



Transportation
Consultancy

VALUE EXCEED TRUST EXCELLENCE CLARITY

Framework Travel Plan

Client: WEPCo

Project: Coleg Sir Gar

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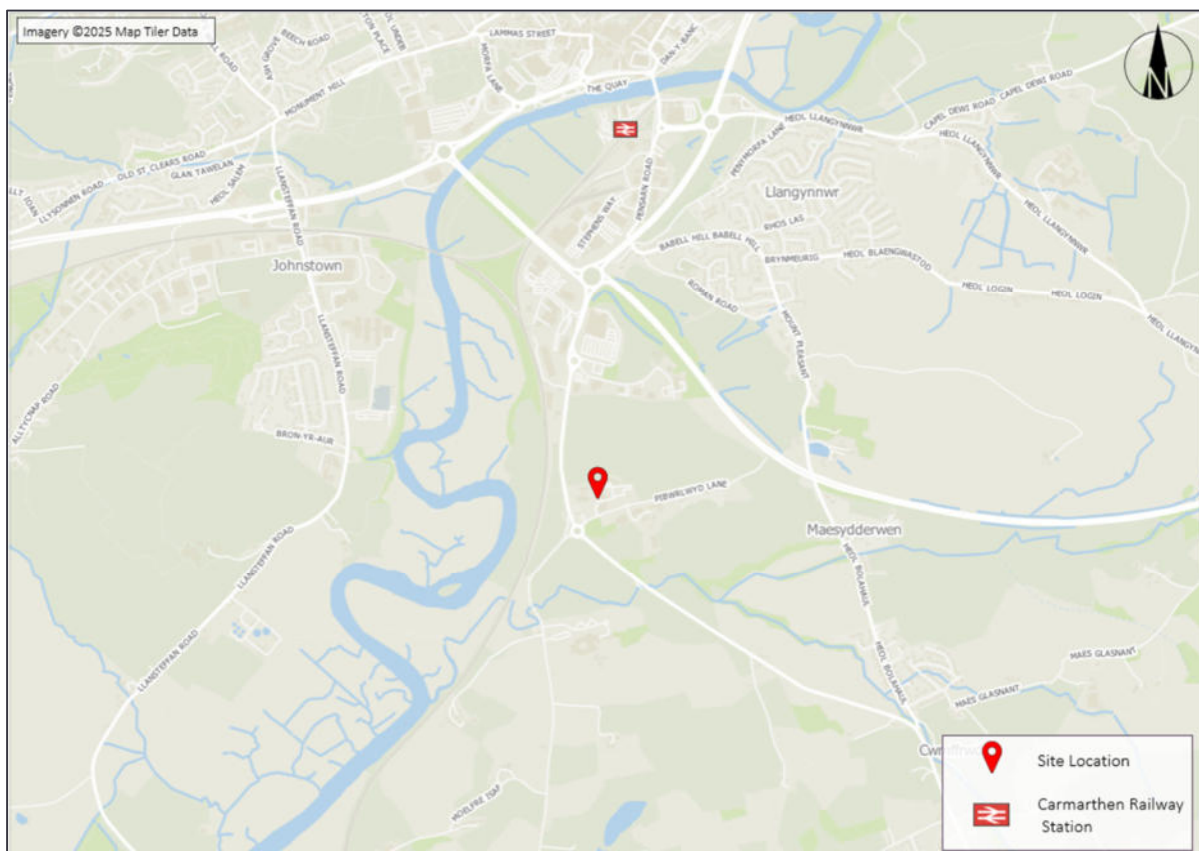
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1. Introduction

1.1 Overview

The Transportation Consultancy Ltd ('ttc') has been appointed by WEPCo Limited to provide traffic and transport consultancy services with regards to a planning application for development of a new Creative Arts Hub and new Vocational Skills Hub at the Coleg Sir Gar Pibwrlwyd Campus that will provide a combined Gross Internal Floor Area of 14,857sqm (herein referred to as "the Campus"). The Site location is shown at **Figure 1.1** below.

Figure 1.1 Site Location in Strategic Context



The Campus is located on the northern and southern side of Pibwrlwyd Lane and to the east of the A484, approximately 2km south of Camarthen and the Railway Station. There are bus stops located close to the College on the A484, north of the roundabout, providing access to bus services 195, 197, 198, B13 and X11 Cymru Clipper.

1.2 Site Allocation

In the adopted Development Plan, the site is part of the defined development limits boundary and included in the Pibwrlwyd strategic Mixed-use allocation, including education use associated with Coleg Sir Gar, residential use, employment uses, and commercial leisure use. The Development Plan's proposals map shows the

strategic site identified via the policy annotation GA1/MU2. There are no mapped constraints for the development site.

The Revised Local Development Plan (2018-2033) although not yet adopted, has significant material weight when determining development applications, along with the adopted Local Development Plan, due to it being in the latter stages of preparation and examination. In the Revised Development Plan the site is again part of the defined development limits boundary and included in the Pibwrlwyd strategic mixed-use allocation, including education use associated with Coleg Sir Gar, residential use, employment use, and commercial leisure use.

The site has a defined residential allocation of approximately 247 new homes under policy PrC1/MU2. Once again there are no mapped constraints for the development site. Aside from the expansion of the College, the rest of the allocated land has been preliminarily assessed by Asbri Transport as part of the Candidate Site submission for the Local Plan. This work was undertaken in May 2023 and, where appropriate, we have drawn on this work.

1.3 Existing College

The existing Pibwrlwyd Campus is home to a wide range of curricula that span further and higher education. This includes Art and Design, Animal Science, Automotive Engineering, Business and Management, Catering and Hospitality, Equine Studies, Leisure and Tourism, Teacher Training and Veterinary Nursing. The land around the Campus has a rural setting.

1.4 Proposals

The development proposal will result in the creation of a new Creative Arts Hub catering for an additional 700 students and the new Vocational Skills Hub catering for an additional 1,685 students (all FTE), with a mix of full and part-time delivery including evenings and weekends.

The new College will bring together all Campus locations including Pibwrlwyd, Ammanford and Jobs Well.

1.5 Pre-Application Consultation / Discussions

In developing the proposals, regular meetings were held with CCC in order to keep them informed about the evolution of the design as well take on board any relevant comments. As well as this, we obtained a number of formal pre-application responses, all of which are on record and have been reflected in the design.

1.6 Structure of Report

The remainder of the report is structured as follows:

- **Section 2** sets out the existing travel patterns at the College;
- **Section 3** sets out the Travel Plan objectives;
- **Section 4** provides an overview of the proposals;
- **Section 5** sets out the Travel Plan management and co-ordination;
- **Section 6** sets out the marketing and communication methodology;
- **Section 7** sets out the measures and initiatives; and,

- **Section 8** sets out overarching objectives and targets; and,
- **Section 9** sets out Monitoring and Review schedule as well as information on funding; and,
- **Section 10** provides an Action Plan.

2. Existing Travel Patterns

Travel surveys were undertaken at each Campus location with the results shown in **Table 2.1**.

As shown below, it can be seen that the most accessible location is Pibwrlwyd, with by far the lowest car driver modal share, the highest number of car sharers and the highest level of public transport usage. This further supports this location as the most optimum location for the proposals to occur (i.e., when compared to the other Campus locations).

Table 2.1 Method of Travel to College

Mode	Ammanford	JobsWell	Pibwrlwyd
Walk	5%	9%	2%
Cycle	0%	0%	2%
Car drive alone	65%	73%	43%
Car as passenger	3%	5%	11%
Car dropped off or picked up	2%	0%	7%
Public Bus	2%	7%	12%
Funded Bus	21%	4%	20%
Train	0%	0%	2%
Other	3%	2%	2%
Total	100%	100%	100%

3. Travel Plan Objectives

3.1 Introduction

A Framework Travel Plan (FTP) is a dynamic management tool which brings together transport and operational issues in a co-ordinated strategy. The emphasis is on increasing the choice of sustainable methods of travel and reducing single car occupancy usage.

A successful FTP can bring the following benefits to the College as an organisation:

- Provide an effective, proactive approach to influencing the travel behaviour of staff and learners;
- Demonstrates corporate, social, and environmental responsibility; and,
- Promote healthier and more active staff / learners.

3.2 Objectives

The principal objectives of the FTP are as follows:

- Reduce unnecessary car use amongst staff and learners and increase the use of sustainable modes of travel.
- Raise awareness of the travel options available and the environmental, health and social benefits of using them.
- Contribute to the improved health and wellbeing of staff members and learners by promoting the use of active modes of travel.
- Assist in reducing the pressure and demand for car parking spaces.
- Improve the College environmental performance and reputation by reducing the level of carbon emissions generated by travel habits.
- Set an example within the local area by taking a lead on achieving significant gains in modal shift that align with both targets on reducing carbon emissions.

The principal outcomes from the Travel Plan development process will comprise:

- A detailed understanding of current staff and learner travel behaviour.
- Achieve at least 50% modal share by sustainable / active means for staff and learners (subject to the survey results).
- The provision of a detailed Travel Plan that aligns itself with the College aspirations on smarter travel.

Other benefits of the FTP may include:

- Improved learner / staff health and fitness by encouraging more users to walk and cycle.
- Improved learner / staff satisfaction and morale by providing travel plan measures such as upgraded on-site facilities for cyclists and pedestrians and offers for using public transport.

4. Development Proposals

The development proposal will result in the creation of a new Creative Arts Hub catering for an additional 700 students and the new Vocational Skills Hub catering for an additional 1,685 students (all FTE), with a mix of full and part-time delivery including evenings and weekends.

The new College will bring together all Campus locations including Pibwrlwyd, Ammanford and Jobs Well.

In total, it is expected that the Campus will provide space for up to 3,613 learners and staff albeit this is subject to confirmation. Notwithstanding this, for the purpose of this Transport Assessment, this worst-case scenario has been used.

Further information is provided in the Transport Assessment.

5. Travel Plan Management and Coordination

This section sets out the guidance for the management and coordination of the FTP for the College. All Travel Plans are dependent on senior management support and nominated individuals taking responsibility for implementation and being given time and resources for success to occur.

5.1 Roles and Responsibilities

Travel Plan Coordinator (TPC)

The TPC is responsible for administration and the day-to-day operation of the FTP and will be the first point of contact for staff travel queries. The TPC will work closely with CCC to ensure a consistent approach is applied when influencing travel behaviour for education-based development.

The TPC's responsibilities will include:

- Promoting and encouraging the use of travel modes other than the private car;
- Providing a point of contact for members of staff and learners;
- The implementation of the FTP measures;
- Marketing of the measures, raising awareness, and maintaining the momentum of the FTP;
- Ensure that all relevant travel and FTP information is provided to new members of staff and learners through the recruitment / enrolling process;
- Ensure that all information on display in public areas and presented on the College webpage (when created) is kept up to date;
- Organising and undertaking the annual travel surveys for the monitoring process of the TP;
- Monitoring modal shift patterns and reviewing the effectiveness of the FTP measures;
- Liaising with CCC to update travel survey results and discuss ongoing and future travel measures.

College Travel Champion

The College will appoint a Travel Champion to act as a liaison officer between decision makers at the College and CCC. The Champion can be any adult at the College such as a teacher, governor, or PTA member.

Where necessary, support will be obtained from the Council.

Partners and Stakeholders

It is important that the FTP has the support of internal stakeholders, who stand to benefit from and be affected by the plan. Stakeholders will be engaged by the TPC; these stakeholders include:

- Staff;
- Learners; and
- Parents / visitors.

6. Marketing and Communications

6.1 Importance of Communication

A vital component of the FTP is to make those it affects aware of its existence and highlight their role in helping to achieve its objectives and outcomes. The success of the measures is often linked to the success of marketing and communication of the measures. It is therefore extremely important for the FTP to be effectively marketed and communicated to staff and learners in order to gain their support.

Marketing and awareness raising strategies form an important part of all travel plans. They cover both the involvement and engagement of staff and learners, as well as raising awareness about travel options and the benefits of more sustainable or efficient travel.

The FTP will be marketed to all users of, including:

- Staff;
- Learners; and,
- Parents.

The following tools outline the primary means of communicating the TP:

- TPC – to implement and manage the FTP measures and be the first point of contact for all users;
- Travel Champion – to liaise with decision makers at the College and CCC;
- Marketing Materials to raise awareness (a suite of materials to include social media posts, email flyers, posters and newsletters);
- Sustainable Travel Guide and Travel Webpages;
- Annual Update;
- Sustainable Travel Events.

6.2 Marketing Strategy

The following measures will assist in the marketing and communication of the FTP:

Webpages

A 'travel to' webpage will be included on the website, which will be updated to act as a 'one stop shop' for travel information, allowing staff / learners to plan their own personal journey.

The webpage could include the following features:

- Details of the FTP and its purpose;
- Contact details and responsibilities of the TPC;
- Details of travel survey;
- Details of the Travel Line journey planners available online;
- Details of cycle parking;

- Public transport details including location of bus stops, rail stations and associated services;
- Details of public transport ticketing;
- Details of cycle incentives i.e., 'Cycle to Work Scheme';
- Details of car clubs i.e., Liftshare;
- Calendar of key annual events (Bike Week, Walk to Work Week etc); and
- Promotion of Smartphone apps for up to date/real-time public transport, walking and cycling information/maps etc.

Social Media

Aspects of the FTP could be promoted through a social media platform created for the College. This method of communication will be used to promote the FTP (as part of the Marketing Strategy) and raise awareness of promotional events i.e., bike to work week.

Annual Update

The FTP and its key measures will be promoted to staff / learners within an annual update email. The annual update would cover the FTP aims and objectives plus the FTP measures and their benefits to staff / learners

Travel Surgery

Consideration will be given to holding regular 'travel surgery' drop-in sessions, whereby staff can come along and ask questions regarding their travel options. This would be organised by the TPC and communicated by the aforementioned communication methods.

Smart Phone Apps

The TPC will explore the potential to introduce an element of competition to the FTP to encourage more staff to travel sustainably. Some form of competition could be established between individuals or departments whereby travelling sustainably (walk, cycle, car share or use public transport) earn staff points, which could form a league table to engender friendly competition.

The Strava GPS Cycling and Running App could be used to set up a 'Strava Group' where staff and learners (potentially separately) can log their walking or cycling activity and then share it with colleagues/contemporaries. Strava enables users to track running/walking and cycling with GPS, join challenges, share photos, and follow friends.

Staff will also be made aware of numerous Smart Phone apps such as National Rail Enquiries, National Cycle Network, Walkit and MapMyRide. These apps can help plan/map out journeys via foot, cycle and public transport within the local area.

Promotional Events

The TPC will liaise with the senior management to explore the potential to hold promotional events for staff and learners, such as 'Bike Week', 'Walk to Work Week' and 'Environment Day'. The participating members of staff and learner success will be publicised to encourage them to continue with sustainable modes of transport.

7. Travel Plan Measures

7.1 Introduction

The core of a Travel Plan is a package of measures, which can be comprised of a mixture of different kinds of actions, incentives, and infrastructure improvements. This section of the TP outlines the types of measures to be introduced in order to influence staff and learner travel to / from the College. The measures outlined are designed to be practical in terms of implementation and cost. As a 'living document' the measures presented here are suitable for review and further development throughout the life of the TP, subject to the results of the on-going monitoring regime.

7.2 Encouraging Active Travel

Active travel is a means by which people can fit exercise into their busy lives and has been shown to have both physical and psychological benefits, including improved concentration upon arrival at their destination. A Travel Plan can offer benefits through the role of active travel in helping to prevent diabetes, reduce the risk of colon cancer, prevent high blood pressure, decrease the risk of coronary heart disease, control body weight, and prevent osteoporosis.

Travel Plans can offer substantial health benefits to individuals who are motivated to complete more journeys on foot or by cycle. In turn, organisations can benefit through increased productivity and reduced absence through illness.

Walking

Walking is the most sustainable method of travel, has several proven health benefits and is an important source of personal freedom. Walking is important for the vast majority of people, including those using public transport or without access to a car. It potentially has an important role to play in journeys to work, particularly for those living within two miles of their destination. Walking is free and offers predictable journeys. Furthermore, it does not cause negative impacts in the same manner as vehicular travel (e.g. emissions, pollutants, severance etc).

The College will encourage, support, and facilitate walking to the site through the measures outlined below:

- Promotional material will be displayed in staff rooms and learner common room areas to raise awareness about the health, environmental and social benefits of walking.
- Encourage participation in promotional events such as 'Walk to Work Week' (more details can be found at www.walktoworkweek.org.uk; during 'Walk to Work Week', staff will be offered a prize incentive if they walk instead of drive.
- Encourage staff and learners to download the 'Map My Walk' app which enables users to log the miles walked, routes taken, and calories burnt.
- Make reference to any CCC related initiatives that further promote and assist with walking to / from the College.

Cycling

Cycling is inexpensive, offers reliable journey times and is environmentally friendly. Cycling is a form of active travel, which can offer a range of physical and psychological benefits to the individual. Within an organisation, encouragement of cycling can lead to a healthier, more productive occupants.

The College will encourage, support, and facilitate cycling to the site through the measures outlined below:

- Secure and covered cycle parking will be provided in a safe and convenient location in line with the relevant standards. Provision for both staff and learners.
- Promotional material will be displayed in staff rooms and common rooms to raise awareness about the health, environmental and social benefits of cycling.
- Bike Week is an annual national event giving the opportunity to promote cycling and show that cycling can easily be a part of everyday life for many. The aim is to encourage people to try cycling during that week with the hope that they may start to use it as an everyday mode of travel.
- Encouraging the use of websites such as www.cyclestreets.net which allows the planning of cycle journeys and also gives an indication of calories burned and carbon savings for the journey.
- The TPC will investigate the potential for the operator to offer the government's Cycle to Work Scheme (Cycle Scheme), giving staff the option to purchase a bike and accessories. This measure would need to be discussed internally and would be based on Arvato's current policies.
- Include route maps showing the site's location in relation to the existing comprehensive cycle network.

7.3 Increasing Public Transport Access

The benefits of travelling by public transport can include:

- Eliminating the requirement to park.
- Expediting the journey with traffic free routes (where rail or bus priority exists).
- Being able to relax, read or work.

The local area is served by bus and train services which could provide staff and learners with access to the College when used as part of a multi-modal journey.

The following measures will be implemented to promote and encourage the use of public transport as a feasible and attractive travel option for staff and learners:

- The signposting of up-to-date public transport information including route maps, timetables, bus stop location and fare information, including season tickets, will be included on promotional materials within the staff room and common room areas for learners.
- Personal journey planners will also be promoted to staff considering using public transport, including <https://www.traveline.info/>
- Funding of coaches to pick-up / drop-off learners by providing a new coach area to the south of Pibwrlwyd Lane.

7.4 Car Sharing

Car sharing provides the following benefits:

- Reduced fuel costs and parking fees;
- Better air quality and lower carbon emissions due to reduced traffic fumes;
- Less congestion and shorter journeys due to fewer cars being on the road;
- An increased chance of finding a parking space, because fewer cars mean less competition for spaces; and,
- Journeys being more pleasant due to having company.

The TPC will commit to exploring the possibility of setting up a car sharing community for staff and learners.

8. Objectives and Targets

8.1 Overview

Fundamental to a Travel Plan is the process of establishing targets; to encourage a shift from single occupancy car trips to trips by sustainable modes of travel; plus monitoring the performance of the Travel Plan, as well as funding. This FTP will be targeted at reducing the number of single occupancy private vehicle trips associated with the proposed development, by increasing the number of people walking, cycling, car sharing and using public transport.

In order to do this, it will be necessary to demonstrate the existing base mode split for staff and learners, and then to set mode shift targets to reduce single occupancy private vehicle trips. This will be undertaken then monitored as part of the Travel Plan process.

8.2 Objectives

The main objectives of this FTP are:

- Reduce unnecessary car use amongst staff and learners, and increase the use of sustainable modes of travel;
- Raise awareness of the travel options available and the environmental, health and social benefits of using them;
- Influence how journeys are made by making sustainable travel easier and attractive;
- Include staff and learners in the monitoring of their travel behaviour, and enable them to feedback to the local authority, via the TPC, on the options available to them;
- Contribute to the improved health and wellbeing of staff and learners by promoting the use of active modes of travel; and
- Reduce the environmental impact of traffic associated with the development site.

8.3 Targets

Formal targets for the site will be derived once initial travel surveys have been conducted by staff and learners upon full occupation. However, the following targets are considered realistic:

- **Target 1** – to attempt to make 100% of staff and learners aware of the Travel Plan.
- **Target 2** – The TPC will promote the opportunities and benefits of sustainable modes of travel, with the aim to achieve a 10% reduction in the single occupancy vehicle car driver modal share by the end of the monitoring period (and corresponding increase of 10% of sustainable travel modes distributed across car sharing, walking, cycling, funded bus and public transport).

With regards to Target 1, within two weeks of the opening, every staff member and learner is to be made aware of the objectives of the Travel Plan, how to contact their TPC, and that the TPC can advise staff on alternative travel options for all types of journeys.

With regards to Target 2, the 10% reduction in the single occupancy vehicle trips will be complimented by an increase in the proportion of cycling, walking, car sharing funded coach and using public transport. The existing baseline has been based on the surveyed learner travel set out earlier in the Travel Plan.

Table 9.1 sets out the existing baseline and proposed 5-year modal shift targets. These will be reviewed and refined annually.

Table 9.1 Existing Baseline and Target Shift

Category	Existing	Proposed	Net Change
Walk	2%	3%	+1%
Cycle	2%	3%	+1%
Car drive alone	43%	33%	-10%
Car as passenger	11%	13%	+2%
Car dropped off or picked up	7%	7%	0%
Public Bus	12%	14%	+2%
Funded Bus	20%	24%	+4%
Train	2%	2%	0%
Other	2%	2%	0%

8.4 Timescales

It is considered that this FTP should, over its life, seek to deliver a gross reduction in single occupancy vehicle (SOV) journeys of 10%. The timescales for achieving the targets set are as follows:

- Collect baseline mode share after the end of the first year (after initial operation of development);
- Target of 3% mode shift after 1-year;
- Target of 6% mode shift after 3-years; and,
- Target of 10% mode shift after 5-years.

This forms the basis for monitoring and reviewing of the FTP to ascertain that the Travel Plan objectives are being met, and to ensure that the focus of the FTP remains on implementing the most successful measures to give the best opportunity to achieve the mode shift targets set out above.

These indicative staged targets will be reviewed accordingly as the site develops. These interim targets are not fixed but are intended to give an indication of progress towards the overall 10% mode shift.

9. Monitoring and Review / Funding

9.1 Monitoring Progress

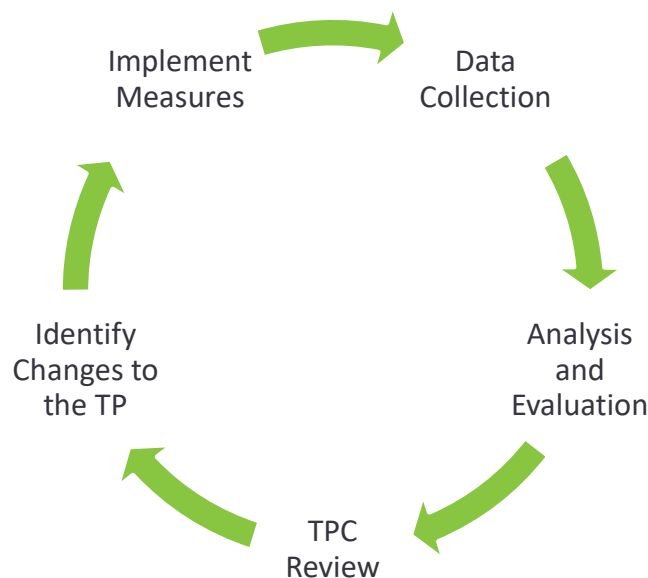
An integral part of the TP strategy is the monitoring process, which seeks to capture data on travel habits and, importantly, overall modal split (proportion of staff and learners that travel by each mode of transport). It also offers the opportunity for staff and learners to feedback on any travel-related issues that might offer a focus for the TP strategy moving forwards.

A Travel Plan is a living document which should have a continuous process for improvement, requiring monitoring, review, and revision to ensure it remains relevant to the organisation and those using the site. This document sets out proposals for monitoring and review of the TP over the next 5 years but will adapt in response to any changes made.

The unit operators will undertake continued delivery of an annual staff and learner travel survey. The surveys will be undertaken in the month which the site opens, each year, for the period of the travel plan strategy, following which it may be appropriate to prepare a revised strategy.

The monitoring process will offer a greater understanding of the changing travel needs of staff, the success of the sustainable measures being implemented, and where travel planning efforts could be focussed on the future in order to meet the targets set.

A cyclical approach to managing the TP is proposed and this is shown below:



9.2 Monitoring Plan

The results of the annual travel surveys and of any review of the TP measures will be reported to all relevant parties by the TPC.

Table 10.1 summarises the monitoring plan, including the data collection activities which will be undertaken and when these will occur. This process will ensure that a focus and momentum for the TP is maintained. Where clear progress towards the targets is being made, the TPC will continue to implement the measures detailed within the previous two sections. The monitoring plan will be carried out for a 5-year period.

Table 9.1 Monitoring Plan

Data Collection Exercise	Frequency	Responsibility
Travel Survey	Year 1, 3 and 5	TPC
Monitor implementation of TP measures	Annually	TPC
Uptake of TP Measures	Annually	TPC
Prepare and share Monitoring Report	Year 1, 3 and 5	TPC

The results of the monitoring for this TP will be analysed and detailed within a Monitoring Report which will be prepared by the TPC. These will be signed-off by CCC.

The Monitoring Report would include the following:

- **Introduction and Background:** this section will provide information on the TP, including a summary of its purpose, objectives, and targets.
- **Results of the Surveys:** this section will detail the results of the travel surveys, provide analysis of the data received and the progress towards achieving the TP targets.
- **Measures Undertaken:** this section will provide details of the measures and measures that have been implemented over the year, including take-up levels where appropriate.
- **Specific Measures:** from the TP this section will provide specific details on how TP measures have been implemented.
- **Problems and Issues:** this section will highlight any problems encountered during the implementation of the TP and clarify any issues which remain unresolved and / or require additional attention.
- **Travel Plan Amendments:** this section will propose changes to the TP where appropriate, based on the survey results and experience gained and provide justification for these changes.
- **Next Steps:** this will summarise the findings of the surveys and set out an implementation plan for the next 12 months.

9.3 Funding

Appropriate funding will be provided by the College with regards to the implementation of the Travel Plan.

10. Action Plan

An Action Plan as set out in **Table 10.1** has been developed for the development to show when the initiatives will be implemented and who will be responsible for their implementation. The Action Plan is an overview only and therefore specific reference should also be made to the relevant content within the TP.

Table 10.1 Action Plan

Action	Objective	Responsibility	Frequency
Marketing and Communication			
Prepare promotional materials	To provide information to staff and learners and raise awareness of sustainable travel options.	TPC	Within 8 weeks of site occupation
Briefings / Recruitment & Enrolment Information / Travel Surgery	To provide information to staff and raise awareness of sustainable travel options.	TPC / HR	Annually
Annual Update to material	To maintain the momentum of the TP.	TPC / Marketing / Communications	Annually
Promotional Events	To raise awareness and offer incentives / rewards.	TPC	Annually
Encouraging Active Travel (Walking & Cycling)			
Promotion of cycling and walking through promotional material	To provide information to staff and learners and raise awareness of sustainable travel options.	TPC / Marketing / Communications	Within 8 weeks of site occupation
Organise walking and cycling events such as Walk to Work week	To raise awareness and offer rewards and incentives.	TPC	In line with the National events.
To engage with CCC with regards to any initiatives run by the Council as well as discuss the INM	To encourage learners and staff to incorporate a segment of active travel into their daily journey to school.	TPC	If required, date TBC.
Increasing Public Transport Use			
Promotion of Public Transport through promotional material	To provide information to staff and learners and raise awareness of sustainable travel options.	TPC / Marketing / Communications	Within 8 weeks of site occupation
Monitoring and Review			
Undertake travel survey at Year 1, 3 and 5	Measure success / performance of travel.	TPC	Annually
Prepare and disseminate a Monitoring Report and get sign off by CCC	To measure the success of the TP and make amendments where necessary.	TPC	Annually

It will be the responsibility of the TPC to manage the Action Plan and ensure that the tasks are being undertaken. The Action Plan will then be reviewed annually and will contain an annual programme of measures designed to achieve the TP targets.

