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# Land at Mounton Road, Chepstow

Barwood Development Securities Ltd

Residential Travel Plan

November 2025





## Document Control

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## 1 Introduction

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1.1 Rappor have been instructed by Barwood Development Securities Ltd (Barwood Land) to prepare a Residential Travel Plan (RTP) in support of a mixed-use development on land at Mounton Road, Chepstow, Monmouthshire.

1.2 The description of development is:

*“Outline planning application, with all matters reserved except access for the development of up to 146 dwellings together with a hotel, residential care home, mobility hub, highway access, provision of green infrastructure, open space, on site play provision, drainage attenuation and infrastructure works.”*

1.3 This RTP has been prepared to support the residential component of the development proposals. A Framework Travel Plan (FTP) has been submitted under separate cover in support of the non-residential elements of the development proposals.

### Scope of Report

1.4 This RTP sets out the following:

- a) Review of the accessibility of the site;
- b) Objectives to achieve during the lifetime of the RTP;
- c) Management and measures to be implemented to ensure the RTP is carried out successfully;
- d) Targets in reduction of car use, it is suggested from Travel Plan guidance that a 6-10% reduction in single occupancy car use is achievable with the right measures in place;
- e) A detailed action plan, with measures on how to achieve the objectives and targets;
- f) Funding of the RTP; and
- g) A method of monitoring and review, to be agreed with Monmouthshire County Council (MCC).

### Site Location and Composition

1.5 The site is located on a parcel of land bound by Mounton Road to the north, the Wye Valley Link Road (A466) to the east, A48 to the south and St Lawrence Lane to the west. The site is located approximately 1km (as the ‘crow flies’) south-west of Chepstow Town Centre. The site location is indicatively demonstrated at **Figure 1-1**.

1.6 The site is proposed as a high quality sustainable mixed-use neighbourhood that would form a natural extension of Chepstow and is well-integrated with the existing community.

1.7 The Illustrative Masterplan is attached at **Appendix A**.



**Figure 1-1: Indicative Site Location**

## Development Access Strategy

- 1.8 A clear and suitable access strategy for the site is proposed, that prioritises active travel and is focused on encouraging travel by sustainable transport modes. A high-quality network of links will be provided throughout the development to ensure that all key locations are highly accessible by walking and cycling and that the development creates a permeable network connecting the active travel access locations and uses on-site through convenient and direct routes.
- 1.9 Vehicular access to the site is proposed from the Wye Valley Link Road (A466) along the site's eastern boundary by way of a simple priority junction arrangement. The priority junction arrangement is demonstrated on the drawing attached at **Appendix B**.
- 1.10 Active travel infrastructure provision in the form of 2m wide footways will be provided either side of the internal site access road carriageway within the site.
- 1.11 Within the vicinity of the site access 3m wide shared-use paths for both pedestrians and cyclists are proposed either side of the carriageway to accommodate pedestrian and cycle movements. This 3m shared-use path provision will connect into the existing shared-use arrangement adjacent the western side of the Wye Valley Link Road (A466), along the site frontage.
- 1.12 Additional active travel access points are also proposed, providing pedestrian and cycle access separate from the main vehicular site access.
- 1.13 Two dedicated active travel access points are proposed from the Wye Valley Link Road (A466), one to the south of the main vehicular site access and one to the north of the main vehicular site access. A third active travel access point is proposed at the north-western corner of the site to Mounton Road. A fourth active travel access point is proposed along the southern boundary of the site directly to the A48.



- 1.14 The provision of these dedicated active travel access points for the site, in addition to the active travel access provided at the main vehicular site access to the site, will provide a highly permeable layout for future residents and visitors of the site by providing connectivity along key desire lines, including linking to key active travel routes on the wider network as well as connections to the wider countryside.

## Travel Plans

- 1.15 Travel planning has the ability to create more sustainable developments, which will assist the development to comply with national and local planning policies and guidance.
- 1.16 Travel Plans for residential sites detail the means by which sustainable travel to / from the site by residents and visitors is encouraged and promoted. This may be achieved through a reduction in the number of individual private vehicle trips and / or the encouragement of public transport, walking and cycling as travel alternatives. Success in this respect will help to mitigate the impact of additional traffic generated by the proposed development, reducing the carbon footprint, reducing transport related air pollution and encourage travel in a more sustainable way and environmentally conscious way.
- 1.17 The main aim of the RTP is to promote and provide alternative sustainable modes of transport and to ensure future residents are fully aware of the sustainable travel options available to them.

## Structure of the Travel Plan

- 1.18 The structure of the remainder of the RTP is as follows:
- a) **Section 2:** Travel Plan Context - sets the scene and details the policy context;
  - b) **Section 3:** Baseline Sustainability Audit - provides a site assessment in relation to sustainable transport modes;
  - c) **Section 4:** Objectives and Targets - provides detailed objectives and targets of this Travel Plan;
  - d) **Section 5:** Travel Plan Management and Measures - details the management structure in place to deliver the RTP;
  - e) **Section 6:** Travel Plan Action Plan - detailed list of measures and initiatives that will be implemented to achieve the objectives and targets of this RTP;
  - f) **Section 7:** Monitoring and Review - details the monitoring and review of the RTP; and
  - g) **Section 8:** Funding - provides detail of the funding of the RTP.



## 2 Travel Plan Context

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### Introduction

- 2.1 A Travel Plan is a long-term management strategy built on a package of site-specific measures that seeks to deliver sustainable transport objectives, with an emphasis on reducing reliance on single occupancy car journeys and facilitating travel by sustainable modes, which is articulated in a document that is regularly reviewed.
- 2.2 To be successful, it is crucial that the RTP be a dynamic process that grows and develops with time. The RTP will need to be flexible to allow for changes to be made in line with the performance of the plan, changing circumstances of the site and environment in which it works and to tailor it to the needs of the future residents and visitors of the site. The flexibility of the RTP will ensure that the targets and measures at any one time reflect and respond to current travel patterns.

### Benefits of a Travel Plan

- 2.3 Travel Plans help to reduce the cost of travel for individuals and reduce the impact of travel on the local highway network as well as the environment. They also help to:
- a) Inform the design and operation of development;
  - b) Improve the health of all users on-site through promoting walking and cycling measures;
  - c) Create improvements for public transport, pedestrians and cyclists;
  - d) Reduce reliance on the car through facilitating and promoting sustainable transport initiatives;
  - e) Reduce the cost of travelling to and from the site through promotion of car sharing or alternative travel modes;
  - f) Reduce congestion by minimising car use - thereby reducing local noise pollution and harmful vehicle emissions such as CO<sub>2</sub>; and
  - g) Save energy through reduced fossil fuel use.
- 2.4 In summary, Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.

### Policy, Legislation and Guidance

- 2.5 In developing this RTP, care has been taken to ensure that full regard has been given to best UK practice methods and these have been applied. A number of key policy, legislation and guidance documents (national and local) have been taken into account to help deliver the maximum possible uptake of sustainable transport modes.





## National Policy

### *Future Wales: The National Plan 2040 (February 2021)*

- 2.6 Future Wales is the national development framework, setting the direction for development in Wales to 2040. Published by the Welsh Government in February 2021, it is the first development plan for Wales. Future Wales provides a framework for managing change and planning development. It is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of the Welsh communities.
- 2.7 Future Wales is one of a number of documents concerned with infrastructure and development in Wales. The specific purpose of Future Wales is to ensure the planning system at all levels is consistent with, and supports the delivery of, Welsh Government strategic aims and policies.

### *Llwybr Newydd - the Wales Transport Strategy 2021 (March 2021)*

- 2.8 Llwybr Newydd - the Wales Transport Strategy 2021 is the Welsh Government's strategy for the future of transport in Wales. It places people and climate change at the centre of how the Welsh transport system is designed, setting the vision for an accessible, sustainable and efficient transport system.
- 2.9 It also sets out short-term priorities and long-term ambitions, and how the transport system can help deliver these. The following are the three headline priorities for the next five years:

*'Priority 1: Bring services to people in order to reduce the need to travel.'*

*Priority 2: Allow people and goods to move easily from door to door by accessible, sustainable and efficient transport services and infrastructure.*

*Priority 3: Encourage people to make the change to more sustainable transport.'*

- 2.10 Modal shift is at the heart of the national transport strategy. It sets a target of 45% of journeys to be made by public transport, walking and cycling by 2040.
- 2.11 The National Transport Delivery Plan 2022 to 2027, first published in February 2023 and updated in August 2023, sets out the programmes, projects and policies to deliver Llwybr Newydd - the Wales Transport Strategy 2021. With regards to road investment, the NTDP states that, in addition to aligning with the wider policies including those set out in Llwybr Newydd – the Wales Transport Strategy 2021, acceptable schemes should focus on minimising carbon emissions, not increasing road capacity, not increasing emissions through higher vehicle speeds and not adversely affecting ecological valuable sites.





2.12 In respect of the strategic road network, the NTDP states in Annex 2 (page 143):

*“Following the Road Review Report the Welsh Government will continue to consider road investment in roads (both new and existing) in the following circumstances:*

- a) *To support modal shift and reduce carbon emissions.*
- b) *To improve safety through small-scale changes.*
- c) *To adapt to the impacts of climate change.*
- d) *To provide access and connectivity to jobs and centres of economic activity in a way that supports modal shift.”*

2.13 The programmes and individual projects included in the delivery schedule in Annex 2 include the Newport – Chepstow & Eastern Valleys Metro Enhancement Framework Corridor Study (Ref. SWM 8e – SWM 8h), with the timescale for phased delivery currently identified as 2026 to 2027 and beyond.

*Planning Policy Wales (PPW) – Edition 12 (February 2024)*

2.14 The national land use planning policies of the Welsh Government are set out in Planning Policy Wales, Edition 12 published in February 2024. The primary objective of PPW is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales.

2.15 PPW is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales. PPW, the TANs, Minerals TANs (MTANs) and policy clarification letters comprise national planning policy.

2.16 It is Welsh Government policy to require the use of a sustainable transport hierarchy in relation to new development, which priorities walking, cycling and public transport ahead of private motor vehicles. It states that:

*“The sustainable transport hierarchy should be used to reduce the need to travel, prevent car-dependent developments in unsustainable locations, and support the delivery of schemes located, designed and supported by infrastructure*

2.17 Paragraph 3.50 states:

*“Planning authorities should adopt policies to locate major generators of travel demand, such as housing, employment, retailing, leisure and recreation, and community facilities (including libraries, schools, doctor’s surgeries and hospitals), within existing urban areas or areas which are, or can be, easily reached by walking or cycling, and are well served by public transport.”*

2.18 Paragraph 3.52 states:

*“Planning authorities should reassess development sites which are highly accessible to non-car modes and allocate them for travel intensive uses such as offices, shopping, leisure, hospitals and housing of sufficient density to fully utilise their accessibility potential. Sites which are unlikely to be well served by walking, cycling and public transport should not be allocated for development.”*



2.19 Paragraph 4.1.1 states:

*“The planning system should enable people to access jobs and services through shorter, more efficient and sustainable journeys, by walking, cycling and public transport. By influencing the location, scale, density, mix of uses and design of new development, the planning system can improve choice in transport and secure accessibility in a way which supports sustainable development, increases physical activity, improves health and helps to tackle the causes of climate change and airborne pollution ...”*

2.20 Paragraph 4.1.10 goes on to say that:

*“The planning system has a key role to play in reducing the need to travel and supporting sustainable transport, by facilitating developments which:*

- are sited in the right locations, where they can be easily accessed by sustainable modes of travel and without the need for a car;*
- are designed in a way which integrates them with existing land uses and neighbourhoods; and*
- make it possible for all short journeys within and beyond the development to be easily made by walking and cycling.”*

*Planning Policy Wales – Technical Advice Note 18: Transport (March 2007)*

2.21 TAN 18 was published in March 2007 by the Welsh Government to supplement PPW and provides further information and detail in relation to transport matters and the integration between land use planning and transport in Wales.

2.22 It states that the integration of land use planning and development of transport infrastructure has a key role to play in addressing the environmental aspects of sustainable development (paragraph 2.3).

2.23 It goes on to say that integration can help achieve these environmental outcomes together with the Welsh Government’s wider sustainable development policy objectives by:

- a) *“promoting resource and travel efficient settlement patterns;*
- b) *ensuring new development is located where there is, or will be, good access by public transport, walking and cycling thereby minimising the need for travel and fostering social inclusion;*
- c) *managing parking provision;*
- d) *ensuring that new development and major alterations to existing developments include appropriate provision for pedestrians (including those with special access and mobility requirements), cycling, public transport, and traffic management and parking/servicing;*
- e) *encouraging the location of development near other related uses to encourage multi-purpose trips;*
- f) *promoting cycling and walking;*
- g) *supporting the provision of high quality, inclusive public transport;*
- h) *supporting provision of a reliable and efficient freight network;*
- i) *promoting the location of warehousing and manufacturing developments to facilitate the use of rail and sea transport for freight;*



- j) *encouraging good quality design of streets that provide a safe public realm and a distinct sense of place; and*
- k) *ensuring that transport infrastructure or service improvements necessary to serve new development allow existing transport networks to continue to perform their identified functions.”*

2.24 Paragraph 2.4 recognises that the inter-relationships between land use planning and transport are complex and varied but summarises that:

*“By influencing the location, scale, density and mix of land uses and new development, land use planning can help to reduce the need to travel and length of journeys, whilst making it easier for people to walk, cycle and use public transport.”*

2.25 Paragraph 5.7 recognises a place for local standards and design guidance, with reference to Manual for Streets, and notes that the relevant design standard applicable to Trunk Roads remains the Design Manual for Roads and Bridges (DMRB).

### National Legislation

#### *Active Travel (Wales) Act 2013 (November 2013)*

2.26 The Active Travel (Wales) Act 2013 was given Royal Assent in November 2013. It aims to promote sustainable travel and make active modes of travel attractive for shorter, local journeys. The term ‘*active travel*’ means walking and cycling for purposeful journeys to a destination and the Act focuses on walking and cycling for transport rather than leisure.

2.27 Increasing levels of active travel contributes to the achievement of all seven of Wales’ Well-being Goals.

2.28 Local authorities and the Welsh Government are required to encourage walking and cycling as modes of transport. This is based on the principle that with improved connections between key facilities and local services the reliance on the use of the private car for local journeys can be reduced.

2.29 The Active Travel Act makes it is a legal requirement for local authorities to map and plan for suitable walking and cycling routes, and regularly improve this infrastructure. The Act also requires new road schemes to consider the needs of pedestrians and cyclists at planning stages.

2.30 MCC has produced Active Travel Maps showing the existing pedestrian and cycle routes in Chepstow, as well as proposed future routes. These are discussed further in **Section 3**.

### National Guidance

#### *Active Travel Act Guidance (July 2021)*

2.31 The Welsh Government’s Active Travel Act Guidance published in July 2021 is guidance for local authorities planning and designing networks of walking and cycling routes. It includes best practice on infrastructure design and gives guidance on how to provide related facilities such as cycle parking.

- 2.32 The vision “is for walking and cycling to be the natural mode of choice for short everyday journeys, or as part of a longer journey in combination with other sustainable modes”.
- 2.33 ‘Chapter 6: Monitoring and Reporting’ of the Active Travel Act Guidance states “monitoring and reporting is key in evaluating the impact of improvements, justifying future improvements and providing evidence to support continuous development of good practice.”
- 2.34 Appendix J of the Active Travel Act Guidance states that “plans also need to be integrated within a wider programme of measures to improve facilities for active travel” and that they should “encourage travel plans, which provide a strategy and action plan for facilitating and encouraging travel by sustainable modes, from all significant developments through the planning process”.
- 2.35 Figure 5.2 within the Active Travel Act Guidance, which is provided below in **Extract 2.1**, provides a diagram of suggested methods of promoting forms of active travel.

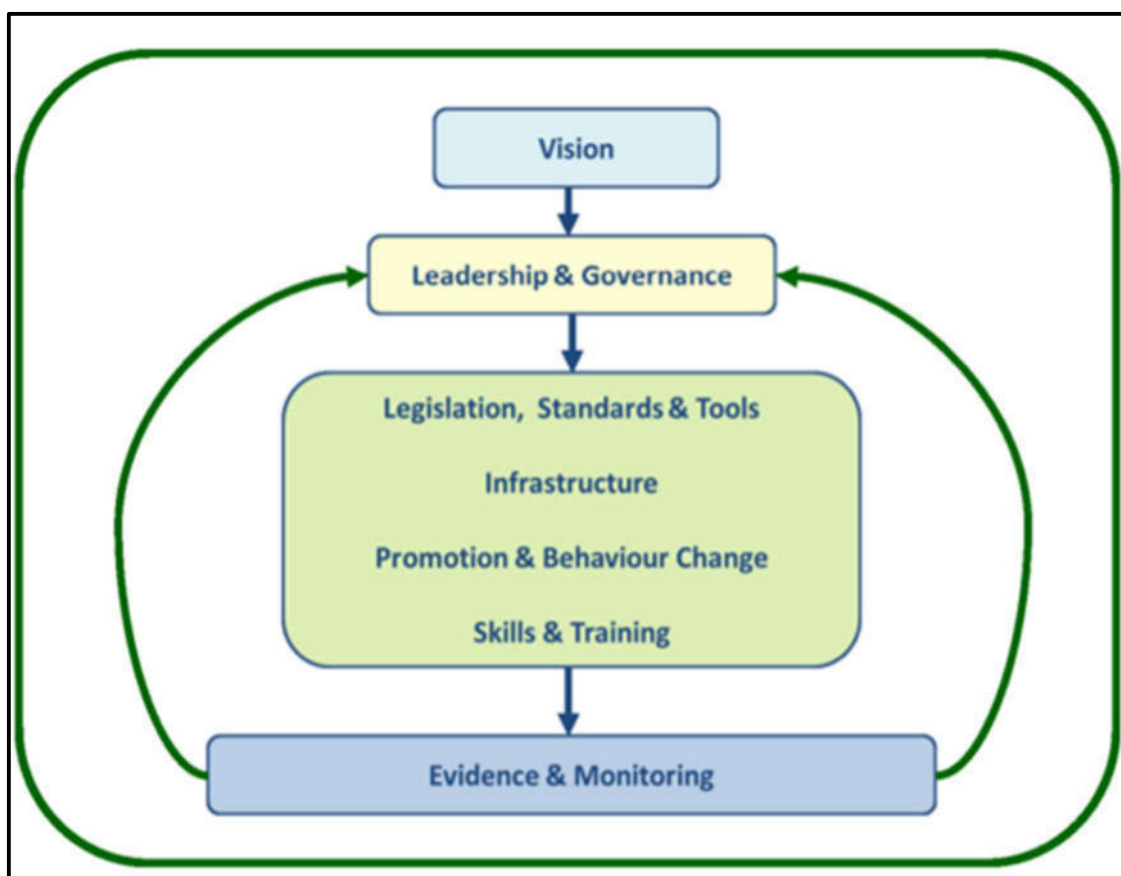


**Extract 2.1:** Methods of Promoting Active Travel – Active Travel Act Guidance (July 2021) (Figure 5.2)

- 2.36 The measures and approaches detailed later in this RTP shall follow those detailed above in **Extract 2.1** in order to encourage an ongoing and long-term shift towards more sustainable modes of travel to / from the application site.

*Active Travel Action Plan for Wales (February 2016)*

- 2.37 As per the introduction of the document, the Active Travel Act primarily “*focuses on walking and cycling as a mode of transport, i.e. for purposeful journeys. Purely recreational walking and cycling were not covered by the Act. The Welsh Government strongly supports recreational walking and cycling and cycle sport. Many of the actions included in this document will benefit recreational or competitive walking and cycling just as much as active travel journeys. As in the Act, ‘walking’ in this plan includes the use of wheelchairs and mobility scooters, and ‘cycling’ includes the use of electric bikes, but not motorcycles.*”
- 2.38 Figure 1 of the Action Plan, which outlines its structure and interrelating stages to encourage sustainable modes of travel, is provided below as **Extract 2.2** of this RTP.



**Extract 2.2:** Structure of Active Travel Plan

- 2.39 Each of the above illustrated stages are considered fundamental in achieving long term active travel behaviour in favour of single-occupancy vehicle trips. As detailed within the document, the Action Plan should not be considered to apply to one specific type of development, but instead should be applied to all forms of development and target residents, visitors, staff, customers etc. alike.





## Local Policy

### *Monmouthshire Local Transport Plan 2024 - 2029*

2.40 The Monmouthshire Local Transport Plan (LTP), published in May 2015 covers the period 2015 – 2030 and identifies the key transport issues relevant to the county, the high-level interventions needed to address these and the specific priorities for the local authority. The aim of the LTP is:

*“to facilitate and support the development of a modern, accessible, integrated and sustainable transport system for South East Wales, which increases opportunity, promotes prosperity for all and protects the environment; where walking, cycling, public transport, and sustainable freight provide real travel alternatives”.*

2.41 The LTP sets out the following principles:

- a) Decarbonising transport;
- b) Building better places;
- c) Levelling up public transport;
- d) Embracing technology and innovation;
- e) Customer centric design; and
- f) Governance and funding.

2.42 Section 6.2, Land Use Planning, states:

*“We commit to the following interventions as part of this LTP:*

- Over time reducing the parking standards for new developments, particularly in areas where we will be actively improving car alternatives;*
- Promoting high-quality, covered and secure cycle storage solutions for new developments, as well as retrofitting existing developments;*
- Encouraging developments to integrate shared mobility solutions, including car-sharing bays, shared e-bikes and shared (e-)cargo bikes;*
- Encouraging density in suburban and urban areas to reduce the negative environmental impacts of sprawl, as well as around rail stations, bus stations and other notable transport hubs (transit-oriented development);*
- Using S106 and other developer contributions to ensure high quality public transport connections, both in terms of proximity (400m walk to bus stop, 800m to railway station) and service quality (e.g. frequent services throughout the day and night).”*

2.43 Two of the LTP's longer-term aspirations, set out in Table 4.2, are for schemes within Chepstow:

- a) Chepstow Bus Station – Improvement works to Chepstow Bus Station and associated works; and
- b) Chepstow traffic relief, environmental and road safety improvements – Environmental and road safety improvements encouraging sustainable travel on the existing A48 corridor in conjunction with the construction of a new Hardwick Hill and Chepstow Bypass.

### 3 Site Accessibility

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- 3.1 When considering the overall sustainability of a site, with regards to transport and highways, it is important that a site can be demonstrated to be accessible for all potential users without resulting in a heavy reliance on travel by car, particularly single occupancy journeys.
- 3.2 Within the local context of the site and the proposed residential development, this can be assessed against the proximity to local services and amenities, which future residents and / or visitors may require access to on a day-to-day basis. Equally, it can be assessed based on the access to sustainable transport modes, which provide alternative options for travelling to any services or amenities located further afield from the site.
- 3.3 This section identifies existing sustainable travel options within the vicinity of the site, which would be available to pedestrians, cyclists and public transport users associated with the proposed development, whilst also setting out forecast improvements to local accessibility through the overarching transport strategy for the proposed development and the site access strategy.

#### Walking and Cycling

- 3.4 A high-level review of the existing walking and cycling routes, and their viability with reference to relevant national and local guidance on distances and journey times, has been undertaken.
- 3.5 A plan has been produced which demonstrates the active travel routes and infrastructure provision within Chepstow which are relevant to future residents and visitors of the site. This plan has been informed by the MCC Active Travel Maps, Sustrans National Cycle Network and on-site observations and is demonstrated in **Figure 4-1**.

#### Walking

- 3.6 The Institution of Highways and Transportation (now the: Chartered Institution of Highways and Transportation) guidance document 'Providing for Journeys on Foot' (published 2000) suggests an acceptable walking distance of 1km for commuting purposes and a preferred maximum walking distance of 2km.
- 3.7 Paragraph 4.4.1 of Manual for Streets (MfS) states that walkable neighbourhoods are typically characterised as having a range of facilities within 10 minutes walking distance (around 800 metres). However, it states that this is not an upper limit, and that walking offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.8 The Active Travel Act Guidance identifies in Table 4.1 that for trips up to 2 miles (3.2km) in length '*many users are likely to travel this distance for utility journeys*' by walking. Furthermore, for trips up to 3 miles (4.8km) in length '*some users are likely to travel this distance for utility journeys*' by walking.

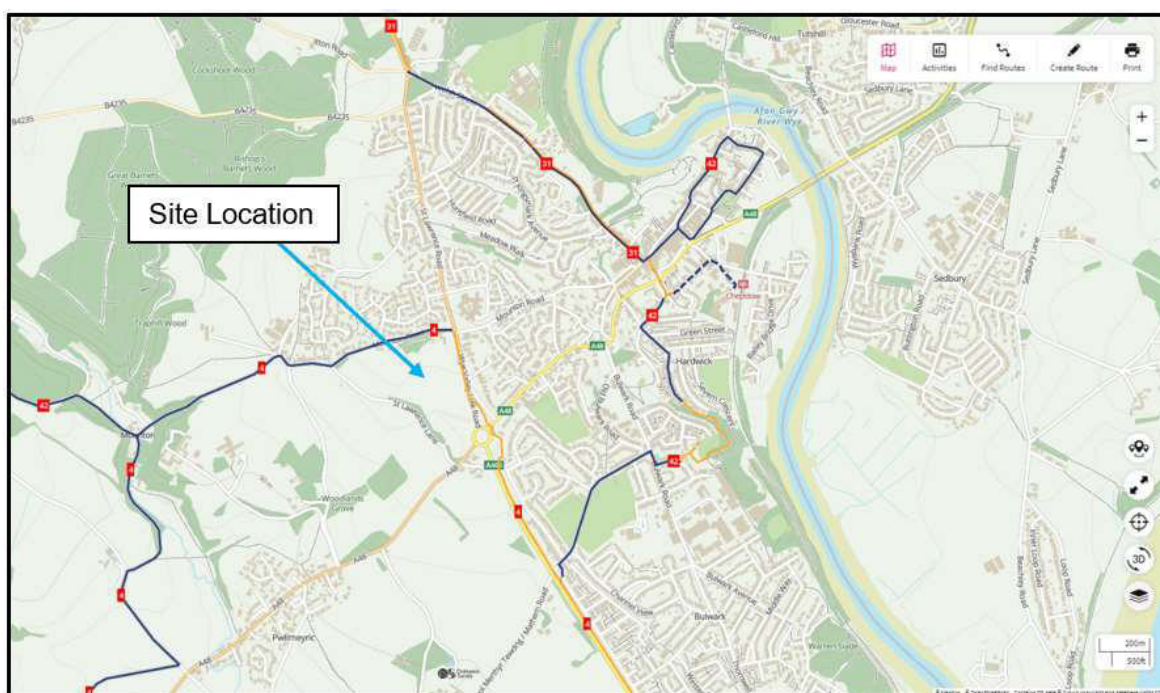
#### Cycling

- 3.9 Cycling also has the potential to substitute for short car trips, further facilitating sustainable travel, particularly those trips under five miles (8km) and trips of 30 - 40 mins are considered



acceptable for commuting purposes. The growth of electric bikes is also increasing the propensity to cycle by making cycling more accessible for individuals of all abilities and reducing journey times.

- 3.10 The Active Travel Act Guidance identifies in Table 4.1 that for trips up to 5 miles (8km) in length *'many users are likely to travel this distance for utility journeys'* by cycling. Furthermore, for trips up to 7.5 miles in length (12km) *'some users are likely to travel this distance for utility journeys'* by cycling (increased to trips up to 15 miles (24km) when by e-bike).
- 3.11 NCN Route 4 is in vicinity of the site and runs along Mounton Road in the vicinity of the northern boundary of the site and along the Wye Valley Link Road (A466) at the eastern boundary of the site, as demonstrated below within **Extract 3.1**. NCN Route 4 is a long-distance route which according to the Sustrans website *"passes through beautiful countryside, along canals and through historic towns and cities"*. Furthermore, NCN Route 42 can be accessed approximately 950m south-east of the centre of the site and within the vicinity of the site provides onwards travel within Chepstow.



**Extract 3.1:** Sustrans National Cycle Network Map Extract

### STRAVA Heatmap

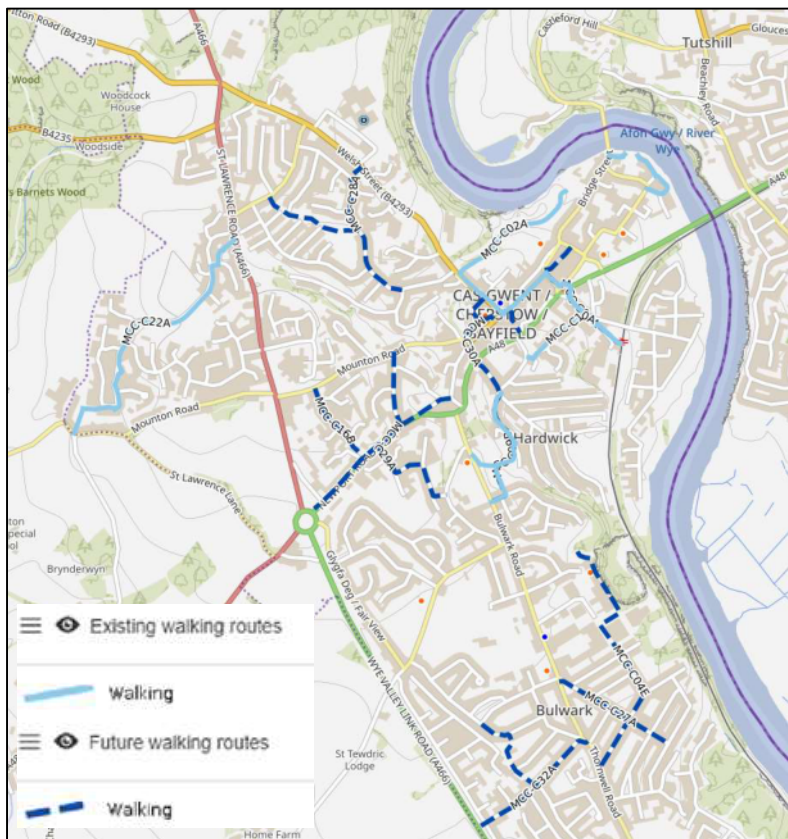
- 3.12 STRAVA is an internet service that tracks physical exercise, predominantly cycling and running, using GPS data. The GPS data is stored in a database which allows STRAVA users to visually see the extent that routes and roads are used by other users in the form of heatmaps. The data is updated monthly.
- 3.13 The STRAVA heatmap indicates the more frequently used routes, by STRAVA users, on a light (white) to dark (purple) scale, which is used to illustrate which routes are more and less used respectively. **Extract 3.2** illustrates that the surrounding roads and routes are frequently utilised by cyclists using STRAVA, including the A466 and the A48 heading towards Chepstow Town Centre.



**Extract 3.2:** STRAVA Heatmap Extract (Source: strava.com)

## MCC Active Travel Routes

- 3.14 As discussed in **Section 2**, and in accordance with the Active Travel (Wales) Act 2013, MCC have produced Active Travel Maps for walking and cycling routes. **Extract 3.3** demonstrates the MCC Walking Active Travel Map, **Extract 3.4** demonstrates the MCC Cycling Active Travel Map, and **Extract 3.5** demonstrates the MCC Walking & Cycling Active Travel Map.

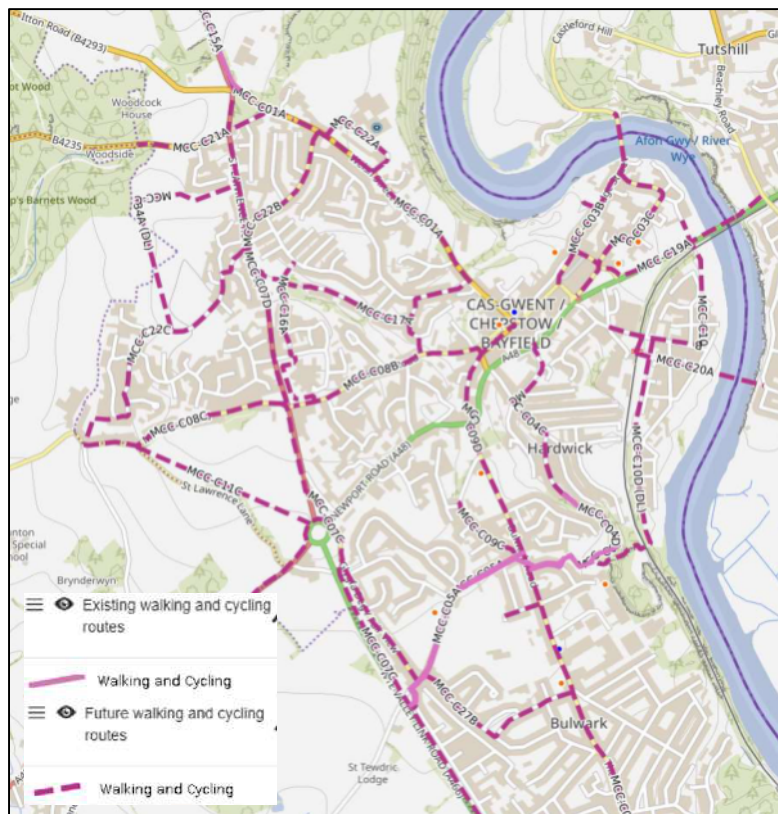


**Extract 3.3:** MCC Walking Active Travel Map Extract





**Extract 3.4: MCC Cycling Active Travel Map Extract**



**Extract 3.5: MCC Walking & Cycling Active Travel Map Extract**



- 3.15 These Active Travel Maps demonstrate that Mounton Road, the Wye Valley Link Road (A466), the A48 west of the Highbeech Roundabout, and Fair View plus Channel View, Pembroke Road and Bulwark Road, towards the Bulwark area, are identified as '*future walking and cycling routes*', whilst the A48 east of the Highbeech Roundabout and Hardwick Hill Lane, towards the town centre, are identified as '*future walking routes*'.
- 3.16 As discussed in **Section 2**, the A48 is identified within the MCC LTP for a scheme which will aid traffic relief within Chepstow and include environmental and road safety improvements encouraging sustainable travel on the existing A48 corridor.
- 3.17 The Active Travel Maps demonstrate that the Mounton Road site is ideally located to make best use of the existing routes and support planned improvements to encourage active travel to and from the site.
- 3.18 **Extract 3.5** demonstrates that a walking and cycling connection is identified across the site, labelled MCC-C11C. This connection has been considered as part of the masterplanning of the site, although the internal layout details are a reserved matter.

### Proposed Connections to MCC Active Travel Routes

- 3.19 Active travel infrastructure provision in the form of 2m wide footways will be provided either side of the internal site access road carriageway within the site.
- 3.20 Within the vicinity of the site access 3m wide shared-use paths for both pedestrians and cyclists are proposed either side of the carriageway to accommodate pedestrian and cycle movements. This 3m shared-use path provision will connect into the existing shared-use arrangement adjacent the western side of the Wye Valley Link Road (A466), along the site frontage.
- 3.21 The active travel access to the site via the priority junction vehicular access is demonstrated on the drawing attached at **Appendix B**. The drawing demonstrates that pedestrians will be able to access the internal layout of the site via continuous dedicated provision whilst cyclists would be able to enter the site via dedicated provision adjacent the carriageway before joining the internal carriageway shortly after entering the site.
- 3.22 The drawing attached at **Appendix B** also demonstrates that a pedestrian and cycle priority crossing is proposed at the site access to provide for the existing NCN shared-use path route along the Wye Valley Link Road (A466) across the site frontage.
- 3.23 Additional active travel access points are also proposed, providing pedestrian and cycle access separate from the main vehicular site access.
- 3.24 Two dedicated active travel access points are proposed from the Wye Valley Link Road (A466), one to the south of the main vehicular site access and one to the north of the main vehicular site access. Both additional active travel access points from the Wye Valley Link Road (A466) are demonstrated on the vehicular access arrangement drawing attached at **Appendix B** and their location is also identified on **Figure 5-1**.
- 3.25 The southern Wye Valley Link Road (A466) active travel access point is located in the vicinity of the existing pedestrian and cycle crossing approximately 100m north of Highbeech Roundabout. This will therefore provide direct access to bus stops at Larkfield Garage, as well as the active travel route toward the Bulwark area and along the A48 into Chepstow Town Centre, discussed in greater detail later in this section.



- 3.26 The northern Wye Valley Link Road (A466) active travel access point is proposed in the vicinity of the envisaged gateway space on-site and, together with a potential crossing located to the south of Mounton Road, will provide access to the Chepstow Community Hospital bus stops, as well as the Mounton Road route towards Chepstow Town Centre, discussed in greater detail later in this section.
- 3.27 A third active travel access point is proposed at the north-western corner of the site to Mounton Road. This active travel access, potentially in combination with the other active travel access points from the A466 and A48, would support MCC's future walking & cycling connection MCC-C11C, the indicative route of which is identified across the site. This is discussed in greater detail below.
- 3.28 A fourth active travel access point is proposed along the southern boundary of the site directly to the A48.
- 3.29 The provision of these dedicated active travel access points for the site, in addition to the active travel access provided at the main vehicular site access to the site, will provide a highly permeable layout for future residents and visitors of the site by providing connectivity along key desire lines, including linking to key active travel routes on the wider network as well as connections to the wider countryside.

### Proximity to Local Services and Facilities

- 3.30 **Table 3.1** provides a summary of the key local services and facilities located within the vicinity of the site whilst a plan identifying the location of these services and facilities, as well as others within Chepstow, has been produced and is demonstrated at **Figure 4-2**.
- 3.31 For robustness, the distances and their corresponding journey times have been measured, whilst they were calculated via two methods; firstly, in accordance with Institution of Highways and Transportation (IHT) and 'Road Bike' (RB) guidelines for walking speed (1.4m/s) and cycling speed (4m/s) respectively, and secondly, via Google Maps, which additionally accounts for the gradient of the route when undertaking such journeys.
- 3.32 **Table 3.1** demonstrates that a significant number of services and amenities, that are typically required on a daily basis, can be found within 1,600m of the site, including Chepstow Town Centre, Bulwark neighbourhood centre and both Chepstow Bus and Rail Stations, for public transport travel further afield.
- 3.33 PPW strongly advocates that Planning Authorities, in allocating major generators of travel demand such as housing, employment, retailing, leisure and recreation, and community facilities (including libraries, schools, doctor's surgeries and hospitals), should ensure that they are within existing urban areas or areas which are, or can be, easily reached by walking or cycling, and are well served by public transport (Para 3.50).
- 3.34 Paragraph 4.1.1 of PPW also states that the planning system should enable people to access jobs and services through shorter, more efficient and sustainable journeys, by walking, cycling and public transport. By influencing the location, scale, density, mix of uses and design of new development, the planning system can improve choice in transport and secure accessibility in a way which supports sustainable development, increases physical activity, improves health and helps to tackle the causes of climate change and airborne pollution.



- 3.35 MCC recognise that significant weight is attached to developing active and social places in the form of well-connected cohesive communities. The Council is committed to a placemaking approach to future development and the concept of 20-minute neighbourhoods. These are strong, well-connected neighbourhoods where people live within a 20-minute walking distance of key everyday services, prioritising mix-type development which combines housing, transport links, public services, workplaces and recreational facilities.

Service / Amenity	Approx. Distance	Approx. Walking Time (mins)		Approx. Cycling Time (mins)	
		IHT	Google	RB	Google
Chepstow Community Hospital Bus Stops	200m	2 mins	3 mins	1 min	1 min
Larkfield Garage Bus Stops	350m	4 mins	5 mins	1 min	2 mins
Chepstow Community Hospital	350m/600m*	4 mins	5 mins	1 min*	3 mins*
Subway	400m/450m*	5 mins	5 mins	2 mins*	2 mins*
The Two Rivers at Chepstow Public House	650m	8 mins	8 mins	3 mins	3 mins
Chepstow Town Centre	800m/1000m*	10 mins	11 mins	4 mins*	5 mins*
Chepstow Bus Station	800m/1100m*	10 mins	11 mins	5 mins*	5 mins*
M&S Foodhall	850m/1100m*	10 mins	11 mins	5 mins*	5 mins*
Post Office	900m/1200m*	11 mins	13 mins	5 mins*	5 mins*
St Mary's RC Primary School	950m/1000m*	11 mins	12 mins	4 mins*	4 mins*
Costa Coffee	1000m/1300m*	12 mins	14 mins	5 mins*	5 mins*
Chepstow Library	1100m/1200m*	13 mins	14 mins	5 mins*	5 mins*
Chepstow School (Secondary School)	1300m	15 mins	17 mins	5 mins	5 mins
Pembroke Primary School	1300m/1600m*	15 mins	17 mins	7 mins*	5 mins*
Tesco Superstore	1300m/1600m*	15 mins	18 mins	7 mins*	6 mins*
Bulwark Community Centre	1400m/1500m*	17 mins	17 mins	6 mins*	4 mins*
Chepstow Railway Station	1400m/1600m*	17 mins	20 mins	7 mins*	6 mins*
Bulwark Neighbourhood Shopping Centre (Including Lidl)	1500m/1600m*	18 mins	19 mins	7 mins*	5 mins*
*Note – using the Google routeing methodology outlined, the Google Maps routeing tool does not allow for cyclists and pedestrians to utilise the same routes where this is not feasible. Therefore, routeing and distances differ for walking and cycling due to this.					

**Table 3.1:** Proximity to Local Services and Amenities





- 3.36 It should be noted that Chepstow is subject to a '*rising*' and '*falling*' topography as captured in the difference in the expected travel times between either the IHT or RB methodologies and the Google methodology in **Table 3.1**. As evidenced by **Table 3.1** these elevation differences are minimal within the immediate area and increase further afield from the site. If cyclists do require dismounting of their cycle to travel up a '*rising*' gradient, then this will only be for a short duration. Furthermore, e-bikes and other forms of micro-mobility (such as E-scooters) are increasingly popular travel choices to that of a private car, which minimise effort / energy required to traverse localised increases in gradient. Additionally, when travelling between the site and the Bulwark area, and the neighbourhood shopping centre found within, a flat topography is present.
- 3.37 Importantly, **Table 3.1** and **Figure 4-2** demonstrate that all key facilities and amenities within Chepstow, including the nearby Bulwark area as well as the town centre, are accessible within a 20-minute walk of the site, even when taking gradient into account. The development is therefore well placed to support MCC's aspirations for 20-minute neighbourhoods, creating urban spaces where people can access safely the things they need to live a healthy and happy life, without relying on a private car.

### Summary

- 3.38 **Table 3.1** demonstrates that a significant number of the key transport access nodes and main destinations can be accessed from the site within acceptable walking and cycling distances as per CIHT and MfS guidance, as well as Active Travel Act Guidance, and in accordance with the 20-minute neighbourhood principles.

### Public Transport Accessibility

- 3.39 A review has been undertaken of existing public transport provision within Chepstow that future residents and visitors of the proposed residential development will be able to utilise.
- 3.40 The review has also taken on board comments from MCC's Public Transport Officers who identified within their initial overview that the site currently scores as 'Poor' and suggested that a new local bus service would be required to ensure the site was scored 'Above average', in line with their public transport mobility analysis, presented at **Table 3.2**.



Score	Description	Approx. example
---	Very poor	Most of the development <i>not</i> within 400m walking distance of a bus stop or 800m of a railway station
--	Poor	Development within 400m walk of a bus stop with very low frequency service, no rail
-	Below average	Development within 400m walk of a bus stop with a broadly hourly daytime service, but otherwise below average level, no rail
o	Average	Development within 400m walk of a bus stop with at least hourly service from before 8:00 to 18:00 Mon-Sat, 2-hourly on Sundays, and 2 hourly or demand responsive in evenings, no rail
+	Above average	Development within 400m walk of a bus stop with a higher frequency service, incl. some regional bus service, no rail
++	Good	Development within 400m walk of a bus stop with a turn-up-and-go service, or within 800m of a railway station with at least 2 trains/hour
+++	Very good	Development within 400m walk of a bus stop with a turn-up-and-go service and within 800m of a railway station with at turn-up-and-go service

**Table 3.2:** MCC Public Transport Mobility Analysis Scoring

- 3.41 The assumptions underpinning this initial assessment have been clarified below to confirm the true actual score for the site.

#### Local Bus Services

- 3.42 A plan demonstrating the existing public transport provision, within close proximity to the site, is included at **Figure 4-3**.
- 3.43 Bus stops are located on St Lawrence Road (A466), to the north of Mounon Road. The “*Chepstow Community Hospital*” bus stops are located approximately 200m from the centre of the site and the majority, if not entirety, of the site is expected to be within 400m of these bus stops.
- 3.44 Both the “*Chepstow Community Hospital*” stops are equipped with a hardstanding shelter. The northbound stop is additionally equipped with a flag and layby with ‘BUS STOP’ road markings whilst the southbound stop is additionally comprised of on carriageway ‘BUS STOP’ road markings.
- 3.45 Both the northbound and southbound stops provide access to the 63, 65 and 69 bus services while the northbound stop additionally provides access to the C2 bus service.
- 3.46 Further bus stops (“*Larkfield Garage*”) are accessible approximately 350m from the centre of the site along the A48 north-east of the Highbeech Roundabout junction. As shown on **Figure 4-3**, the eastern half and majority of the site is within 400m of these bus stops.
- 3.47 Both the “*Larkfield Garage*” stops have a flag, printed timetable information and on-carriageway ‘BUS STOP’ road markings. Both stops provide access to the 73, 74, T7 and X74 bus services, in addition to the 63, 65 and 69 bus services which also serve the “*Chepstow Community Hospital*” stops.



3.48 Chepstow Bus Station is located approximately 800m from the centre the site, within Chepstow Town Centre, and provides access to a further range of bus services. Additional services which can be accessed at the Chepstow Bus Station include:

- a) the 72 service which facilitates travel between Chepstow and Lydney;
- b) the 707 service which facilitates travel between Chepstow and Coleford via St Briavels and Clearwell;
- c) the 507 National Express service between London and Llanelli via Chepstow, Cardiff, Port Talbot, Bridgend, Swansea and Gorseinon;
- d) the 509 National Express service between Cardiff and London via Newport and Chepstow; and
- e) more frequent (approx. hourly) T7 bus service to / from Bristol City Centre.

3.49 **Table 3.3** provides a summary of the bus services accessible from the “*Chepstow Community Hospital*” stops and the “*Larkhill Garage*” stops.

Route No.	Stop	Route	Days	First Service	Approx. Frequency	Last Service
63	Chepstow Community Hospital	Welsh Street, Chepstow – Gwent Square at Cwmbran Bus Station Stand H	Mon - Fri	08:09	Four Times Daily	18:24
			Sat	08:09	Five Times	18:24
		Gwent Square at Cwmbran Bus Station Stand H – Thomas Street at Chepstow Bus Station Stand 2	Mon - Fri	10:30	Four Times Daily	18:07
			Sat	08:20	Five Times	18:07
65	Chepstow Community Hospital	Oldway Centre at Monmouth Bus Station Stand 2 – Thomas Street at Chepstow Bus Station Stand 4	Mon - Fri	18:09	Once Daily	-
69	Chepstow Community Hospital	Oldway Centre at Monmouth Bus Station Stand 2 – Thomas Street at Chepstow Bus Station Stand 1	Mon - Fri	09:52	60 mins	19:12
			Sat	07:52	120 mins	17:52
			Sun	10:48	Four Times	17:52
		Thomas Street at Chepstow Bus Station Stand 1 – Oldway Centre at Monmouth Bus Station Stand 2	Mon - Fri	07:40	60 mins	17:35
			Sat	08:10	60 mins	18:10
			Sun	09:04	Four Times	15:09
C2	Chepstow Community Hospital	Thomas Street at Chepstow Bus Station Stand 3 – Thomas Street at Chepstow Bus Station Stand 3	Mon - Fri	09:12	60 mins	17:17
			Sat	09:12	120 mins	17:12
73	Larkfield Garage	Thomas Street at Chepstow Bus Station	Mon - Fri	07:26	60 mins	19:21
			Sat	07:38	60 mins	18:31



Route No.	Stop	Route	Days	First Service	Approx. Frequency	Last Service
		Stand 4 – Newport Friars Walk	Sun	09:16	120-180 mins	18:08
		Newport Friars Walk – Thomas Street at Chepstow Bus Station Stand 4	Mon - Fri	06:38	60 mins	18:59
			Sat	07:33	60 mins	17:38
			Sun	08:52	120-180 mins	17:52
X74	Larkfield Garage	Thomas Street at Chepstow Bus Station Stand 4 – Newport Friars Walk	Mon - Fri	07:16	60 mins	18:44
			Sat	08:31	60 mins	18:34
		Newport Friars Walk – Thomas Street at Chepstow Bus Station Stand 4	Mon - Fri	07:06	60 mins	19:49
			Sat	08:19	60 mins	19:49
T7	Larkfield Garage	Magor – Bristol	Mon - Fri	06:45	Twice Daily	07:40
			Sat	07:50	Twice Daily	08:55
			Sun	08:55 – Once Daily		
		Bristol – Magor	Mon - Fri	19:04	Twice Daily	19:53
			Sat	18:04	Twice Daily	19:00
			Sun	17:52 – Once Daily		

**Table 3.3:** Bus Services and Frequencies

*(Source: traveline.info November 2024)*

- 3.50 As demonstrated in **Table 3.3**, the services available at the “*Larkfield Garage*” and “*Chepstow Community Hospital*” stops are suitable to offer future residents and visitors alternative travel options from the site to nearby destinations, where education, employment and leisure opportunities can be found.
- 3.51 The services available additionally provide future residents of the proposed development suitable access to the site for commuting purposes. Services depart before 9am and return after 5pm offering a genuine alternative to travel by car for commuting purposes. Furthermore, the T7 service which can be accessed from the “*Larkfield Garage*” stops and from Chepstow Bus Station facilitates travel further afield to / from Bristol.
- 3.52 Together, these services combine to offer at least half hourly service from before 8:00am to 18:00 Mon-Sat, and better than 2-hourly service on Sundays and better than 2-hourly service in evenings.
- 3.53 Additional services that can be accessed at the Chepstow Bus Station are demonstrated on the plan at **Figure 4-3**.



- 3.54 On the basis of the above, and in accordance with MCC's Public Transport Mobility Analysis Scoring, the site currently scores 'Above average' and no improvements to service provision are required. The masterplan has focussed development wholly within the eastern part of the site, accessed from and fronting the A466 Wye Valley Link Road. The western part of the site is dedicated to the creation of a publicly accessible area of open space, with a parkland character that creates opportunities for recreation and leisure. This has resulted in a permeable development layout with the dedicated ped/cycle accesses identified and described within this section. The whole of the proposed residential development is within c.400m of the "*Larkfield Garage*" bus stops, as well as the majority being within c.400m of the "*Chepstow Community Hospital*" stops.

### Rail Services

- 3.55 Chepstow Railway Station is located to the south of the Town Centre and is an approximate 1.4km (20 minute) walking distance to the north-east from the centre of the site. Whilst not within 800m, this is still within acceptable walking and cycling distance and would be used by new residents of the development. Chepstow Railway Station provides regular services 7 days a week to destinations including Caldicot, Newport, Cardiff Central, Maesteg, Gloucester, Cheltenham Spa, Worcestershire Parkway, Birmingham New Street and Nottingham.
- 3.56 Chepstow Railway Station is equipped with several facilities including: a ticket office; ticket machines; car park; café; public Wi-Fi; and seating.

### Proposed Chepstow Transport Hub

- 3.57 A Chepstow Transport Hub is currently being proposed adjacent Chepstow Railway Station. The Transport Hub will provide improved connectivity between Chepstow Bus Station within the Town Centre and the Railway Station, as well as improved infrastructure to support active, micro-mobility and sustainable transport modes.
- 3.58 The Chepstow Transport Hub project proposes the removal of the car parking on the forecourt at Chepstow railway station to provide two bus stops and turning circle, creating a bus / rail interchange. It also includes the provision of electric vehicle charging infrastructure, taxi rank, cycle parking and public realm improvements.
- 3.59 This would therefore provide future residents and visitors of the proposed development improved opportunity to travel further utilising sustainable travel modes to / from destinations further afield outside of Chepstow.

### Summary

- 3.60 This section demonstrates that there are a wide range of services and facilities within Chepstow which are accessible within a 20-minute walk of the site, even when taking gradient into account. This includes the nearby Bulwark area, the town centre, and public transport hubs that facilitate sustainable travel further afield. The development is therefore well placed to support MCC's aspirations for 20-minute neighbourhoods, creating urban spaces where people can access safely the things they need to live a healthy and happy life, without relying on a private car.



- 3.61 Furthermore, it has been demonstrated that the site is well served by local public transport options, with two separate sets of bus stops offering 'above average' service provision for new residents and visitors of the site.
- 3.62 The development proposals are therefore well positioned in the right location to enable easy access by sustainable modes of travel and without the need for a car (PPW Para 4.1.10).

## 4 Objectives and Targets

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- 4.1 It is important that the RTP has a focus and direction in what it is trying to achieve. This can be accomplished through the identification of objectives, which are realistic and site specific.
- 4.2 It is essential that there is an agreed set of objectives which can be adopted and thereby influence all actions arising from the RTP. The following objectives are informed by best practice guidance but also reflect local circumstances and stakeholder requirements.

### Objectives

- 4.3 The main objectives of the RTP are set out below:
- a) To encourage lower car ownership at the development through the provision of sustainable travel information to residents;
  - b) To maintain awareness of the sustainable transport options available amongst residents and visitors which will be maintained for the duration of the RTP;
  - c) To increase the health of all users of the site by increasing the proportion of active travel modes (i.e., walking and cycling);
  - d) To encourage less reliance on the car, wherever practical, particularly for drive alone journeys and short distance journeys, that could practically be undertaken by walking, cycling or public transport; and
  - e) To engage residents in critical thinking regarding their travel choices.
- 4.4 These objectives will be implemented through a package of measures that are discussed in **Section 5**.

### Targets

- 4.5 Targets enable progress to be measured against aims and objectives and will be challenging to ensure continual improvement in managing development travel demand. The RTP will need to be monitored to ensure it is still relevant, up-to-date, and influencing sustainable travel use to / from the site, which is discussed in **Section 7**.
- 4.6 Monitoring of the RTP will be the responsibility of the Travel Plan Co-ordinator (TPC). The TPC will liaise with other stakeholders such as MCC and/or the developer, regarding the implementation and progression of the Travel Plan.
- 4.7 A baseline residential travel survey will be undertaken within six months after first occupation of the development (Year 1). Monitoring surveys will then be conducted annually (a total of five travel surveys (including the Year 1 baseline survey) over a five-year period, which will be the lifetime of the Travel Plan). These surveys will ascertain modal splits to determine if the targets and objectives of this RTP are being met. An example Travel Survey is attached at **Appendix D**.
- 4.8 The introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, will aim to result in modal shift to more sustainable modes of walking, cycling and public transport use.



4.9 Targets for the scale of modal shift against which the success of the RTP can be measured will accord with the following SMART principles:

- a) **Specific** (identify what is to be achieved);
- b) **Measurable** (over the target period).
- c) **Achievable** (linked to overall objectives and aims);
- d) **Realistic** (must be achievable over time allocated); and
- e) **Time-bound** (a defined action plan including dates for achievement).

4.10 Modal split targets will be reviewed once the baseline travel survey has been undertaken (Year 1). Initial modal split targets have been set based on Census 2011 travel to work data for the Middle Super Output Area (MSOA) Monmouthshire 007, within which the site is situated. This data is included at **Appendix E**.

4.11 **Table 4.1** sets out initial modal split targets based on a 10% reduction in car driver journeys. The modal splits and targets will be reviewed when the baseline travel survey is undertaken to reflect what is occurring at the site. Due to the location of the development, the category 'Underground, metro, light rail or tram' has been omitted. No responses to the category 'Work mainly at or from home' were recorded in Monmouthshire 007 in the Census 2011 and as such this category has been excluded from the modal split.

Mode of Travel	2011 Census / Year 1 Baseline (%)	Year 2 Target (%)	Year 3 Target (%)	Year 4 Target (%)	Year 5 Target (%)
Driving a car or van	81.1%	77.9%	76.2%	74.6%	73.0%
On Foot	7.0%	8.3%	8.9%	9.6%	10.2%
Car Passenger	4.7%	5.6%	6.0%	6.5%	6.9%
Train	3.1%	3.7%	4.0%	4.2%	4.5%
Bus / Coach	1.8%	2.1%	2.3%	2.5%	2.7%
Motorbike / Moped	1.1%	1.1%	1.1%	1.1%	1.1%
Bicycle	0.8%	1.0%	1.0%	1.1%	1.2%
Taxi	0.2%	0.2%	0.2%	0.2%	0.2%
Other	0.2%	0.2%	0.2%	0.2%	0.2%

**Table 4.1:** Percentage Modal Shift Targets

4.12 **Table 4.1** demonstrates that a large proportion (81.1%) of individuals who live within the MSOA Monmouthshire 007 travel to work by driving a car or van. Furthermore, considering that a small proportion of individuals living within the MSOA travel to work as a passenger in a car or van (4.7%) is it likely that the majority of those driving to work are undertaking the journey in a single occupancy situation. Furthermore, no individuals within the Census data reported working at or mainly from home. Therefore, there is the opportunity to promote the benefits and advantages of both car sharing and working at or mainly from home to future residents of the application site.



## 5 Travel Plan Management and Measures

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- 5.1 The RTP will be implemented and managed by a Travel Plan Co-ordinator (TPC), who will work to deliver the content of this RTP and ensure the measures are carried out effectively. The TPC will co-ordinate the ongoing development and management of the RTP, raising awareness, monitoring and review.

### Travel Plan Co-ordinator

- 5.2 It will be the responsibility of the developer to ensure the appointment and funding of a suitably qualified person to perform the role of the TPC. A TPC shall be appointed at least three months prior to first occupation and will be the point of contact for all residents' travel related queries performing the role for the 3 months prior to first occupation up to 2 months following the Year 5 Travel Survey.
- 5.3 Once appointed the contact details of the TPC will be passed on to MCC and the TPC will continue to liaise with MCC for the duration of the RTP.
- 5.4 The responsibilities of the TPC will include the following:
- a) The operation of the RTP;
  - b) Acting as a point of contact;
  - c) Marketing and promoting the RTP;
  - d) Providing sustainable travel information to residents;
  - e) Monitoring and reviewing the RTP;
  - f) Liaison with MCC, and other stakeholders, where appropriate; and
  - g) Arranging resident travel surveys to be undertaken.

### Marketing and Promotion

- 5.5 Marketing and promotion of the RTP and sustainable travel opportunities and benefits will establish communication between those who are responsible for delivery (i.e., TPC) and those who benefit from the implementation of the RTP (i.e., residents).
- 5.6 The provision of information to residents, which is both accessible and available in varied formats, is an important measure of the RTP. This will be achieved through a co-ordinated marketing and communication strategy including a Travel Information Pack (TIP) for new residents on first occupation of each dwelling.

### Travel Plan Measures

- 5.7 The RTP is effectively a set of measures, directed at residents and visitors and intended to maximise sustainable travel for journeys to / from the site. The proposed RTP measures focus on maximising the site's accessibility and sustainability as part of the development proposals.
- 5.8 The TPC will be responsible for all 'soft' measures, such as producing a TIP, whilst the developer will be responsible for 'hard' measures, such as appropriate infrastructure being provided on-site for cycle parking.



### Travel Information Pack

- 5.9 A Travel Information Pack (TIP) will be provided on first occupation for each dwelling. The TIP will include various travel information, which will identify means of sustainable travel for residents. Specifically, the TIP will contain the following:
- a) A map illustrating the location of local facilities and amenities;
  - b) Contact details of the TPC;
  - c) Details of the most recent bus timetables;
  - d) Details of public transport discounted fares / season tickets;
  - e) Information on car sharing initiatives;
  - f) Information on e-bike/e-scooter hire schemes;
  - g) Information on local taxi and car club companies;
  - h) Links to relevant sustainable travel websites and mobile apps;
  - i) Details of local cycle stores; and
  - j) Information on home working.

### Walking and Cycling Measures

- 5.10 As part of the proposed development, and in particular the site access strategy, potential public realm improvements on the Wye Valley Link Road (A466) in the vicinity of the site have been explored to provide improved access for all within this corridor. The potential improvements include measures to improve active travel connectivity across, as well as along, the A466, and will assist with achieving reduced vehicle speeds along this corridor and improved integration with the adjacent communities.
- 5.11 The TPC through the TIP will be responsible for promoting events such as European Mobility Week to encourage residents to cycle.
- 5.12 The TIP will contain information that will actively promote the use of bicycles as a regular and reliable transport mode and illustrate the physical health benefits of regular exercise to all site users.
- 5.13 Details of walking and cycling routes will be included as part of the TIP for new residents, and they will be made aware of walking and cycling initiatives they can get involved with, such as [livingstreets.org.uk](http://livingstreets.org.uk) and [sustrans.org.uk](http://sustrans.org.uk).
- 5.14 Residents will be encouraged to ask their employers about cycle to work schemes. Such initiatives can make cycle purchase much more affordable and will help positively influence cycle ownership at the development.
- 5.15 Safe, secure, sheltered, accessible and convenient cycle parking will be provided at the development for residents.

### Public Transport Measures

- 5.16 The use of public transport will be promoted through the TIP. This will include information on local bus routes, timetables and location of stops.
- 5.17 Residents will be made aware of timetable apps and websites such as [citymapper.com/bristol](http://citymapper.com/bristol), which provides point-to-point journey planning using live service information throughout the Southwest of England and South Wales.



5.18 Public transport use will be encouraged by the introduction / promotion of the following measures by the TPC:

- a) Provision of current information on bus routes, bus times and location of bus stops to residents;
- b) Provision of information on tickets;
- c) Details of current promotions, Railcards and season tickets from public transport operators;
- d) Promotion of local bus and rail services as attractive access and travel options; and
- e) Regular review of any changes to timetables, routes, or fares.

#### Car Sharing

5.19 The most unsustainable mode of transport is single occupancy car travel. Car sharing can result in considerable cost savings and other benefits. Car sharing not only reduces an individual's transport costs, by fuel costs being shared, but also reduces the number of cars on the roads and reduces the need for a private car.

5.20 Residents will be made aware of car sharing websites such as [liftshare.com](https://liftshare.com) and [blablacar.co.uk](https://blablacar.co.uk), which allow drivers and other commuters to share their journeys with others travelling in similar directions.

5.21 Information regarding the disadvantages and negatives of car use will be disseminated to residents in the TIP, including financial forecasts of the cost of car ownership within the TIP.

5.22 The TPC will ensure that all residents are advised of the financial savings that can be achieved through car sharing and will ensure that all new residents are provided with details of the car sharing websites.

#### Electric Vehicle Charging

5.23 All dwellings will be provided with access to electric vehicle (EV) charging facilities, which will seek to proliferate EV ownership at the development, thereby mitigating the environmental impact of the development. The access points to these EV charging facilities will be located outdoors to ensure easy access for residents.

5.24 The benefits and potential cost savings of owning an EV, as well as information on any potential government scheme which might offer discounts for low-emissions motorcycles, mopeds and wheelchair-accessible vehicles, will be communicated to residents.

#### Mobility Hub

5.25 A Mobility Hub is proposed as part of the development, which will provide active and sustainable travel options and will also potentially include space for remote working. This will provide opportunities for both existing and new residents to access low carbon, active and sustainable travel modes. The Mobility Hub will incorporate the latest services and technology being delivered within the area, but could include, for example:

- a) Shared e-bike or e-scooter hire and charging facilities;
- b) Secure cycle parking;
- c) E-Car Club vehicle and charging facility; and
- d) Public E-vehicle charging.



- 5.26 The Mobility Hub would complement the proposed Chepstow Transport Hub, discussed in detail within **Section 2**, and would help encourage active travel movements between the site and the proposed Chepstow Transport Hub, adjacent Chepstow Railway Station.
- 5.27 For instance, should the Chepstow Transport Hub incorporate shared e-bike or e-scooter provision, then the on-site proposed Mobility Hub would present a valuable opportunity for an extension of these services. This would not only provide new residents with first/last mile micromobility options, but also existing residents wishing to access the site's commercial uses, as well as for recreation and leisure.

## Key Travel Resources

- 5.28 Sustainable travel opportunities are supported locally. **Table 5.1** provides a summary of the key travel resources available for residents and visitors.

Resource	Description	Details
Living Streets	National organisation for supporting pedestrians	<a href="http://www.livingstreets.org.uk">www.livingstreets.org.uk</a>
Cycle Street	Online cycling journey planner	<a href="http://www.cyclestreets.net">www.cyclestreets.net</a>
Better by Bike	Cycle information	<a href="https://betterbybike.info">https://betterbybike.info</a>
Sustrans	The national sustainable transport charity	<a href="http://www.sustrans.org.uk">www.sustrans.org.uk</a>
Traveline	Online Journey Planner	<a href="http://www.traveline.info">www.traveline.info</a>
Monmouthshire County Council	Local Transport & Travelling Information	<a href="https://www.monmouthshire.gov.uk/buses-trains/">https://www.monmouthshire.gov.uk/buses-trains/</a>

**Table 5.1: Key Travel Resources**

### Journey Planning

- 5.29 The journey planner <http://www.traveline.com> is an excellent tool in helping to provide journey planning information for travel to/from the site. It can provide real-time travel information, including journeys by active travel and public transport modes, and gives step-by-step directions for the journey. The journey planner will be promoted to residents by the TPC through the TIP.

## Working from Home

- 5.30 Single occupancy car travel can also be reduced by removing the need to travel in the first place. Given the shift in thinking on working patterns as a result of the COVID-19 pandemic, residents will be encouraged, where possible, to include working from home within their working week.



## 6 Action Plan

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### Introduction

- 6.1 Key to the success of the RTP is the identification of viable transport alternatives, and these can be identified through the Action Plan. This is the package of site-specific measures that will encourage a shift away from single occupancy car use and provide strong accessibility to and from the site.
- 6.2 This section outlines measures that will be implemented as part of this RTP. These measures will include making best use of the current facilities, as well as creating further incentives for future residents and visitors to use sustainable modes of travel. The implementation of the RTP and the measures contained within it will be flexible.

### Action Plan

- 6.3 A comprehensive set of initiatives and measures is set out in the following pages. The recommended measures have been drawn from best practice, Travel Plan guidance and case studies throughout the UK.
- 6.4 Empirical evidence has shown that the optimum time for introducing people to alternative travel modes is when they experience a major life change or transition period, such as moving to a new house. The success of this RTP will therefore depend on establishing a 'culture' of low car use among residents the moment they occupy their new homes.
- 6.5 The Action Plan has been broken down into four main strategy sections relating to the scope of the RTP including:
  - a) Walking and cycling;
  - b) Public transport;
  - c) Car users; and
  - d) Travel Plan support measures.
- 6.6 The measures and initiatives are identified to directly influence residents of the site, furthermore, some of the measures could also have an influence on visitor trips to the site and where this is the case, this has been identified in each strategy section.

**Walking and Cycling Strategy**

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
WC1	<b>Implement Active Travel Infrastructure</b>	Access works, including active travel infrastructure, will be completed	✓	✓	In accordance with timescales to be agreed and conditioned as part of the outline planning application	Developer	As part of build costs
WC2	<b>Implement Cycle Parking Facilities</b>	The quantum of cycle parking will be appropriate for the type and scale of development	✓	✓	In accordance with approved phasing and reserved matters details for the site	Developer	As part of build costs
WC3	<b>Walking and Cycling Route Maps</b>	Walking and cycling route maps and key information to be provided to residents in the TIP	✓		Included in TIP / On first occupation of each dwelling	TPC	TPC's Time and printing costs
WC4	<b>Promotion of Walking and Cycling Events / Websites</b>	There are a number of walking and cycling events throughout the year such as 'walk to work week' and 'cycle to work week' and websites such as <a href="http://www.livingstreets.org.uk">www.livingstreets.org.uk</a> and <a href="http://www.sustrans.org.uk">www.sustrans.org.uk</a> that will be promoted to residents through the TIP.	✓		Included in TIP / On first occupation of each dwelling	TPC	TPC's Time and printing costs
WC5	<b>Promotion of Cycle to Work Scheme</b>	Residents will be encouraged to ask their employers about the Cycle to Work Scheme in the TIP	✓		Included in TIP / On first occupation of each dwelling	TPC	TPC's Time and printing costs

**Table 6.1: Walking and Cycling Strategy**

**Public Transport Strategy**

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
PT1	Promotion of Bus Services	Up to date bus service information to be provided to residents in the TIP	✓		Included in TIP / On first occupation of each dwelling	TPC	TPC's Time and printing costs
PT2	Promotion of Rail Services	Up to date train service information to be provided to residents in the TIP	✓		Included in TIP / On first occupation of each dwelling	TPC	TPC's Time and printing costs
PT3	Promotion of Travel Apps	Public transport apps and journey planning websites will be promoted through the TIP	✓		Included in TIP / On first occupation of each dwelling	TPC	TPC's Time and printing costs

**Table 6.2:** Public Transport Strategy



**Car Users Strategy**

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
CU1	<b>Promoting Car Sharing Websites</b>	Information included in the TIP and online with details on car sharing ( <a href="https://liftshare.com/uk">https://liftshare.com/uk</a> )	✓		Included in TIP / On first occupation of each dwelling	TPC	TPC's Time
CU2	<b>Electric Vehicle Charging</b>	Electric vehicle charging infrastructure will be provided for each dwelling	✓	✓	During construction phase	Developer	Construction costs
CU3	<b>Promotion of Electric Vehicle Ownership</b>	Information on the benefits and cost savings of owning an EV as well as any government schemes/discounts available will be included in the TIP	✓		Included in TIP / On first occupation of each dwelling	TPC	TPC's Time

**Table 6.3: Car Users Strategy**

**Travel Plan Support Measures**

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
TP1	TPC	Appoint TPC prior to occupation	✓	✓	At least 3 months prior to first occupation up to 2 months following Year 5 Travel Survey	Developer	Developer
TP2	Travel Information Pack (TIP)	A TIP is to be created and distributed to residents of the development on completion.	✓		On first occupation of each dwelling	TPC	Design and printing costs
TP3	Promote Working from Home	Residents will be made aware of the benefits of working from home in the TIP. Superfast broadband connection will be available at the development to allow for this.	✓		During construction phase / Prior to first occupation	TPC / Developer	TPC's Time and printing costs / Construction costs
TP4	Mobility Hub	A Mobility Hub will be provided on site, providing active and sustainable travel options.	✓	✓	During construction phase	Developer	Developer

**Table 6.4: Travel Plan Support Measures**

## 7 Monitoring and Review

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- 7.1 An effective monitoring and review process is important to establish how successful the RTP has proved to be. Monitoring involves collecting data and information, and the review process involves the consideration of these details to determine whether or not the RTP targets have been met.
- 7.2 The TPC will be appointed three months prior to first occupation at the site. Based on the monitoring and review process, it will then be necessary for the TPC, in conjunction with MCC, to decide what, if any, amendments are required to the RTP. As part of the monitoring process, it is important to establish the baseline conditions.
- 7.3 The RTP will be actively managed and monitored by the TPC for the 3 months prior to first occupation up to 2 months following the Year 5 Travel Survey.

### Travel Plan Monitoring

- 7.4 For the on-going management of the RTP to be successful and to deliver the desired outcomes, it is important that the parties involved in the delivery of the RTP, which means the TPC and MCC, work effectively in partnership to achieve the desired results.
- 7.5 Monitoring of travel patterns over time, to ascertain whether the initiatives of the RTP are proving successful and whether there has been a shift to more sustainable modes of transport, requires on-going travel surveys to be undertaken.
- 7.6 As part of the monitoring process, it is important to establish the site's baseline conditions. A baseline survey to identify travel habits at the development will be undertaken within six months of first occupation of the development (Year 1). Follow up monitoring surveys will then be conducted after that annually (a total of five surveys including the Year 1 baseline survey). The results of the surveys will be used to inform targets, objectives and measures and the monitoring surveys will be used to assess the progress of the RTP against the objectives and targets.

### Review

- 7.7 Monitoring Reports will be prepared after each survey and submitted to MCC. These will be based on the latest survey data collected and will include analysis of survey data as well as progress made in meeting the targets.

### Implementation Plan

- 7.8 An implementation plan sets out the commitments and timescales required to effectively carry out the RTP. This includes timescales to appoint a TPC, deliver proposed measures, commission surveys for monitoring and a schedule for the effective monitoring and review of the RTP.
- 7.9 The implementation plan covers the lifetime of the TPC duties and RTP, which is 3 months prior to first occupation and up to 2 months following the Year 5 Travel Survey.
- 7.10 **Table 7.1** sets out the implementation plan for the proposed residential development. The plan indicates which measures and actions are required prior to first occupation and during the construction of the development.



Task	Details	Proposed Timescale for Implementation
Appointment of TPC	Responsible for promoting and marketing the RTP and implementing measures.	At least 3 months prior to first occupation
Travel Plan Action Plan	Implement all measures as set out in the Action Plan.	As per the timescales set out in the Travel Plan Action Plan
Surveys and Monitoring	Travel surveys will be undertaken to determine the travel patterns of residents, which will influence any amendments or refinements to be made to the Travel Plan.	Baseline survey in Year 1 (6 months after first occupation)  Follow up monitoring surveys annually in Years 2 - 5
Review of RTP Performance	Following completion of the surveys, the TPC will be required to provide a review report to MCC	Within two months of the data being made available. A final, overall summary report will be provided in Year 5 following the final travel survey.

**Table 7.1:** Implementation Plan



## 8 Funding

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- 8.1 Infrastructure for the proposed development, including the on-site pedestrian and cycle facilities and links, will be secured through appropriate mechanisms within the planning process.
- 8.2 The funding of all aspects of the RTP, including the introduction of measures, employing the TPC, monitoring and reporting will be the responsibility of the developer. This responsibility will be maintained for the full life of the RTP, which will be from 3 months prior to first occupation and up to 2 months following the Year 5 Travel Survey.