



**BARRATT HOMES  
PROPOSED RESIDENTIAL  
DEVELOPMENT  
LAND OFF B4265, BOVERTON**

**RESIDENTIAL TRAVEL PLAN**

**AUGUST 2014**



**the journey is the reward**

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**Barratt Homes**  
**Proposed Residential Development**  
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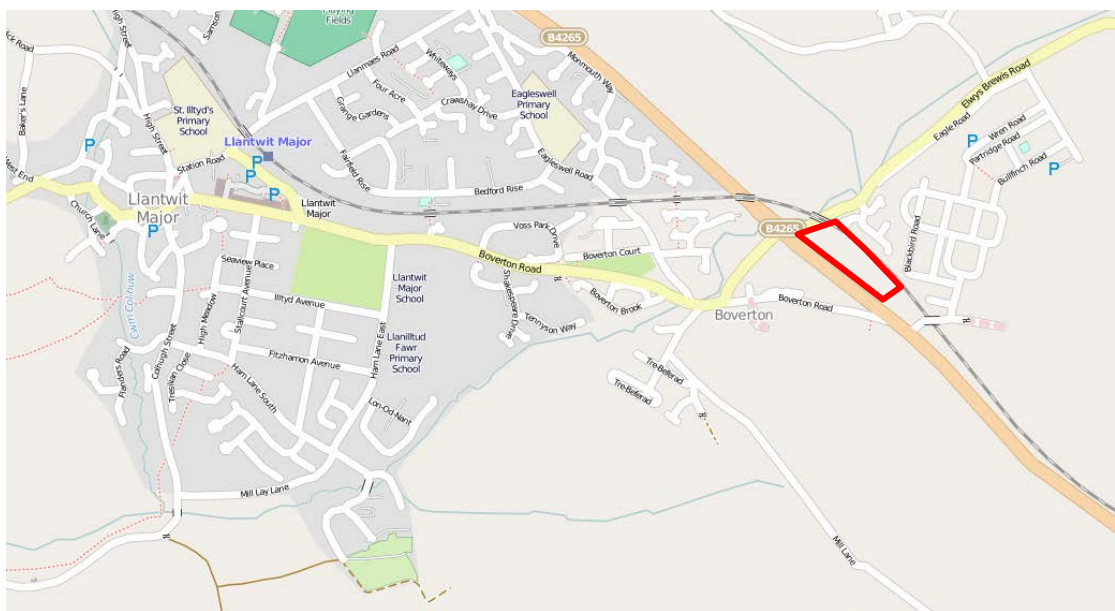
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# 1 Introduction

## Introduction

- 1.1 Mayer Brown Limited was commissioned Barratt Homes South Wales to prepare a Residential Travel Plan as part of a full planning application for a residential development of 64 dwellings on land adjacent to the B4265 at Boverton, Vale of Glamorgan.
- 1.2 An indicative location plan for the proposed housing is shown in **Figure 1.1**.



Map data © OpenStreetMap contributors, CC BY-SA; [www.openstreetmap.org](http://www.openstreetmap.org); [www.creativecommons.org](http://www.creativecommons.org)

**Figure 1.1: Site location**

- 1.3 Proposals aim to provide around 64 new dwellings, made up of a mix of one to four bedroom properties of which 30% will be affordable. Vehicular access will be provided via a new priority junction arrangement off B4265.
- 1.4 In the following chapters, this Residential Travel Plan sets out the strategy that will be followed, funded by the applicant, for the duration of the Travel Plan lifecycle:
  - Chapter 2 – Travel Plan – Objectives, Roles and Responsibilities
  - Chapter 3 – Site Accessibility and Opportunities for Sustainable Travel
  - Chapter 4 – Travel Plan Measures
  - Chapter 5 – Implementation, Monitoring and Targets
  - Chapter 6 - Conclusion and Timescales

## 2 Travel Plan – Objectives, Roles and Responsibilities

- 2.1 The Residential Travel Plan has been prepared to accompany the Transport Assessment, prepared by Mayer Brown, as part of the planning application.
- 2.2 The Travel Plan is a long term strategy for reducing dependence of residents' travel from the site by private car, for all purposes including commuting, educational and leisure reasons. The aims of the strategy are to:
- Increase the awareness of residents to the advantages and potential for travel by more environmentally-friendly modes of transport.
  - Introduce a package of physical and management measures that will facilitate resident and visitor travel by sustainable modes of transport.
- 2.3 This Travel Plan details the measures which are proposed to be introduced to encourage residents to travel by means other than the private car, and indicates how the performance of the measures will be monitored and the targets that will be set.

### Travel Plan Coordinator

- 2.4 A Travel Plan Coordinator (TPC) will be appointed by the developer to operate, maintain and manage the Travel Plan. The TPC will be in role prior to occupation of the first unit, to ensure that measures such as the bus tickets and travel packs (see Chapter 4) are prepared prior to residents moving in. The TPC will have responsibility for:
- Arranging and distributing bus tickets to new residents upon first occupation;
  - Updating and providing Travel Packs to new residents, as well as providing newsletters;
  - Liaison with local sustainable travel operators and suppliers, to try and gain ongoing travel discounts;
  - Addressing any resident questions or queries regarding travel; and
  - Promotion and monitoring of the scheme
- 2.5 Barratt Homes South Wales will advise VoGC of the name and contact details of the TPC prior to them taking up the post, and should this person change during the lifetime of the Travel Plan, VoGC will be informed.

Barratt Homes  
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- 2.6 The TPC is likely to manage the Travel Plan for this site alongside those for other residential sites managed by Barratt Homes South Wales, and will therefore not be based on-site.
- 2.7 The TPC will be in position from the first occupation for three years (to include two years of surveys, after the initial travel survey), although their work on this site will be on a part-time basis. It is probable that the busiest periods for the TPC will be as new residents move into the new homes, as relocation to a new dwelling is a prime opportunity to consider alternative transport modes.

## 3 Site Accessibility and Opportunities for Sustainable Travel

### Proximity to Local Services and Amenities

- 3.1 Existing services and amenities within the village are predominantly located in the small shopping parade in Boverton, approximately 700m walk from the proposed access junction, via a pedestrian crossing at the Eglwys Brewis Road junction and a pedestrian link onto Harding Close. This includes a post office, public house, fish and chip shop, vet surgery, hairdresser and garden centre.
- 3.2 Further afield additional services / amenities situated within Llantwit Major include primary schools (1.1km or 1.7km away) and a secondary school (approximately 1.7km walk or cycle ride), plus additional shops including banks and pharmacies (2km away). These are all located within 30 minute walk or ten minute cycle journey.

### Walking and Cycling

- 3.3 Walking is the most important mode of travel at a local level as it offers the greatest potential to replace short car trips, particularly under 2km. From the application site the shopping facilities within Boverton, as well as the schools in Llantwit Major, are within a suitable (2km) walking distance.
- 3.4 Eglwys Brewis Road on the northern side of the application site has a footway on the southern side leading to the east, from the eastern edge of the site boundary. There are dropped kerbs adjacent to the application site boundary which lead to a footway on the northern side which continues to the west to the B4265. The railway bridge on this route acts as a pinchpoint and prevents provision of footways on both sides.
- 3.5 Pedestrian crossing facilities are provided at the junction of Eglwys Brewis Road with the B4265 towards Boverton. The footway continues for approximately 70m to the north on the western side of the B4265, separated from the road by railings, and then turns westwards to link to Harding Close. From this road, residents can then walk into Boverton and Llantwit Major. Boverton Road itself does not have a footway leading the full distance into the village and pedestrians using this route would be required to walk in the road for approximately 100m. The route via Harding Close therefore offers a safe alternative route into the village and to facilities including schools.

3.6 Public Right of Way L16/43/2 (footpath) crosses the western corner of the site. This is a short route which links Eglwys Brewis Road to Boverton Road.

3.7 There are no dedicated cycling facilities in the vicinity of the site. It is unlikely that many cyclists will choose to travel on the B4265 due to its high speeds. However, cyclists will be able to access Eglwys Brewis Road on the northern side boundary. Confident cyclists will be able to access Boverton and Llantwit Major by cycling on road and using the signal controlled junction to get to Boverton Road. Less confident cyclists will be able to push their bicycles along the footpath following the same route as pedestrians to Harding Close, from where they will be able to cycle on quiet residential streets into the villages and access the services and facilities located there.

### Public Transport Accessibility

3.8 The nearest bus stops in relation to the development site are on Eglwys Brewis Road, near its junction with Church Meadow. This is approximately 200m via the western link from the site.

Number	Route	Operator	Monday - Saturday		Sunday
			Daytime	Evening	
P138	St Athan Starling Road - Llantwit Major St Illtyd's Primary School	Watt's Coaches	One school service	No service	No service
S40	St Athan - Llantwit Major Comprehensive School	Watt's Coaches	One school service	No service	No service
S52	Wick Village Green - St Richard Gwyn High School	Watt's Coaches	One school service	No service	No service
X91	Cardiff - Llantwit Major	Cardiff Bus	Five services	No service	No service
X45D	Barry - St Athan - Boverton - Llantwit Major - Wick	Sprint Transport	One service	No service	No service
303	Bridgend - Llantwit Major - Rhoose - Barry	NAT Group	Hourly	Every two hours	Four services

**Table 3.1: Bus services and frequencies**

3.9 **Table 3.1** indicates that there are limited frequency local bus services operating in the vicinity of the application site. School services provide an opportunity for pupils to access the local schools, while route X91 provides journeys arriving in Cardiff at 08:30 and departing at 17:10 that may be suitable for commuters. Route 303 offers opportunities



for commuting to Barry and Bridgend, with services that arrive in both at 09:00 and departs Barry at approximately 17:00 and 18:00, and departs Bridgend approximately 17:40.

- 3.10 The nearest railway station, Llanwit Major, is located around 2km from the application site on the Vale of Glamorgan Line, between stations located in Cardiff and Bridgend. Services to this station run hourly between Bridgend, Cardiff and Merthyr Tydfil Monday to Saturday, and every two hours on Sundays.

### Summary

- 3.11 The site offers potential for travel by foot or cycle into both Boverton and Llantwit Major, as well as bus services to local schools and opportunity for commuter journeys by non-car modes to surrounding towns.

## 4 Proposed Travel Plan Measures

### Provision of a free bus ticket to each household

- 4.1 Upon first occupation, each household will be able to apply for a free weekly ticket for use on either service X91 or the 303. Cardiff Bus offers a weekly ticket for use on the X91 for £19, while NAT Group offers a weekly ticket valid on the 303 for £24.80. It is anticipated that by providing this ticket when residents first move in, they will be encouraged to try the local bus services.
- 4.2 Requiring residents to register for this ticket will enable monitoring of its uptake by the TPC. Should ticket types change during the lifetime of the Travel Plan, a suitable alternative will be offered.

### Secure cycle storage at every dwelling to allow residents to keep bicycles safely

- 4.3 Dwellings will have an area to store bicycles. In the houses, this will be either in a garage or a shed with a secure locking point and suitable rear access to the garden. In the apartments, this is likely to be a communal cycle store.

### Travel marketing information (Residents' Welcome Pack)

- 4.4 A range of information will be made available to potential and new residents to inform them of the options for sustainable travel from the site. Travel packs will be provided upon first occupation for new purchasers – these will include items such as bus maps and timetables, cycle maps, details of the bus ticket scheme, and maps showing local facilities such as schools, shops and doctor surgeries. The TPC will compile this document prior to first occupation.
- 4.5 Travel information will be provided in the site's marketing suite, website and promotional materials.
- 4.6 Newsletters will be provided by the TPC every six months for the first three years of occupation, which will include results of any travel surveys and changes to the local travel options, and highlighting the health and economic benefits of sustainable travel.

### Other measures

- 4.7 All properties will be broadband enabled, allowing residents the opportunity to work and shop from home.

## 5 Implementation, Monitoring and Targets

5.1 The previous section set out the suggested package of measures that will form the Travel Plan. This section looks at how these initiatives will be implemented and their performance monitored.

### Monitoring and performance

5.2 The objective of the Travel Plan will be to ensure that vehicle trip generation is maintained at or below the levels forecast in the Transport Assessment that will support the planning application, in order to minimise the traffic effects of the new homes.

5.3 In order to determine how effective the measures set out above have been, travel surveys will be undertaken. The first set of surveys will be taken within six months after first occupation (“Year 1”). The surveys will then be repeated every 12 months at the same time of year for the following two years, making a total of three surveys.

5.4 The following surveys will be undertaken:

- Multi-modal count of all trips (by mode) arriving and departing the site during a 12-hour period, to be carried out once a year at the same time of year. Pedestrians entering or exiting through the pedestrian routes will be surveyed where possible to determine their mode of travel e.g. walk, bus, car share with local drop-off
- Residents travel survey, which will ask questions about how they currently travel, any transport issues they are encountering and their attitudes towards sustainable travel. Residents will be able to complete this as a paper-based or web-based survey. A sample survey is included in **Appendix B**
- Monitoring feedback from residents about travel
- Monitoring of uptake of bus tickets

5.5 Survey results will be provided to VoGC within three months in an annual Monitoring Report, which will include commentary on the initiatives and measures that have been provided and their effectiveness against meeting the Plan’s objectives and targets.

5.6 A summary of the survey results will be provided to residents through the travel newsletters.

## Targets

- 5.7 It is not considered appropriate to set specific modal targets for every mode, as the Travel Plan is interested in the change from private car (single occupancy journeys) to other sustainable methods. It therefore does not matter if there is variation in the exact levels of usage within the sustainable modes – e.g. if the bus target is exceeded, there would be no point in trying to get people off the bus to meet the cycle target. All modes will be measured, reviewed and discussed in the monitoring, but the targets focus on reduction of vehicular trip numbers and levels of bus usage.
- 5.8 The main target will be based around the peak hour trip rates set out in the Transport Assessment.
- 5.9 Opportunities to encourage modal shift are at their greatest when a new resident moves into their new property with no pre-defined travel habits, hence the provision of the travel packs on occupation. Once a resident has been settled for a few weeks, their travel choices patterns become habitual and there is less opportunity to change their regular patterns of behaviour beyond this point. As a result, an ongoing annual target for reduction in car travel is unlikely to be achievable.
- 5.10 Therefore the targets for the site which will apply through all years will be:

***Peak hour car usage will remain at or below the total peak hour trip rate levels set out in the site’s Transport Assessment (pro rata for occupancy level).***

- 5.11 These trip rates are shown in **Table 5.1**.

	Arrivals	Departures	Total
AM Peak Hour	0.138	0.667	0.805
PM Peak Hour	0.600	0.313	0.912
07:00-19:00	3.381	3.393	6.774

**Table 5.1: Target trip rates per completed dwelling**

- 5.12 The focus will be on the total trips in each peak hour, although the split between arrivals and departures will also be considered.
- 5.13 Additionally there will be an aim to increase the proportion of residents travelling by foot and bicycle. A formal numerical target will not be set for this, until the first survey is undertaken, at which point the aim will be to retain a similar or greater proportion of residents using these modes, depending on the measured patronage.

## Funding

5.14 Funding mechanisms for the implementation of the Travel Plan will be secured within the Section 106 agreement for the site. The following table sets out the indicative budget for the Travel Plan elements, which will be subject to negotiation during the course of the application determination.

Item	Note	Cost per household	Total cost of item (indicative)
Travel Plan Coordinator	Assumed 0.5 day per week for one year, then 0.5 day per fortnight for two years (assumed salary £25,000 p.a. pro rata)	-	$\text{£}25,000 \times 10\% \times 1 + \text{£}25,000 \times 0.05\% \times 2 = \text{£}5,000$
Bus Ticket	One voucher per household	Up to £24.80	£1,600 (based on 64 dwellings)
Cycle storage	Included in house construction	-	Included in house construction
Travel packs and marketing	Minimal cost relating mainly to printing	-	Printing costs

**Table 5.2: Travel Plan costs**

## 6 Conclusions and Timescales

- 6.1 This report sets out the detailed proposals which will form the Residential Travel Plan for the development of land to the north of the B4265 at Boverton. The measures will provide incentives and the awareness to use non-car modes. They will also be the subject of monitoring.
- 6.2 Barratt Homes South Wales have set specific budgets for measures included within the Travel Plan. The Travel Coordinator will manage the Travel Plan and the ongoing measures and monitoring over the longer term, and Barratt Homes are committed to funding this role for three years from first occupation of the development. **Table 6.1** summarises the measures with timescales and relevant ownership/ responsibility.

Measure	Target Date	Ownership/ Responsibility
<b>During Construction</b>		
Provision of secure cycle storage	Provided with each completed residential unit	BH / Contractor
Ensuring all properties are broadband enabled	Provided with each completed residential unit	BH / Contractor
Travel marketing during sales period	During sales period	BH Sales Teams
Appointment of Travel Plan Coordinator	Prior to first occupation	BH
<b>Upon first occupation</b>		
Provision of free bus tickets	On occupation by new residents	Travel Plan Coordinator
Provision of Travel Packs	On occupation by new residents	Travel Plan Coordinator
<b>Medium/long term</b>		
Updating travel information (Travel Information Packs), provision of newsletter	At least every six months	Travel Plan Coordinator
<b>Monitoring</b>		
Annual surveys	Six months after first occupation, then yearly for two years.	Travel Plan Coordinator
Annual monitoring reports	Within three months of first survey, then yearly for twoyears.	Travel Plan Coordinator

**Table 6.1: Summary of measures and timescales**

## **APPENDIX A: Sample Travel Survey**

### **Residents Travel Survey**

As part of the monitoring process for the Residential Travel Plan, we are currently conducting a Travel Survey. We would be grateful if one member of your household could complete this brief survey to help us better understand your travel patterns, needs and how we may be able to assist with your travel requirements. It will take about five minutes to complete and all responses will be treated confidentially.

A Travel Plan is a strategy for managing multi-modal access to a site or development that focuses on maximising the potential for Travel by sustainable modes of transport. The Plan is a long term strategy that seeks to reduce the number of car based journeys to the site by residents, by introducing a package of measures that encourage residents to travel by non-car modes of transport, and to increase resident awareness of the advantage of travel by environmentally friendly modes. The success of the Travel Plan is dependent on each resident doing their bit by travelling either by foot, bicycle, or local public transport services wherever possible.

If you have any queries about the survey, or for guidance on how to complete it, please do not hesitate to contact me at the details provided below:

Travel Plan Coordinator:

Telephone:

E-mail:

**Please send the completed survey to Travel Plan Coordinator at ADDRESS.  
Alternatively, you may wish to complete the survey online at [www.website.co.uk](http://www.website.co.uk)**



## **About you and your home**

**1. Are you:**

- Male
- Female

**2. Which age range do you fall into?**

- 16 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- 56 - 65
- 66+

**3. What is your postcode?**

\_\_\_\_\_

**4. How many people live in your household?**

- 1
- 2
- 3
- 4
- 5 or more

**5. Do you or any members of your household own a car?**

- Yes
- No

If Yes, how many cars in total: \_\_\_\_\_

**6. How long have you lived at your current address in Boverton?**

- 0 - 6 months
- 6 months – 1 year
- 1 – 2 years
- 2 – 3 years
- 3 – 4 years

**About your travel to and from your home**

7. How do you most frequently travel to and from your home for the following activities? (Choose the mode of travel that you use most often).

Trip purpose	Walk	Bicycle	Bus	Train	Taxi	Car - alone	Car – with others	Motorcycle or Scooter	Other	Not Applicable
Work										
Shopping										
Education										
Leisure – within Boverton / Llantwit Major										
Leisure – outside Boverton / Llantwit Major										

8. How often do you use the following modes of travel for journeys from your home? (Tick all modes that you ever use, for all or part of a journey, choosing the frequency with which you use them).

Trip purpose	Very often (7 or more in every 10 trips)	Quite often (between 3 & 6 out of every 10 trips)	Occasionally (2 or fewer trips out of every 10 trips)	Never
Walk				
Bicycle				
Bus				
Train				
Taxi				
Car – alone				
Car – with others				
Motorcycle or Scooter				
Other				

9. Have you changed your most common mode of transport since relocating to this development?

Yes

No

If Yes, what mode did you use previously? \_\_\_\_\_

Why did you change? \_\_\_\_\_

**10. If any members of your household work, please list the towns/villages which are the main places of occupation (e.g. Llantwit Major, Bridgend, Barry, Cardiff, work from home):**

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**About your future journeys**

**11. Which of the following changes would most encourage you and your family to cycle for journeys in the local area? (If you already cycle, which would you most like to see?)**

- Safer, better lit cycle paths
- Improve cycle paths on the journey to town centre/rail station
- Improve cycle parking at this development
- Arrangements to buy a bicycle at discount
- Improved crossing facilities
- Improved cycle parking at local facilities – where?
- None of the above
- Other (please specify): \_\_\_\_\_

**12. Which of the following changes would most encourage you and your family to use public transport for your journeys in the local area? (If you already travel to by public transport, which would you most like to see).**

- More direct bus routes
- More frequent bus services
- More frequent train services
- Better lighting at bus shelters and on footpaths
- More convenient bus drop-off points
- Public transport information
- None of the above
- Other (please specify): \_\_\_\_\_

**13. Which of the following changes would most encourage you and your family to walk for journeys in the local area? (If you already walk, which would you most like to see?)**

- Cleaner, better maintained footpaths
- Better lighting on footpaths
- More improved pedestrian crossing points
- Slower speed limits
- Better street lighting in the local area
- None
- Other (please specify): \_\_\_\_\_

**14. Which of the following changes would most encourage you and your family to car share? (If you already car share, which would you most like to see?)**

- More help finding car share partners who have similar travel patterns
- More information regarding car sharing i.e. benefits and cost savings
- None
- Other (please specify) : \_\_\_\_\_

**15. Did you know this development operated a Travel Plan?**

- Yes
- No

**16. If yes, how did you find out about the Travel Plan?**

- During the sales process
- Word of mouth
- Travel pack when you moved in
- Development publication/newsletter
- Other (please specify)

**17. Would you like to receive more information regarding the Travel Plan?**

- Yes
- No

**18. Please use the following box to provide any other comments you wish to make in relation to travel in the local area:**

**Thank you for your time.**

