

The Hurlstone Partnership

REBO UK LTD, PENRHOS FARM, LLANSANTFRAIDD, POWYS SY22 6QH

Travel Plan Statement

December 2020

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Transportation Planning, Highway Design and Environmental Assessment

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1 INTRODUCTION

- 1.1 Rebo UK Ltd operates from its base at Penrhos Farm, Llansantffraid, SY22 6QH, which supplies outdoor toys to customers, which are distributed via the local and national road network in a variety of vehicles.
- 1.2 Penrhos Farm is located approximately 3.6km south-southeast of Llansantffraid, 3.5km southwest of Four Crosses, 2.2km northwest of Arddleen and 9.4km north-northeast of Welshpool, Powys.
- 1.3 The company employs 30 staff performing various key roles within the business at Penrhos Farm.
- 1.4 This Travel Plan Statement provides details on alternative access modes to the site and opportunities available to employees.

2 POLICY SUPPORT AND TRAVEL PLAN BENEFITS

- 2.1 National and Local Transport Planning Policy seeks to achieve a modal shift away from the private car towards more sustainable modes including walking, cycling, buses and trains to reduce the consumption of finite reserves, such as fuel and materials used in vehicle construction, whilst reducing vehicle emissions, improving air quality and health.
- 2.2 Planning Policy Wales, Technical Advice Note 18:Transport and the Powys Local Development Plan all require business developments to take steps to reduce the need to travel and encourage sustainable choices by people when deciding where and how they travel.
- 2.3 Similar objectives are supported across the UK through national and local Policies.
- 2.4 The Travel Plan process seeks to investigate how people travel and the reasons for their particular choices. The reasons are then analysed and assessed to establish whether or not there are changes that may be made or incentives offered to encourage people to travel by alternative ways to their own car, recognising that in rural areas, access to convenient access to public transport may not be available.
- 2.5 However, options such as car-sharing can have a significant and positive effect on the number of car journeys made, overall distances travelled, the amount of fuel used and wear and tear on vehicles.
- 2.6 Rebo UK Ltd is committed to supporting the objectives of reducing the need to travel and to helping its staff make sustainable transport choices where possible.

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- 2.7 Through the Travel Plans mechanism REBO UK Ltd aims to reduce car-borne trips, particularly single occupancy journeys where people travel alone. The Travel Plan process seeks to highlight alternative methods of travelling to and from a development and encourage people to select these modes instead of driving in cars.
- 2.8 Whilst walking, cycling and public transport are generally cited as being sustainable modes of travel, car-sharing is also recognised to be a sustainable transport mode. When launching a new car-sharing scheme in North Wales, the BBC news report quotes the Deputy First Minister as stating it was a “great advance” in sustainable transport; and *“Car-sharing is one of the greenest forms of travel and contributes towards reducing single occupancy car travel and congestion particularly during peak periods”*.
- 2.9 This is also reflected in paragraph D.16 of Planning Policy Wales Technical Advice Note 18: Transport, which states *“Measures such as improvements to public transport, walking and cycling provision and car sharing schemes may be suitable for inclusion in the package”*.
- 2.10 A wider definition of sustainable transport modes is provided within Annex 2 of the National Planning Policy Framework for England, which describes them as *“Any efficient, safe and accessible means of transport with low overall impact on the environment, including walking and cycling, low and ultra low emission vehicles, car sharing and public transport.”*
- 2.11 It is therefore apparent that car use in itself is acceptable provided the vehicles are low emission and/or are multi-occupancy (i.e. car sharing) journeys.
- 2.12 The Director of Rebo UK Ltd has set an example to staff by investing in a zero-emissions, plug-in electric car.
- 2.13 Travel Plans offer the potential for a number of benefits to businesses and staff. For a businesses, a travel plan can:-
- solve problems caused by parking demand;
 - reduce the cost of providing and maintaining parking spaces;
 - release car parking spaces for development and more productive use;
 - reduce mileage claims and business travel costs;
 - reduce non productive staff travelling time;
 - reduce the costs of running a fleet;
 - solve or alleviate congestion on and around the site;
 - ease delays to transport off site;
 - enhance the accessibility of the site for staff and customers/visitors;
 - assist in attracting and retaining staff by reducing travel costs and making journeys easier;
 - improving punctuality by supporting a reliable means of transport with reduced congestion and delay;
 - reducing absenteeism by improving staff health;
 - improving the company’s image amongst neighbours, competitors and customers;

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- help meet corporate targets or responsibilities for emissions; and
- facilitate development by meeting planning restrictions.

Benefits for staff and 'residents' include:-

- reducing travel time;
- reducing travel cost, possibly avoiding car purchase;
- improved health by incorporating exercise within the daily life;
- improved parking availability for those with a need for vehicle access;
- social interaction with colleagues;
- improving their image amongst peers;

- 2.14 Travel by sustainable modes offers a number of benefits depending upon modal choice, potentially including increased exercise and fitness, improved health, reduced sickness, reduced congestion, reduced pollution, reduced noise and reduced consumption of finite resources.
- 2.15 Walking and cycling represent the most sustainable modes of travel, and both provide a good source of exercise. By choosing to travel by these modes, people increase their levels of fitness, which is beneficial to their health, and reduces the likelihood of illness resulting in days off work. It is therefore apparent that selecting sustainable modes of travel is beneficial for people and the environment.
- 2.16 The DfT Essential Guide to Travel Planning reports *"In the face of epidemic levels of cardiac disease and obesity the World Health Organisation has officially prescribed each of us moderate exercise for half an hour five times a week, which can fit perfectly with walking or cycling to work. Staff who are physically active for 20 minutes a day take less than half the annual sick leave of staff who are only active for 10 minutes a day."*
- 2.17 Therefore, by choosing to travel by sustainable modes, staff and visitors increase their levels of fitness whilst travelling, which is beneficial to their health, and reduces the likelihood of illness resulting in days off work.
- 2.18 By selecting these travel modes in preference to the car, a reduction in the use of finite resources such as fossil fuels would occur. Fewer cars on the roads results in less congestion and also reduced emissions. If people choose to travel by alternative modes to the car, less land would be required for parking spaces, resulting in a reduced demand for space to accommodate development.
- 2.19 Having considered the implications associated with travelling by car, it is clear that a modal shift towards sustainable alternatives not only provides personal benefits to individuals in terms of improved health and fitness, but also wider environmental benefits.
- 2.20 The Travel Plan is and should be a flexible and evolving process, which may be tailored to meet the specific circumstances of each case, company or individual; recognising that

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particular needs vary from person to person depending upon their circumstances, including their roles and responsibilities within the Company.

- 2.21 It is also clear that the Travel Plan process seeks to reduce unnecessary travel, placing specific emphasis on single occupancy car journeys. This principle is reflected throughout national, regional and local transport policy and is equally applicable to small or large organisations and every individual at the basic level. Fundamentally, for each individual, the basic questions of whether travel is necessary, and if so, is it being undertaken efficiently, with the minimum environmental impact, may be asked.
- 2.22 It may be that an alternative to the car is not possible every day. However, if somebody chooses a sustainable alternative to travelling alone on 1 day in 5, a 20% reduction in single-occupancy commuting trips would occur. This increases to 40% for 2 days, 60% for three days, 80% for 4 days and 100% if the work trip if a permanent alternative is selected.
- 2.23 It is therefore clear that even a small change in travel choice per person can led to a big percentage reduction in their car use.

3 ACCESSIBILITY OF THE SITE BY ALTERNATIVE TRAVEL MODES

- 3.1 In order to encourage the modal shift, it is important to highlight the alternative opportunities for travel that are available locally, and the range of services that can be accessed by them. The local travel options are described below.

Walking

- 3.2 Whilst there are no pedestrian footways close to the site, the local roads do not carry high volumes of traffic. Traffic surveys undertaken by the County Council have confirmed that the existing traffic flows are below the levels that would allow them to be designated as Quiet Lanes, which are identified as routes along which people may consider walking, cycling or riding, whilst sharing the road space with vehicles.
- 3.3 For example, it is approximately 3.1 km (2 miles) to Arddleen via the local lanes.
- 3.4 There are also public footpaths through the beautiful countryside which may provide attractive alternative routes to roads and villages in the area, as illustrated in Figure 1, within the Figures section of this document.

Cycle

- 3.5 As indicated above, the traffic flows on the local roads are consistent with those along which shared use between cyclists and vehicles may be considered acceptable.

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- 3.6 The Institution of Highways and Transportation's *"Planning for Cycling"* advises *"The majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a). Electric bicycles extend the range that can be cycled comfortably, and combined cycle-rail or cycle-bus journeys offer an alternative to car travel for many longer trips."*
- 3.7 The established cycle patterns and distances should not be seen as a barrier, as there are many people who cycle significantly longer distances than 5 miles on a daily basis. The assistance provided by electric bikes and their increasing popularity increase the opportunities for more people to begin cycling and to cycle over significantly longer distances than they may have previously considered to be possible.
- 3.8 *"Planning for Cycling"* also confirms: *"The bicycle has many advantages over other modes and is one of the most sustainable forms of transport. It requires only one-fifth the energy of walking and causes negligible climate change, air pollution and noise. Compared with motor vehicles, it causes less severance, requires less space for parking and in congested urban traffic conditions can support higher passenger flows per metre of road width than cars."*
- 3.9 In terms of health benefits, *"Planning for Cycling"* advises: *"Cycling encourages and enables people to take regular exercise. Research has found that regular exercise can reduce the risk of heart disease, diabetes and obesity by 50% and the risk of high blood pressure by 30%. Research has also found increases in productivity and general well-being amongst people who exercise regularly."*
- 3.10 The perception of risk of injury can be a barrier to people when considering cycling. However, *"Planning for Cycling"* confirms: *"Overall, however, the risk of a cyclist being a road casualty is low compared with many other activities. In the UK there is, on average, one cyclist death per 33 million kilometres of cycling, whereas lack of exercise presents a much greater risk. Over 50,000 people die in the UK each year because of coronary heart disease related to insufficient physical activity; and research suggests that the health benefits of cycling outweigh the safety risks by a factor of around twenty-to-one"*

Bus

- 3.11 The nearest bus stop to the site is at Arddleen near the Tabernacle Church on the B4392 (3.1 km / 2miles) via the local lanes, which is visited by service 71 Llanymynech to Welshpool (a School service) and T12 Machynlleth – Wrexham via Newtown – Welshpool – Oswestry, which arrives at 07:04, 09:04 11:04, 13:04, 15:04, 15:54 (school days), 17:14 and 18:59 Monday to Friday (Excluding Bank Holidays), with the same on Saturday except for the 15:54 school service. The return T12 service from Wrexham to Machynlleth arrives at 07:32, 08:16 (school days), 08:52, 10:52, 12:52, 14:52, 16:52 and 18:12 Monday to Friday (excluding Bank Holidays), with the same on Saturday except for the 08:16 school service.

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- 3.12 The T12 services call at Chirk, Oswestry, Morda, Llyncllys, Pant, Llanymynech, Four Crosses and Llandrinio between Wrexham and Arddleen (i.e. to the north of the stops) and at Guilsfield, Welshpool, Berriew, Kingswood, Montgomery, Abermule, Newtown, Caersws, Clatter, Carno, Llanbryn-mair, Glantwymyn / Cammaes Road, Penegoes and Machynlleth to the south, providing connections to a wide range of towns and villages.
- 3.13 Bus stops are also provided at Llandrinio approximately 4.5 km / 2.8 miles from Penrhos Farm, which, in addition to the T12 service, are visited by Service 74 and 74A Shrewsbury – Llanfyllin via Ford – Crew Green. However, the 74/74A services are limited in terms of their travel time and may not tie in with normal working hours at present.
- 3.14 .For up to date service information see the Travelinecymru website <https://www.traveline.cymru> or telephone 0800 464 00 00.
- 3.15 The locations of the bus stops are also illustrated in Figure 1.

Rail

- 3.16 The nearest railway station is located in Welshpool, approximately 13.5 km (8.4 miles) from Penrhos Farm
- 3.17 The rail station provides connections to local and mainline stations throughout the week.
- 3.18 The bus service T12 provides connections between Welshpool and Arddleen via the stop near Smithfield Car Park, approximately 300m from the Station. Bus Service 74/74 A provide connections to Shrewsbury Station via a 250m walk from the Bus Station where services begin and end.
- 3.19 For up to date rail times and fares see the National Rail Enquiries website www.nationalrail.co.uk or call 08457 48 49 50. Alternatively Shropshire Council provides information via its website: www.shropshire.gov.uk/public-and-passenger-transport/

4 PROMOTING SUSTAINABLE TRAVEL

- 4.1 Rebo UK Ltd will support sustainable transport by facilitating home-working and car-sharing amongst employees where possible. The Company will also support the purchase of bicycles, including electric bicycles, under the Cycle to Work scheme. Additional incentives may also be offered for those who commit to cycle travel, walking or car sharing rather than independent, sole-occupancy car journeys.
- 4.2 Secure cycle parking, lockers and shower/changing facilities will be provided on site to satisfy staff demand and arrangements would be made for staff who may have travelled by car share and found themselves without a lift home should their driver be called away at short notice, for a medical or family emergency etc. Similarly, should those cycling or

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car sharing be called away at short notice, arrangements would be made for their travel home.

- 4.3 The car sharing scheme would be reviewed to establish whether or not it may be possible for part of the journey to be shared. For example, it may be viable for a person to travel by bus to Arddleen or Four Crosses, or by rail to the stations, but not convenient to walk or cycle the remaining distance to Penrhos Farm. In such cases, the potential for a pick-up at the bus stop or station by another employee on-route would be reviewed.
- 4.4 In order to assist in assessing initiatives that may encourage and secure a modal shift to sustainable modes, all employees will be required to complete the travel questionnaire provided at Appendix A (or a variation / evolution of it as the Travel Plan process progresses) when the system becomes live, or upon appointment but prior to starting work for new staff.
- 4.5 Any viable initiatives, promotions or incentives that may deliver a shift to sustainable modes will be considered and implemented as appropriate.
- 4.6 The steps taken to encourage a modal shift will be reviewed at a maximum of 12 month intervals and travel surveys will be repeated to check and update information and the success of the implemented measures.
- 4.7 The objectives will seek to improve upon the existing modal split amongst staff of: 73.34% drive, 13.33% walk or cycle and 13.33% car share, which compares with the modal split across Powys County of 73.8% drive, 17.4% foot or bicycle and 8.8% by other means (including car share, bus and rail amongst others).
- 4.8 The site office will retain up-to-date timetable information to staff who may request it, together with relevant web addresses, contact details and maps. Taxi information will also be available if required.

5 CONTACT DETAILS

- 5.1 Rebo UK Ltd's, Appointed Travel Plan Co-Ordinator, who will liaise with Powys County Council to allow the dissemination of promotions and events that may be implemented within the area, together with up-to-date travel information and timetables is:

XXXXXXX

Rebo UK Ltd
Penrhos Farm
Llansantffraid-Ym-Mechain
Powys
SY22 6QH

Tel: 01691 88924

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5.2 The Local Authority responsible for public transport provision in the area is:

Powys County Council
Powys County Hall
Spa Road East
Llandrindod Wells
Powys
LD1 5LG

Tel: 01597 826000

<https://www.powys.gov.uk/>

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FIGURES

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Public Footpaths and Bus Stops

FIGURE 1

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APPENDIX A

Sample Staff Travel Survey

Staff Travel Survey

We are developing a Travel plan. The aim of the travel plan is to encourage alternatives to single occupancy car travel. The potential benefits are attractive and wide ranging; reduced travel costs, improved health, less traffic congestion and less pollution.

Please complete this form and return it to _____, by _____

Q1 Approximately how far do you typically travel to work (one way)?

- | | | | |
|------------------------|--------------------------|----------------------|--------------------------|
| Less than 1 mile | <input type="checkbox"/> | 11 - 25 miles | <input type="checkbox"/> |
| 1 up to 2 miles | <input type="checkbox"/> | 26 - 50 miles | <input type="checkbox"/> |
| 2 - 5 miles | <input type="checkbox"/> | Over 50 miles | <input type="checkbox"/> |
| 6 - 10 miles | <input type="checkbox"/> | Not applicable | <input type="checkbox"/> |

Q2 How long does your journey to work generally take you (door to door)?

- | | | | |
|-------------------------|--------------------------|----------------------|--------------------------|
| Less than 15 mins | <input type="checkbox"/> | 1 - 2 hours | <input type="checkbox"/> |
| 16 - 30 mins | <input type="checkbox"/> | Over 2 hours | <input type="checkbox"/> |
| 31 - 45 mins | <input type="checkbox"/> | Not applicable | <input type="checkbox"/> |
| 46 - 60 mins | <input type="checkbox"/> | | |

Q3 How long does your journey from work generally take you (door to door)?

- | | | | |
|-------------------------|--------------------------|----------------------|--------------------------|
| Less than 15 mins | <input type="checkbox"/> | 1 - 2 hours | <input type="checkbox"/> |
| 16 - 30 mins | <input type="checkbox"/> | Over 2 hours | <input type="checkbox"/> |
| 31 - 45 mins | <input type="checkbox"/> | Not applicable | <input type="checkbox"/> |
| 46 - 60 mins | <input type="checkbox"/> | | |

Q4 What is your home postcode?

Q5 We are interested to know how you usually travel to work for the MAIN part of your journey. Think about your last TYPICAL working week and the journeys you made. Then look at columns 1 and 2 below and tick the box that best describes how you travelled for the main part of that journey.

	<i>Usual to work</i>	<i>Usual from work</i>
Car on my own	<input type="checkbox"/>	<input type="checkbox"/>
My car with colleagues	<input type="checkbox"/>	<input type="checkbox"/>
My car with others but NOT colleagues (inc dropping off children etc)	<input type="checkbox"/>	<input type="checkbox"/>
Passenger in colleagues car	<input type="checkbox"/>	<input type="checkbox"/>
Passenger in other car	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>
Motorbike / scooter	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>
Travelled by car to other destination	<input type="checkbox"/>	<input type="checkbox"/>
Travelled by public transport to other destination	<input type="checkbox"/>	<input type="checkbox"/>

Q6 Which of the following changes would most encourage you to cycle to work*? (Please tick THE TWO MOST IMPORTANT to you)

- | | | | |
|--|--------------------------|--|--------------------------|
| Improved cycle paths on journey to work | <input type="checkbox"/> | Arrangements to buy a bicycle at a discount | <input type="checkbox"/> |
| Improved cycle parking at workplace | <input type="checkbox"/> | Cycle training | <input type="checkbox"/> |
| More lockers for cyclists | <input type="checkbox"/> | None | <input type="checkbox"/> |
| More workplace shower and changing facilities for cyclists | <input type="checkbox"/> | Other, please specify | <input type="checkbox"/> |

**If you already cycle to work, indicate which you would most like to see.*

Q7 Which of the following changes would most encourage you to use public transport for your journey to work*? (Please tick the TWO MOST IMPORTANT to you)

- | | | | |
|---|---|--|---|
| More direct bus routes..... | q | Better lighting at bus shelters and workplace footpaths..... | q |
| More frequent bus services | q | Improved public transport information | q |
| More frequent train services | q | None..... | q |
| Discount tickets / passes available at work | q | Other, please specify..... | q |
-

**If you already use public transport to get to work, indicate which you would most like to see.*

Q8 Which of the following changes would most encourage you to walk to work*? (Please tick the TWO MOST IMPORTANT to you)

- | | | | |
|---|---|--|---|
| Cleaner / better maintained workplace footpaths | q | Better street lighting in the local area | q |
| Better lighting on workplace footpaths..... | q | None..... | q |
| Higher presence of security around the site | q | Other, please specify..... | q |
| Road safety improvements in the local area..... | q | | |
-

**If you already walk to work, indicate which you would most like to see.*

Q9 Which of the following changes would most encourage you to car share to work*? (Please tick the TWO MOST IMPORTANT to you)

- | | | | |
|--|---|-----------------------------|---|
| Help in finding car share partners with similar work patterns..... | q | None | q |
| Free ride home if let down by car driver | q | Other, please specify | q |
| Reserved parking for car sharers | q | | |
-

Q10 Finally, please include any other comments about your travel below:

Thank you very much for your time!

Please return to

, by

