

RESIDENTIAL TRAVEL PLAN

Redrow (South Wales)

Land West of Windmill Lane (Bryn Melin)
Cowbridge

December 2022

Vale of Glamorgan Council

Residential Travel Plan

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Contents

1	Introduction	1
2	Accessibility Review.....	3
3	Strategic Aspirations.....	16
4	Travel Plan Strategy.....	34
5	Sustainable Transport Measures	36
6	Monitoring and Review	39
7	Action Plan	41

Figures

- Figure 2.1 - Site Location
- Figure 2.2 - Public Rights of Way
- Figure 2.3 - Local Bus Routes
- Figure 4.1 - Site Layout
- Figure 4.2 - Access Arrangements

Appendices

- Appendix A - Example Travel Survey

1 Introduction

Overview

- 1.1 Vectos has been appointed by Redrow PLC to provide traffic and transportation advice in support of a new development of 105 residential homes and associated works on land to the west of St Athan Road, Cowbridge. This site forms part of land allocated for residential development (MG2 19) within the Vale of Glamorgan's (VoG) Local Development Plan (LDP) 2011-2026. The site allocation within the LDP is for 130 homes which comprises two parcels, east and west of St Athan Road. This Residential Travel Plan (TP) has been prepared to support the application associated with the land west of St Athan Road.
- 1.2 This TP sets out the specific aims and measures for the proposed residential development. TPs can play a key role in shaping travel choice at developments, managing future travel demand and reducing reliance on single occupancy private car use. It has been prepared in accordance with both local and national planning policy.
- 1.3 Redrow support the aims and objectives of this TP.

Introduction to the Travel Plan

- 1.4 Clean air and healthy living are priorities in the UK Government's policies and reducing transport related emissions of carbon dioxide and other greenhouse gases are key to tackling climate change. To do this, 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.
- 1.5 TPs encourage more sustainable journeys and seek to minimise the traffic effect of new developments.
- 1.6 The measures identified within this TP will assist in promoting healthy and sustainable travel to and from the proposed development.

Travel Plan Structure

- 1.7 This TP contains a review of the current and emerging accessibility of the site, it reviews its place within national and local policy and sets out objectives and targets for mode splits.
- 1.8 The report is structured as follows:
 - **Section 2: Accessibility Review** – provides a transport context description of the existing site;
 - **Section 3: Policy Review** – *Reviews the existing National and Local Policy in the context of the site travel plan;*
 - **Section 4: Strategic Aspirations** – Sets the aims and objectives for the Travel Plan, it details the targets and provides a summary of the development site.

- **Section 5: Travel Plan Strategy** – Details the management, Travel Plan Co-ordinator role and method of reporting.
- **Section 6: Sustainable Transport Measures** – Details the range of transport measures being promoted.
- **Section 7: Monitoring and Review** – sets out the strategy for promoting and implementing the Travel Plan to ensure its success;
- **Section 8: Action Plan** – sets out an Action Plan for the Travel Plan.

Travel Plan Audit

- 1.9 Asbri Transport were commissioned by Vale of Glamorgan (VoG) Council to undertake a review of the Travel Plan submitted as part of the planning application for the proposed 105 residential dwellings on land to the west of Windmill Lane, Cowbridge [VoG ref: 2022/00958/FUL].
- 1.10 The comments have been addressed throughout this report and the relevant sections have been updated.

2 Accessibility Review

2.1 This section reviews the existing conditions at the site and its local surroundings including accessibility to sustainable modes of transport.

Site Location

2.2 The site is location approximately one kilometre south of the centre of Cowbridge, a market town located within the Vale of Glamorgan. It currently comprises open, agricultural land.

2.3 The site is bound by St Athan Road to the east, open fields to the south, residential development, and Windmill Lane to the west, and residential development to the north.

2.4 The site in its local context is shown on **Figure 2.1**.

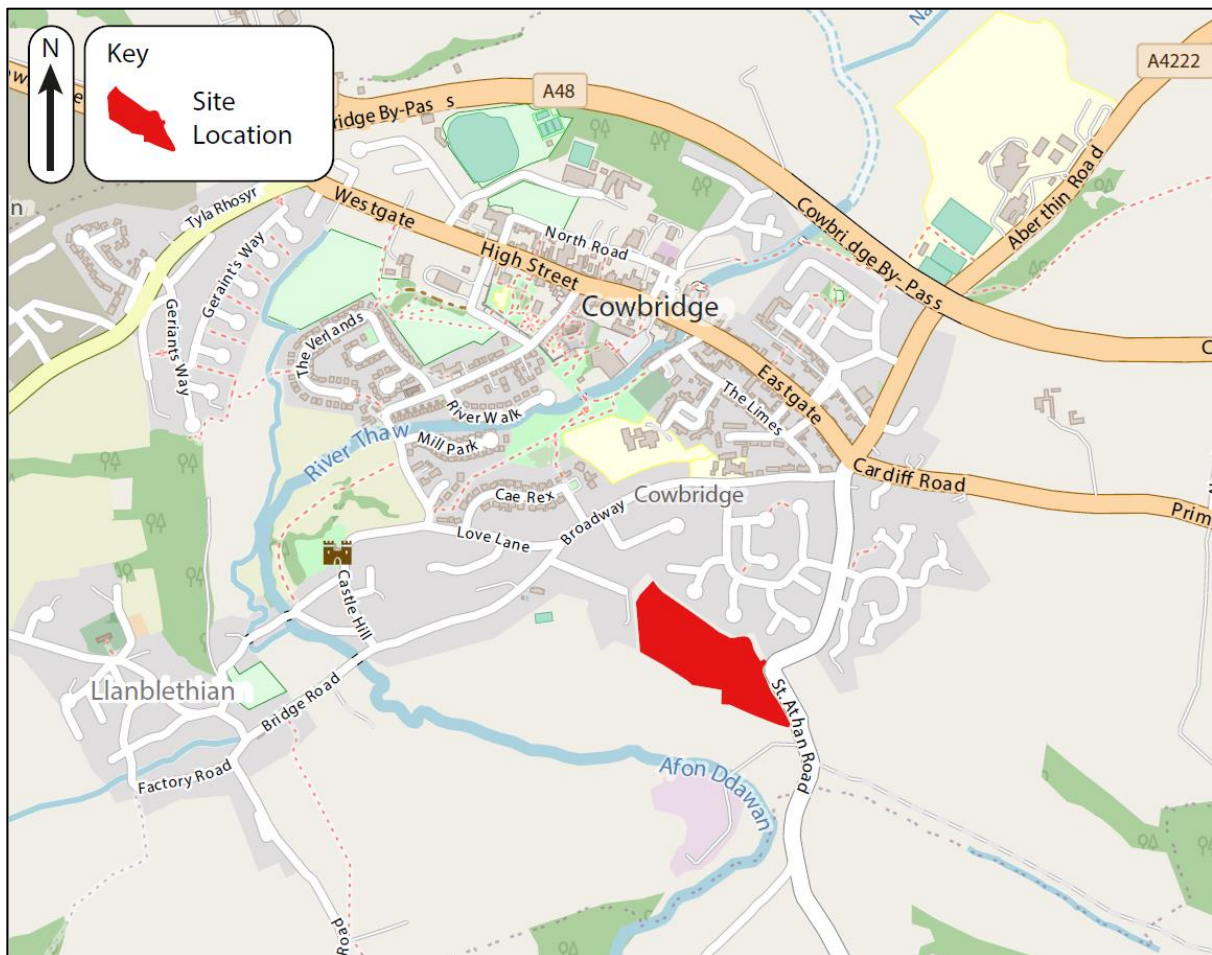


Figure 2.1 – Site Location

Local facilities

- 2.5 One of the primary factors to be considered when determining the suitability of a new development is its proximity, accessibility, and connectivity in relation to key local facilities by non-car modes.
- 2.6 The propensity for people to walk or cycle depends on individual preferences and circumstances. These circumstances might include, for instance, the purpose of the journey, the attractiveness of, and activity along, the route, the weather, and the cost of alternatives.
- 2.7 The thrust of local and national land use and transport policy is to promote and encourage the choice of walking and cycling above all else where travel needs to occur. Therefore, it is both reasonable to assume that walking is a viable and growing means of travel, and that new development, such as this one, should be designed to promote and encourage it.
- 2.8 As stated in Table 4.1 of the Welsh Active Travel Act suggest journeys for up to 3km walking journeys, many users likely to travel this distance for utility journeys and some users would also be likely to travel 5km on foot for utility trips.
- 2.9 A 5km walking Isochrone is provided in **Figure 2.2**.

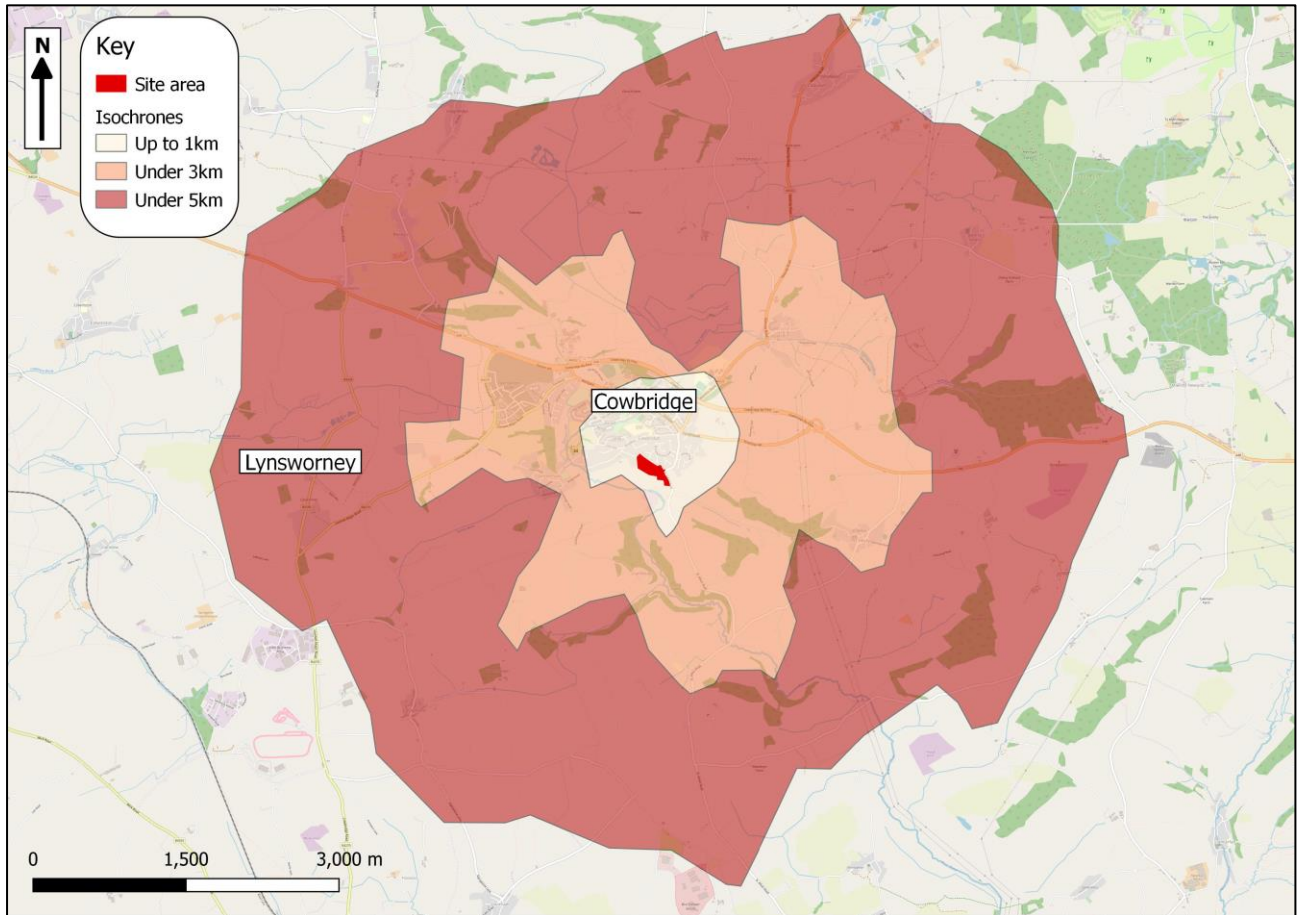


Figure 2.2 – 5km Walking Isochrone

- 2.10 It is considered that within a 3km walking Isochrone all facilities present in Cowbridge will be accessible.
- 2.11 In addition, DMRB TA91/15 Provision for Non-motorised Users suggests that many journeys are less than two miles, a distance that is considered easily walked by the majority of people,
- 2.12 A number of local facilities are located in the surrounding area of the site, some of which are highlighted in **Table 2.1**. This table includes walking distances from the centre of the site using the proposed sustainable connection via Llanquian Close, using surfaced and lit walking routes. Walking and cycling times are taken using Google Maps’ indicative travel times.

Table 2.1 – Local Facilities

Local Facility	Distance from the centre of the site (metres)	Cycling Time (mins)	Walking Time (mins)
Public Transport			
X2 Bus	650	3	8
132 Bus	1,025	4	12
Schools / Education			
Ysgol Iolo Morganwg	350	1	4
Y Bont Faen Primary School	500	2	6
Bijou Nursery & Creche	780	3	9
Cowbridge Comprehensive School	1,150	5	14
Old Boys Grammar School	1,150	5	14
Leisure / Sports			
St Quentin's Castle	750	3	9
Cowbridge Town Hall	1,025	4	12
Cowbridge Squash Club	1,575	7	19
Cowbridge Leisure Centre	1,575	7	19
Pub / Restaurants / Food			
Edmondes Arms	575	2	7
Shampan Indian	875	4	10
The Horse & Groom	925	4	11
Cowbridge Fish Bar	975	4	12
Town Hall Square	1,025	4	12
Pub / Restaurants / Food			
Caffe Nero	1,025	4	12
Rocket and Rye	1,025	4	12

Duke of Wellington	1,075	4	13
Harry's Cowbridge	1,275	5	15
Local Shops			
Waitrose	1,075	4	13
Tesco Express	1,075	4	13
Medical Centres / Health			
Y Bont Faen Dental Surgery	825	3	10
Specsavers	975	4	12
Cowbridge Dental Care	1,025	4	12
Sylvia Williams Chemist	1,075	4	13
Cowbridge Health Centre	1,675	7	20
Cowbridge & Vale Medical Practice	1,775	7	21

2.13 **Table 2.3** demonstrates that the site is connected to various amenities by foot (15-30 minutes) or by bicycle (under 15 minutes) to a wide range of local amenities including local schools, food stores, health facilities and local high streets.

2.14 As per policy MG12 of the VoG local development plan (LDP) Cowbridge is recognised as a service centre settlement and, a district centre in terms of retail, making it an area:

“characterised by a range of local and national retailers and serve relatively wide catchment areas.”

2.15 The location of local facilities available within Cowbridge are shown in **Figure 2.3**

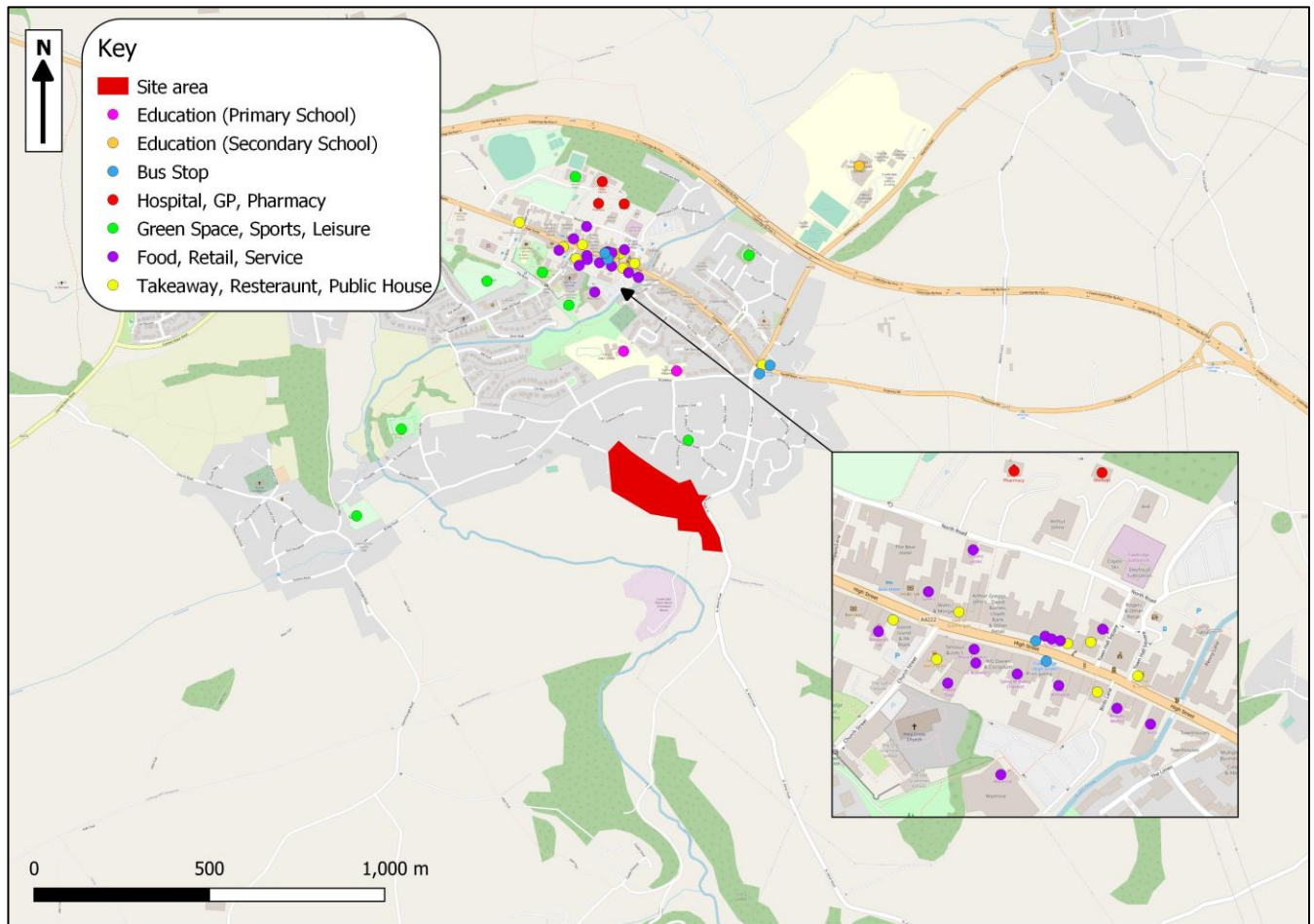


Figure 2.2 – Local Facilities

Walking

- 2.16 A public right of way (PRoW) crosses the site in an east to west alignment. It is currently *accessed* via St Athan Road to the southwest of the site and Windmill Lane to the east of the site. This is an unsurfaced route and has the potential to be used as a connection for pedestrians to the surrounding residential developments.

- 2.17 There are several PRoWs surrounding the site, as illustrated in **Figure 2.3**. Many provide connections to around the town, as well as providing attractive leisure use for residents to the wider area.

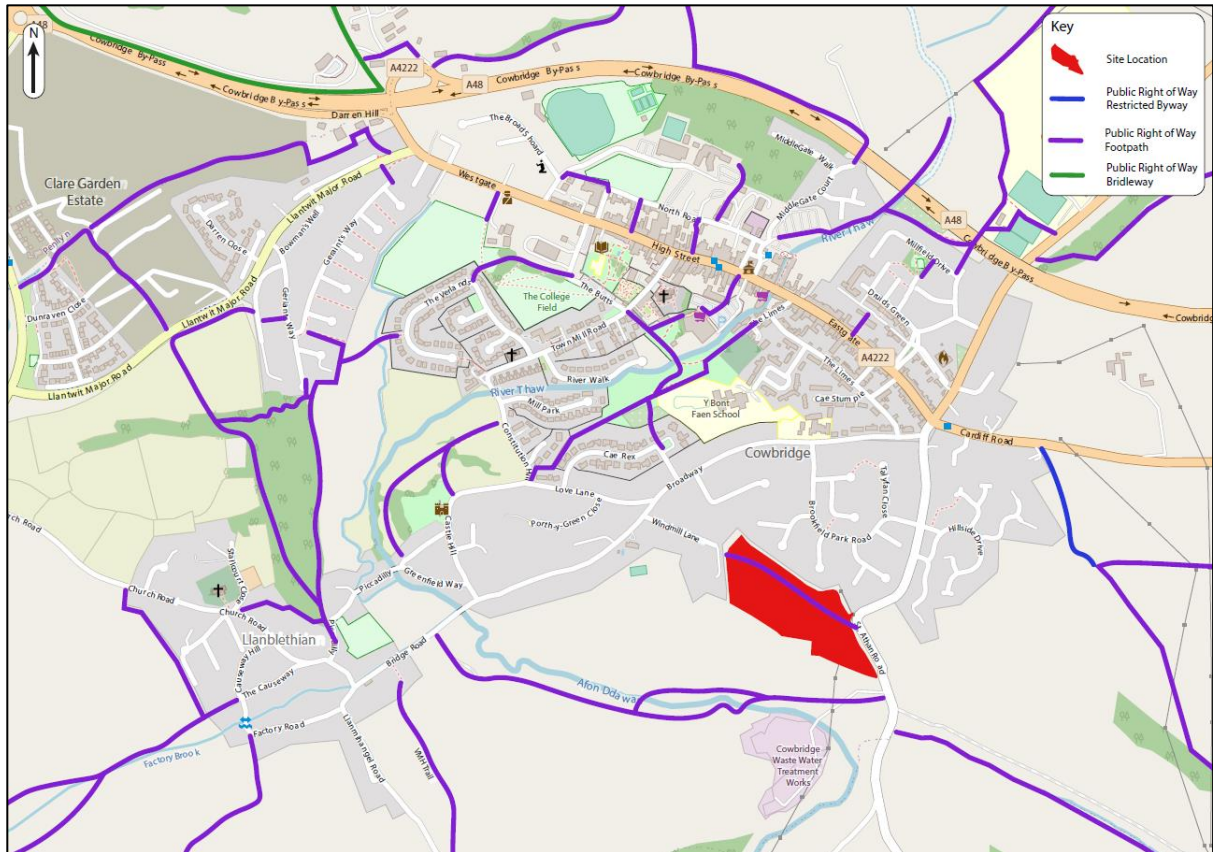


Figure 2.3 – Public Rights of Way

- 2.18 There are no footways provided on St Athan Road, within the vicinity of the site. Windmill Lane to the northwest of the site provides an existing pedestrian route. As part of the development proposals, there is the opportunity to improve the pedestrian access to the site, this is discussed further in **Section 4**.
- 2.19 It is reasonable to expect that typical able-bodied people are capable of walking at least 30 minutes for day-to-day activities. The thrust of sustainability policy is that there will be an increasing propensity for people to use non single car occupancy modes, of which walking is one. People will choose their mode based on their journey purpose, and it is reasonable to conclude that a proportion of journeys undertaken to and from the site will be on foot.
- 2.20 The thrust of land use and transport policy is to promote and encourage the choice of walking and cycling above all else where travel needs to occur. Therefore, it is both reasonable to assume that walking is a viable and growing means of travel, and that new development, such as this one, should be designed to promote and encourage it.

2.21 In practice, the distance that any individual is likely to choose to walk, depends on that individual and their circumstances, but it is fair to assume that over time, given current policies to encourage community, health and well-being, the propensity for individuals to walk, and to walk further, will increase.

Cycling

2.22 **Figure 2.4** shows the ‘Less than 1km’, ‘up to 3km’, ‘up to 5km’, ‘up to 8km’, ‘up to 12km’ and cycling isochrones from the site, in line with **Table 4.1** of the Active Travel Act.

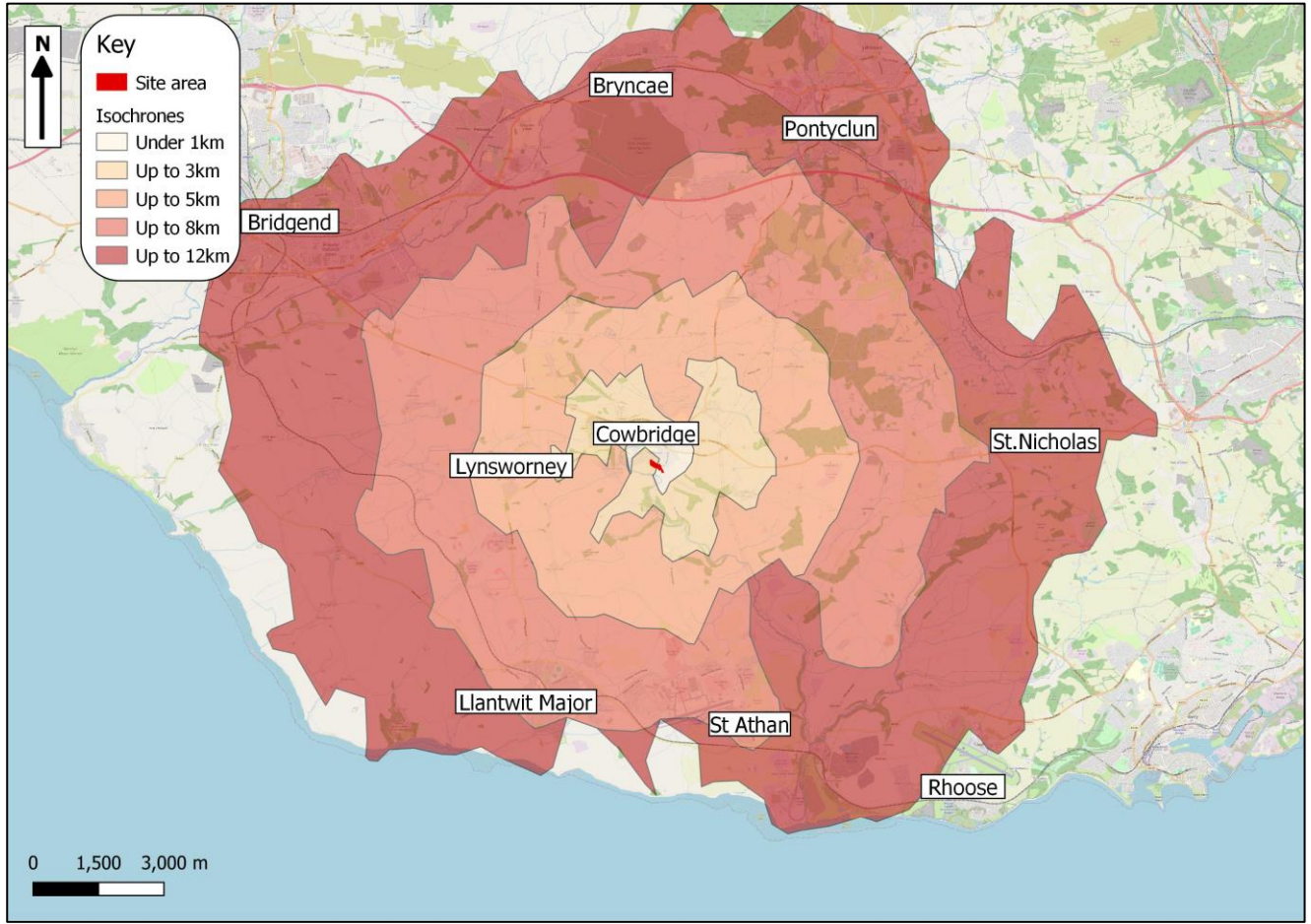


Figure 2.4 – Cycling Isochrones

2.23 **Figure 2.4** shows that the site is within cycling distance of nearby villages like Lynsworney. In addition, Bridgend is also within a 12km cycling distance and can be considered accessible to the site by bike.

2.24 There are other roads conducive to cycling in the vicinity of the site, in that they are in a good state of repair, lightly trafficked, and have good forward visibility for the most part. However, the proclivity for people to cycle does also depends on distance to local services and facilities as well as the quality of the routes.

2.25 Existing Cycle facilities in Cowbridge are based around the Active Travel Network Maps (ATNMs)

2.26 *These routes are shown on **Figure 2.5***

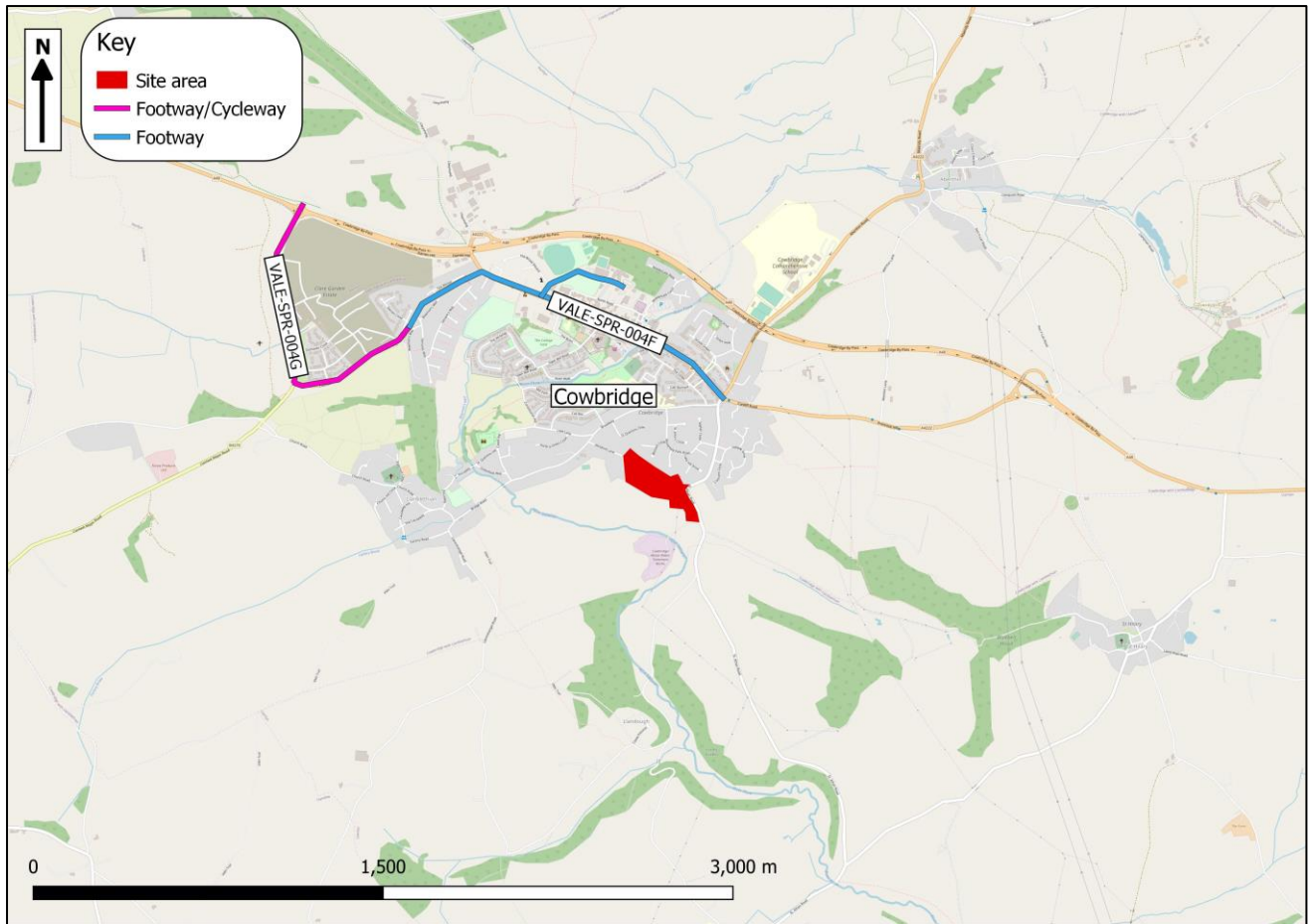


Figure 2.5 – Cowbridge ATNM map

Integrated Network

2.27 The Active Travel Act in Wales makes it a legal requirement for local authorities in Wales to plan and map suitable routes for active travel within certain, key settlements, as specified by the Welsh Government. The Vale of Glamorgan Integrated Network Maps were approved in 2022 and set out the aspirations for improving the active travel routes across the County over the next 15 years. They include routes that were currently used but may not have met the standard of Active Travel routes, or they were routes that did not exist but were identified within other strategic plans or identified through the consultation process.

2.28 **Figure 2.6** summarises the proposed active travel routes identified as a part of the integrated active travel networks within the vicinity of the site.

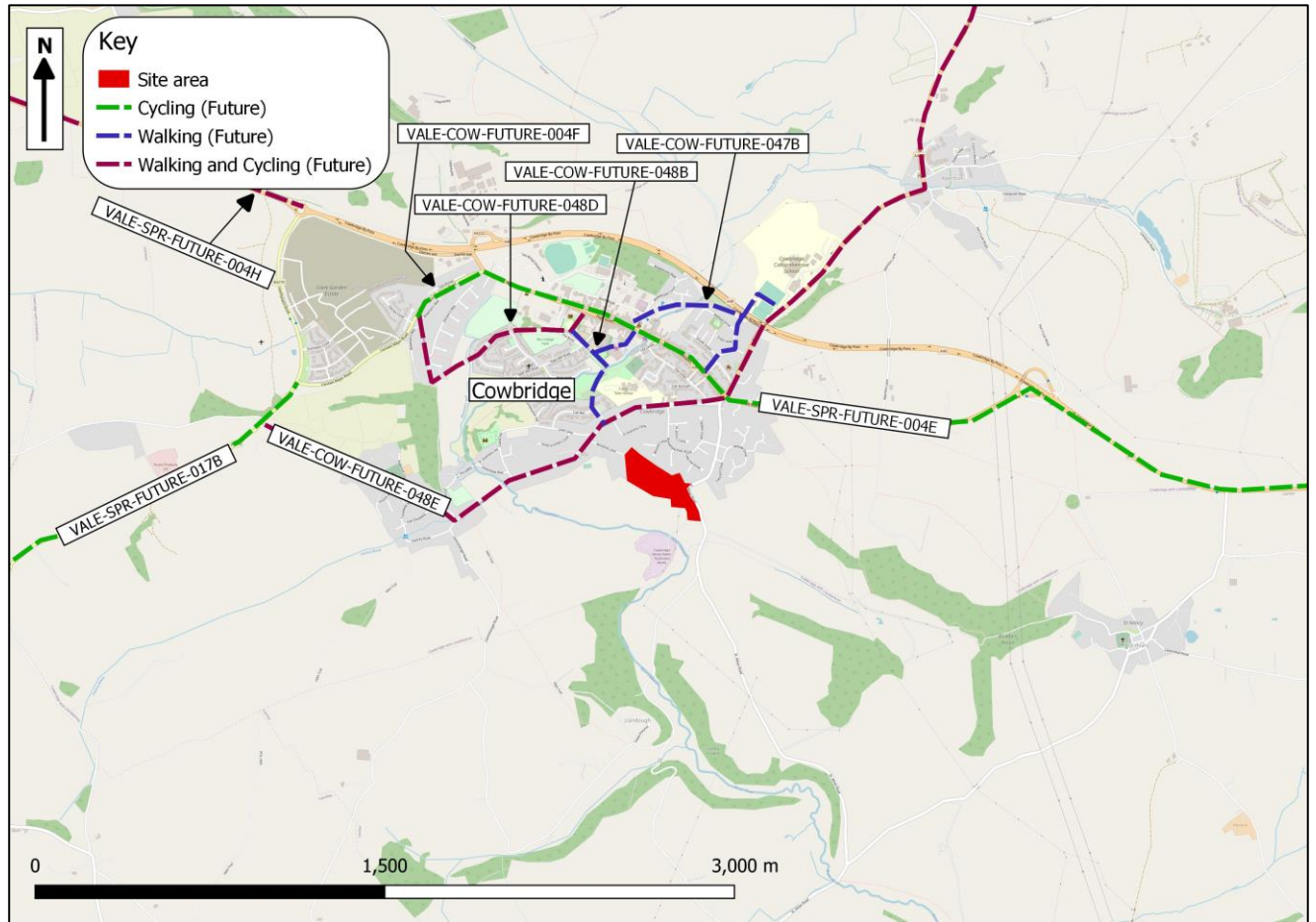


Figure 2.6 – ATNM Future Plan

2.29 As shown on **Figure 2.6**, improvement for the cross keys area included:

- Routes 004F, 047B, 048B, and 048D All improve internal active travel routes for travel across Cowbridge.
- Route 004E creates a cycle link towards Cardiff;
- Route 016B creates a cycle link towards Llanwit Major;
- Route 004H creates a cycle route towards Wick; and
- Route 048E creates a cycle link toward Ely.

2.30 All these planned future routes improve the external connection Cowbridge has with nearby and further afield settlements within the Vale of Glamorgan.

Bus

2.31 The nearest bus stop to the site is located on Cardiff Road [Geoffrey Ashe Court stops], approximately 550 metres to the northeast of the site. Bus service number X2 serves the site and provides links to

Cardiff in the east, and Porthcawl to the west. A summary of this service is set out in **Table 2.1** as follows. There are additional bus stops 1km to the north along High Street. This service runs Monday to Sunday.

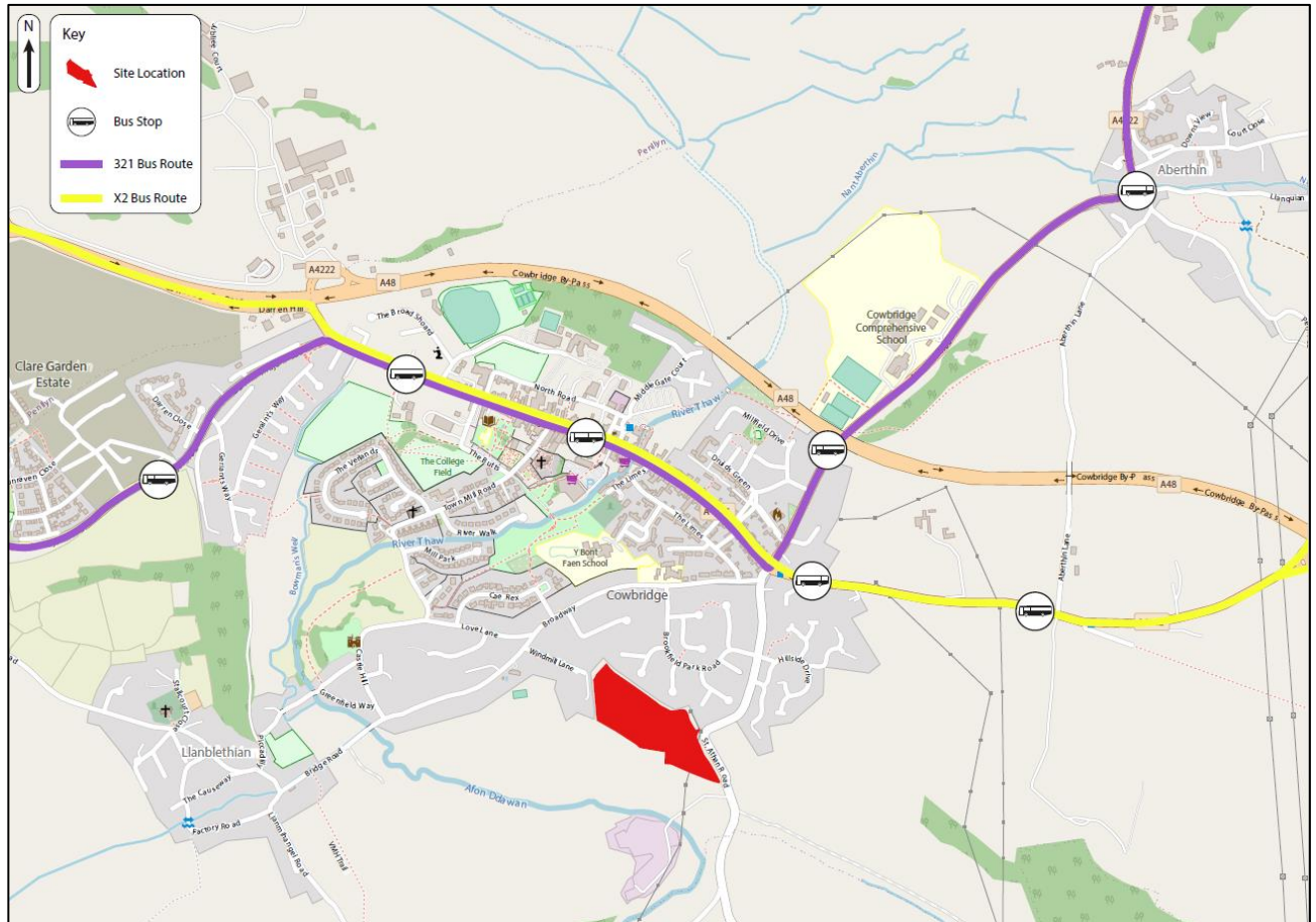


Figure 2.3 – Local Bus Routes

2.32 **Figure 2.3** shows the buses operating in the local vicinity.

2.33 Service number 321 also serves the site and the nearest bus stop is approximately 800 metres to the north on Alberthin Road. This route provides connections to Llantrisant in the north, and Llantwit Major to the south. A regular service is provided with buses running Monday through to Saturday. A summary of this service is provided in **Table 2.2**.

Table 2.2 – Bus Services

Number	Route	First Bus (M-F)	Last Bus (M-F)	Frequency (mins)			Operator
				M-F	S	S	
From: 'Geoffrey Ash Court'							
X2	Porthcawl - Cardiff	06:38	22:18	30	30	60	First South & West Wales
	Cardiff - Porthcawl	08:00	23:35				
From: 'Comprehensive' (Monday - Saturday)							
321	Talbot Green – Llantwit Major	06:42	17:42	60	120	-	New Adventure Travel
	Talbot Green – Llantwit Major	08:08	19:40				

Rail

- 2.34 The closest station to the site is in Pontyclun which is located around 8.3km to the north of the site. Within this distance cyclists would be able to make this journey as per Table 4.1 of the Active Travel Act.
- 2.35 In addition, a 30-minute journey on the 321-bus service (Including walking time) would be able to reach the station.
- 2.36 The stations distance from the site makes it an unlikely option for transport however it accessible to some means of transport so it is an option that some may utilise.
- 2.37 The services available from Pontyclun are provided in **Table 2.3**.

Table 2.3 – Train services from Pontyclun

Destination	Average Journey Time (mins)	Average Frequency (mins)
Cardiff Central	13	60
Bridgend	13	60
Newport	30	60

Community Transport

- 2.38 Greenlinks Community Transport offer demand responsive services dependant on vehicle availability and passenger demand, the volunteer driven vehicles can transport residents from their home to their destination.
- 2.39 Greenlinks has four accessible minibuses, two 9-seaters, two 12-seaters and two accessible cars.
- 2.40 A membership fee of £5 is payable and this allows users to request services for a small fee. The rate is dependent on zones, of which there are three; East Vale, West Vale and External. It is also possible to hire a minibus for a day or half day.

Summary

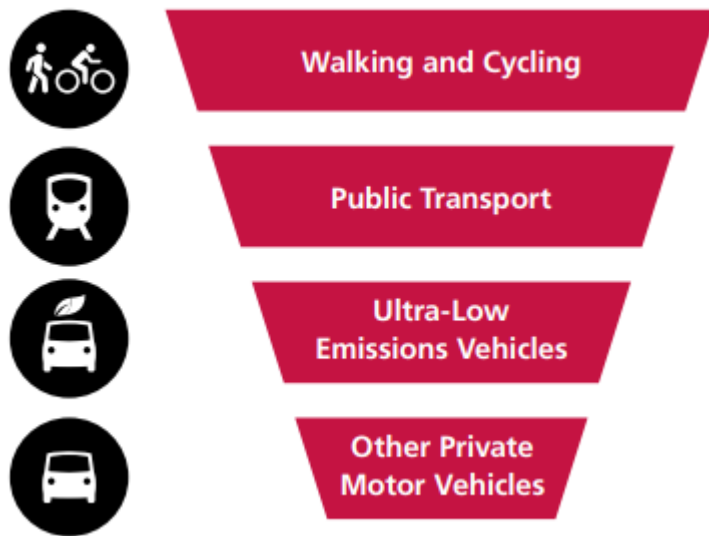
- 2.41 In summary, the site is suitably located close to local facilities and amenities that could be required on a regular basis. It provides the opportunity for future residents to walk or cycle to travel to and from education, health, employment and retail opportunities located in Cowbridge. It is therefore concluded that the location of the site provides the opportunity for residents to use non car modes as a travel alternative to the car.

3 Policy and Guidance

Overview

3.1 This section of the report outlines relevant policies for development and transport in Wales, which are cognisant of one another and follow a common theme; moving towards carbon reduction in the promotion of communities, virtual and active mobility, followed by public transport with private vehicle trips at the bottom of the hierarchy. This hierarchy is demonstrated in **Figure 3.1**.

Figure 3.1 - Transport Hierarchy (Active Travel Act Guidance 2021)



3.2 The site will be fully in line with the principles outlined in the Active Travel Wales Guidance (2021), which places placemaking and sustainable communities at the forefront of new development. Connections to employment, health, education and leisure opportunities are key, but also achievable through the promotion of active travel and public transport above less sustainable modes.

3.3 The policy context for the proposed development is set out in national, regional and local planning policy and guidance. The key policy documents and relevant policies are outlined below.

National

Planning Policy Wales (Edition 11 – February 2021)

3.4 Planning Policy Wales, edition 11, (PPW11) sets out the land use planning policies of the Welsh Government. The primary objective of PPW11 is to;

“ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales...”

- 3.5 Section 4 of PPW11 concerns Active and Social places. It asserts that Active and Social Places are those which provide well-connected cohesive communities and further states that a 'Resilient Wales' is supported by protecting existing communities and natural environments whilst well-connected infrastructure and facilities closer to where people live.
- 3.6 Within Section 4 it stresses that:
- A Healthier Wales can be achieved through the reduction in emissions and air pollution by minimising the need to travel and maximising provision of sustainable forms of transport;
 - A more equal Wales can be achieved by recognising the strengths of existing communities and securing socially inclusive development, so they become desirable places in which to live and work for all members of society;
 - To foster Cohesive Communities development will need to be well connected; and
 - Globally Responsible Wales is promoted by locating and designing developments which reduce trip lengths for everyday journeys and supports sustainable modes of travel.
- 3.7 Section 4 acknowledges the importance of:
- Improving sustainable access to services;
 - Reducing reliance on travel by private car; and
 - Ensuring our transportation infrastructure is adaptable.
- 3.8 Policies within the Active and Social Places theme will:
- Enable sustainable access to housing, employment, shopping, education, health, community, leisure and sports facilities and green infrastructure;
 - Develop sustainable transportation infrastructure;
 - Require developments to encourage modal shift and be easily accessible by walking, cycling and public transport; and
 - Realise the potential of new sustainable transportation infrastructure to create new or renewed hubs of activity.
- 3.9 Moving within and between places is a key theme within PPW11. With regards to sustainable transport, it advises facilitating developments which:
- Are sited where they can be easily accessed by sustainable modes of travel and without the need for a car;
 - Are designed to integrate with existing land uses and neighbourhoods; and
 - Make it possible for all short journeys within and beyond the development to be easily made by walking and cycling.

3.10 Regarding active travel PPW11 states that planning authorities must set out in their development plan an integrated planning and transport strategy. This should set out how the planning authority:

- Integrate and co-ordinate sustainable transport and land use planning;
- Facilitate and promote accessibility for all;
- Reduce the need to travel;
- Reduce dependency on private vehicles;
- Prioritise and support walking, cycling and use of public transport;
- Support the uptake of Ultra Low Emission Vehicles;
- Reduce transport related airborne pollution; and
- Facilitate the provision of transport infrastructure and necessary sustainable transport improvements and development.

3.11 It is Welsh government policy to require the use of a sustainable transport hierarchy in relation to new development, which is; walking, cycling, ultra-low emission vehicles and public transport.

3.12 Paragraph 4.19 relates specifically to the sustainable transport and states;

“The Welsh Government is committed to reducing reliance on the private car and supporting a modal shift to walking, cycling and public transport. Delivering this objective will make an important contribution to decarbonisation, improving air quality, increasing physical activity, improving the health of the nation and realising the goals of the Well-being of Future Generations Act”.

Technical Advice Note: 18

3.13 The Technical Advice Note (TAN 18) elaborates on the relationship between land use planning and transport infrastructure by outlining a range of key accessibility principles that should inform future patterns of development.

3.14 In the case of new residential development, sites that are accessible to jobs, shops, and services by modes other than car and are afforded sufficient capacity on public transport services are favoured.

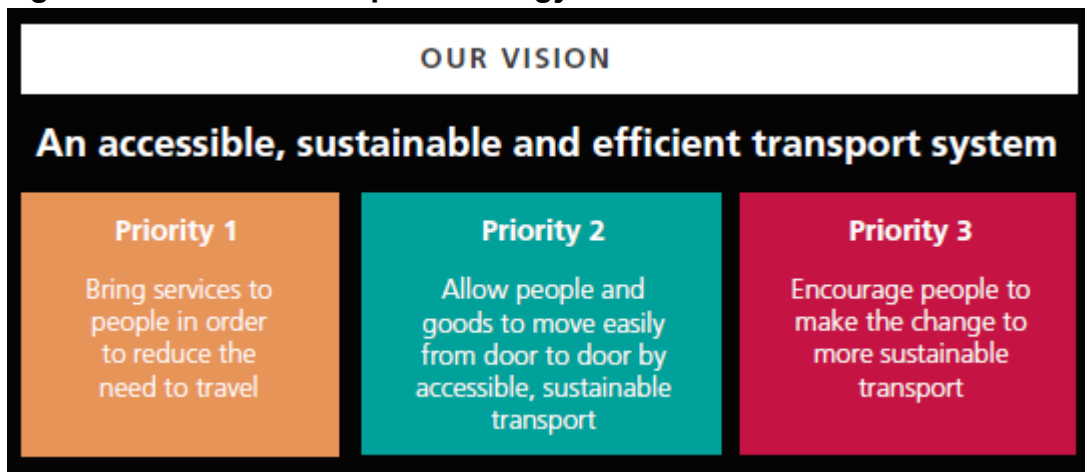
3.15 TAN 18 advises that development plans should afford priority to the following:

- Inclusion of policies and standards on densities, and parking to achieve higher residential densities in places with good public transport accessibility and capacity; and
- Requirement for layouts and densities, which maximise the opportunity for residents to walk and cycle to local facilities, and public transport stops.

Llwybr Newydd – The Wales Transport Strategy 2021

- 3.16 The new Transport Strategy for Wales sets out the ‘new path’ that will shape the transport system over the next 20 years. It is a “new way of thinking that places people and climate change at the front and centre of our transport system”. This document crucially defines the climate emergency as one of the biggest defining issues of our time, and the need to achieve net zero by 2050.
- 3.17 This seeks to improve the social, economic, environmental and cultural well-being of Wales. It contains seven well-being goals which local authorities as well as other public bodies must seek to achieve in order to improve well-being both now and in the future several of which support this strategy’s promotion of sustainable travel.
- 3.18 The strategy sets out three urgent priorities which are illustrated in **Figure 3.2**.

Figure 3.2 – Wales Transport Strategy Priorities



- 3.19 Priority 1 seeks to reduce the need for people to use their cars on a daily basis by:
 - Supporting remote working in line with Welsh Government target of 30% remote working;
 - Locate new public services close to where people live and to existing public transport routes;
 - Design new developments to be walk and cycle friendly from the outset;
 - Maximise the use of land close to transport hubs;
 - Improve access to fast and reliable broadband; and
 - Set aside land for multi-modal hubs to transfer freight to smaller vans or e-cargo bikes for last mile deliveries.
 -
- 3.20 Priority 2 aims to achieve a shift away from private car use to more sustainable transport modes, enabling more people to walk, cycle, and use public transport, as well as low-emissions vehicles. This will be promoted via the Transport Implementation Strategy contained within **Section 6**.

- 3.21 Infrastructure will be future-proofed to adapt to climate change and facilitate more sustainable transport choices. Where new transport infrastructure is needed, the Sustainable Transport Hierarchy will guide decisions. Infrastructure will be adapted to support modal shift, and new infrastructure will give priority to interventions that support walking and cycling, public transport and ultra-low emissions vehicles over other private motor vehicles.
- 3.22 Priority 3 seeks to encourage people to change their travel behaviour to use low carbon, sustainable transport. This will be done through (but not limited to):
- Developing a range of behaviour-change projects;
 - Move from individual vehicle ownership to shared solutions;
 - Reduce the cost of sustainable travel; and
 - Support digital innovation.
 -
- 3.23 The development proposals for the site will continue to meet these priorities, with the overall aim being to encourage an accessible, sustainable and efficient transport system.

Future Wales – The National Plan 2040

- 3.24 ‘Future Wales – the National Plan 2040’ (Future Wales) is the national development framework, setting the direction for development in Wales to 2040.
- 3.25 Future Wales strongly considers the Well-Being of Future Generations (Wales) Act 2015, which gives a legally-binding common purpose – the seven well-being goals – for national government, local government, local health boards and other specified public bodies. It details the ways in which these bodies must work, and work together, to improve the well-being of Wales.
- 3.26 Future Wales recognises that Placemaking is at the heart of the planning system in Wales, and that this policy establishes a strategic placemaking approach and principles to support planning authorities to shape urban growth and regeneration.
- 3.27 Policy Two of Future Wales is titled Shaping Urban Growth and Regeneration – Strategic Placemaking. It states that Urban growth and regeneration should be based on the following strategic placemaking principles:
- creating a rich mix of uses;
 - providing a variety of housing types and tenures;
 - building places at a walkable scale, with homes, local facilities and public transport within walking distance of each other;
 - increasing population density, with development built at urban densities that can support public transport and local facilities;
 - establishing a permeable network of streets, with a hierarchy that informs the nature of development;

- promoting a plot-based approach to development, which provides opportunities for the development of small plots, including for custom and self-builders; and
- integrating green infrastructure, informed by the planning authority's Green Infrastructure Assessment.

3.28 Within its Strategic Placemaking Principles, Future Wales considers mix of uses, variety of housing, walkable scale, density, street network, plot-based development and green infrastructure.

3.29 Of vital importance to new developments such as the proposed site is the concept of the 'walkable scale'. This strategic placemaking principle states that to enable active and healthy lives, people should be able to easily walk to local facilities and public transport.

Active Travel Wales Act 2013

3.30 The Active Travel (Wales) Act 2013 places a requirement on local authorities to continuously improve facilities and routes for pedestrians and cyclists and to prepare maps identifying current and potential routes for their use.

3.31 Whilst the Act does not place any responsibility on new development, it does demonstrate the necessary direction of transport policy, and the proposed developments' promotion of walking and cycling as key modes of travel accords with this.

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

1. More people can experience the health benefits of active travel;
2. We reduce our greenhouse gas emissions;
3. We help address poverty and disadvantage; and
4. We help our economy grow by unlocking sustainable economic growth.

Wellbeing of Future Generations (Wales) Act 2015

3.33 This act seeks to improve the social, economic, environmental and cultural well-being of Wales. It contains seven well-being goals which local authorities as well as other public bodies must seek to achieve in order to improve well-being both now and in the future, several of which support this development's aim for the promotion of sustainable travel.

3.34 Of the seven well-being goals, the most relevant ones to this development are:

- A prosperous Wales - encouraging an innovative, prosperous and low carbon society;
- A healthier Wales – a society in which choices and behaviours that benefit future health are understood;

- A Wales of cohesive communities – promoting attractive, viable, safe and well-connected communities; and
- A globally responsible Wales – considering improvement which make positive contributions towards global well-being.

The Future Generations Report 2020

3.35 This is a once in five years report, which sets out the Commissioner’s assessment of the process made in implementing the Act within the reporting period. It reflects on the progress being made.

3.36 In terms of the vision for transport, the report states;

“Places, which embed active travel infrastructure, fully integrated with a high-speed reliable, zero carbon, affordable and completely accessible public and community transport system. Transport that is co-designed with communities and citizens’ needs in mind, and which improves the social, environmental, economic and cultural well-being of Wales”.

Vale of Glamorgan Local Development Plan (2011-2026)

3.37 The Vale of Glamorgan (VoG) Local Development Plan provides a framework for sustainable development within the VoG up until 2026. It will guide the growth within the Vale over the 15 year plan period and identifies the infrastructure requirements of the communities therein, in terms of employment, facilities and services to support that growth. The Plan demonstrates a firm commitment to the on-going regeneration and development of the VoG.

3.38 Cowbridge is identified as a ‘Service Centre Settlement’ within the VoG Local Development Plan and is one of the main focal points of development within the South East Zone. The Strategy aims to concentrate the majority of growth in the key, service centre and primary settlements in order to maximise the opportunities for sustainable regeneration, to favour new local service provision and to encourage the use of sustainable travel modes. The allocations in these settlements reflect their respective roles and characteristics as well as their relevant physical or environmental constraints.

3.39 The Strategy aims to concentrate the majority of growth in the key, service centres and primary settlements in order to maximise the opportunities for sustainable regeneration, to favour new local service provision and to encourage the use of sustainable travel modes.

3.40 To ensure the successful delivery of the LDP Strategy, specific area objectives have been identified for each of the service centre settlements. The relevant objectives identified for Cowbridge are as follows:

- Provide for a range and choice of housing to meet the needs of existing residents and the residents of surrounding rural communities.
- Improve the town’s existing bus interchange and favour proposals that provide enhanced walking and cycling facilities to and within Cowbridge to alleviate traffic congestion, particularly through traffic along the High Street.

- Promote development proposals which provide opportunities for additional or improved infrastructure, including short stay parking facilities within the town centre.

3.41 This site forms part of land allocated for residential development (MG2 19) within the Vale of Glamorgan's (VoG) Local Development Plan (LDP) 2011-2026. The whole allocation comprises two parcels of land adjacent to the St Athan Road.

Travel Plan SPG (July 2018)

3.42 The Travel Planning SPG has been prepared to provide guidance to applicants on the production and implementation of travel plans associated with new development proposals.

Parking Standards SPG (January 2019)

3.43 The Parking Standards SPG has been prepared to expand upon the policies contained within the LDP. It sets out the Council's parking standards for new development that are both consistent and transparent.

Vale of Glamorgan Local Transport Plan (2015-2030)

3.44 The Local Transport Plan (LTP) seeks to identify the sustainable transport measures required to ensure the Vale of Glamorgan Council adheres to current requirements and good practices to allow for a sustainable transport environment for the period 2015 to 2020 as well as looking forward to 2030.

3.45 The LTP seeks ways to secure better conditions for pedestrians, cyclists and public transport users and to encourage a change in travel choices away from the single occupancy car. The LTP also seeks to tackle traffic congestion by securing improvements to the strategic highway corridors for commuters who may need to travel by car as well as providing better infrastructure for freight. It also addresses the key road safety priorities for the Vale.

3.46 There are a number of specific short, medium and long-term goals / schemes identified as well as setting out several active travel, park and ride, highway improvement and bus infrastructure schemes to meet its overall goal.

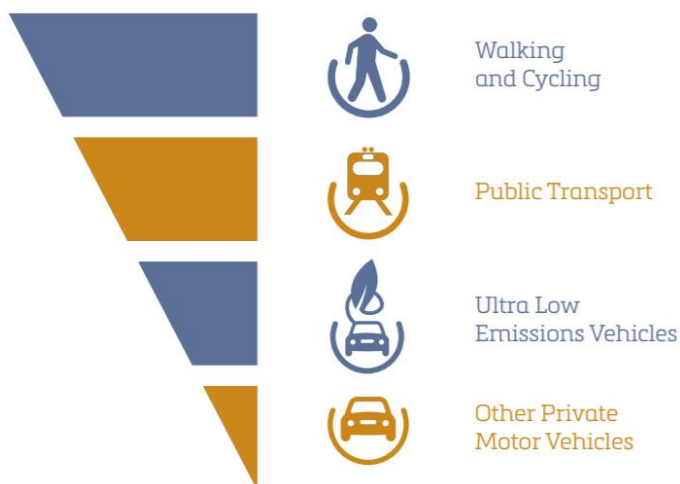
Summary

3.47 The site is shown to comply with the relevant national and local policies. It is a well-located site with a variety of opportunities to integrate itself with the existing surrounding residential areas in terms of active travel and sustainable transport.

4 Strategic Aspirations

Overview

- 4.1 The aims and targets of the TP are presented in this section. These aspirations set the direction of the TP and provide a focus for a package of measures.
- 4.2 The following transport modal hierarchy shown in **Figure 9** of *Planning Policy Wales (PPW)11* will be used in order to ensure that as much emphasis as possible is given to the most sustainable modes of transport, where this is possible and practical:
- Walking and cycling;
 - Bus and rail;
 - Taxi or car share; and
 - Motorcycle and single occupancy car.



Objectives

- 4.3 This TP is primarily aimed at reducing the dependence of car travel by residents. Therefore, the main aim objectives of this TP are to:
- i) Identify the modal split for residents;
 - ii) Identify the barriers, both perceived and real, that affect modal choice.
 - iii) Review and update the measures which are being implemented to encourage residents and visitors to travel by sustainable modes of travel.
- 4.4 The key benefits which can result following the implementation of a TP are outlined below:

- i) Economic – more sustainable travel modes can save money. Increasing the critical mass using public transport can make services more viable, and car sharing can significantly reduce travel costs.
- ii) Environmental – a reduction in car journeys made to and from the site reduces the level of air and noise pollution in and around the site.
- iii) Health – by adopting more sustainable modes of travel, such as walking or cycling, people’s physical and mental well-being improves, and they lead a healthier lifestyle.
- iv) Social – when not travelling by car, people have the opportunity to interact with other individuals on their journey to and from the site. Increased pedestrian and cycle activity can contribute towards an area feeling safer.

Targets

- 4.5 The success of the Travel Plan is measured by whether it achieves its objectives through set targets which will identified following the initial travel survey.
- 4.6 The targets, which are related to the objectives, can be ‘action’ targets or ‘aim’ targets. Action targets set out specific commitments to implement measures within certain timescales to ensure delivery. Aim targets provide numerical goals for modal shifts. All targets will be SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-bound).
- 4.7 Targets, or outcomes can be reviewed and once achieved will be maintained at no less than that level, subject to review as part of the annual monitoring programme.

Action Targets

- 4.8 The action targets are set out in the Action Plan (**Section 7**) and include the following key milestones;
 - i) The Travel Plan will be formally launched as the first properties are occupied;
 - ii) Provision of a ‘Travel Information Pack’ for each dwelling one month after occupation. Along with the TP launch information may be included about sustainable travel opportunities, discounted fares and cycle routes;
 - iii) The baseline survey will be conducted after 6 months of first occupation (*As per VoG TP guidance*);
 - iv) Where required, an updated version of the TP will be produced with an updated Action Plan following the baseline surveys;
 - v) A monitoring survey will be undertaken within one year of the baseline survey which will monitor the modal shifts of residents.

Aim Targets

- 4.9 The Travel Plan will be monitored for a period of five years following the majority occupation of the site. Once the baseline travel survey results have been analysed, specific targets will be set according to the monitoring programme set out in **Section 6** and details advised to VoGC.
- 4.10 The main target will be to reduce dependency on the private car whilst increasing the usage of sustainable modes of travel.
- 4.11 It is considered that a change in car sharing can be achieved through local promotion via the development website, welcome packs and using the Liftshare website (<https://liftshare.com/uk>).
- 4.12 An increase in active travel may be achieved through the awareness of active travel linkages and journey times to local amenities / facilities.
- 4.13 An increase in cycling may be achieved through the provision of internal pedestrian/cycle links which connect the site to local routes, the potential formation of a Bicycle User Group (BUG) and through the provision of cycle maps.
- 4.14 An increase in public transport will be achieved through the promotion of the existing bus services by the TPC and the provision of information including maps and timetables.

Mode Share Targets

- 4.15 The 'method of travel to work' Census 2011 data has been investigated for the residents of 'The Vale of Glamorgan 002' Middle Layer Super Output Area (MSOA) W02000238. This data is useful in providing an understanding of the existing travel behaviour of residents within Cowbridge.
- 4.16 **Table 3.1** shows the mode split from this area, taken from the 2011 census data alongside an adjustment which will be used to remove those who work from home or not in employment in order to provide a more realistic modal split.

Table 3.1 – Method of Travel to Work (2011 Census)

Travel Mode	Percentage (%)	Adjusted
Work mainly at or from home	7%	-
Train	1%	1%
Bus, minibus or coach	1%	2%
Taxi	0%	0%
Motorcycle, scooter or moped	0%	0%
Driving a car or van	46%	81%
Passenger in a car or van	2%	4%
Bicycle	1%	1%
On foot	5%	10%
Other	0%	1%
Not in Employment	37%	-
Total	100%	100%

- 4.17 The data summarised in **Table 3.1** illustrates that 81% of existing residents in the area currently travel to work by driving a car or van. It is demonstrated that 1% of residents travel by train and 11% travel by cycle or foot.
- 4.18 Whilst this data represents only journeys to work, and travel patterns now some 10 years old, it is a useful proxy for development travel as a starting point. As demonstrated in **Table 3.1**, a relatively high proportion of existing residents travel to work by single occupancy private car (81%). A small proportion (3%) travel by public transport however, 11% of existing residents travel to work on foot or by bicycle.
- 4.19 It is expected that this number of people working from home will increase as the development comes forward due to the shift in attitudes to home working resultant from the Covid-19 pandemic, with many people having worked from home for the majority of 2020 and 2021, with this trend expecting to continue into 2022 and ultimately resulting in a greater proportion of people working from home in the future.
- 4.20 Furthermore, the data does not take into account multi-modal trips to work (the census asks for method of travel to work for the longest part of the journey) i.e. park and ride or cycle and ride. However, it does provide an indication of existing travel patterns in the area.
- 4.21 Based on these modal splits, the judgement is that this Interim Travel Plan starts with is that the baseline for travel to work is 81% by single occupancy private car. Other strategies working to reduce this include Smarter working: a remote working strategy for Wales policy and strategy, March 2022 which indicates the strategy to achieve a 30% working from home or near home.
- 4.22 **Table 3.2** demonstrates the target mode shift for the five-year TP period, with a shift from the base mode split shown in **Table 3.1** to more sustainable modes.

Table 3.2 – Proposed Mode Shift Targets

Mode Share	Mode Share			Change
	Base	Target (Year 1)	Target (Year 3)	
Train	1%	2%	2%	+1
Bus, minibus or coach	2%	3%	4%	+2
Taxi	0%	0%	0%	-
Motorcycle, scooter or moped	0%	0%	0%	-
Driving a car or van	81%	76%	71%	-10
Passenger in a car or van	4%	5%	6%	+2%
Bicycle	1%	2%	3%	+2%
On foot	10%	12%	13%	+3%
Other	1%	1%	1%	-
Total	100.0%	100.0%	100.0%	

5 Development Proposals

Overview

- 5.1 The proposed development is for up to 105 residential homes and associated works on land to the west of St Athan Road, Cowbridge. The site forms part of land allocated for residential development (MG2 19) within the Vale of Glamorgan's (VoG) Local Development Plan (LDP) 2011-2026.
- 5.2 The site will be designed to connect and interact with existing transport networks to the north of the site, connecting to Cowbridge. The internal roads of the site will be conducive to cycling, providing permeability and connection for active travel.
- 5.3 An accommodation schedule for the proposed development is contained within **Table 4.1**.

Table 4.1 – Accommodation Schedule

Number of Bedrooms / Type	Total
1 Bed Flat	16
2 Bed Houses	19
3 Bed Houses	40
4 Bed Houses	24
5 Bed Houses	6
Total number of units	105

Access

- 5.5 A new pedestrian and cycle access is proposed along the northern boundary of the site, connecting to the existing residential development via Bessant Close and Llanquian Close and to the west of the site via the existing Public Right of Way (PRoW) alignment via Windmill Lane. These new links will provide easily accessible active travel links to the existing community and existing amenities. The existing PRoW will be retained along its current alignment.
- 5.6 The proposed means of vehicular access to the site is via a priority junction with St Athan Road as shown on **Figure 4.2**.

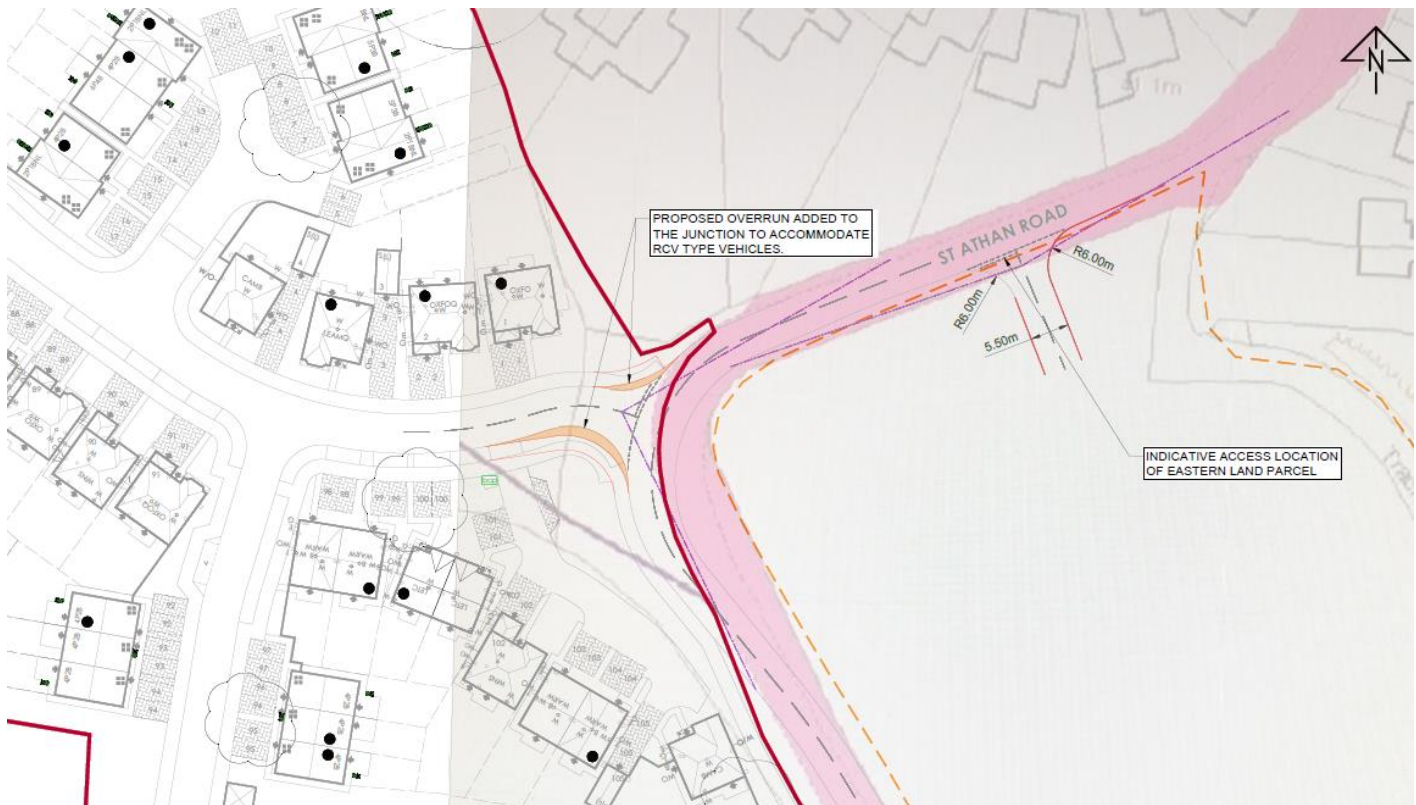


Figure 4.2 – Indicative site access arrangement via St Athan Road

- 5.7 The proposals include realigning St Athan Road to the west of its existing alignment to improve the forward visibility splays and the horizontal alignment of St Athan Road, thus reducing the curvature of the existing road and improving road safety at this location.

Car Parking

- 5.8 The proposed development will conform to VoG’s ‘maximum’ car parking standards, providing the required spaces for each dwelling, together with the requisite number of on-street visitor parking spaces. Garages will represent a proportion of these spaces, designed to accommodate parking in a discreet manner and minimise visual intrusion.
- 5.9 This standard is shown in **Table 5.2**

Table 5.2 – Maximum Parking Standards for Residential Development

Type	Residents	Visitors*
Houses	1 space per bedroom (maximum 3 spaces)	1 space per 5 units
Apartments	1 space per bedroom (maximum 3 spaces)	1 space per 5 units

- 5.10 The development proposals will provide 241 car parking spaces, which is **2.3** spaces per house, on average.
- 5.11 Typical car ownership levels based on accommodation type, in this case houses, within The Vale of Glamorgan 002 Middle Layer Super Output Area (MSOA) have been assessed using the 2011 Census Data [Table LC4415EW]. The results are summarised in **Table 5.3**.

Table 5.3 – Forecast Car Ownership Levels based on Census Data (2011)

Car Ownership	Number of People	Percentage	Number of units	Required Spaces
Total People	2,715	100%	105	
No Car	271	10%	10	0
One Car	956	35%	37	37
Two or more Cars	1,488	55%	58	115

- 5.12 As shown in **Table 4.2**, nearly a 10% of people do not own a car, with 37% percent owning one car. Therefore, it is acknowledged that there could be up to 152 vehicles associated with the proposals of 105 dwellings, equating to a ratio of **1.4** spaces per dwelling, on average.
- 5.13 The parking provided will not reach the maximums provided by the VoG and with the average number of parking spaces provided at **1.4** per household, **2.3** spaces per household on site is deemed suitable for the area and minimises the risk of overspill parking.

Cycle Parking

- 5.14 Cycle parking will be available for all plots within sheds or garages, within the curtilage of properties, as part of the development.

6 Travel Plan Strategy

Management

- 6.1 The role of the Travel Plan Co-ordinator (TPC) for the TP is currently allocated to Vectos, until the allocation of a TPC from the site management company.
- 6.2 The allocated TPC, and the necessary costs for administering the Travel Plan, will be funded by the developer.

Travel Plan Co-ordinator

- 6.3 The TPC will remain in the post for five years following first meaningful occupation. The primary functions of the TPC will include;
- i) Liaison with the local community;
 - ii) Liaison with the local planning and highway authorities;
 - iii) Liaison with public transport operators;
 - iv) The incorporation of sustainable travel options into marketing material for the development;
 - v) Organisation of travel surveys;
 - vi) Promotion of sustainable transport measures to residents through a range of media, including for example, newsletters, emails and websites;
 - vii) Production, distribution and monitoring of residential Travel Information Packs;
 - viii) Providing residents of the development with details on how they can travel, including accessing their place of work, schools, shops and others in a sustainable manner;
 - ix) Acting as a single point of contact for all transport, access and travel related issues for residential units within the development; and
 - x) Increasing travel awareness so that people can make informed travel choices is a key role of the TPC. The TPC will work closely with officers at VoGC to promote initiatives the council may have.
- 6.4 The TPC will work with the developer to ensure that all residents receive sustainable travel information.

Reporting

- 6.5 The results of the monitoring will be reported in writing to VoGC within one month of the completion of the monitoring surveys. An annual Monitoring Report will be compiled which will outline the results of the monitoring survey and review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be issued to VoGC and retained for records. A revised Action Plan will be submitted on an annual basis as part of the annual monitoring program and reporting.
- 6.6 The monitoring report will include the following aspects:
- i) Site name and address;
 - ii) A summary of the TP;
 - iii) How and when monitoring information was gathered; and,
 - iv) Whether travel patterns are meeting objectives and targets.
- 6.7 A full summary report will be issued during the last year of the TP.

Marketing and Consultation

- 6.8 Prospective residents will, where possible, be encouraged to access the site via sustainable transport modes *through the measures implemented by the TPC.*

7 Sustainable Transport Measures

Overview

- 7.1 This section details the measures which the Travel Plan commits to.
- 7.2 The Travel Plan is a 'living document' which will be updated and reviewed as required.

Travel Information Pack

- 7.3 A 'Travel information Pack' will be provided to residents upon first occupation of the development. The Welcome Pack will detail the key elements of the Travel Plan, sustainable transport information and other relevant travel information.
- 7.4 A Travel Information Pack will include the following:
- i) An explanation of the purpose and benefits of the Travel Plan;
 - ii) Contact details for the TPC;
 - iii) Maps of walking and cycling routes to key destinations;
 - iv) Information on cycle training opportunities;
 - v) Information on walking buses or scoot to school;
 - vi) Timetables, route maps and ticketing information for public transport;
 - vii) Contact numbers and website details;
 - viii) Car Share schemes information;
 - ix) Contact details for local taxi companies and details of any arrangements brokered by the TPC (if available);
 - x) Information about working from home;
 - xi) Promotion of the benefits of home delivery.
- 7.5 This list is not exhaustive and, within reason, any additional information which the community and VoG would like included can be accommodated if appropriate.

Active Travel Measures

Site Layout

- 7.6 In terms of layout and design within the site, a network of high-quality pedestrian and cycle routes will offer direct, safe and convenient access around and through the site by foot and bicycle.

- 7.7 The site will provide the necessary pedestrian and cycle infrastructure to encourage walking and cycling and the appropriate road widths and speed limits to support this.
- 7.8 The health benefits of walking will be promoted within the Travel Information Pack. Residents will be made aware of challenges (for varying abilities) such as the 10,000 steps a day or couch to 5k, and the wider benefits of walking and keeping active.

Walking Buses

- 7.9 A walking bus is a group of children, walking to or from school with at least two parent volunteers. Parents take it in turns, on a rota basis, to walk with the children. There is always a 'driver' who leads the bus, and a 'conductor' who walks at the back. The more children there are on the bus, the more adults walk with them.
- 7.10 A Walking Bus provides a way of making walkers (or their parents) feel more comfortable, whilst providing perceived safety in numbers, as well as making walking fun. It allows groups to organise and walk together, increasing visibility and reducing the feeling of vulnerability which some may otherwise feel.
- 7.11 Its greatest potential is for schoolchildren. It allows the supervision of children by a minimum number of adults, whilst providing a fun and perceptibly safer means of getting to and from school by the most sustainable means.
- 7.12 Information on how residents can set up walking buses will be included in the Travel Information Pack.

Scoot to School

- 7.13 Scoot to School is a Sustrans initiative aimed at encouraging children to use a scooter to get to school. The programme involves scooter training for children. Details of this scheme, along with a community group will be looked into by the TPC and included within the Travel Information Pack.

Cycle to Work Scheme

- 7.14 The Travel Information Packs will provide details of local bike shops and major employers who participate in the Cycle to Work scheme.

Provision of Information

- 7.15 The Travel Information Pack will include the provision of safe walking and cycling routes.
- 7.16 The Travel Information Pack will include provision of general safety and awareness information on clothing, cycle safety and health benefits.

Public Transport Travel Measures

Bus Travel

- 7.17 A map showing all local bus stops and bus routes near the site will be included within the Travel Information Packs, information about concessionary travel will also be promoted.
- 7.18 Bus vouchers / discounts for local (First Bus) and community bus services (Greenlinks) will be investigated and ultimately offered to residents to encourage travel by public transport.

Demand Responsive Transport (DRT)

- 7.19 Demand Responsive Transport (DRT) services will be investigated and advertised by the TPC in the Travel Information Pack.

Car Sharing

- 7.20 Car sharing aims to match commuting journeys allowing the individuals to benefit from the convenience of a car journey whilst reducing the cost of the journey and the number of vehicles on the network.
- 7.21 The possibility of a community car share group will be looked into by the TPC, this could include matching residents to car share on their daily commute or other trips.
- 7.22 Liftshare (<https://liftshare.com/uk/>) is the UK's largest carpooling network and is available within VoG. Further information will be included within the Travel Information Pack.

Broadband

- 7.23 Each dwelling within the site will be provided for the opportunity to connect to a high-speed broadband connection. This will provide residents with the opportunity to work from home, especially given the changing working habits in accordance with government advice during the COVID-19 pandemic.
- 7.24 In addition to working from home, a broadband connection allows for shopping from home and consequentially make a lower number of trips per week, on average.

Home Deliveries

- 7.25 The Travel Information Pack will promote and raise awareness of the potential time, cost and environmental savings of home deliveries, including supermarket deliveries. Three of the big four supermarkets, Sainsbury's, Asda and Tesco, offer home delivery services, as does Waitrose and Ocado. The nearest supermarket to the site is Waitrose. All of these businesses deliver to the CF71 postcode which is adjacent to the site. The majority of online retailers also now offer home delivery services.

8 Monitoring and Review

8.1 It is important a thorough Travel Plan monitoring system is put in place. The two main reasons for monitoring of the Travel Plan are:

- i) To provide feedback so the Travel Plan can be refined; and
- ii) To measure the level of success in meeting identified targets using key performance indicators.

8.2 A framework for the monitoring and review strategy is outlined in this section.

Monitoring Strategy

8.3 The Travel Plan will be a living document, allowing for continuous development and refinement which will ensure it remains relevant.

8.4 The monitoring programme will begin with the baseline survey, to be undertaken within 6 months of meaningful occupation of the development. Households and residents will be requested to complete a questionnaire in order to provide baseline travel data. The questionnaires will monitor the mode splits being achieved for single occupancy car trips, and those made by sustainable modes.

8.5 The initial development survey represents Year 0 in terms of the monitoring programme. A subsequent travel survey of the development and local community will be undertaken 6 months after the initial survey. The subsequent travel survey represents the first Monitoring Survey. It is proposed that the first Monitoring Survey will take place in Year 1 and then annually throughout the duration of travel plan monitoring. Monitoring will be undertaken for a period of five years. An example travel survey is included at **Appendix B**.

8.6 The survey timetable is as proposed in **Table 6.1**.

Table 6.1 – Survey Timetable

Description		Timeframe
Travel Survey	Initial Survey for Baseline	Year 0 (6 months of occupation)
Travel Survey	1st Monitoring Survey	Year 1
Travel Survey	Monitoring + Snapshot	Year 2
Travel Survey	Monitoring + Snapshot	Year 3

Reporting

- 8.7 The results of the monitoring will be reported in writing to VoGC within three months of the completion of the monitoring surveys. An annual Monitoring Report will be compiled which will outline the results of the monitoring survey and review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be issued to VoGC and retained for records. A revised Action Plan will be submitted on an annual basis as part of the annual monitoring program and reporting.
- 8.8 The monitoring report will include the following aspects:
- i) Site name and address;
 - ii) A summary of the Travel Plan;
 - iii) How and when monitoring information was gathered;
 - iv) Whether travel patterns are meeting objectives and targets; and
 - v) Proposals to further develop the Travel Plan and an update to the Action Plan.
- 8.9 A full report will be issued at the last year of the Travel Plan.

9 Action Plan

Action Type	Element	Responsibility	Timeframe
Document Agreed	Agreement of Travel Plan	Developer	Prior to construction.
Appointment of a Travel Plan Coordinator		Developer	Upon Occupation
Baseline Travel Patterns	Baseline Travel Survey (Full Survey)	TPC / Developer	Completed after 6 months of meaningful occupation.
Implementation	Travel Plan Launch	TPC / Developer	Prior to first occupation.
	Implementation of measures	TPC / Developer	Includes the supply of a travel pack 1 month after occupation, householder travel survey
	Information Provision	TPC / Developer	Determined by survey and meeting at 1 month after occupation.
	Awareness raising of sustainable transport.	TPC / Developer	Ongoing as opportunities and information on walking and cycling routes change.
Monitoring and review of survey data	First Monitoring survey	TPC	Within 1 year of original baseline survey completion.
	Review and reporting year 1 (travel patterns against targets)	TPC	Within 6 months of completion of year 1 survey analyse results and provide to VoGC.

Action Type	Element	Responsibility	Timeframe
	Second Year Monitoring survey	TPC	At Year 2 - Includes new residents and those homes who haven't completed the survey previously. 12 months after survey for year 1.
	Review and reporting year 2 (travel patterns against targets)	TPC	Within 3 months of completion of year 2 survey analyse results and provide to VoGC.
	Third Year Monitoring survey	TPC	At Year 3 - Includes new residents and those homes who haven't completed the survey previously. 12 months after survey for year 2.
	Review and reporting year 3 (travel Patterns against targets) Review and Final report.	TPC	Within 6 months of completion of year 3 survey analyse results and provide to VoGC.

Appendix A

Example Travel Survey

Contact

London

Network Building,
97 Tottenham Court Road,
London W1T 4TP.
Tel: 020 7580 7373

Bristol

5th Floor, 4 Colston Avenue,
Bristol BS1 4ST
Tel: 0117 203 5240

Cardiff

Helmot House, Churchill Way,
Cardiff CF10 2HE
Tel: 029 2072 0860

Exeter

6 Victory House,
Dean Clarke Gardens,
Exeter EX2 4AA
Tel: 01392 422 315

Birmingham

Great Charles Street,
Birmingham B3 3JY
Tel: 0121 2895 624

Manchester

Oxford Place, 61 Oxford Street,
Manchester M1 6EQ.
Tel: 0161 228 1008

Leeds

7 Park Row, Leeds LS1 5HD
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