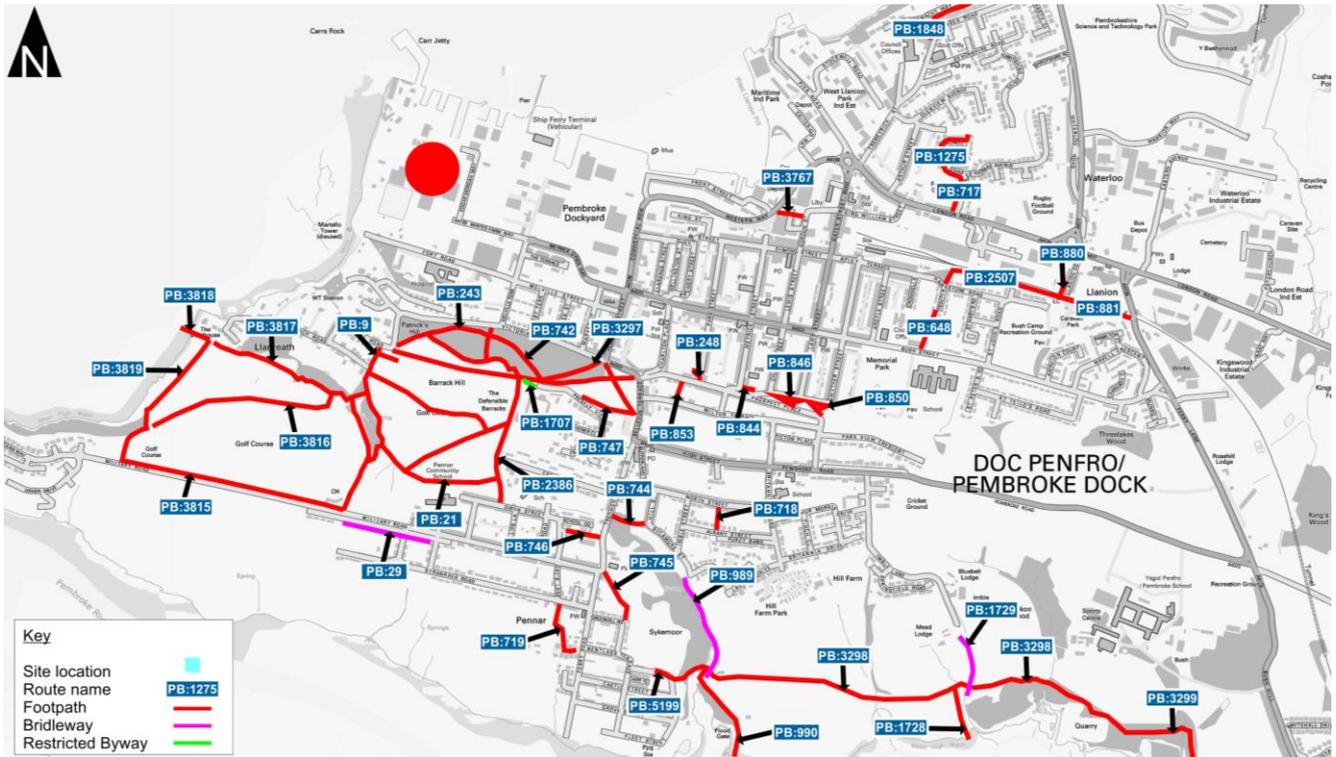


Figure 2.3 Public Rights of Way (PROW)

### Cycling

- 2.2.6 Pembroke Dock benefits from being located on Route 4 of the National Cycle Network (NCN), a long distance route between London and Fishguard via Reading, Bath, Bristol, Newport, Swansea, Carmarthen, Tenby, Haverfordwest and St. David’s. The route passes through Pembroke Dock, between Swansea and Fishguard, and is known as the Celtic Trail West, providing good connections to Pembroke, Milford Haven and Tenby.
- 2.2.7 The local cycle infrastructure is shown in **Figure 2.4** below.

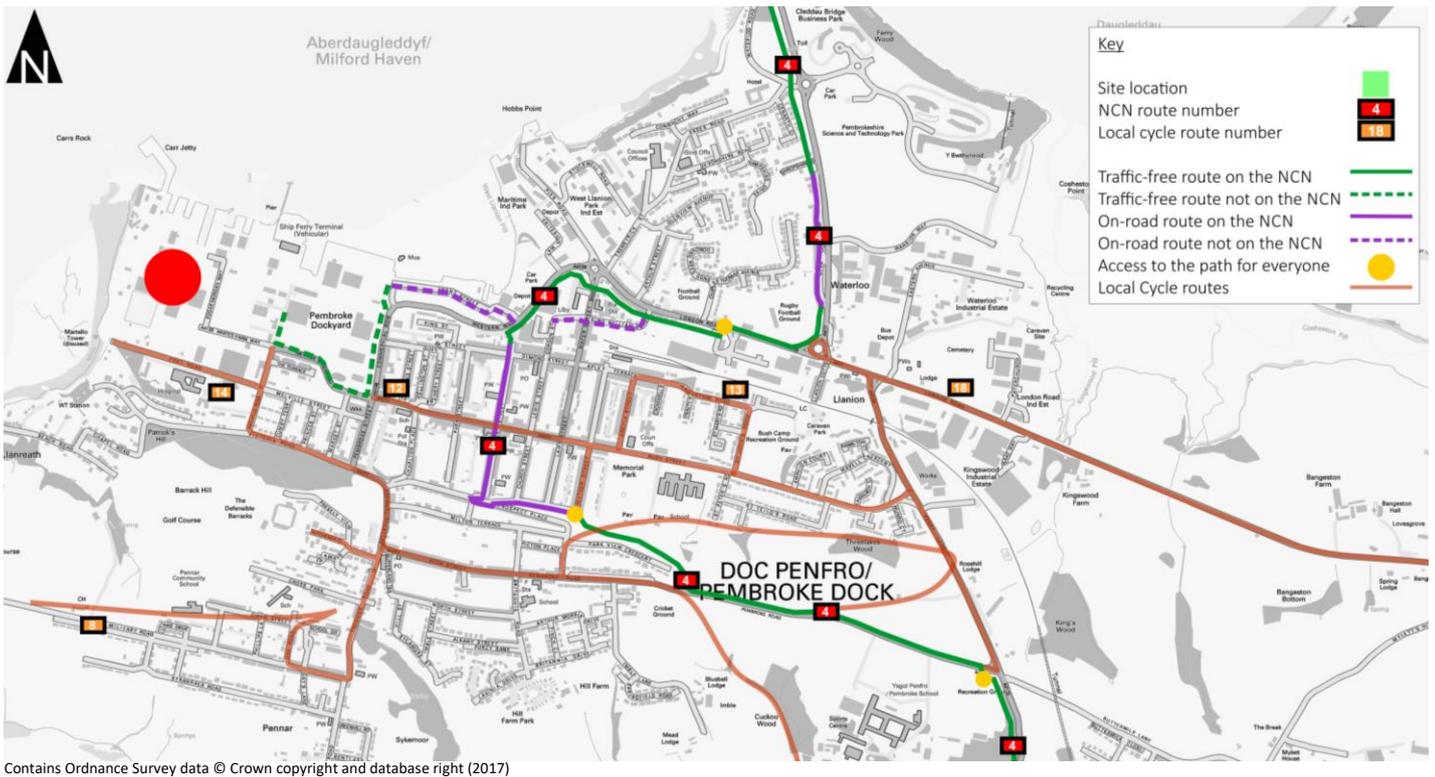
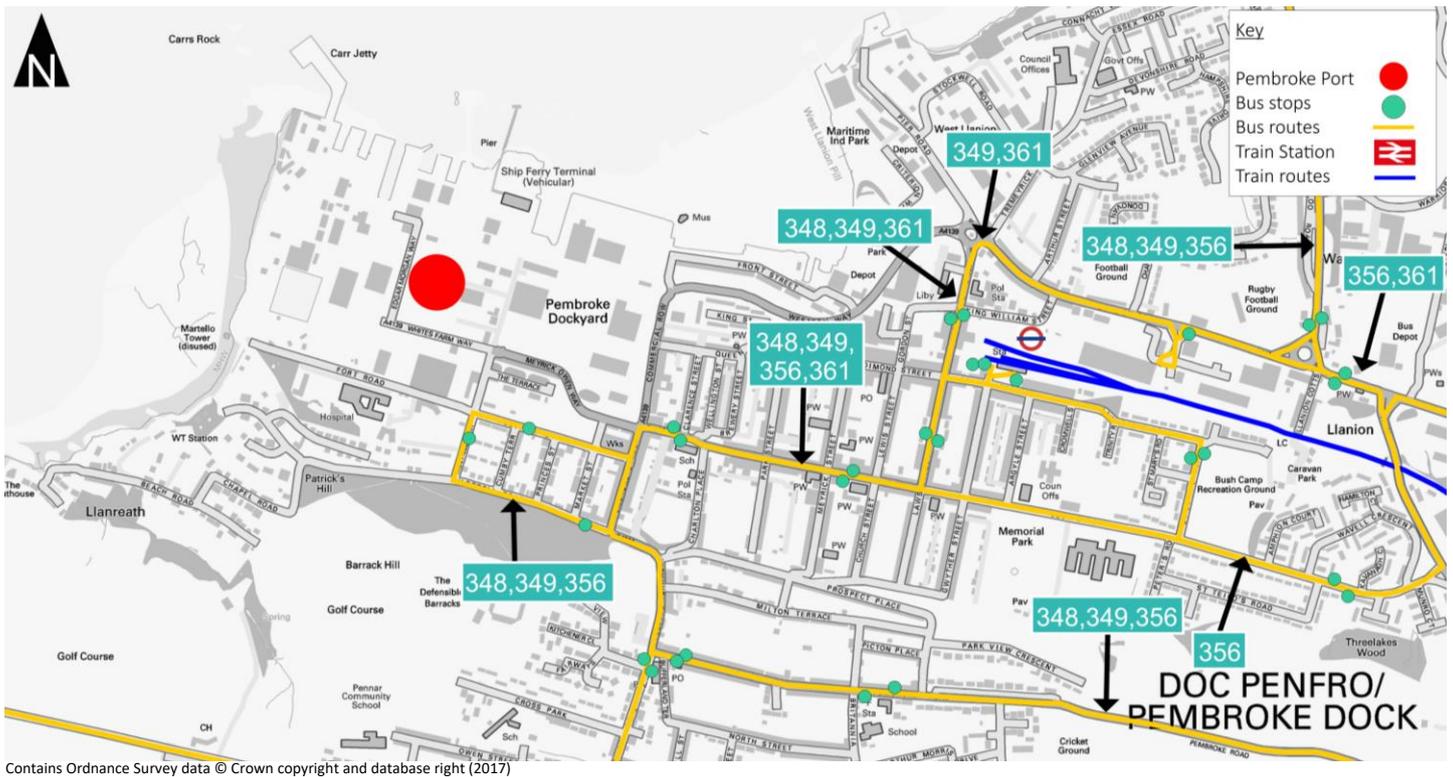


Figure 2.4 Local cycle infrastructure

## 2.3 Accessibility by public transport

### Bus services

- 2.3.1 The closest bus stop to the site is located on Melville Terrace and Melville Street, approximately 350m walking distance from the the Admiralty Way site access, and provides regular connections to Haverfordwest, Tenby, Milford Haven and Monkton.
- 2.3.2 The location of the closest bus stops, together with bus routes that call at these stops is shown in **Figure 2.5** below.



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Figure 2.5 Local public transport infrastructure

2.3.3 Table 2.1 below provides a summary of the routes serving the closest bus stops to the site.

Table 2.1 Bus Routes and timetable (weekdays)

Route No.	Distance (m)	Route	Frequency	Hours of operation Monday - Saturday
<b>Sunderland Avenue, Melville Terrace, Pembroke Dock</b>				
348	350	Haverfordwest - Tenby	3 per hour	07:00-19:00
348	350	Tenby - Haverfordwest	1 per hour	07:00-19:00
349	350	Haverfordwest - Tenby	3 per hour	07:00-19:00
349	350	Tenby - Haverfordwest	1 per hour	07:00-19:00
356	350	Milford Haven - Monkton	1 per hour	08:00-18:00
356	350	Monkton - Milford Haven	1 per hour	09:20-17:30
<b>Albion Square, B4322, Pembroke Dock</b>				
361	600	Tenby - Pembroke Dock	4 per day	10:00 and 13:44
361	600	Pembroke Dock - Tenby	4 per day	12:30 and 16:30

### Rail services

2.3.4 Pembroke Dock train station is located approximately 1.2km east of Pembroke Dock and is accessible on-foot via Commercial Row, Queen Street and Apley Terrace.

- 2.3.5 The train line terminates at Pembroke Dock and provides connections to Tenby, Saundersfoot, Carmarthen and Swansea every two hours. There are onward connections at Swansea to Cardiff, London and the east.
- 2.3.6 Connections to Haverfordwest, Milford Haven and the west can be made at Whitland. However, it is considered that the bus service is more likely to be the preferred mode of public transport for these destinations due to the frequency of the service, and the journey time.
- 2.3.7 The station is operated by Transport for Wales offers a pay and display car park, with parking for up to 20 cars.

## 2.4 Local highway network

- 2.4.1 A description of the local highway network is outlined in **Table 2.2** below.

*Table 2.2 A description of the local highway network*

Description	
<b>Meyrick Owen Way</b>	
Description	Single carriageway road, which acts as the main access route into the development site for both vehicles and pedestrians. A footway is located along the northern edge of the carriageway providing connections from the site to the west to Commercial Row to the east.
Width	9m
Speed limit	30mph
Street lighting	Present throughout the length of the road
Crossing facilities	Dropped kerb and tactile pavement located near access to Melville Street.
Bus route	No
Character	Wide distributor road connecting Pembroke Dockyard with Pembroke Dock town centre. Pembroke Port is located to the north of the road with open space and residential properties to the south and west.
On-street parking	No restrictions present along majority of road. Double yellow lines are present by the entrance to Melville Street and Pembroke Street.
<b>Commercial Row</b>	
Description	A single carriageway local access (or local distributor) road, with 2m wide footways on both sides of the carriageway.
Width	7.6m
Speed limit	30mph
Street lighting	Yes
Crossing facilities	Non-present
Bus route	No
Character	The road is dominated by residential and commercial/retail frontages along the eastern side, with parking bays located to the west.

On-street parking	Double yellow lines present at the Albion Square, Pembroke Street junction. Other than this, no restrictions exist. Parking bays are available on the western side of the road with no restrictions.
<b>Pembroke Street</b>	
Description	A one-way single carriageway road heading southbound, which changes into a two-way single carriageway road after the Melville Street roundabout. The road has footways on both sides of the carriageway.
Width	4.7m along the one-way section increasing to approximately 9m when the road changes to two-way.
Speed limit	30mph
Street lighting	Yes
Crossing facilities	Non-present
Bus route	Yes
Character	Local amenities including shops, bars and restaurants are located on eastern side of the one-way single carriageway, with residential development fronting the street once the road become two-way.
On-street parking	Within the one-way single carriageway parking bays are located on the eastern side with no restrictions. Once the road becomes two-way, parking bays are located on either side of the carriageway allocated to resident permit holders only.
<b>A4139</b>	
Description	Single carriageway district distributor road linking the town centre with residential areas to the south of the town and Pembroke Port to the west.
Width	Generally, 9.7m
Speed limit	30mph
Street lighting	Yes
Crossing facilities	Dropped kerb and tactile pavement located at junctions with minor distributor roads. Pedestrian crossings located at the entrance Tesco store and A4139.
Bus route	Yes
Character	Residential properties fronting the street on both sides of the carriageway. Also the presence of local amenities, including pubs, restaurants and hotels, and major supermarkets and convenience stores.
On-street parking	Double yellow lines present along length of road

## 2.5 Census data

- 2.5.1 2011 'Journey to Work' census data has been used (lower output area 'W01000601') to determine the existing mode splits for how employees will travel to work, see **Table 2.3** below. It should be noted that this data excludes those working from home or not in employment.

Table 2.3 Method of travel to work

Area	Total	Light rail, tram	Train	Bus, minibus or coach	Taxi	Motorcycle, scooter or moped	Driving a car or van	Passenger in a car or van	Bicycle	On foot
Pembrokeshire	483	0	0	24	2	4	275	59	8	109
LSOA 013B		0%	0%	5%	0%	1%	57%	12%	2%	23%
MSOA 013	3,913	1	16	189	11	37	2,558	383	51	629
Pembrokeshire		0%	0%	5%	0%	1%	65%	10%	1%	16%
Pembrokeshire	48,957	43	232	1,606	221	358	35,649	3,434	475	6,427
		0%	0%	3%	0%	1%	73%	7%	1%	13%

2.5.2 It can be seen from the table above that 73% of those that live in Pembrokeshire drive to work, with a further 7% travelling as a passenger in a car.

## 3 Development proposals

### 3.1 Introduction

3.1.1 This section of the report sets out a brief description of the development proposals and considers the proposed access arrangements, on-site car and cycle parking provision, refuse storage and collection, and servicing provision.

3.1.2 A full description of the proposed development can be found in Chapter Two 'Project description' of the Environmental Statement.

### 3.2 Development proposals

3.2.1 It is proposed to redevelop land at Pembroke Port, Pembrokeshire to provide a centre for renewable energy. A brief description of what the proposed development will comprise, is stated below:

- Widening of the existing slipway and extension of the slipway towards deeper water;
- Provision of large areas of hardstanding in proximity to the quayside;
- Areas of flat land for use either as 'lay down' or capable of being developed to create buildings in response to time-sensitive business requirements; and,
- Enhanced interconnectivity between the New Gate 4 facility and the Existing Gate 1 Facility via transport corridors.

3.2.2 As stated in Chapter Two of the Environmental Statement, *'The proposed development will enable the provision of an enlarged single slipway at Gate 4 to facilitate the efficient transfer of vessels and marine renewable devices between land and sea, together with the formation of large 'lay down' open areas to facilitate working on boats and devices without occupying slipways'*.

3.2.3 A masterplan (as shown in **Figure 3.1** below) has been developed to demonstrate how the proposed centre can be accommodated within the port.

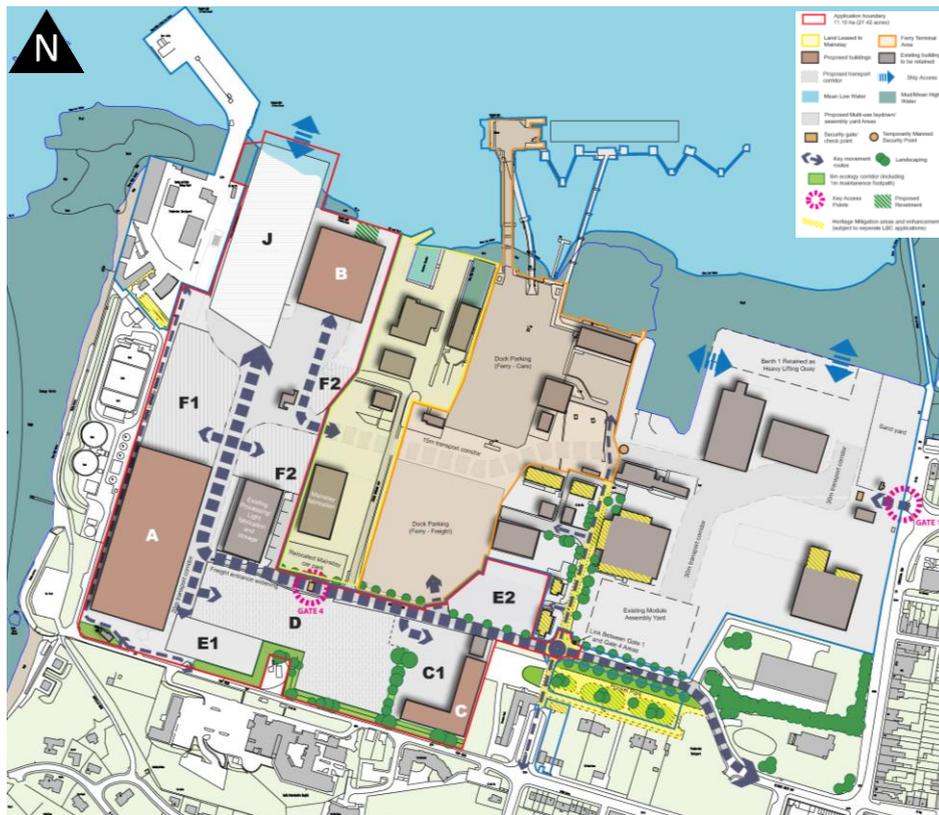


Figure 3.1 Proposed development masterplan

3.2.4 The major internal floor areas proposed on site include:

- A fabrication building for sub-assemblies and marine engineering related activities - 11,900m<sup>2</sup>;
- A high bay ship repair and fabrication building - 4,900m<sup>2</sup>;
- Light assembly and maintenance facility - 2,500m<sup>2</sup>;
- Open batching plant and storage area - 12,937m<sup>2</sup>;
- Proposed employee car park E1 - 3,040m<sup>2</sup> and, E2 - 4,853m<sup>2</sup>; and,
- Light assembly and maintenance external storage and parking area - 5,000m<sup>2</sup>;

3.2.5 It can be seen from the information presented above that the proposed re-development consists of an internal floor area of 32,237m<sup>2</sup> with an employee car parking area of 7,893m<sup>2</sup>. This excludes the external light assembly and parking area, which is an additional 5,000m<sup>2</sup>.

### 3.3 Access to the site

#### Vehicle access

3.3.1 As part of the development it is proposed to provide two points of access to the re-development:

- Primary access via Admiralty Way and Meyrick Owen Way; and,
- Second access via Gate One off Front Street

3.3.2 The primary access via Admiralty Way will be used by staff working at the proposed development, as well as commercial vehicles and passenger cars accessing the commercial ferry.

3.3.3 The secondary access, via Gate 1, will be used for deliveries and bulk material deliveries into the port.

3.3.4 As part of the development a highway access point will be provided to the Gate 4 area from Whites Farm Way.

***Pedestrian access***

3.3.5 It is likely that staff and visitors will access the site via car or public transport. The existing pedestrian routes to the site via Admiralty Way and Meyrick Owen Way will remain and provide the main access to the site for pedestrians.

## 4 Travel plan objectives, targets and indicators

### 4.1 Introduction

4.1.1 An outcome approach is used for this Travel Plan, with specific outcomes linked to targets. This approach allows for flexibility in the choice of measures and their implementation and enable the Travel Plan to be more responsive, with the introduction of different measures to help achieve the targets. This section below sets out the overarching 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 high-level aims of the Travel Plan that give it direction and provide a 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 of occupation (by 2025).

### 4.2 Aim and objectives of this travel plan

4.2.1 The primary focus of this Travel Plan is to reduce the proportion of staff travelling by single-occupancy vehicle; by encouraging the use of active travel modes (walking and cycling), public transport and car sharing. Ensuring that facilities and support are in place to assist users to make sustainable travel choices will be 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:

- Objective 1 - Reduce the proportion of staff commuting by car (as driver) by increasing the share of commuting journeys made on foot, by bicycle, public transport and car share;
- Objective 2 - Address the access needs of site users, by supporting walking, cycling and public transport to promote healthy lifestyles and sustainable communities; and,
- Objective 3 - Improve awareness amongst staff about the different travel options and facilities available.

4.2.3 Targets are the measurable goals by which progress of the Travel Plan will be assessed. They should be quantifiable, realistic and have a timescale attached and are essential for monitoring progress and the success of the Travel Plan.

4.2.4 The targets, with indicators linked to these 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. The baseline values are based on 'Journey to work' data from the 2011 Census (lower output area ('W01000601'), as set out in Chapter 2 above.

Table 4.1 Travel Plan targets

Targets (and specific objectives met)	Indicators	Staff travel mode (%)		
		Baseline value	Interim target	Targets
<b>Aim targets</b>				
Reduce % of staff travelling to the site by single-occupancy vehicle (1)	Staff trips made by walking and cycling	24	26	28
	Staff trips made by public transport	5	8	10
	Staff trips made by car (as passenger)	12	15	18
<b>Action targets</b>				
Appoint a TPC (1, 2, 3)	Appointment to be confirmed			
Address the access needs of site users by implementing measures, policies and facilities to support walking, cycling and use of public transport (2)	% of staff take up of initiatives			
Improve awareness amongst staff and visitors about alternative travel options, staff policies and availability of facilities (1, 3)	N/A			
Provide appropriate cycle and car parking, including Blue Badge spaces (2)	Installation of cycle parking and Blue Badge parking space			

- 4.2.5 The aim of this travel plan is to increase the percentage of those using sustainable modes of travel, including walking, cycling, public transport and car share by 15% and reduce the number of people travelling by car (as driver) by 15%, from 57% to 42%. This will be achieved by increasing the proportion of staff travelling by active travel modes, public transport and car sharing.
- 4.2.6 The scope to increase the mode share of cycling and walking is based on the significant population residing within 2km of the site.
- 4.2.7 Given the proximity of the site to Pembroke Dock train station, and the accessibility of the site by existing regular scheduled bus services from the surrounding areas, it is anticipated that increased use of public transport can be achieved.
- 4.2.8 It is acknowledged that for those working early or late shifts, public transport may not be a viable option. Therefore, whilst the Travel Plan focuses on increasing walking, cycling and public transport use, a significant reduction in single car occupancy journeys will be achieved through encouraging 'car-sharing'.

- 4.2.9 Car ownership data (from the 2011 Census) indicates that within the lower super output area, in which the site is located, a high percentage of the population (36%) do not have access to a car or van (per household), and 46% have access to only one car or van per household.

## 5 Travel Plan strategy

### 5.1 Introduction

5.1.1 This Travel Plan strategy sets out the development and implementation stages and contains these key elements:

- Securing the resources (including time) that are necessary to develop and implement the Travel Plan;
- Consulting with, and informing tenants/ contractors and staff; and,
- Identifying and engaging with partners.

5.1.2 The Travel Plan strategy is set out within the remainder of this section. It discusses how the Plan will be managed and marketed, as well as who the key partners will be.

### 5.2 Strategy

5.2.1 The key stages of the Travel Plan are set out in **Table 5.1** below:

*Table 5.1 Stages of the Travel Plan*

Travel plan stage	Target date for completion
Appointment of Travel Plan Coordinator	3 months prior to completion of works
Implementation of physical measures	During construction
Production of marketing material	Prior to completion of works
Launch of Travel Plan	Upon completion of development
Initial travel survey and monitoring report	Year 1
Snapshot survey	Year 2
Interim travel survey and monitoring report	Year 3
Snapshot survey	Year 4
Final travel survey	Year 5
Full review at end of year 5	Year 5

### 5.3 Managing the plan: roles and responsibilities

#### **Senior management support**

5.3.1 Senior management support is essential to give the Travel Plan weight. MHPA will need to identify a senior manager who will take a leading role in the implementation of this Travel Plan.

### ***Travel Plan Co-ordinator***

- 5.3.2 All travel plans are dependent on nominated individuals being given time and resources to devote to overseeing and implementing the various measures outlined in this Travel Plan. Their responsibilities will include:
- Being the main contact for the Travel Plan;
  - Presenting a business case for the Travel Plan measures to senior management;
  - Offering advice and information on travel choices to staff and visitors;
  - Management of the Plan including delivery of measures and initiatives;
  - Facilitating Travel Plan working groups;
  - Undertaking Plan monitoring; and,
  - Liaising with external parties.
- 5.3.3 It is likely that the Travel Plan Co-ordinator (TPC), or the Operations Team overseen by the Operations Manager at Pembroke Port, will undertake this role as part of their wider responsibilities. The Co-ordinator will make use of the resources available from Pembrokeshire County Council and TravelWest (a journey planning website).
- 5.3.4 The TPC will offer bespoke travel advice, on request, to staff. This advice will focus on understanding the individual's barriers to changing the way they travel and providing customised support and information to help address these issues.
- 5.3.5 This Travel Plan is prepared by Lizzie Clark of Lime Transport (elizabeth@limetransport.com) who will be responsible for this plan until a Co-ordinator is appointed. Contact details: Lime Transport, 5A Andrews Buildings, Stanwell Road, Penarth, CF64 2AA (02920 700 924).

### ***Partners and Stakeholders***

- 5.3.6 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 Co-ordinator will be a central figure in establishing partnerships and maintaining links and lines of communication, including Pembrokeshire County Council's Travel Plan Officer, First South & West Wales and Sustrans Cymru.
- 5.3.7 Similarly, it is important that travel plans have the support of internal stakeholders, including the staff, who stand to benefit from, and be affected by, the plan, as well as HR, Finance and Marketing teams. Stakeholders are often engaged through staff working or focus groups.

### ***Marketing and travel information***

- 5.3.8 Marketing and awareness raising strategies form an important part of all travel plans. They cover the involvement and engagement of staff and 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.

- 5.3.9 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. Once the travel options, staff policies and facilities are known, then targeted marketing will help encourage staff to use them.
- 5.3.10 Marketing can be used through various stages of the Plan development including:
- **Introducing the Travel Plan concept and launch of the Plan;**
  - **Changes to staff policies;**
  - **Introduction of measures and initiatives; and,**
  - **General promotional campaigns to highlight the financial, social and environmental benefits associated with sustainable travel option.**
- 5.3.11 The measures set out in Section 6 will be introduced to ensure efficient and extensive dissemination of travel options information using a variety of techniques including printed materials, electronic media and through activities and events. Specific communication tools and techniques used to promote the Travel Plan could include:
- **Printed materials - posters, flyers, newsletters and notice boards;**
  - **Electronic media - Travel Plan published on website, travel information page on company website and intranet and emails to site users;**
  - **Events – initiative launch events, support national campaigns, personalised travel planning, feedback at staff meetings and staff induction.**

## 6 Measures

6.1.1 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.

6.1.2 The measures listed below are designed to make sustainable travel choices easier and more affordable. This will reward sustainable travel users and ensure public transport use, car share or walking and cycling is not only maintained but also increased.

*Table 6.1 Measures and initiatives to promote sustainable travel*

Strategy	Measures
Reducing the need to travel	<ul style="list-style-type: none"> <li>• Promote a local recruitment strategy</li> <li>• Introduce the option to work a longer shift with the ability to bank hours and accumulate days off</li> <li>• Provision of staff canteen on site</li> </ul>
Initiatives to support walking	<ul style="list-style-type: none"> <li>• Promote safe, local walking routes through distribution of local route maps and include on sustainable travel notice board. Contact the local authority for information on local walking routes.</li> <li>• Provide showers, changing and drying facilities and lockers for storing clothes.</li> <li>• Hold promotional events, e.g. inter-departmental/company pedometer challenges, and take part in awareness raising events like Walk to Work Week.</li> <li>• Raise awareness of health and financial benefits of walking through distribution of literature to encourage walking. Provide information on walking times, rather than distances, and convert to “calorie map”.</li> <li>• Set up a walking buddy scheme to match potential walk to work partners.</li> <li>• Provide pool umbrellas to assist staff caught out by a rain shower on the way home.</li> <li>• Provide occasional incentives, e.g. active traveller’s breakfast.</li> </ul>
Initiatives to support cycling	<ul style="list-style-type: none"> <li>• Provide convenient, secure and well-lit cycle parking.</li> <li>• Monitor use of cycle parking and increase if necessary to reflect increase in demand.</li> <li>• Raise awareness of health and financial benefits of cycling through promotional literature.</li> <li>• Distribute route maps showing local cycle routes and display on sustainable travel notice board. Sustrans are sources of information on cycle routes and general cycling advice.</li> </ul>

	<ul style="list-style-type: none"> <li>• Establish a Bicycle User Group to discuss cycling issues and events.</li> <li>• Attempt to negotiate a staff discount with a local cycle shop.</li> <li>• Arrange cycle training and bike buddy scheme for less experienced cyclists, to increase their confidence by cycling to work with a more confident colleague (refer to Better by Bike for local free cycle training providers).</li> <li>• Purchase a basic cycle repair kit for the site, including public bike pump.</li> <li>• Take part in events like National Cycle to Work Week and organise occasional lunchtime cycle rides.</li> <li>• Provide occasional incentives, e.g. active traveller's breakfast.</li> </ul>
Initiatives to support use of public transport	<ul style="list-style-type: none"> <li>• Provide clear public transport information regarding services and location of facilities. Post information on location of facilities on sustainable travel notice board and provide staff with links to a journey planner, e.g. <a href="http://www.traveline.cymru">www.traveline.cymru</a></li> <li>• Issue new starters with a weekly bus or train pass to trial using public transport.</li> <li>• Provide free short-term taster tickets for those staff interested in trialling the use of public transport.</li> <li>• Provide interest free loans for season tickets.</li> <li>• Where possible, introduce some flexibility within working hours to allow staff to co-ordinate their working hours with public transport services.</li> <li>• Provide information about carrying cycles on trains.</li> </ul>
Support for car sharing	<ul style="list-style-type: none"> <li>• Introduce car sharing scheme and promotion of scheme, including launch event and regular (twice a year) coffee and cake mornings to introduce potential car sharers to each other.</li> <li>• Create a match finding database and hold coffee breaks to meet car sharing partners for travel to work.</li> <li>• Allocate parking spaces to car sharers.</li> <li>• Consider linking to other businesses to widen car sharing database.</li> <li>• Provide occasional incentives for car sharers e.g. free car washes for regular car sharers.</li> <li>• Promote Lift Share Week and Car Free Day.</li> </ul>
Parking Management	<ul style="list-style-type: none"> <li>• Parking spaces allocated to blue-badge holders and car sharers</li> </ul>
Visitors	<ul style="list-style-type: none"> <li>• Develop a "How to find us" section on the company's website showing how the site can be accessed by sustainable modes of travel (walking, cycling and public transport).</li> </ul>
Deliveries	<ul style="list-style-type: none"> <li>• Policy of using local suppliers.</li> <li>• Select suppliers that can deliver multiple items</li> </ul>

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General promotion

- Appoint TPC
  - Place a sustainable travel notice board in a communal area.
  - Develop a sustainable travel lottery. Choose a day, say each month, and pick an employee at random, if this person travelled by means other than by single-occupancy vehicle then they win a prize. If not, the prize rolls over to next month.
  - Inclusion of sustainable travel information and incentives in induction package for new recruits.
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## 7 Monitoring and review

### 7.1 Introduction

7.1.1 This Travel Plan is a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the organisations using this site. This document sets out the plans for monitoring and review of the Travel Plan over five years from completion of the development (2021– 2025). This is summarised in **Table 6.1** below.

### 7.2 Monitoring and review

7.2.1 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 prepare the monitoring reports.

7.2.2 It is anticipated that the Travel Plan will be launched in 2021, to coincide with the opening of the first-phase of the development.

*Table 6.1 Monitoring plan*

Data collection and reporting	Key information	When/how frequently	By whom
Staff Travel Survey	a. mode share b. awareness level c. staff postcode data d. response rate	Years 1, 3 and 5	TPC
Snapshot surveys	Mode share	Years 2 and 4	TPC
Usage of travel plan intranet web pages	Number of webpage hits	Annually	TPC/IT
Records of new Travel Plan initiatives	New initiatives	Annually	TPC
Record of uptake of initiatives	% staff signing up for initiatives	Annually	TPC/HR
Monitoring reports	Travel survey results How targets are being met Any revisions to measures	Years 1, 3, 5	TPC

7.2.3 Annually, the Travel Plan will be reviewed, and new targets and measures considered where appropriate. Any new targets set as a result of monitoring will be reported to Pembrokeshire County Council and recorded as an amendment.

## 7.3 Reporting

- 7.3.1 Annual monitoring reports will be submitted following the completion of the surveys and the document will next be fully revised in five years after opening of phase one of the development (2026).
- 7.3.2 The Co-ordinator will report on the results of the travel surveys and of any review of the Travel Plan to senior management and others deemed appropriate. In the event that the interim targets are not being met the Co-ordinator will consider offering personal travel planning advice to staff.
- 7.3.3 Key surveys and/or monitoring findings and updates to the Travel Plan will be disseminated and publicised to all staff.

## 8 Action plan

### 8.1 Introduction

- 8.1.1 The Action Plan brings together all the measures outlined in this Travel Plan with details of who will be responsible for the implementation of each measure, the timescale for implementation, monitoring mechanisms and funding implications. The Action Plan is set out in **Table 8.1** below.

Objective	Target	Measures	Responsibility and support	Indicator	Timescale	Funding
To reduce the need to travel	To reduce staff travelling to the site by car (as driver) from 57% to 42%	Promote a local recruitment strategy		Annual review of staff recruitment	On-going	N/A
		Introduce the option to work a longer shifts with the ability to bank hours and accumulate days off			On-going	MHPA
		Provision of staff canteen on site	MHPA	Use of facilities	On-going	MHPA
To encourage more walking	To increase the proportion travelling to the site by active modes (walking and cycling) from 24% to 28%	Promote safe, local walking routes through distribution of local route maps and include on sustainable travel notice board. Contact the local authority for information on local walking routes.	TPC	Level of interest amongst staff	Launch of TP	TP budget
		Provide showers, changing and drying facilities and lockers for storing clothes.	MHPA	Facilities on-site	Completion of building	MHPA

		Hold promotional events, e.g. inter-departmental/company pedometer challenges, and take part in awareness raising events like Walk to Work Week.	TPC	Number of events held and level of participation	On-going	TP budget
		Raise awareness of health and financial benefits of walking through distribution of literature to encourage walking. Provide information on walking times, rather than distances, and convert to “calorie map”.	TPC	Level of interest amongst staff	Launch of TP	TP budget
		Set up a walking buddy scheme to match potential walk to work partners.	TPC	Take up of initiative	On-going	TP budget
		Provide pool umbrellas to assist staff caught out by a rain shower on the way home.	TPC	Monitor use and increase number provided as necessary	Launch of TP	TP budget
		Provide occasional incentives, e.g. active traveller’s breakfast.	TPC	Attendance by staff	On-going	
To encourage more cycling	To increase the proportion travelling to the site by active modes (walking and cycling) from 24% to 28%	Provide convenient, secure and well-lit cycle parking	MHPA	Facilities on site	Completion of build	MHPA
		Monitor use of cycle parking and increase if necessary to reflect increase in demand.	TPC	Monitor use	3 monthly	MHPA
		Raise awareness of health and financial benefits of cycling through promotional literature.	TPC	Level of interest amongst staff	Launch of TP	TP budget
		Distribute route maps showing local cycle routes and display on sustainable travel notice board. Sustrans are sources of information on cycle routes and general cycling advice.	TPC	Level of interest amongst staff	Launch of TP	TP budget
		Establish a Bicycle User Group to discuss cycling issues and events.	TPC	Level of interest amongst staff	On-going	TP budget

		Attempt to negotiate a staff discount with a local cycle shop.	TPC	Take up of initiative	Launch of TP	N/A
		Arrange cycle training and bike buddy scheme for less experienced cyclists, to increase their confidence by cycling to work with a more confident colleague.	TPC	Attendance by staff	On-going	TP budget
		Purchase a puncture repair kit for the site.	TPC	Monitor use and replenish as necessary	Launch of TP	TP budget
		Take part in events like National Cycle to Work Week and organise occasional lunchtime cycle rides.	TPC	Number of events and number of staff participating	On-going	TP budget
		Provide occasional incentives, e.g. active traveller's breakfast	TPC	Attendance by staff	On-going	MHPA
To encourage more use of public transport	To increase the proportion travelling to the site by public transport from 5% to 10%	Provide clear public transport information regarding services and location of facilities. Post information on location of facilities on sustainable travel notice board and provide staff with links to a journey planner, e.g. <a href="http://www.traveline.cymru">www.traveline.cymru</a> and <a href="https://travelwest.info/">https://travelwest.info/</a>	TPC	Level of interest amongst staff	Launch of TP	TP budget
		Issue new starters with a weekly bus or train pass to trial using public transport	TPC	Take up of initiative	On-going	MHPA
		Provide free short-term taster tickets for those staff interested in trialling the use of public transport	TPC	Take up of initiative	On-going	MHPA
		Provide interest free loans for season tickets		Take up of initiative	On-going	MHPA

		Where possible, introduce some flexibility within working hours to allow staff to co-ordinate their working hours with public transport services		Take up of initiative	On-going	N/A
		Provide information about carrying cycles on trains	TPC	Level of interest amongst staff	Launch of TP	N/A
Implement car sharing schemes	To increase staff car sharing from 12% to 18%	Introduce car sharing scheme and promotion of scheme, including launch event	TPC	Level of interest amongst staff	Launch of TP	TP budget
		Create a match finding database and hold coffee breaks to meet car sharing partners for travel to work	TPC	Take up of initiative and attendance at coffee mornings	On-going with 6 monthly coffee mornings	TP budget
		Allocate parking spaces to car sharers	MHPA	Spaces allocated and monitor use	Completion of build and monitor 3 monthly	N/A
		Link to other businesses to widen car sharing database.	TPC	Take up of initiative by nearby businesses	On-going	N/A
		Provide occasional incentives for car sharers e.g. free car washes for regular car sharers	TPC	Take up of initiative	On-going	MHPA
		Promote Lift Share Week and Car Free Day	TPC	Level of interest amongst staff	On-going	TP budget
To manage car parking demand	To reduce staff travelling to site by car (as driver) from 57% to 42%	Parking spaces allocated to blue badge holders and car sharers.	MHPA	Facilities on-site	Completion of build	MHPA

Reduce visitors travelling by single-occupancy car	By reduce visitors traveling by car (as driver)	Develop a “How to find us” section on the company’s website showing how the site can be accessed by sustainable modes of travel	IT	Sustainable travel information on website	Launch of TP	MHPA
To reduce emissions related to deliveries	To reduce emissions related to deliveries	Policy of using local suppliers	MHPA	Take up of initiative	On-going	N/A
		Select suppliers that can deliver multiple items	MHPA	Take up of initiative	On-going	N/A
To promote travel by sustainable modes	To reduce staff travelling to the site by car (as driver) from 57% to 42%	Appoint TPC	MHPA	TPC appointment	1 month prior to completion of build	MHPA
		Place a sustainable travel notice board in a communal area.	MHPA	Provision of notice board	Launch of TP	TP budget
		Develop a sustainable travel lottery. Choose a day, say each month, and pick an employee at random, if this person travelled by means other than by single-occupancy vehicle then they win a prize. If not, the prize rolls over to next month	TPC	Level of interest by staff	On-going	TP budget
		Inclusion of sustainable travel information and incentives in induction package for new recruits	TPC	Distribution of information to new recruits	On-going	MHPA