

Ffordd Pendre,
Carmarthen West



Travel Plan

Lovell Partnerships Limited

JANUARY
2026

Lime Transport Ltd
Avon House
Stanwell Road
Penarth CF64 2EZ

t: 02920 700924
e: mail@limetransport.com

www.limetransport.com

Project no.	25066
Document ref.	25066d2a
Status	Draft
Date	28 January 2026

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1 Introduction

1.1 Background

1.1.1 Lime Transport has been commissioned by Lovell to produce a Travel Plan in support of the proposed development of 84 dwellings on land to the west of Ffordd Pendre. The site is part of the wider West Carmarthen mixed use development scheme which aims to provide up to 700 new homes as well as employment, community facilities and amenity space (site reference: PrC1/MU1).

1.1.1 This document should be read in conjunction with the Transport Assessment, prepared by Lime Transport (November 2025).

1.2 Travel plan benefits

1.2.1 A travel plan is a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives. A travel plan identifies an appropriate package of initiatives and measures to promote sustainable travel at a specific location and sets out an action plan to implement these measures and monitor their success.

1.2.2 Travel plans can assist in increasing accessibility and improve transport conditions at the local level whilst helping to reduce congestion, local air pollution, carbon emissions and noise. A growing body of evidence suggests that physical activity contributes to mental and physical wellbeing. The promotion of active travel (walking and cycling) as part of a travel plan enables people to enjoy these health benefits as part of their daily routine.

1.2.3 This Travel Plan aims to encourage the use of sustainable travel modes through assessing the existing opportunities for sustainable travel and establishing measures to promote and support these modes.

1.2.4 This Travel Plan has been prepared in support of the proposed development and covers travel by residents and visitors to the residential development and provides an overview of the existing conditions and transport arrangements at the site. It sets out the measures that can be introduced in order to meet the Travel Plan objectives.

1.2.5 This Travel Plan will be regularly reviewed, reflecting that a Travel Plan is a continuous process for improvement, requiring monitoring and revision to ensure that it remains relevant and effective. This Travel Plan will be launched at completion/occupation of the building, and the Plan will next be fully revised in five years' time.

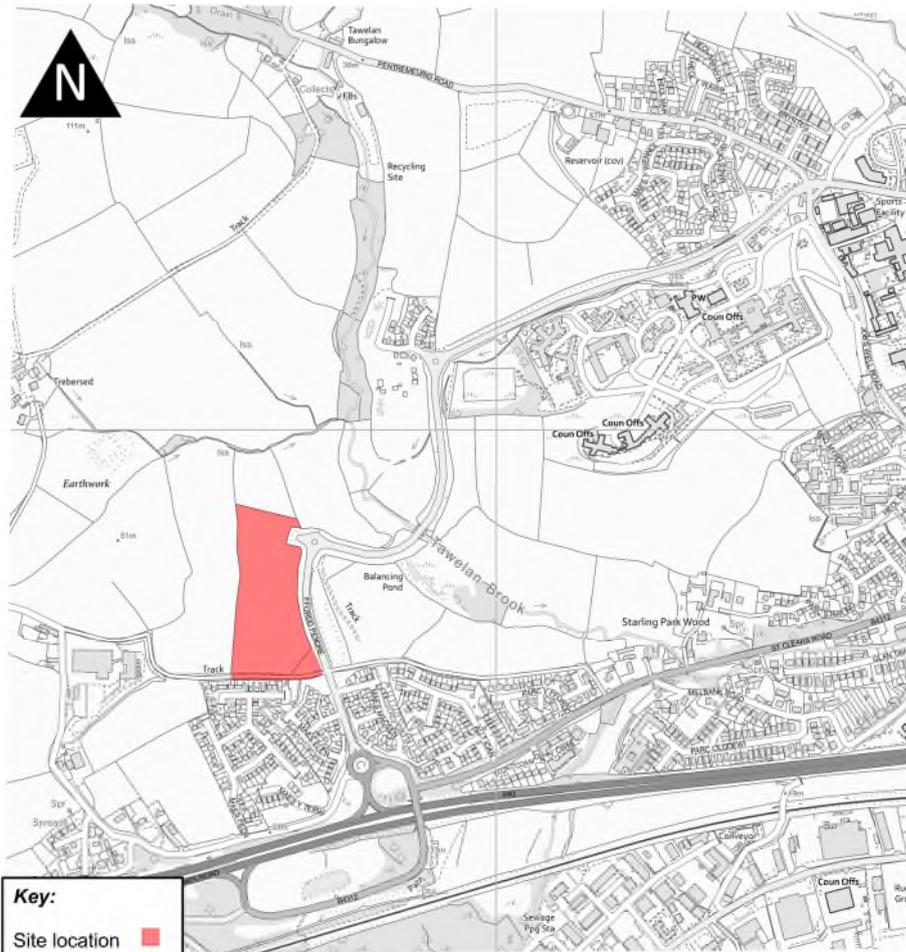
1.3 Site location

1.3.1 The site is located on land to the west of Ffordd Pendre in West Carmarthen, approximately 3km to the west of Carmarthen Town Centre.

1.3.2 The site is bound by:

- Open land to the north;
- Ffordd Pendre to the east;
- Residential properties along Maes Pedr to the south, and;
- Open land to the west.

1.3.3 The site's location is shown in **Figure 1.1** below.



Contains Ordnance Survey data © Crown copyright and database right

Figure 1.1 Site location

1.4 Development Proposal

1.4.1 The proposed development will comprise the following:

- | | |
|--|---|
| <ul style="list-style-type: none"> • 42 market/private dwellings, with <ul style="list-style-type: none"> - 11no. 2-bed dwellings - 15no. 3-bed dwellings - 16no. 4 bed dwellings | <ul style="list-style-type: none"> • 42 affordable dwellings, with <ul style="list-style-type: none"> - 4no. 1-bed dwellings - 17no. 2-bed dwellings - 18no. 3-bed dwellings - 3no. 4-bed dwellings |
|--|---|

1.4.2 It is also anticipated that the proposed development will include:

- Car and cycle parking in accordance with the adopted parking standards;
- A local area of play (LAP);
- Open space; and,
- A network of walking and cycling routes throughout the site.

Pedestrian/ Cyclist facilities

1.4.3 The proposed development also includes either a shared surface street or streets with footways on both sides of the carriageway within the site. It is also anticipated that key streets will be designed as quietways – i.e. low speed/low traffic volume streets that are suitable for cyclists.

1.4.4 In addition to this, a 3m wide shared cycle/footway will be provided passing along the northern, western and southern boundary of the site.

Car and cycle parking

1.4.5 The level of car parking on-site is provided in accordance with the adopted parking standards, which require one space per bedroom, up to a maximum of three spaces per dwelling.

1.4.6 Furthermore, it is anticipated that cycle parking will be provided in accordance with guidelines set out in the Wales Active Travel Act Guidance (July 2021), which require a total of one-long stay space per bedroom.

Delivery and servicing

1.4.7 Delivery and servicing vehicles will be able to access the site via Ffordd Pendre and all delivery and servicing will be undertaken on-street within the proposed development.

1.4.8 It is anticipated that the maximum size of vehicle that would be reasonably expected to deliver to any residential development will be a 10m rigid vehicle. In practice, it is more likely that the maximum size of vehicle will be an 8m rigid vehicle, with transit sized vehicles being much more commonly used.

1.5 Structure of the report

1.5.1 Following this introductory section, the Travel Plan is structured as follows:

- Section 2 sets out the policy context for the development;
- Section 3 describes the travel characteristics;
- Section 4 summarises the existing conditions around the site;
- Section 5 sets out the objectives, targets and performance indicators for the site;
- Section 6 describes the travel plan strategy, including management roles and responsibilities;
- Section 7 details the proposed measures to encourage sustainable travel and help meet the targets;

- Section 8 identifies the travel plan monitoring process; and,
- Section 9 sets out the Action Plan.

2 Policy context

2.1.1 This section of the Travel Plan sets out the current national, regional and local transport planning policy relevant to the proposed development.

2.1.2 Current transport policies at the national, regional and local level are built around the central themes of long-term sustainable development, sustained investment in transport and improved accessibility at all levels. These policies promote continued economic growth through the provision of an efficient and reliable transport system, a reduction in traffic congestion, improvements in highway safety, and enhancements to the accessibility of sustainable modes of travel.

2.1.3 The key objective of the transport strategy for the development proposal is to deliver sustainable, safe transport to support the development.

National Planning Policy Framework (NPPF) December 2024

2.1.4 At the heart of the NPPF is a presumption in favour of sustainable development. The document aims to achieve well-designed places, ensuring that developments function well and create places that are safe, inclusive and accessible.

2.1.5 The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development. This document:

‘provides a framework within which locally-prepared plans can provide for housing and other development in a sustainable manner.’

2.1.6 It sets out the following specific advice with regards to parking:

‘if setting local parking standards for residential and non-residential development, policies should take into account:

- *The accessibility of the development;*
- *The type, mix and use of development;*
- *The availability of and opportunities for public transport;*
- *Local car ownership levels; and*
- *The need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.’*

2.1.7 Planning policies should provide an effective use of land in meeting the needs for houses and other uses, whilst safeguarding the environment and ensuring safe and healthy living conditions.

2.1.8 When assessing new developments, consideration of the following should be taken into account:

- *‘Appropriate opportunities to promote sustainable transport modes, based on the type and location of development;*
- *Safe and suitable access to the site can be achieved for all users;*

- *Any impacts of development on the transport network, including highway safety, can be effectively mitigated.'*

2.1.9 NPPF states that development should only be refused on highway grounds if there would be an *'unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe'*. Therefore, new applications should:

- *'Prioritise pedestrian and cycle movements (within the scheme and within neighbouring areas), and encourage the use of public transport, by maximising the catchment area for public transport services and provision of appropriate facilities;*
- *Address the needs of people with disabilities and reduced mobility;*
- *Create safe, secure and attractive places that minimise the conflict between vehicles and vulnerable road users, and respond to local character and design standards;*
- *Allow for the efficient delivery of goods, and access by service and emergency vehicles; and,*
- *Enable charging of plug-in and ultra-low emission vehicles in safe, accessible and convenient locations.'*

2.1.10 The NPPF also states that all developments that generate significant amounts of movement should be required to provide a Travel Plan.

Planning Practice Guidance: Travel plans, Transport Assessments and Statements in decision taking (March 2014)

2.1.11 This advice, issued by the Department for Communities and Local Government, states that an assessment can positively contribute to the following:

- *'Encouraging sustainable travel;*
- *Lessening traffic generation and its detrimental impacts;*
- *Reducing carbon emissions and climate impacts;*
- *Creating accessible, connected, inclusive communities;*
- *Improving health outcomes and quality of life;*
- *Improving road safety; and,*
- *Reducing the need for new development to increase existing road capacity or provide new roads'.*

2.2 Carmarthenshire Local Development Plan (2006 – 2021)

2.2.1 The Carmarthenshire Local Development Plan (LDP) 2006-2021 was adopted in December 2014 and forms the current statutory development plan for the Council. It should be noted that although this LDP is stated to guide development up to 2021, the Deposit Plan has not been fully adopted, therefore this LDP is still relevant.

2.2.2 The Plan aims to provide a clear framework to address key planning issues in the County including transport measures and infrastructure. It states that:

'An integrated and sustainable transport system is fundamental to the delivery of the Strategy and is underpinned through strategic objective SO10. The Strategy, with its emphasis on the existing transport infrastructure, recognises the diversity of the County and the variable quality and range of infrastructure provision (including highways and

public transport) between the urban and rural areas. The Strategy focuses growth in a way which reflects the sustainability of settlements and their accessibility in terms of the highway network and access to bus routes. It also considers the manner in which settlements complement each other in terms of facilities and services thus offering potential for increased accessibility through sustainable growth and a consolidation or expansion of existing resources.'

2.2.3 Strategic Objective SO10 is as follows:

'To contribute to the delivery of an integrated and sustainable transport system that is accessible to all.'

2.2.4 The relevant Transport policies are summarised below.

2.2.5 Policy TR2: Location of Development – Transport Considerations

2.2.6 Policy TR2 states that:

'Proposals which have a potential for significant trip generation will be permitted where:

- *It is located in a manner consistent with the plan's strategic objectives, its settlement framework and its policies and proposals;*
- *It is accessible to non-car modes of transport including public transport, cycling and walking;*
- *Provision is made for the non-car modes of transport and for those with mobility difficulties in the design of the proposal and the provision of on-site facilities;*
- *Travel Plans have been considered and, where appropriate, incorporated.*
- *Proposals which have the potential to generate a significant number of trips either as an origin, or as a destination (including residential, employment, retail and leisure) will be expected, through design, to maximise accessibility by alternative modes of transport. Improving accessibility is an important objective of the Plan with the location of new developments important in ensuring accessibility can be maximised. The rural nature of the County raises challenges in this regard, but proposals will be expected and encouraged to achieve this.'*

2.3 Carmarthenshire 2nd Deposit Revised LDP 2018 – 2033

2.3.1 The Carmarthenshire 2nd Deposit Revised LDP 2018 – 2033 has not been fully adopted but remains a material planning consideration. Within this Plan, Carmarthen is designated as a Tier 1 – Principal Centre which allows for the allocation of Strategic Sites and large scale developments.

2.3.2 Policies relevant to the proposed development are detailed below however, as mentioned above, these policies are not currently adopted by Carmarthenshire County Council.

Strategic Policy – SP 17: Transport and Accessibility

2.3.3 Policy SP17 states that:

- *'Sustainable and deliverable development requires an integrated, accessible, reliable, efficient, safe and sustainable transport network to underpin delivery. The Plan therefore contributes to the delivery of a sustainable transport system and associated infrastructure through:*
- *Reducing the need to travel, particularly by private motor car;*
- *Addressing social inclusion through increased accessibility to employment, services and facilities;*
- *Supporting and, where applicable, enhancing alternatives to the motor car, such as public transport (including park and ride facilities and encouraging the adoption of travel plans) and active travel through cycling and walking;*
- *Re-enforcing the function and role of settlements in accordance with the settlement framework;*
- *Promoting the efficient use of the transport network;*
- *Enhancing accessibility to places of employment, homes, services, facilities, and other significant trip generating proposals at locations with access to appropriate transport infrastructure;*
- *The incorporation of design and access solutions within developments to promote accessibility;*
- *Providing walking and cycling routes, linking in with active travel and green and blue infrastructure networks;*
- *Providing for new technological solutions through Ultra Low Emission Vehicle Charging Points in new developments; and,*
- *Adopting a sustainable approach to the design, function, and layout of new development, including providing appropriate levels of parking.'*

2.4 Summary

- 2.4.1 The site's location, with its proximity to public transport services, opportunities for the use of active travel modes and access to a range of facilities within Carmarthen and Carmarthenshire as a whole means the site is sustainably located. It is within walking distance of retail, leisure, local employment opportunities and cultural, educational and community services.

3 Transport planning for people

3.1 Who will use the new development?

3.1.1 The development will be used by new residents, their visitors and deliveries. The travel characteristics of the existing and new residents is set out below.

Travel to work

3.1.2 Travel to Work data from the 2011 Census¹ has been used to establish the mode of travel to work for existing residents in the area.

3.1.3 **Table 3.1** below shows the travel to work mode split for the Lower Super Output Area (LSOA 006B), the Middle Super Output Area (MSOA 006), and Carmarthenshire as a whole. This data excludes those that work from home and those not in employment.

Table 3.1 Mode split for journey to work based on 2011 Census data areas

Mode	Mode share (%)		
	LSOA 006B	MSOA 006	Carmarthenshire
Train	1	1	1
Bus, minibus or coach	2	2	2
Car or van (as driver)	71	71	76
Passenger in car or van	7	6	7
Cycle	1	1	1
Walk	17	16	10
Other	1	3	3
Total		100%	

3.1.4 It should be noted that Census Travel to Work data differs from the trip generation survey data, as the survey data records vehicle journeys for all purposes, not just work related.

3.1.5 It can be seen from the table above that 71% of existing residents that live within the LSOA in which the site is located travel to work by driving, with a further 7% of commuters travelling as a passenger. A total of 21% of passengers travel using sustainable modes of transport.

¹ It should be noted that whilst 2021 Census ‘Method of Travel to Work’ data is available, the Office for National Statistics (ONS) has issued a warning that care should be taken when interpreting the results. This is because the 2021 Census was undertaken during the Covid-19 pandemic, when a large proportion of population worked from home and people were discouraged from using public transport.

Car ownership

3.1.6 Car ownership data from the 2011 and 2021 Census has been used to establish the local car ownership rate for existing residents. Car ownership for the Lower Super Output Area (LSOA 006B), Middle Super Output Area (MSOA 006) and Carmarthenshire has been established and is presented in **Table 3.2** below.

Table 3.2 Car and van availability

Census year	LSOA 006B	MSOA 006	Carmarthenshire
'All tenures'			
2011	1.42	1.37	1.32
2021	1.47	1.44	1.41
% difference	+3.5%	+5.1%	+6.8%
'Affordable dwellings'			
2011	-	1.32	1.31
2021	1.23	1.25	1.28
% difference	-	-5.3%	-2.3%

3.1.7 It can be seen from the table above that since 2011, car ownership has increased between 2011 and 2021 across the LSOA, MSOA and Carmarthenshire as a whole by 3.5%, 5.1% and 6.8% respectively. However, it can also be seen that:

- Car ownership for affordable dwellings is lower than car ownership for open market/private dwellings.
- Car ownership for affordable dwellings within Carmarthenshire as a whole has reduced (between 2011 and 2021) by 2.3%.

3.2 When will people travel and why?

3.2.1 It is anticipated that the trip profiles of residents will fluctuate across the day with weekday peaks as follows:

- Morning (8am to 9am) - departures for employment and education;
- Mid-afternoon (3pm to 4pm) - arrivals for education; and,
- Evening (5pm to 7pm) - arrivals for employment and departures for retail and leisure.

3.2.2 During the weekend, trips will be more consistent across the day with trips for retail and leisure purposes.

3.3 Trip generation

3.3.1 This section outlines the methodology used to predict the person trip generation (by mode), based on a review of the TRICS (v.8.25.6) trip generation database. It should be noted that the mode split differs from Census travel to work data as TRICS considers all travel, not just commuting.

Privately owned housing (42 dwellings)

3.3.2 The TRICS (v.8.25.6) trip generation database has been reviewed to predict the likely level of trips generated by the proposed development. Sites were selected on the basis of the following criteria:

- Land use: residential – houses privately owned;
- Survey type: Multi-modal
- Survey days: Monday – Friday
- Number of units: 20 to 90 dwellings;
- Type of location: Edge of Town, Free Standing, Suburban Area
- Selected regions: Greater London, South East, South West, East Anglia, East Midlands, West Midlands, Yorkshire and North Lincolnshire, North West, North, Scotland, Munster, Leinster, Greater Dublin, Ulster (Republic of Ireland) and Ulster (Northern Ireland).

3.3.3 A total of 64 sites have been selected, and the AM, PM and daily trips generated by the proposed 42 privately owned dwellings is summarised in **Table 3.1** below and presented in full in Appendix D. it should be noted that, in order to present a robust assessment, 85th percentile trip rates have been calculated.

Table 3.1 Weekday persons trip rates – privately owned housing

Time period	Arrival trip rate	No. of arrivals	Depart trip rate	No. of departs	Total trip rate	Total no. of movements
Total persons						
8am-9am	0.458	19	1.125	47	1.583	66
5pm-6pm	0.917	39	0.750	32	1.667	70
7am-7pm	5.595	235	6.310	265	11.905	500
Pedestrians						
8am-9am	0.118	5	0.333	14	0.451	19
5pm-6pm	0.180	8	0.080	3	0.260	11
7am-7pm	1.407	59	1.111	47	2.518	106
Public transport users						
8am-9am	0.031	1	0.031	1	0.062	3
5pm-6pm	0.035	1	0.024	1	0.059	2
7am-7pm	0.212	9	0.200	8	0.412	17
Cyclists						
8am-9am	0.024	1	0.024	1	0.048	2
5pm-6pm	0.050	2	0.000	0	0.050	2
7am-7pm	0.127	5	0.127	5	0.254	11
Vehicles						
8am-9am	0.267	11	0.633	27	0.900	38
5pm-6pm	0.474	20	0.447	19	0.921	39
7am-7pm	3.543	149	3.829	161	7.372	310

3.3.4 It can be seen from the table above that the 42 private dwellings could generate up to 38 vehicle movements in the AM peak, 39 vehicle movements in the PM peak, and a total of 310 vehicle movements throughout the day (7am-7pm).

Affordable/local authority housing (42)

3.3.5 The TRICS (v.8.25.6) trip generation database has been reviewed to predict the likely level of trips generated by the proposed development. Sites were selected on the basis of the following criteria:

- Land use: residential – affordable/local authority housing;
- Survey type: Multi-modal
- Survey days: Monday – Friday
- Number of units: 14 to 90 dwellings;
- Type of location: Edge of Town, Free Standing, Suburban Area
- Selected regions: Greater London, East Midlands

3.3.6 A total of two sites have been selected, and the AM, PM and daily trips generated by the proposed 42 affordable dwellings is summarised in **Table 3.2** overleaf and presented in full in Appendix D. It should be noted that there are insufficient sites within the database with similar characteristics to the proposed development and, therefore, average trip rates have been used.

Table 3.2 Weekday persons trip rates – affordable/local authority housing

Time period	Arrival trip rate	No. of arrivals	Depart trip rate	No. of departs	Total trip rate	Total no. of movements
Total persons						
8am-9am	0.158	7	0.684	29	0.842	35
5pm-6pm	0.579	24	0.298	13	0.877	37
7am-7pm	4.651	195	4.457	187	9.108	383
Pedestrians						
8am-9am	0.070	3	0.193	8	0.263	11
5pm-6pm	0.053	2	0.018	1	0.071	3
7am-7pm	1.160	49	1.140	48	2.300	97
Public transport users						
8am-9am	0.000	0	0.211	9	0.211	9
5pm-6pm	0.105	4	0.018	1	0.123	5
7am-7pm	0.651	27	0.652	27	1.303	55
Cyclists						
8am-9am	0.000	0	0.035	1	0.035	1
5pm-6pm	0.053	2	0.035	1	0.088	4
7am-7pm	0.194	8	0.194	8	0.388	16
Vehicles						
8am-9am	0.105	4	0.211	9	0.316	13
5pm-6pm	0.316	13	0.175	7	0.491	20
7am-7pm	2.103	88	1.945	82	4.048	170

3.3.7 It can be seen from the table above that the 42 affordable dwellings could generate up to 13 vehicle movements in the AM peak, 20 vehicle movements in the PM peak, and a total of 170 vehicle movements throughout the day (7am-7pm).

Summary

3.3.8 **Table 3.3** overleaf summarises the total number of trips generated by the proposed development of 84 dwellings, which has been calculated by combining the trips outlined in Table 3.1 (private) and 3.2 (affordable) above.

Table 3.3 Total number of trips – 84 dwellings

Time period	No. of arrivals	No. of departs	Total no. of movements
Total people			
8am-9am	26	76	102
5pm-6pm	63	44	107
7am-7pm	430	452	883
Pedestrians			
8am-9am	8	22	30
5pm-6pm	10	4	14
7am-7pm	108	95	202
Cyclists			
8am-9am	1	2	3
5pm-6pm	4	1	6
7am-7pm	13	13	27
Public transport users			
8am-9am	1	10	11
5pm-6pm	6	2	8
7am-7pm	36	36	72
Vehicles			
8am-9am	16	35	51
5pm-6pm	33	26	59
7am-7pm	237	243	480

3.3.9 It can be seen from the table above that a proposed development of 84 dwellings could generate up to 883 total person trips throughout the day, with up to 51 vehicle trips in the AM peak, 59 vehicle trips in the PM peak, and a total of 480 vehicle trips throughout the day (7am-7pm).

3.3.1 Car trips are likely to be the most popular mode of travel, representing 70% of all daily trips, whilst walking and cycling represent 22% of daily trips.

4 Site and surroundings

4.1 Introduction

4.1.1 This section describes the travel characteristics of both the existing transport network immediately surrounding the site and the development proposals.

4.1.2 The site location and surrounding street network is shown in **Figure 4.1** below.

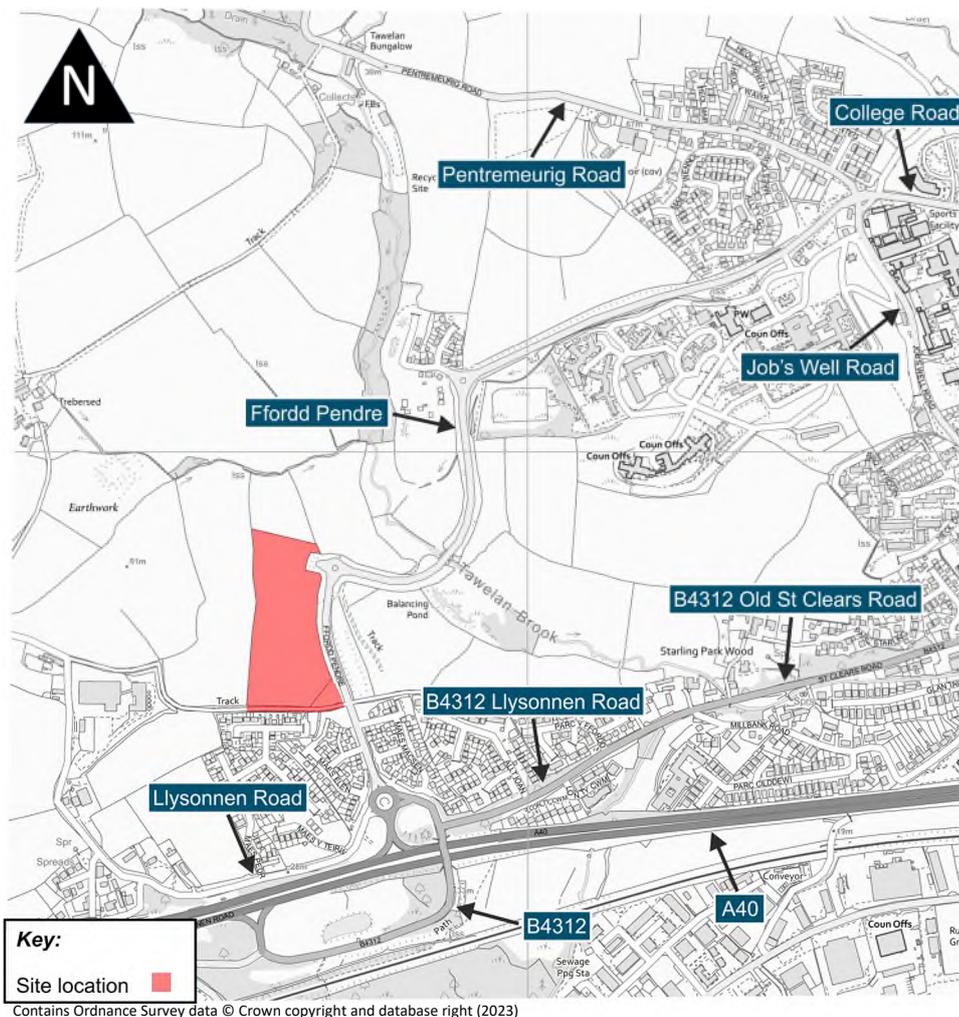


Figure 4.1 Surrounding highway network

4.2 Existing pedestrian network

4.2.1 The site is located approximately 3km west of Carmarthen town centre, with access to a range of (food and non-food) retail uses, restaurants (fast food/takeaways), pubs, and professional services, as well as bus stops and a railway station.

- 4.2.2 There are footways on both sides of Ffordd Pendre linking to the existing footway network around the town of Carmarthen creating a continuous pedestrian link from the site to Carmarthen town centre and St David's Hospital.
- 4.2.3 The Chartered Institution of Highways and Transportation (CIHT) guidelines '*Providing for Journeys on Foot*' indicates that the desirable walking distance for commuting and school journeys is 500m, the acceptable walking distance is 1km and 2km is the preferred maximum. The CIHT guidelines indicate that the desirable walking distance for 'Elsewhere', including local amenities, is 400m, the acceptable walking distance is 800m and 1.2km is the preferred maximum.
- 4.2.4 The location of facilities and amenities within a 20-minute walk or cycle distance of the site include:
- Existing Active Travel Route – approx. 400m to the south;
 - Bus stop – approx. 900m to the east;
 - Green space – approx. 1.1km to the east;
 - Dentist – approx. 1.3km to the east;
 - Primary School – approx. 1.5km to the east;
 - Post office – approx. 1.5km to the east;
 - Public House – approx. 1.5km to the east;
 - Doctor's surgery – approx. 1.5km to the east.
 - Community centre – approx. 1.7km to the east;
 - Places of worship – approx. 2.3km to the east;
 - Secondary School – approx. 2.5km to the south-east;
 - Leisure Centre – approx. 2.7km to the south-west;
 - Large supermarket – approx. 2.8km to the east;
 - Restaurant/cafes/takeaways – approx. 3km to the east;

4.3 Existing cycle network and facilities

- 4.3.1 The nearest National Cycle Network (NCN) route 4 is located approximately 1.7km to the east of the site. This route comprises a combination of traffic-free and on-road links and is a long-distance route providing local connections to Carmarthen Town Centre to the east and St Clears to the west.
- 4.3.2 The nearest local cycle route is a shared cycle/footway running along Llynsonnen Road approximately 400m to the south of the site, and there are shared cycle/footways on both sides of Ffordd Pendre, linking the site to the nearest cycle route. This route is provided as a shared cycle/footway between the access to the Maes Pedr housing estate on Llynsonnen Road and Allt Iwan.

4.4 Accessibility by public transport

4.4.1 The site is within walking distance of a range of public transport services. Which are set out below.

Bus services

4.4.2 The nearest bus stop to the site is located on the B4312 Llynsonnen Road (approximately 1km walking distance from the centre of the site). This bus stop only serves buses travelling in the eastbound direction. The closest bus stop serving buses travelling in the westbound direction is located on the A40 (approximately 1.5km walk distance from the centre of the site).

4.4.3 A further bus stop serving buses in both directions (although different routes to the aforementioned bus stops) is located at St David's Hospital (approximately 1.3km walk distance from the centre of the site).

4.4.4 The available services in the vicinity of the site is shown in **Figure 4.6** below and the services that call at these bus stops is detailed in **Table 4.1** over the page.

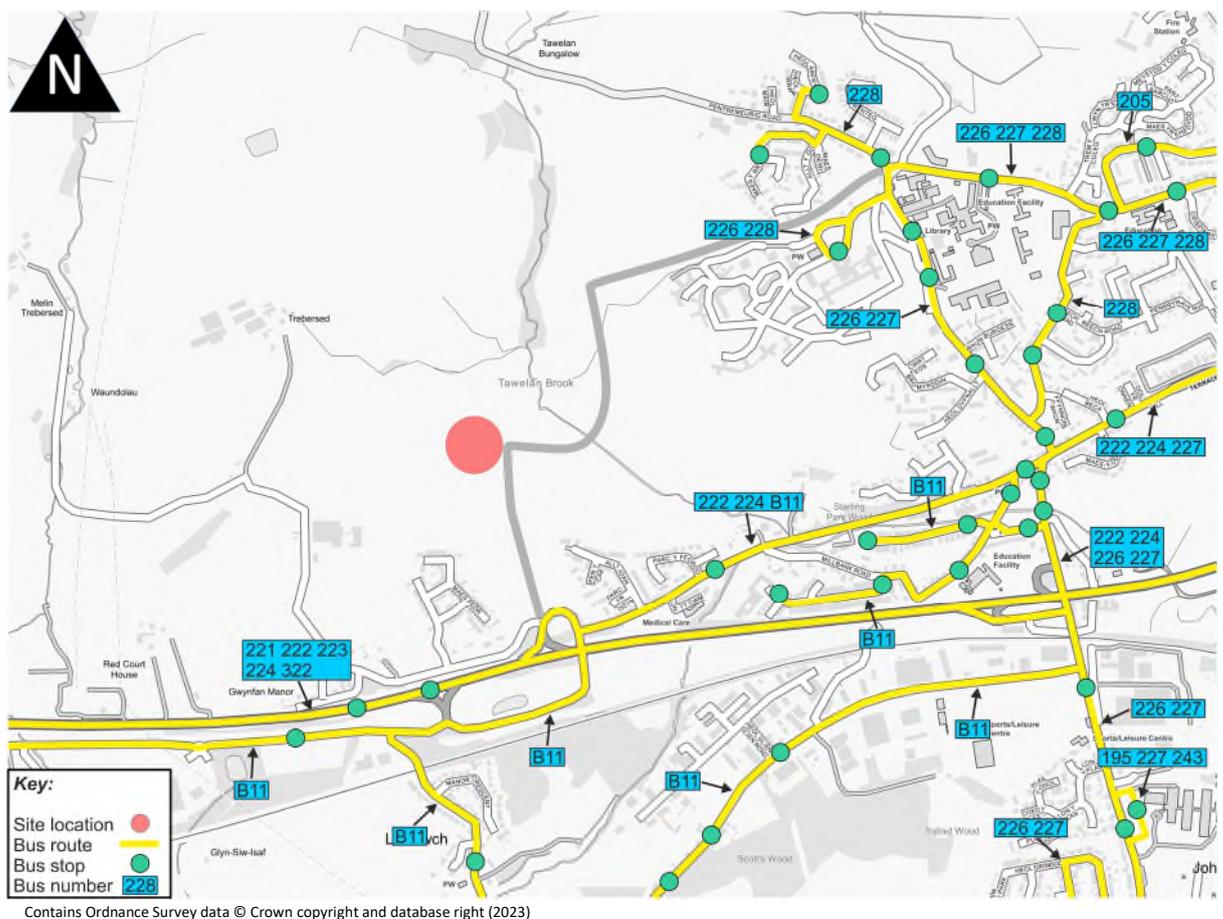


Figure 4.2 Bus stop locations

4.4.5 It should be noted that there are bus stops/bus laybys along Ffordd Pendre, with the closest (northbound) stop approximately 26m south of the access to the site, and the closest (southbound) stop approximately 235m east of the access to the site. There are currently no bus services calling at these stops, however, it is anticipated that as development alongside Ffordd Pendre is built-out, bus services will be introduced.

Table 4.1 Summary of bus services

Route No.	Distance to the site (m)	Route	Weekday frequency
Parc-y-Ffordd, Llynsonnen Road (eastbound only)			
222 (e/b)	900	Carmarthen – Pendine via St Clears and Laugharne	5 per day
224 (e/b)	900	Carmarthen – Whitland via Banc-y-felin, St Clears and Tavernspite	5 per day
B11 (e/b)	900	Carmarthen – Carmarthen via Johnstown and Llanllwch	4 per day
St David’s Hospital			
226	1300	Carmarthen – Carmarthen via University of Wales Trinity Saint David and Johnstown	6 per day
228	1300	Carmarthen – Carmarthen via Pentremeurig	3 per day
Traveller’s Rest, A40			
221	1500	Carmarthen – Login via St Clears, Llanbodly, Llanglydwen and Efailwen	1 per day
222	1500	*see above	
223	1500	Carmarthen – Glandŵr via St Clears, Whitland, Clunderwen, Llandissilio and Efailwen	1 per day
224	1500	*see above	
322	1500	Carmarthen – Haverfordwest via St Clears, Whitland, Narbeth and Bluestone Resort	3 per day

Train station

4.4.6 The closest National Rail station is Carmarthen which is located approximately 3.5km to the east of the site. The station is managed by Transport for Wales and served by both Transport for Wales and Great Western Railway. Services available from here are summarised in **Table 4.2** over the page.

Table 4.2 Summary of rail services at Carmarthen Station

Destination	Calling at	Weekday frequency
Carmarthen National Rail station		
Cardiff Central	Pembrey and Burry Port, Llanelli, Gowerton, Swansea , Llansamlet, Skewen, Neath, Briton Ferry, Baglan, Port Talbot Parkway, Pyle, Bridgend, Pencoed, Llanharan, Pontyclun	Every 2 hours
London Paddington	Pembrey and Burry Port, Llanelli, Swansea , Neath, Port Talbot Parkway, Bridgend, Cardiff Central , Newport, Bristol Parkway, Swindon, Reading	Every 2 hours
Manchester Piccadilly	Ferryside, Kidwelly, Pembrey and Burry Port, Llanelli, Gowerton, Swansea , Neath, Port Talbot Parkway, Bridgend, Cardiff Central , Newport, Cwmbran, Abergavenny, Hereford, Leominster, Ludlow, Craven Arms, Church Stretton, Shrewsbury, Whitchurch, Nantwich, Crewe, Wilmslow, Stockport	Every 2 hours
Milford Haven	Whitland, Clunderwen, Clarboston Road, Haverfordwest, Johnston	1 per hour
Pembroke Dock	Whitland, Narbeth, Kilgetty, Saundersfoot, Tenby, Penally, Manorbier, Lamphey, Pembroke	Every 2 hours
Fishguard Harbour	Whitland, Clunderwen, Clarboston Road, Fishguard and Goodwick	4 per day

4.5 Baseline surveys

- 4.5.1 Once the site is 90% occupied, it is necessary to establish a baseline upon which the Travel Plan targets will be set (refer to Section 5 for details of these targets).
- 4.5.2 Table 3.1 above summarises the modal split for residents that currently live within the area in which the site is located, however, the actual mode split for residents will only be known once the baseline travel surveys have been carried out. The 2011 census data, set out in the table, suggests that car use (as a driver) for journey to work is typically 71% for this location (LSOA). Therefore, targets will focus on reducing single occupancy use of the car and encouraging more sustainable modes of travel.
- 4.5.3 Baseline travel surveys will be carried out within three months of 90% occupation of the site, when the site is sufficiently occupied to obtain reliable base data. Travel surveys at the site will:

- Collect data during a neutral month and be TRICS compliant;
- Record data regarding residents' travel patterns by mode and deliveries and servicing movements; and,
- Include all accesses to the site.

5 Travel plan objectives, targets and indicators

5.1 Introduction

5.1.1 An outcomes approach is used for this Travel Plan, with specific outcomes linked to targets. The section below sets out the overarching aims and specific objectives for the Travel Plan, as well as targets for the short and medium term, through which progress towards meeting the overall targets will be measured.

5.1.2 Objectives are the specific statements that define the measurable outcomes of the Travel Plan and give it direction and focus. Targets are the measurable goals by which progress can be assessed. Targets have been set, which will be reached within the period covered by the proposed Travel Plan (five years).

5.2 Aims and objectives

5.2.1 The primary focus of this Travel Plan is to increase the proportion of journeys by active travel modes. Ensuring that facilities and support are in place is vital to the success of the Travel Plan. This Travel Plan assists in achieving national and local policy aims and has the potential to benefit the site and its local community.

5.3 The specific objectives for this Travel Plan are to:

- Objective 1 - Increase the share of journeys made on foot, by bicycle and by public transport
- Objective 2 - Reduce single occupancy vehicle trips associated with the development
- Objective 3 - Address the access needs of all site users, by supporting walking, cycling and public transport to promote healthy lifestyles and sustainable communities
- Objective 4 - Improve awareness amongst residents about the different travel options and facilities available.

5.3.1 Targets are essential for monitoring the progress and success of the Travel Plan. The targets set out in **Table 5.1** below, are to be achieved within five years of the launch of the Travel Plan. Indicators are the elements which will be measured to assess progress towards the targets. The baseline values are based on the TRICS data mode splits set out in Section 4 above. These targets will be updated with the results of the baseline travel surveys that will be undertaken following substantial occupation of the site.

Table 5.1 Travel Plan targets

Targets (and specific objectives met)	Indicators	Travel mode split (%)		
		Baseline value	Interim target	Target
Aim target				
Increase the use of sustainable travel modes among residents (1)	All trips made by walking and cycling	18	20	22
	All trips made by public transport	3	4	5
	All trips made by car (as driver or passenger)	78	75	72
	Other	1	1	1
Action Targets				
Appoint a TPC (3,4)	Appointment confirmed		n/a	
Produce a Travel Information Pack (4)	Complete and issue pack		n/a	
Address the access needs of site users by implementing measures and policies to support walking, cycling and use of public transport (3)	Take-up of initiatives		n/a	
Improve awareness amongst site users of alternative travel options, policies and availability of facilities (1,4)	n/a		n/a	
Provide appropriate cycle and car parking, including wheelchair accessible spaces (2,3)	Installation of all modes parking		n/a	
Promote alternatives to single vehicle occupancy trips for essential car travel (2)	Take-up of initiatives		n/a	

Residents

5.3.2 It is likely that future residents will demonstrate similar travel characteristics to those of the existing residents in the area. It can be seen from the table above that the use of a car is currently likely to be approximately 78%, as either a driver or a passenger. The percentage of those using public transport or walking and cycling is relatively low. Therefore, to encourage the use of sustainable modes of travel and increase the use of walking, cycling and public transport for new residents, it is proposed to provide convenient pedestrian and cycle facilities and raise awareness of travel options available in the vicinity of the site.

5.3.3 The scope of reducing single occupancy car trips is based on:

- The range of local amenities within easy walking and cycling distance of the site;
- The proportion of people that currently drive a very short distance to work from either within the local output area or adjacent output areas;
- The availability of existing public transport in the vicinity of the site; and,
- Increase in the number of people working from home.

6 Travel Plan strategy

6.1 Introduction

6.1.1 This Travel Plan strategy sets out the stages by which the Travel Plan will be developed and implemented and contains these key elements:

- Securing the resources (including time) that are necessary to develop and implement the Travel Plan;
- The programme of implementation of the Plan;
- Managing the Plan including the roles and responsibilities of the Travel Plan Co-ordinator;
- Identifying and engaging with partners; and,
- Marketing the Plan.

6.2 Travel Plan funding

6.2.1 The funding of the Travel Plan will be the responsibility of the developer (Lovell), with the Travel Plan secured as a condition of the planning consent. The developer is fully committed to the implementation of this Travel Plan and its maintenance over a five-year period.

6.3 Implementation programme

6.3.1 The implementation programme provides a clear timetable for how and when different aspects of the Travel Plan will be implemented, and by whom. **Table 6.1** below sets out the implementation programme.

Table 6.1 Travel Plan implementation

Travel Plan stage	Target date for completion
Provision of physical measures (to include cycle and car provision, walking and cycling routes through the development etc.)	Before first occupation
Appointment of TPC	Prior to first occupation
Production of travel pack and other information	Completed prior to occupation
Issue Travel Information Pack with questionnaire link with QR code	To be provided upon occupation
Baseline (TRICS compliant) travel survey	Within 3 months of 90% occupation
Travel Plan amended with survey results and target setting, to be submitted to Carmarthenshire County Council	Within 3 months of baseline surveys
Initial (TRICS compliant) travel survey	Year 1 of Travel Plan
Monitoring report submitted to Carmarthenshire County Council	Within 1 month of initial travel survey
Interim (TRICS compliant) travel survey	Year 3 of Travel Plan

Monitoring report submitted to Carmarthenshire County Council	Within 1 month of interim travel survey
Final (TRICS compliant) travel survey	Year 5 of Travel Plan
Full review at end of year 5 and submit final report to Carmarthenshire County Council	Within 3 months of final travel surveys

6.4 Managing the Plan: roles and responsibilities

Travel Plan Co-ordinator (TPC)

6.4.1 The success of a Travel Plan is dependent on nominated individuals being given appropriate time and resources. A Travel Plan Co-ordinator (TPC) will need to be appointed by the developer with appropriate skills, budgetary provision and resources to produce, update and manage the Travel Plan, including the provision of information to the District and County Council. The TPC will manage the Travel Plan, introduce new initiatives, ensure delivery of the Travel Plan and monitor its effectiveness.

6.4.2 It is likely that the TPC role will be fulfilled by a member of the developer’s organisation (who would undertake the role as part of their wider responsibilities within the organisation) or via an appointed consultant.

6.4.3 This TPC will be required to allocate sufficient time to manage the Travel Plan, which will vary throughout the year. Name and contact details of the TPC will be submitted to Carmarthenshire County Council upon appointment to the role and/or prior to first occupation of the site.

6.4.4 The TPC’s duties will include:

- Support, oversee and implement the Plan requirements;
- Liaise with Carmarthenshire’s Sustainable Travel Team;
- Distribute the Travel Information Pack and public transport voucher;
- Implement effective marketing and awareness-raising campaigns to promote the Plan initiatives;
- Ensure cycle storage facilities are functional and maintained;
- Organise travel surveys; and,
- Update the Plan and produce monitoring reports.

Partners and stakeholders

6.4.5 Travel plans need partnerships for success. Organisations need to work with several partners and internal stakeholders during the implementation process. It is expected that all partners will make an active contribution to the process. The TPC will be a central figure in establishing partnerships and maintaining links and lines of communication and partners may include Carmarthenshire County Council, resident’s association and local public transport, walking and cycling groups.

Marketing and travel information

- 6.4.6 Marketing and awareness raising strategies form an important part of all travel plans. They raise awareness of travel options and the benefits of more sustainable and active travel. To be successful the Travel Plan will need promotion and marketing to highlight the benefits and opportunities it provides.
- 6.4.7 The first step towards behavioural change is for an individual to understand and consider the options which are realistically available to them and the benefits and disadvantages of each. One barrier to behavioural change is a lack of knowledge about these options. Therefore, complete and easy to understand information about travel data is an essential ingredient of any travel plan.
- 6.4.8 Marketing can be used through various stages of the Plan development including:
- Introducing the Travel Plan concept;
 - Production and distribution of the Travel Information Pack;
 - Introduction of measures and initiatives; and,
 - General promotional campaigns to highlight the financial, social and environmental benefits associated with the sustainable travel options.
- 6.4.9 The measures set out in Section 7 may be introduced to ensure efficient and extensive dissemination of travel options information using a variety of techniques, which could include printed materials, electronic media and through activities and events. Specific communication tools and techniques used to promote the Travel Plan could include:
- Printed materials – Travel information packs and newsletters;
 - Electronic media - Travel Plan published on website and/or emailed to site users, if requested;
 - Events – support national campaigns;
 - Travel information included as part of the travel information packs, with links to key travel resources, including:
 - Public transport timetables, routes, fares (e.g [Carmarthen Station | Train Times | Transport for Wales](#))
 - Bicycle information (e.g. www.sustrans.org.uk, and www.cyclestreets.net)
 - Social media sites providing up-to-date travel information;
 - Providing information about all travel options and the benefits of choosing; and, sustainable travel modes in the travel pack.

7 Travel Plan measures

- 7.1.1 This section of the Travel Plan is key to successfully delivering effective travel change. A package of measures and initiatives has been designed to meet the targets of the Travel Plan. **Table 7.1** below lists the measures that will be considered to encourage more sustainable travel to the site for residents.
- 7.1.2 The measures listed below are designed to make sustainable travel choices easier and more affordable. This will reward sustainable travel users and ensure this mode share is increased.
- 7.1.3 Travel Information Packs will be produced and made available to residents. The Travel Pack will be distributed to all new households. A key role of the Travel Pack will be to raise awareness of the sustainable travel initiatives being implemented through the Travel Plan and the travel options available to them.
- 7.1.4 Travel Packs may include the following: TPC contact details; walking and cycling routes; cycle parking; local cycle shops; cycle training and bike maintenance sessions; public transport information; and information on local services and facilities. In addition, trial public transport (bus) vouchers (worth £30 per household) will be provided to every household as part of the travel information pack.

Table 7.1 Measures and initiatives to promote sustainable travel (residents)

Strategy	Measures
Initiatives to support walking	Easy access, movement and permeability is incorporated in the design of the site.
	Promote safe, local walking routes through inclusion of links to local route maps within the travel information pack.
	Provide information on route planner apps and websites (e.g. Map My Walk, Walking for Health, Living Streets and Walk4Life).
	Raise awareness of health and financial benefits of walking through distribution of literature to encourage walking.
	Promote awareness raising events like Walk to Work Week, Walk to Work Day, Walk to School Week and Walk to School Day
Initiatives to support cycling	Provide secure and well-lit cycle parking in convenient locations, which will accommodate a range of cycle sizes
	Raise awareness of health and financial benefits of cycling
	Provide links to relevant route maps and local cycle routes. Sustrans is a source of information on cycle routes and general cycling advice.
	Promote cycle training
	Promote awareness raising events like the National Cycle to Work Week/Day
	Offer to fund annual Dr Bike visits
Initiatives to support use of public transport	Provision (upon request) of a cost-free one-week travel voucher per household for firstbus.
	Provide clear public transport information regarding services and location of facilities.
	Provide links to information services e.g. National Rail/TfW enquiries and the details of service providers.

	Review and update bus/train timetables and service information.
	Promote use of route planners (e.g Trainline)
	Provide information about carrying cycles on trains.
Reduce the need to travel	Promote the use of local Amazon Hub Lockers to provide deliveries.
	Promote the use of supermarket deliveries in the travel pack.
	Promote shopping locally
General promotion and initiatives to improve air quality	Highlight the benefits of car sharing
	Promote working from home if possible
	Produce a newsletter with updated travel information and initiatives

8 Monitoring and review

8.1 Introduction

8.1.1 The Travel Plan is a continuous process for improvement, requiring monitoring, review and revision to ensure that it remains relevant to the organisation and those using this site. This document sets out the plans for monitoring and review of the Travel Plan over the next five years following full occupation of the site.

8.1.2 The monitoring and review of the Travel Plan will be the responsibility of the TPC who will arrange travel surveys, collate the resulting information, review progress towards meeting targets, recommend new initiatives and submit the monitoring reports to Carmarthenshire Council.

8.2 Travel surveys

8.2.1 Travel surveys (TRICS compliant) will be undertaken in the baseline year and years 1 (initial), 3 (interim) and 5 (final) of the Travel Plan (as shown in Table 8.1). This will enable the Travel Plan to be monitored to see how successful it has been in inducing modal shift and enable a review of the current measures so they can be adjusted and new measures introduced where necessary. The data collected during these surveys may include multimodal counts, household surveys, attitude towards travel options and barriers to sustainable travel.

8.2.2 It is likely that an independent travel survey company will be appointed to carry out traffic surveys.

Table 8.1 Monitoring plan

Data collection and reporting	Key information	When/how frequently	By whom
Travel survey	No. of trips Mode share	Baseline – within 3 months of 90% occupation Initial – Year 1 Interim – Year 3 Final – Year 5	TPC (using TRICS compliant survey methods)
Baseline survey report and Travel Plan amendments (if required)	Travel survey results Setting targets Any revisions to measures	Within 3 months of baseline survey	TPC
Records of new travel plan initiatives	New initiatives	Annually	TPC
Monitoring reports	Travel survey results How targets are being met Any revisions to measures	Year 1,3,5 (within 1 month of initial and interim and 3 months of final travel surveys)	TPC

8.3 Reporting

- 8.3.1 The Travel Plan will be amended, with targets set, following the baseline travel surveys. This report will be submitted to Carmarthenshire Council for approval. Subsequent monitoring reports, in Year 1 (initial), 3 (interim) and 5 (final), will be submitted following the completion of the initial, interim and final surveys.
- 8.3.2 The results of the travel surveys and of any review of the Travel Plan will be reported to Carmarthenshire Council, within 1 month of initial and interim surveys and within 3 months of final travel surveys.
- 8.3.3 Key surveys and/or monitoring findings and updates to the Travel Plan will be disseminated and publicised to all residents, where appropriate.

9 Action plan

9.1 Introduction

9.1.1 The Action Plan brings together all the measures outlined in this Travel Plan and sets a timescale for implementation that runs over five years.

9.2 Action plan

9.2.1 Implementation of the majority of the actions will be the responsibility of the TPC. However, gaining support from other agencies (including Carmarthenshire Council) will be vital if the Travel Plan is to succeed and achieve results.

9.2.2 The Action Plan is outlined in **Table 9.1** below.

Table 9.1 Action Plan

Action	Target Date	Funding and Responsibility
Provision of physical measures (to include cycle and car parking provision, walking and cycling routes through development etc.)	Prior to first occupation	Lovell
Secure funding of the TP	Prior to first occupation	Lovell
Appointment of TPC	Prior to first occupation	Lovell
Production of travel pack	Prior to first occupation	TPC
Distribution of travel pack	At first occupation	TPC
Promotion of 'soft' TP measures	Upon first occupation and then ongoing	TPC
Baseline (TRICS compliant) travel survey	Within 3 months of 90% occupation	TPC
Amended Travel Plan with survey results and targets setting to be submitted to Carmarthenshire County Council	Within 3 months of baseline travel survey	TPC
Initial (TRICS compliant) travel survey to be undertaken	Year 1 of the Travel Plan	TPC
Submit initial monitoring report to Carmarthenshire County Council	Within 1 month of the results of the Year 1 survey	TPC
Interim (TRICS compliant) travel survey	Year 3 of Travel Plan	TPC
Submit interim monitoring report to Carmarthenshire County Council	Within 1 month of the results of the Year 3 survey	TPC
Final (TRICS compliant) travel survey	Year 5 of Travel Plan	TPC
Full review and submission of final monitoring report to Carmarthenshire County Council	Within 3 months of the Year 5 survey	TPC

Recommend any need for further measures or continued monitoring to meet Travel Plan targets	As part of the final monitoring report	TPC
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