

LEOM LLP

Custom House

Travel Plan

May 2017

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1 INTRODUCTION

Background

- 1.1 Vectos are retained by LEOM LLP to provide transport and highways advice in relation to a proposed hotel development at Custom House, Cardiff.
- 1.2 The redevelopment proposal consists of an 18 storey, 248 bedroom hotel.
- 1.3 This Travel Plan has been prepared in accordance with Travel Plan guidance issued by the Department for Transport.
- 1.4 The intention of this Travel Plan is to provide an overview of the Travel Planning issues and opportunities for the proposed hotel redevelopment at the Custom House, Cardiff.

Introduction to the Interim Travel Plan

- 1.5 Travel Plans produced at the planning application stage can play a key role in shaping travel choice at proposed developments, managing future travel demand and reducing reliance on single occupancy use of the private car.
- 1.6 One of the UK's top transport priorities is to reduce transport's emissions of carbon dioxide and other greenhouse gases with the desired outcome of tackling climate change. To do this our society must improve and encourage the use of sustainable (low carbon) transport, and ensure that new development takes place in accessible locations, which minimise the need for travel.
- 1.7 This ethos is embodied in local, regional and national transport policy.
- 1.8 Travel plans encourage more sustainable journeys. They minimise the impact of additional traffic arising from new developments.
- 1.9 This Interim Travel Plan sets out specific aims and measures for the proposed hotel development at Custom House, Cardiff.
- 1.10 This Interim Travel Plan has been prepared in accordance with the Department for Transport guidance on travel plans contained within the publications 'Making Residential Travel Plans

Work; Guidance for New Developments’, June 2007 and ‘Delivering Travel Plans Through the Planning System’, April 2009’.

This Document

- 1.11 This Travel Plan has been written as a standalone document and contains all the relevant information needed to implement the monitoring strategy.
- 1.12 The measures identified within this Interim Travel Plan will assist in promoting healthy and sustainable travel to and from the proposed development.

Travel Plan Scope

- 1.13 The scope of this Travel plan is to reinforce the sustainable travel ethos of staff and visitors of the hotel and ensure that the innovative initiatives introduced at the hotel opening are managed effectively.
- 1.14 This Travel Plan is aimed at discouraging unnecessary travel, especially by private motorised vehicles primarily for staff, servicing and customer, in three areas. These areas are staff, customers and servicing.

Structure of Report

- 1.15 The remainder of this document is structured as follows:
 - Section 2 – describes the existing situation;
 - Section 3 – reviews relevant policy;
 - Section 4 – describes the development proposals;
 - Section 5 – outlines the objectives, measures and targets;
 - Section 6 – sustainable transport measures;
 - Section 7 – monitoring and review;
 - Section 8 - contains a summary.

2 EXISTING SITUATION

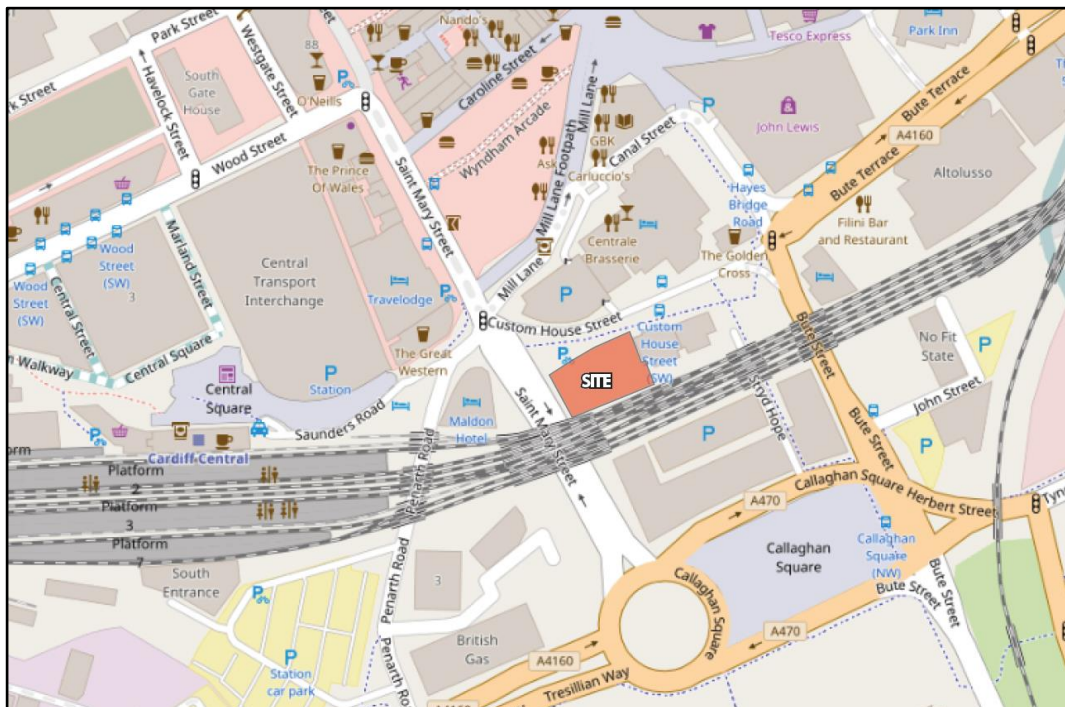
2.1 This section of the report provides an overall description of the site in the context of its local surroundings and general movement characterises of the surrounding area.

Site Location

2.2 The site is located off Custom House Road on the southern fringe of Cardiff adjacent to Custom House Road.

2.3 The site is bound by St Mary Street to the west, Custom House Street to the north and the Rail line to the south. The site is shown in its local context in **Figure 2.1**.

Figure 2.1 – Site Location in a Local Context



Existing Site Access

2.4 Vehicular access to and from the site (except taxis and buses) is via Bute Street signalised junction.

2.5 The access from St Mary street is restricted to taxis and buses only.

2.6 Pedestrians and cyclists can access the site via Custom House Street or St Mary Street.

Existing Parking Provision

- 2.7 There are 11 car parking spaces located on the existing site although the development proposal aims to encourage sustainable modes of travel by limiting parking to two disabled spaces.
- 2.8 There are several public car parks in the vicinity of the site, John Lewis which has 550 spaces, St David's 2,568 spaces and Great Western Lane NCP with 508 spaces.
- 2.9 Custom House Street operates with parking restrictions along the frontage of the application site on both sides of the road. There are double yellow lines with blips on the kerbs edge which indicates that no loading can take place during the prohibited times stated.

Local Highway Network

- 2.10 The site is located off Custom House Street which connects to St Mary Street to the west and Bute Street/Bute Terrace to the east.
- 2.11 Custom House Street joins St Mary Street and Penarth Street via a signalised junction. Penarth Street provides access to Cardiff Central Railway Station.
- 2.12 Custom House Street joins Bute Street via a staggered four arm signalised junction, with Bute Terrace and Hayes Bridge Road.
- 2.13 Hayes Bridge Road Provides access to the John Lewis car park and the Marriot Hotel.
- 2.14 Bute Street runs southeast under the railway line where it passes through Callaghan Square. Bute Street runs parallel to Lloyd George Avenue down to Mermaid Quay in Cardiff Bay.
- 2.15 Bute Terrace runs eastwards and connects to Churchill Way and Adams Street.

Accessibility by Non-Car Modes

- 2.16 Developments are to be designed to encourage more trips to be made by more sustainable modes including walking, cycling or on public transport in an effort to maximise social inclusion and minimise the number of single occupancy private car trips. Providing travel choice is policy compliant and essential in terms of today's modern and dynamic society.

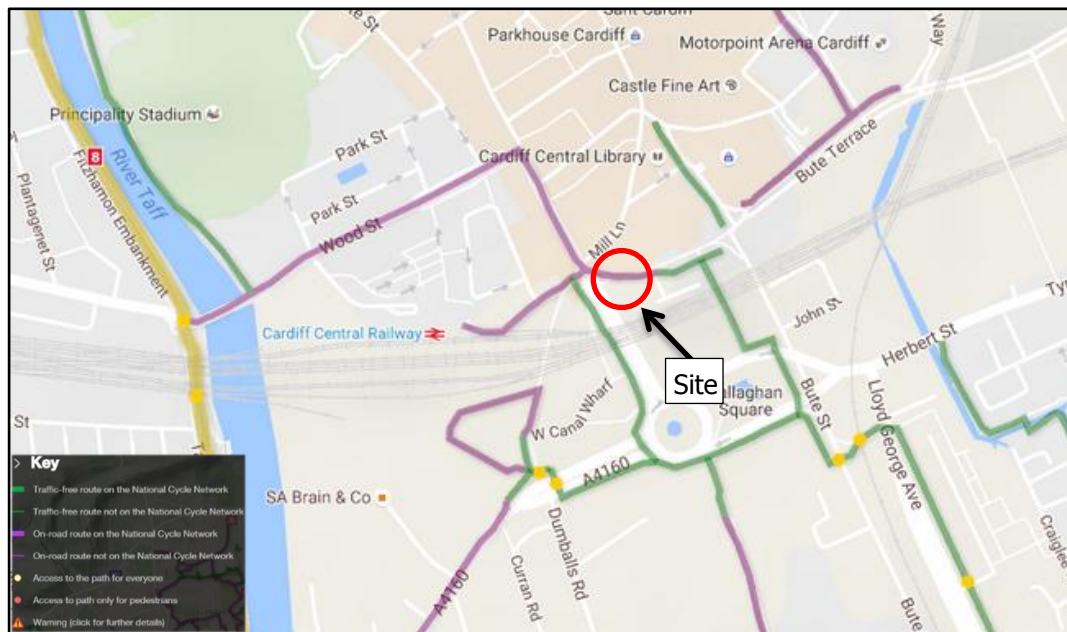
Walking

- 2.17 The area is served by good quality pedestrian routes, which are through an attractive and active environment. Existing pedestrian facilities in the vicinity of the site include formal footways, shared footway/cycleway and a pedestrianised zone.
- 2.18 In the direct vicinity of the site, there are lit footways on both sides of the road-leading pass the development site. A lit pedestrian /cycle path leading south from Custom House Street onto Hope Street is available prior to crossing underneath the railway bridge, offering an alternative route towards Callaghan Square and Cardiff Bay.
- 2.19 To the east, there are continuous footways on either side of Bute Terrace, which allow for pedestrian movement to Churchill Way, Adam Street and Mary Ann Street and into the City Centre.
- 2.20 The footways on the western side of Custom House Street extends along St Mary Street, Penarth Road and Mill Lane. These are continuous lit footways on both side of the road.
- 2.21 The footways are all of sufficient width and are in a good state of repair, with street lighting present.
- 2.22 Within the vicinity of the site, dropped kerbs and tactile paving are present to enable continuous pedestrian linkages where footways are interrupted by side roads.
- 2.23 There are signalised crossing points on each arm of St Mary Street/ Custom House Street / Penarth Road junction. This allows easy connectivity to key walking routes from the site.
- 2.24 There are formal signalised pedestrian crossings on each arm of the Custom House/ Bute Street / Bute Terrace / Hayes Bridge Road signalised junction. This ensures that pedestrians can comfortably cross to any arm for convenient onward linkages.
- 2.25 There are a number of informal pedestrian crossing facilities equipped with dropped kerbs and some tactile paving.
- 2.26 The site is located in terms of proximity and easy access by foot to the City Centre and local transport networks, using the existing all-encompassing pedestrian network.

Cycling

- 2.27 The existing dedicated cycle infrastructure within the vicinity of the site is good, however National Cycle Network route 8 (NCN 8) routes west of the site.
- 2.28 NCN 8 runs across its full-length links Holyhead to Cardiff via numerous towns, including Porthmadog, Bangor and Brecon. The Taff Trail section of this route specifically links Brecon to Cardiff Bay.
- 2.29 The cycling infrastructure in the vicinity of the site is shown in **Figure 2.2**.

Figure 2.2 – Existing Cycling Infrastructure in the Vicinity of the Site



- 2.30 NCN 8 is shown in **Figure 2.2** as the yellow route; this is a traffic free route until the Taff Embankment. NCN 8 in this location is a particularly attractive route to the west of the site, and offers access to a number of parks and facilities off the route.
- 2.31 Cycle routes not on the NCN cycle network run along Custom House Street connecting St Mary Street, Hope Street and Lloyd George Avenue before continuing southwards to Cardiff Bay. Cycle routes not on the NCN cycle network are shown in **Figure 2.2**.

- 2.32 The Custom House Street / Bute Terrace / Bute Street / Hayes Bridge Road junction have advanced cycle stop lines on all the approaches and at the St Mary Street / Custom House junction, these roads have advanced stop lines to assist cyclists.
- 2.33 On the roads lacking in formal infrastructure in the vicinity of the site, many of them lend themselves to cycling.

Public Transport

- 2.34 This site is well served by public transport, with several bus and rail services accessible within a short walking distance.

Bus

- 2.35 The nearest bus stops to the site are located on Custom House Street, circa 40m and 80m from the site access. Both stops are equipped with a layby, raised kerbs, a shelter containing concise timetabling information.
- 2.36 These stops are marked and served by services 52, 57, 58 and the Bay Car. Additional stops are located approximately 160m east of the site; these are 'Bute Terrace' and 'Bute Terrace (stop 2)'. Bute Terrace bus stops are equipped with bus border kerbs, a shelter and timetabling information.
- 2.37 A summary of all the services which serve these bus stops is provided in **Table 2.1**.

Table 2.1 – Summary of Bus Services in the Vicinity of the Site

| Service | Route | Time | | Frequency | | | Service Provider |
|---------|--|-----------|----------|-----------|---------|---------|------------------|
| | | First Bus | Last Bus | Mon-Fri | Sat | Sun | |
| 8 | Cardiff Bay – City Centre-Heath Hospital | 05:31 | 00:32 | 20 mins | 20 mins | 30 mins | Cardiff Bus |
| 9 | Sports Village – City Centre-Heath Hospital | 07:53 | 19:09 | 30 mins | 40mins | n/a | Cardiff Bus |
| 9A | Sports Village – Channel View – City Centre – Heath Hospital | 06:50 | 22:51 | 20 mins | 60 mins | 60 mins | Cardiff Bus |

| | | | | | | | |
|---------------|--|-------|-------|-------------|-------------|-------------|-------------|
| 30 | Cardiff – Castleton – Newport | 06:23 | 21:58 | 20 mins | 20 mins | 60 mins | Cardiff Bus |
| 30 | Cardiff – Castleton – Newport | 07:30 | 22:50 | 20 mins | 20 mins | 60 mins | Newport Bus |
| 35/36 | Gabalfa – Cathays – City Centre | 07:22 | 23:00 | 20 mins | 20 mins | 60 mins | Cardiff Bus |
| 95 | Heath Hospital – Cardiff – Dinas Powys – Barry – Barry Island | 06:36 | 19:23 | 15 mins | 15 mins | 120 mins | Cardiff Bus |
| 95 A | Cardiff – Penarth | 09:57 | 16:57 | 60 mins | 60 mins | n/a | Cardiff Bus |
| 95 B | Cardiff – Penarth | 08:27 | 17:25 | 30 mins | 60 mins | n/a | Cardiff Bus |
| 95 C | Cardiff – Park & Ride West | 08:27 | 18:02 | 20 mins | n/a | n/a | Cardiff Bus |
| 304 | Cardiff – Bridgend | 06:00 | 23:02 | 30 mins | 30 mins | n/a | NAT Group |
| X1 | Pontprennau – City Centre – Culverhouse Cross | 06:27 | 21:02 | 15 mins | 15 mins | 20 mins | NAT Group |
| X91 | Cardiff – Wenvoe – St. Athau – Llantwit Major | 08:07 | 17:30 | 120 mins | 120 mins | n/a | Cardiff Bus |
| Baycar | Cardiff Bay – City Centre | 06:34 | 23:05 | 12 mins | 15 mins | 15 mins | Cardiff Bus |

2.38 As shown in **Table 2.1** there are up to 47 buses per hour serving the local area to the site. This is considered to be an excellent level of public transport.

Rail

2.39 The nearest railway station to the site is Cardiff Central Rail Station, which is located approximately 350m from the site access; hence, it is within comfortable walking/ cycling distance from the site and is an attractive mode of transport for regional destinations- e.g London Paddington, Bristol and Reading.

2.40 Cardiff Queen Street Rail Station is located 800m from the site and provides an attractive mode of transport to local destinations - e.g Pontypridd, Merthyr Tydfil and Aberdare.

2.41 A summary of the rail services from Cardiff Central and Cardiff Queens Street is shown in **Table 2.2**.

Table 2.2 – Summary of Rail Services from Cardiff Central and Cardiff Queens Street

| Origin | Destination | Frequency | Journey Time |
|-----------------------|-------------------|-----------|--------------|
| Cardiff Central | London Paddington | 30 mins | 132 mins |
| Cardiff Central | Bristol | 4 hourly | 52 mins |
| Cardiff Central | Reading | 30 mins | 96 mins |
| Cardiff Queens Street | Pontypridd | 10 mins | 27 mins |
| Cardiff Queens Street | Merthyr Tydfil | 30 mins | 63 mins |
| Cardiff Queens Street | Aberdare | 30 mins | 64 mins |

2.42 **Table 2.2** shows that the site can be accessed by a numerous national and local rail services and the level of public transport is high.

Summary

2.43 The site is located in a sustainable location, within walking and cycling distance of public transport links and local amenities.

2.44 There are excellent public transport linkages from the site via bus and train with regular services. This level of public transport, both bus and rail offers real travel choice.

3 POLICY CONTEXT

3.1 This section considers the proposed development and the Travel Plan against the backdrop of current national and local policy, specifically in relation to sustainable travel and the aim of reducing single occupancy vehicular trips and reliance on the private car. It also considers current guidance relating to the production of Travel Plans.

National Policy

Planning Policy Wales (Edition 8, January 2016)

3.2 Planning Policy Wales sets out the current land use planning policies of the Welsh Government. This is supplemented by a series of Technical Advice Notes. In terms of transport related policies it places the sustainability of development at the heart of the decision making process (para 4.11.4) and requires that new development proposals minimise the need to travel and increase accessibility by modes other than the private car. It requires that major generators of travel demand be located within existing urban areas that are well served by public transport, or can be reached by walking or cycling.

3.3 The principles discussed above are repeated again in PPW's Chapter 8, which deals specifically with Transport issues.

3.4 This chapter advocates that a transport hierarchy be established in relation to new developments. It continues that development be located near other related uses to encourage multipurpose trips and reduce the length of journeys (8.1.5).

3.5 In terms of plan making and development control it advises (8.7.1) that the following issues should be taken into account:

- the impacts of the proposed development on travel demand;
- the level and nature of public transport provision;
- accessibility by a range of different transport modes;
- the opportunities to promote active travel journeys, and secure new and improved active travel routes and related facilities, in accordance with the provisions of the Active Travel (Wales) Act 2013;

- the willingness of a developer to promote travel by public transport, walking or cycling, or to provide infrastructure or measures to manage traffic, to overcome transport objections to the proposed development;
- the environmental impact of both transport infrastructure and the traffic generated (with a particular emphasis on minimising the causes of climate change associated with transport); and
- the effects on the safety and convenience of other users of the transport network.

Department for Transport Documents

3.6 The Department for Transport (DfT) have produced a number of documents providing guidance on Travel Plans, including *‘Making residential travel plans work: guidelines for new development (2007)’* and *‘Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009)’*.

3.7 These guidelines include a Travel Plan pyramid, which sets out five key tiers to a successful residential Travel Plan. This Pyramid is reproduced in **Figure 3.1**.

Figure 3.1 – Travel Plan Pyramid



- 3.8 Considering the above tiers, the first tier considers site location. This is seen as a key element by the guidance and one that underpins 'all the other aspects of accessibility of the site'.
- 3.9 The second tier 'comprises the fundamental characteristics that need to be incorporated into the design of the site from an early stage in order to reduce the need to travel and support walking, cycling and bus use'. This effectively relates to the physical measures that can be delivered as part of the development to ensure it ties into the sustainable transport network as effectively as possible.
- 3.10 The third tier puts in place 'the resource to facilitate and develop the measures in the plan'. This effectively means the identification of a suitable person to lead the Travel Plan process and ensure the effective management and development of the Travel Plan.
- 3.11 The fourth tier then goes on to consider 'the services that will need to be obtained for the site' and primarily relates to the 'soft' travel planning measures, whilst the fifth and final tier looks at 'promotion, marketing and awareness raising to ensure adequate take-up of these services and to communicate the travel plan to staff'.

Technical Advice Note 18: Transport

- 3.12 TAN 18: Transport describes how to integrate land use and transport planning and explains how transport impacts should be assessed and mitigated.
- 3.13 The document states that sustainable development should be achieved by:
- Integration of transport and land use planning;
 - Integration between different types of transport; and
 - Integration of transport policy with policies for the environment, education, social justice, health, economic development and wealth creation.
 - Integration of land use planning and development of transport infrastructure can help the Welsh Government achieve its wider sustainable development policy objectives by:
 - Promoting resource and travel efficient settlement patterns;
 - Ensuring new development is located where there is, or will be, good access by public transport, walking and cycling thereby minimising the need for travel and fostering social inclusion;

- Managing parking provision;
- Ensuring that new development and major alterations to existing developments include appropriate provision for pedestrians (including the with special access and mobility requirements), cycling, public transport, and traffic management and parking/servicing;
- Encouraging the location of development near other related uses to encourage multi-purpose trips;
- Promoting cycling and walking;
- Supporting the provision of high quality, inclusive public transport;
- Supporting provision of a reliable and efficient freight network;
- Ensuring that transport infrastructure or service improvements necessary to serve new development allow existing transport networks to continue to perform their identified junctions.

3.14 The developer, in conjunction with the Council is seeking to improve upon the sustainable connections to this site and the area in general.

A Walking and Cycling Action Plan for Wales 2009-2013

3.15 This document aims to assist in achieving a change in behaviour which results in more people walking and cycling more often. The key objectives of the Action Plan are to:

- ‘Improve the health and wellbeing of Wales through increased physical activity;
- Improve the local environment for walkers and cyclists;
- Encourage sustainable travel to combat climate change;
- Increase levels of walking and cycling through promotion of facilities; and
- Ensure that walking and cycling are prioritised in policies, guidance and funding.’

3.16 The Action Plan also assists in the delivery of objectives in a number of Assembly Government strategies, which includes:

- One Wales – the Plan will assist in the delivery of the One Wales commitment to support greater participation in walking and cycling.
- Wales Transport Strategy (Connecting the Nation) – two of the strategy’s key objectives are to promote more sustainable travel option and to make walking and cycling the public’s first choice for shorter journeys.

Wales Transport Strategy (Connecting the Nation)

3.17 The wider agenda of this document is to ensure that transport features strongly in the Welsh Assembly Government's policy spectrum:

- 'Getting the most out of our existing transport system;
- Making greater use of more sustainable modes of travel; and
- Reducing demands on the transport system.'

3.18 This is a sustainable, permeable, well connected site and hence it is compliant with the Wales Transport Strategy.

Active Travel Act (Wales) 2013

3.19 The Welsh Government seeks to enable more people to walk, cycle and generally travel by more active methods, so that:

- more people can experience the health benefits of active travel;
- we reduce our greenhouse gas emissions;
- we help address poverty and disadvantage, and
- we help our economy to grow by unlocking sustainable economic growth.

Local Policy

Cardiff Local Development Plan 2006-2016 (Adopted January 2016)

3.20 Cardiff County Council (CCC) Local Development Plan (LDP) 2006-2026 was adopted in January 2016. This document guides developments for up to 2026.

3.21 The LDP recognises economic, social, environmental and sustainability issues. The LDP's sets out a framework for delivering the sustainable neighbourhoods of the future within Cardiff.

3.22 The LDP aims to deliver sustainable developments through its four key objectives:

- To respond to evidenced economic needs and provide the necessary infrastructure to deliver development;

- To respond to evidenced social needs;
- To deliver economic and social needs in a co-ordinated way that respects and enhances Cardiff's environment; and
- To create sustainable neighbourhoods that form part of a sustainable city.

3.23 Policy EC5 – Hotel Development, proposes hotel development will be permitted:

- Within the central and Bay Business Areas of the city centre;
- In appropriate locations for the conversion of suitable residential or commercial properties;
- At other location within the urban area, if there is no need to preserve the site for its existing or allocated use, assessed against the relevant policies of the plan, Subject to considerations of scale, location, design, amenity and transportation being acceptable.

Cardiff Local Transport Plan 2015-2020

3.24 CCC's Local Transport Plan (LTP) identifies key transport issues relevant to Cardiff and the improvements needed to address these issues.

3.25 The proposed programme outlined in the LTP includes walking and cycling infrastructure, bus networks and junction improvements, 20 mph limits and road safety schemes.

Summary

3.26 It is considered that the proposed development of Custom House complies with relevant national and local policies, as it is located in close proximity to existing public transport services, cycle infrastructure and the pedestrian network. The site;

- Promotes the use of more sustainable travel options;
- Promotes walking and cycling for shorter trips; and
- Reduces, where practical, the need to travel by car.

4 PROPOSED DEVELOPMENT

- 4.1 This section of the report summarises the development proposals as well as the transport aspects of the scheme.

Development Proposals

- 4.2 The development proposal involves the redevelopment of Custom House to create a 18 storey, 248 bedroom hotel.

Pedestrians and Cyclists

- 4.3 The development will be accessed by pedestrians from Custom House Street.
- 4.4 The cycle store will be accessed via Custom House Street for the staff to use.

Car Parking

- 4.5 No customer or staff car parking will be provided on site with the exception of two disabled spaces.
- 4.6 All staff will be informed of this prior to employment and will be provide with information on using sustainable travel to access the site included within the Travel Plan.
- 4.7 All visitors will be informed of the lack of parking at the time of booking and will be informed of travel options to the site including locations of public car parks.

Coach Parking

- 4.8 An area for coach parking will not be provided on site given it is not predicted that significant volumes of coaches will use the hotel over similar hotels with dedicated coach parking.
- 4.9 However, if coach parking is required there is coach parking located in local pay and display car parks.

Deliveries and Servicing

- 4.10 Custom House Street is subject to restrictions, which prevent loading between 07:45 am and 6:00 pm Monday to Saturday. Servicing outside of these periods will be carried out from within the site.
- 4.11 The number and type of deliveries associated with the proposed hotel in a week have not been specified but **Table 4.1** summaries the general amount of delivers associated with a 248 bed hotel.

Table 4.1 – Number and Type of Deliveries

| Type | Number | Duration | Timings | Vehicle | Activity |
|---|--------|----------|---------------|---------|---------------------------------------|
| Linen | 7 | 30 mins | 06:30 – 18:00 | 26t | 6 x 1.5m ³ cages on wheels |
| Food | 3 | 40 mins | 06:30 – 18:00 | Artic | 1 x trolley with 1m x 1.2m pallet |
| Beer/Bar | 1 | 45 mins | 06:30 – 18:00 | Artic | 1 x trolley with 1m x 1.2m pallet |
| Refuse | 4 | 20 mins | 06:30 – 18:00 | 26t | 4 bins emptied per visit average |
| No deliveries on Sundays/Bank holidays | | | | | |

- 4.12 **Table 4.1** demonstrates that up to 15 deliveries are expected in a five-day period (Monday to Sunday). This equates to 30 two-way movements a week.

Construction Management Plan

- 4.13 The environmental effect relating to traffic will be set out within a separate Construction Environmental Management Plan (CEMP), which is anticipated to form part of a positive Planning Condition.
- 4.14 The CEMP will set out how the effect of construction traffic will be managed on the local highway network during the anticipated constriction period. The purpose of a CEMP is to ensure that the effect of construction traffic is mitigated and any air quality issues and seeks to control, the timings, routing and volume of traffic entering/leaving the site during this period.
- 4.15 All construction traffic will enter via Bute Street/Custom House Street.

Summary

- 4.16 In summary, the proposed development is designed to encourage and accommodate a positive change in the propensity for more socially inclusive and sustainable living travel.
- 4.17 The location and accessibility of the site are excellent, and the proposals will encourage sustainable travel.

5 OBJECTIVES, MEASURES AND TARGETS

Aim and Objectives

5.1 The primary aim of this Travel Plan is to reduce unnecessary travel, especially by private motorised vehicles. There are three areas where travel to / from the hotel has been identified. These three areas are:

- Hotel staff;
- Hotel servicing; and
- Hotel guests.

5.2 It is worth noting however, that the hotels only has direct control over its employees and service contracts, and can therefore only influence the way in which these people travel to/from the hotel.

5.3 The objectives for hotel staff are:

- To ensure that the sustainable travel ethos of the hotel is strictly adhered to;
- Introduce a package of physical and management measures that will facilitate staff travel by sustainable modes; and therefore
- Remove all unsustainable use of the private car for the journey to work by staff.

5.4 The hotel staff on reception are also committed to ensuring that every guest arriving at the hotel is fully aware of the sustainable methods of travel in and around Cardiff.

5.5 The objectives for hotel servicing are:

- To ensure that where possible, all consumables are sourced from local suppliers;
- To ensure that any collections for off-site servicing will be undertaken, where possible, by local businesses; and therefore
- To reduce the carbon footprint of the hotel.

5.6 The objectives for hotel guests are:

- To ensure that all guests are aware of the opportunities for travel by sustainable modes to the hotel;
 - To ensure that all guests are aware of the sustainable travel initiatives at the hotel at the point of booking; and therefore
 - Reduce the number of unsustainable trips by the private car to the hotel.
- 5.7 Visitors to the hotel i.e. other than hotel guests will be emailed a location map at the time of setting the meeting, which would draw attention to public transport alternatives and discourage the private car.
- 5.8 When a hotel guest is given a room key at check in, he or she will be given a small-condensed leaflet, which informs the guest of convenient local alternatives for travel to points of interest.
- 5.9 The success of the Travel Plan will depend on the provision of a Travel Plan Coordinator (TPC) who will manage and control the Travel Plan initiatives, ensure that the Travel Plan evolves, predicts and reacts to change, and uses funds and resources wisely.

Targets

- 5.10 This is not a usual Travel Plan whereby targets are set after a survey is undertaken upon opening. As sustainable travel to the hotel has been considered from the beginning and initiatives introduced prior to formal opening, the modal split for hotel guests is considered to be highly sustainable for a City Centre hotel and would be difficult to devise any realistic method of reducing this further. However, there are still targets for each of the three areas identified with travel to / from the hotel. These targets are:
- Firstly, the sustainable ethos of the hotel will be to start with the best sustainable travel levels possible for staff. The target will not be to improve the level of sustainable travel, as all staff will already be travelling sustainably. The target will be to ensure that this maximum level of sustainable travel is strictly adhered to by all staff.
 - Secondly, it is not considered appropriate to set definitive targets for hotel guests' travel habits and modal splits. It is considered that the elimination of hotel guest travel by private car, such as that for hotel staff, is unlikely to succeed. Therefore, the target for hotel guests is to ensure that the range of 'soft' measures are successfully introduced to inform and direct guests to the existing sustainable transport

infrastructure in Cardiff and the other hotel initiatives to be introduced by the hotel. There will also be a monitoring-led approach to ensure the strategy remains focused and as effective as possible over a sustained period.

6 SUSTAINABLE TRANSPORT MEASURES

- 6.1 This section details the measures, which the Interim Travel Plan considers.
- 6.2 This list is by no means exhaustive, but represents those measures, which, at this stage, are seen as most applicable to this site and most likely to achieve success.
- 6.3 All of these measures are considered achievable because of proximity to relevant facilities and availability of suitable routes.
- 6.4 Importantly, a Travel Plan should be a 'living document', which is continually updated and reviewed.

Committed Measures

- 6.5 This Interim Travel Plan commits the developer to investigating and promoting the following measures.

Travel Plan Coordinator (TPC)

- 6.6 The hotel operator will appoint a full-time TPC to manage the Travel Plan. The TPC will be the Human Resources (HR) Manager, who would typically be appointed six to eight months before the hotel opens and would report directly to the Hotel Manager. The TPC would be able to devise a structure for the implementation of the Travel Plan as the majority of staff joins the hotel up to three months before opening and early implementation will help ensure sustainable work / travel patterns begin early on.
- 6.7 In this interim period before a full Travel Plan is produced, or a TPC is appointed, the main contact for any queries relating to the Travel Plan will be Matt Thomas at Vectos.
- 6.8 Matt's contact details are:

*Matt Thomas
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Ground Floor, Helmont House
Churchill Way
Cardiff
CF10 2HE
Tel: 02920 720 870*

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6.9 The TPC will be responsible for all aspects of the Travel Plan. His or her primary functions will be as follows:

- Liaison with the local planning and highway authority;
- Liaison with local bus companies with a view to maintenance and possible enhancement of services;
- Setting up the car sharing scheme;
- Investigate, develop and promote sustainable transport measures to staff and customers;
- Monitoring of car park management schemes;
- Monitor and review progress of the Travel Plan and produce associated reports; and
- Maintenance of all necessary systems, data and paperwork.

6.10 Increasing the travel awareness of staff and customers so that they can make informed travel choices is seen as a key role of the TPC. This may be achieved through means such as publicity information, staff workshops and other suitable media. The TPC will be given sufficient time and resources to effectively undertake their duties and implement the Travel Plan. The TPC should work closely with Travel Plan Officers at Cardiff Council (CC).

6.11 Upon their appointment, the TPC contact details will be passed to Cardiff Officers / HA upon their appointment.

Marketing and Consultation

6.12 All staff will be made aware of the existence of the Travel Plan prior to the commencement of their employment and during their induction. The details of the Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving these objectives will be explained thoroughly.

6.13 A Staff Induction Pack will be introduced. This will contain Travel Plan and sustainable transport information and any other relevant transport information.

6.14 In addition, if there is an induction session that staff attend upon their employment, the Travel Plan will be discussed then. This event will also be used as an opportunity for new staff to

discuss with the TPC their individual transport needs for the journey to work and the sustainable options available to them.

6.15 Contact details of the TPC will be advertised in the event that staff or customers wish to discuss specific matters directly.

6.16 The following could be used as a means of disseminating information to staff to promote events/campaigns/promotions/services/initiatives:

- Staff notice boards;
- Staff Newsletters;
- Induction packs;
- Leaflet drops in staff pigeon holes or lockers (where applicable); and
- Internet / Intranet (where applicable)

6.17 Information will also be posted in prominent locations to increase customer awareness of the Travel Plan and the initiatives contained within it.

Travel Information Pack

Hotel Staff

6.18 A Travel Information Pack for hotel staff will be distributed to each household upon occupation, and will include:

- The name and contact details of the TPC;
- An explanation of the purpose and benefits of the Travel Plan;
- Maps of walking and cycling routes;
- Timetables, route maps and ticketing information for public transport;
- Contact numbers and website details;
- Car Share Scheme information;
- Contact details for local taxi companies, and details of any special arrangements brokered by the TPC; and
- Bike Buddy information.

- 6.19 The sustainable travel ethos will be incorporated into the recruitment process itself in order to increase the likelihood of self-selecting staff most likely to share that ethos already. This will inevitably make it easier to maintain the ethos among staff and also to promote the ethos among customers.
- 6.20 Facilities for showering and changing will be available within the staff areas of the hotel should staff wish to walk / cycle.

Hotel Guests

- 6.21 The hotel website will provide detailed information on the location of the hotel, the nearest sustainable transport infrastructure and up to date service provision information so that all guests booking via the internet are able to make informed travel choices prior to booking. Similarly, sales staff will be trained to advise customers booking by telephone that they are able to find detailed travel information on the hotel website.

7 MONITORING AND REVIEW

7.1 This section is divided into three, one for each area identified with travel to and from the hotel and is based on the measures as described in Section 6. The monitoring will be undertaken in-house by the TPC.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the store will seek to reach within the period covered by this Travel Plan. In addition, interim targets have been set.

Objectives

7.2 The objectives of this Travel Plan are two-fold. Firstly, to increase awareness of sustainable travel modes available to employees and secondly to reduce the dependence of employees on travel by car to and from the development. Therefore, more specifically, the objectives of this Travel Plan are to:

- Increase awareness of the advantages and availability of sustainable modes of transport over the car;
- Introduce a package of physical and management measures that will facilitate employee travel by sustainable modes; and therefore,
- Limit unnecessary or unsustainable use of the car for journeys to and from the site by employees.

Targets

7.3 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in Chapter 7) to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).

7.4 Targets come in two forms – Action Targets and Aim Targets:

- **Action Targets** are non-quantifiable actions that need to be achieved by a certain time.

- **Aim Targets** are quantifiable and in the case of this Travel Plan relate to the degree of modal shift the plan is seeking to achieve.

7.5 The primary purpose of the Travel Plan is to limit unnecessary or unsustainable car journeys (particularly those with single occupants) to and from the development.

Hotel Staff

7.6 The uptake of all sustainable travel initiatives will be monitored by the TP.

Hotel Guests

7.7 Record comments received from staff and customers relating to the operation and implications of the Travel Plan. Annual surveys will also be undertaken of customers travel modes to provide evidence to keep the strategy as effective as possible.

Review

7.8 The Travel Plan will be reviewed annually after all data has been compiled. This is to show whether the targets, are being met and whether the measures implemented are having the desired effect on staff and customer travel. These reviews can highlight areas which need to be addressed.

7.1 The second stage involves the TPC undertaking a full and comprehensive review of the Travel Plan at Year 3. This review will involve completely updating the Travel Plan document to take into account changes to transport availability, staff changes, changes in travel patterns, and revisions to targets and measures.

7.2 Any on-going monitoring of measure uptake, will be included within the review.

Reporting

7.3 The TPC will compile an annual Monitoring Report, outlining the results of the monitoring review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be issued to Cardiff Council and retained for record.

7.4 The monitoring report will include the following aspects:

- Site name and address;
- A summary of the Travel Plan;
- How and when monitoring information was gathered;
- Whether travel patterns are meeting objectives and targets; and
- Proposals to further develop the Travel Plan and make revisions to measures and targets if targets are not being met.

Action Plan

| | Action | Responsibility | Timeframe | Notes |
|---|--|-----------------------|--------------------------------------|---|
| Management | Appointment of Travel Plan Coordinator | Occupier | Prior to the hotel becoming occupied | This is preferable to be completed as soon as possible. |
| Implementation | Implementation of sustainable travel initiatives | TPC | On-going | This is to implemented during staff induction periods to ensure that sustainable travel habits start early. |
| Monitoring, Review & Reporting | Monitoring of measures and initiative take-up | TPC | On-going | This will involve regular monitoring of vehicle and cycle parking use, car share scheme use, and uptake of other measures implemented. |
| | Review of measures and initiative take-up | TPC | Annually | This will involve reviewing the collected data and understanding whether the sustainable travel initiatives are being utilised effectively. |
| | Reporting of measures and initiative take-up | TPC | Annually | The Travel Plan document will be reviewed and revised if necessary. |

8 SUMMARY

- 8.1 This Interim Travel Plan forms the framework within which management of travel will occur for the proposed development. The purpose of the travel management is to maximise, enhance and promote connectivity and sustainable travel.
- 8.2 Travel Plans play a key role in shaping travel choice at proposed developments, managing future travel demand and reducing reliance on single occupancy use of the private car.
- 8.3 Further initiatives that will be provided as part of the Travel Plan include the following:
- Provision of a TPC, with funding for day to day management of the Travel Plan; and
 - A Welcome Pack with information on sustainable travel from the development.