



WHITBREAD PLC



Premier Inn Llanelli Central East

TRAVEL PLAN

for Proposed Hotel Extension
on behalf of Whitbread Group PLC

2024/8031/TP01

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1 INTRODUCTION

1.1 Report Context

- 1.1.1 RGP is commissioned by Whitbread Group Plc. to provide highways and transport planning input in support of a proposed hotel extension at the Llanelli Central East Premier Inn, Llandafen Road, Llanelli, Carmarthenshire, SA14 9BD ("the site").
- 1.1.2 The existing site comprises a 50-bedroom Premier Inn hotel and associated Beefeater restaurant (circa. 200 covers) which are both operated by Whitbread. Car parking is provided on-site with capacity to accommodate a total of 110 vehicles for the shared use of the hotel and restaurant.
- 1.1.3 The proposals involve a net 28-bedroom extension to the existing hotel, resulting in a total of 78 bedrooms, with 110 car parking spaces post-development. Access would continue to be afforded from Llandafen Road as per the existing arrangements.
- 1.1.4 As part of the proposals, the associated Beefeater would be removed, and a 'Guest Restaurant' delivered to accommodate guest meals. It should be noted this would not generate any external trade.
- 1.1.5 Whilst the proposals would increase the number of guest bedrooms, any additional trips as a result of the proposals would be offset by the fact that the associated restaurant would be removed – this would also compensate for any additional car parking demand from external visitors the associated restaurant currently generated above those from hotel guests.

1.2 What is a Travel Plan?

- 1.2.1 A Travel Plan is a long-term management strategy for integrating sustainable travel into the planning process. Travel Plans are based on evidence of the anticipated transport impacts of both proposed and existing developments and aim to promote and deliver sustainable transport initiatives e.g., walking; cycling; public transport and tele-commuting, to reduce demand for travel by less sustainable modes.
- 1.2.2 Travel Plans can positively contribute to:
- 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.

- 1.2.3 Travel Plans support national planning policy which sets out that planning should *"actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable."*
- 1.2.4 The National Planning Policy Framework states *"all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."*
- 1.2.5 A Workplace Travel Plan is a package of measures put in place by an employer to encourage more sustainable travel. The Chartered Institution of Highways and Transportation (CIHT) 'Making Smarter Choices' guidance highlights that workplace Travel Plans can reduce commuter car driving by between 10% and 30%, with an average reduction in single occupancy car usage of 18%.
- 1.2.6 Workplace Travel Plans have wider benefits through better staff retention and lower absenteeism, reduced parking costs and improved environmental credentials and image for the organisation.
- 1.2.7 A Travel Plan is never complete, it is an evolving document and process which requires continuous input and monitoring, as well as ongoing commitment from all site users.

1.3 Whitbread and Travel Planning

- 1.3.1 Whitbread is committed to minimising its impact on the environment and promoting good environmental practice in order to become a more sustainable business.
- 1.3.2 Whitbread is currently in the process of heightening the importance of Travel Plans for all new hotel developments / extensions as well as at existing premises to reduce the negative effects of travel associated with its establishments.
- 1.3.3 Whitbread is the UK's largest operator of hotels, with over 800 Premier Inn branded hotels throughout the UK, and hence to implement Travel Plans across all sites will require extensive management and coordination.
- 1.3.4 The key aim of Whitbread in developing Travel Planning across the business is to encourage staff and guests to think about travel choice, which should result in more travel by sustainable modes and an increased awareness of environmental issues generally. This feeds into Whitbread's 'Force for Good' initiative, as illustrated in the figure below.



Figure 1 Force for Good Infographic

1.3.5 The Force for Good initiative lays down Whitbread's commitments to operating in a way that respects people and planet, making a meaningful contribution to the communities it serves and creating employment opportunities for all.

1.3.6 The preparation of Travel Plans for its establishments will put Whitbread on course to achieve its science-based carbon target "to reduce carbon emissions intensity by 50% by 2025 and as much as 88% by 2050."

1.4 Key Aims of This Travel Plan

1.4.1 This Travel Plan represents a long-term strategy to promote more sustainable travel and to offer realistic transport choices for all journeys associated with the Premier Inn hotel. These include:

- Commuting journeys by staff;
- Journeys made by visitors to the ancillary restaurant;
- Main journeys by guests to and from the hotel; and
- Journeys made by guests during their stay.

1.4.2 The overall aim of the Travel Plan therefore is to reduce reliance upon the car and promote active modes of travel (walking and cycling) by increasing awareness of the alternative modes and promoting the associated benefits.

1.4.3 The objectives of this Travel Plan can be summarised as follows:

- Establish travel behaviour patterns and recognise any barriers to change;

- Identify measures to reduce reliance on the car and enable the hotel to minimise traffic generation arising from the site;
- Introduce measures to limit delivery trips;
- Foster awareness of and 'buy in' to the Travel Plan amongst staff and guests; and
- Implement a package of physical and management measures that will facilitate and actively encourage the use of sustainable modes.

2 BASELINE CONDITIONS

2.1 Site Location

- 2.1.1 The site is located on Llandafen Road, in the town of Llanelli, in the county of Carmarthenshire. The site location and local convenience services and public transport stops are illustrated in the figure below.

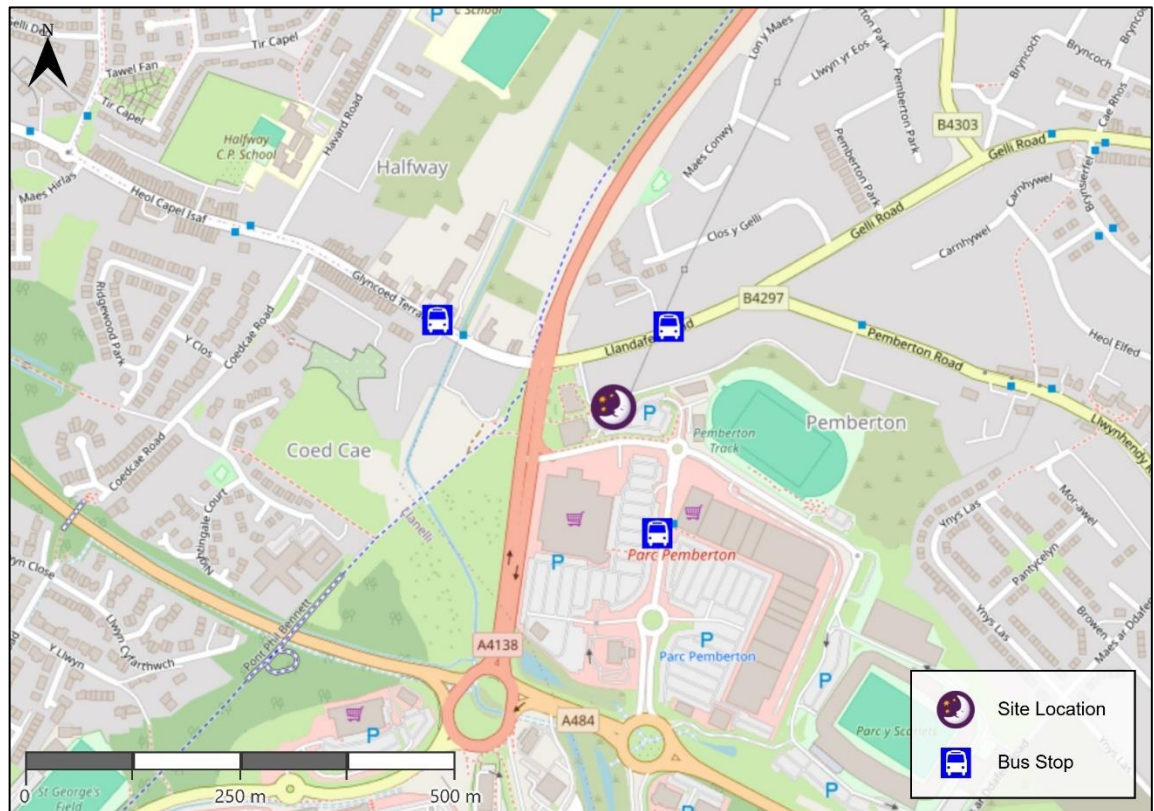


Figure 2 Site Location

- 2.1.2 As illustrated in the figure above, the extents of the site are predominantly 'edge-of-town' in nature, but footways provide connectivity to local convenience provision and public transport stops on Llandafen Road.
- 2.1.3 The site is located adjacent to the A4138 which connects Llanelli and Pontarddulais, the carriageway runs in a general northeast to southwest direction and connects with the M4 (South Wales to London) at Junction 48.
- 2.1.4 As a result of the 'edge-of-town' nature of the site, it is considered the primary mode of travel to and from the site would comprise the private vehicle, either as a driver of or passenger in, however, the site would benefit from a degree of pass-by trade associated with guests on an existing pre-determined journey on the A4138 / M4.

2.2 Accessibility

Active Travel

- 2.2.1 A footway on Llandafen Road provides connectivity to local convenience provision, public transport stops and to the centre of Llanelli – the local footway network benefits from dropped kerbs, formal and informal transition points, lighting, and tactile paving.
- 2.2.2 Llanelli benefits from a number of cycle routes across the town and is located on National Cycle Network (NCN) Route 47 which connects Fishguard and Newport, running through Carmarthen and Neath.

Sustainable Travel

- 2.2.3 The site is located close to bus stops on Llandafen Road. A single service comprises:
- 111 – Llanelli to Swansea.
- 2.2.4 Additional limited services can be boarded locally, to comprise:
- L1 – Llanelli to Llanelli – via Seaside.
 - L7 – Llanelli to Yr Hendy.
- 2.2.5 The closest National Rail station is Llanelli. Services comprise:
- Cardiff Central.
 - Carmarthen.
 - Fishguard Harbour.
 - London Paddington.
 - Manchester Piccadilly.
 - Milford Haven.
 - Pembroke Dock.
 - Shrewsbury.
 - Swansea.
- 2.2.6 The above services could be utilised by staff and guests to travel to and from the site as part of a multi-modal trip.
- ### ***Taxi***
- 2.2.7 For guests requiring a taxi, a freephone is available within the hotel reception area and will automatically connect to a local operator.

Summary

- 2.2.8 As a result of the 'edge-of-town' nature of the site, it is considered the primary mode of travel to and from the site would comprise the private vehicle, either as a driver of or passenger in – however, and as summarised above, the active and sustainable travel modes could be utilised by staff and guests to travel to and from the site.

3 AIMS, OBJECTIVES AND TARGETS

3.1 Overview

- 3.1.1 This Travel Plan represents a long-term strategy to promote sustainable travel and to offer realistic transport choices for the main and in-stay part of guest travel to / from the site and for commuting journeys by staff.

3.2 Aims and Objectives

- 3.2.1 The objectives of this document are two-fold. Firstly, to increase awareness of sustainable travel modes available to guests and staff and secondly to reduce the dependence of guests and staff on travelling by car to and from the site. The subsequent overarching objectives are:

- To increase guest and staff awareness of the advantages and availability of sustainable modes of transport over the car;
- To introduce a package of physical and management measures that will facilitate guests and staff travel; and
- To limit unnecessary or unsustainable use of the car for journeys to and from the site by guests and staff.

- 3.2.2 For Travel Plans to work effectively there are five key issues to drive the required changes, these are:

- Achieving a **culture change** in the organisation and amongst people;
- **Providing real incentives** to encourage changes in travel behaviour and to ensure that these are continued;
- An **integrated holistic approach** to ensure that all measures work in the same direction and are fully cohesive;
- **Total management support** for both the measures and to provide leadership example to others and
- **A clear and continued objective** to achieve for a clear purpose to maintain focus for the future.

- 3.2.3 In achieving a change of behaviour, the stages can be described in seven steps:

- Awareness of a problem e.g. traffic congestion, pollution, environmental damage, example to the community etc.;
- Accepting responsibility at an individual and corporate level that everybody and every organisation has its part to play;
- A perception that alternatives are possible;

- Evaluation, personally and for an organisation, to find which are the viable alternatives;
- Making a choice, with the intention to modify behaviour;
- Experimental behaviour, trying out new travel choices; and
- Habitual behaviour, long term adoption of sustainable modes.

3.3 Targets

3.3.1 The targets of this Travel Plan are to increase guest arrivals and staff commuting by sustainable transport. The targets will be in line with 'SMART' criteria:

Specific Target increase/decrease in mode share shown over a set timescale.

Measurable The mode share of guests and staff will be measured and monitored using travel surveys.

Achievable and Realistic The targets, taking into account preferred travel modes, and general Travel Plan promotion, need to be achievable and realistic.

Time-bound The targets are to be monitored on a regular basis and met within five years of the Travel Plans implementation.

3.3.2 In lieu of site-specific travel survey information, the following Travel Plan targets have been set:

To increase the proportion of staff who travel to work by active modes (walking and cycling) by 5 / 10% by the end of Year 3 / 5 of the Travel Plan

&

To increase guest arrivals by sustainable transport by 5 / 10% by the end of Year 3 / 5 of the Travel Plan

3.4 Summary

- 3.4.1 Following baseline surveys, the targets will be reviewed and amended based on site-specific data obtained.
- 3.4.2 The targets stated above will be reviewed regularly and should be achieved by the target dates specified. If they have been attained before the target date, they will be modified to provide further, more challenging targets, while if the surveys show that progress is not being made towards achieving the targets, the reasons why would be investigated, including a review of the current measures which would be added to or modified to ensure that the overall targets will be met.
- 3.4.3 Travel related concerns raised by staff and guests and any identified barriers to sustainable travel will be ascertained by way of regular travel surveys and routine monitoring. Further bespoke measures and changes could then be introduced to address these barriers, if necessary, to ensure that the Travel Plan continues toward achieving its targets and overall aim.

4 TRAVEL PLAN MEASURES

4.1 Travel Plan Initiatives

- 4.1.1 The Travel Plan initiatives as below will be provided and be subject to ongoing monitoring and review in terms of uptake and success:

Whitbread Corporate Initiatives

- 4.1.2 The following measures would be delivered at the site to support realisation of the Travel Plan targets:

- Whitbread recruit staff through local job centres and therefore staff reside within a five-mile radius of their place of work, meaning that sustainable modes of travel offer realistic travel choices to the private car for staff;
- The Premier Inn website and phone application provide sustainable transport information to enable guests to plan their journey in advance and / or consider available travel choices prior to booking, with 97% of guests booking their stays direct; and
- Employees benefit from access to a staff voucher scheme against which a 7% discount can be obtained at Halfords to purchase bicycles / cycle equipment, thereby encouraging their use.

Site Infrastructure

- 4.1.3 The following measures could be delivered at the site to support realisation of the Travel Plan targets:

- Premier Inn hotels typically benefit from being co-located with an on-site breakfast room or restaurant, catering for guest breakfasts or evening meals respectively, reducing the need to travel off site;
- Most Premier Inn hotels benefit from level access to the reception area and specially adapted rooms allowing easier access for customers with disabilities. However, where required, access ramps, dropped kerbs and tactile paving will be provided;
- All Premier Inn hotels are bike friendly. Clean bikes with dirt-free tyres are allowed to be kept in guest bedrooms or stored away safely. The reception team will point guests to local bike washing facilities should this be required. Cycle maintenance tools including bicycle pumps and puncture repair kits are available from reception;
- Premier Inn provide adequate shower and changing facilities for those staff commuting by active travel. Lockers are provided in the team / staff room for the storage of clothing and cycling equipment.
- All Premier Inn hotels provide free Wi-Fi, which may be connected to for access to travel related websites, for example; and
- Amazon have the option to provide Amazon Lockers within Premier Inn hotels. These are accessible to all, including the local community, 24 hours a day.

General Information & Raising Awareness

- 4.1.4 Some guests and staff may choose to travel by car, therefore it may be appropriate to promote car sharing. Potential cost savings can be calculated here: <https://liftshare.com/uk/savings-calculator>, while national websites such as 'liftshare' and 'blablacar' allow users to find a car share BUDi for free.
- 4.1.5 Staff travel can be influenced through the following:
- All staff will be informed of the Travel Plan during their interview / the induction process through a 'Staff Welcome Pack';
 - Reception staff will be trained to ensure they understand the site location and locale, enabling them to respond to all guest travel queries; and
 - A Travel Plan notice board displaying up to date information on sustainable travel will be erected within a communal area i.e. the team / staff room.
- 4.1.6 The following events and dates will be promoted by the Travel Plan Coordinator, where appropriate, and communicated via the Travel Plan noticeboard and staff meetings:
- May – Walk to Work Week and Work Wise Week;
 - June – Bike to Work Week;
 - September – Travelwise / European Mobility Week;
 - October – National Liftshare Week; and
 - November – Commute Smart Week.
- 4.1.7 Guest travel can be influenced through the following:
- A digital display screen will be provided in the reception, mapping the surrounding area, and detailing local transport links. The screen includes a QR code which guests can scan using their smartphone for additional travel information; and
 - The Premier Inn website contains up-to-date travel information and other relevant details for each hotel across its estate.

4.2 Action Plan

- 4.2.1 A full Action Plan of the Initiatives is attached hereto at **Appendix A**.

4.3 Travel Plan Coordinator

4.3.1 A Travel Plan Coordinator (TPC) will be appointed who will be responsible for all aspects of travel planning at the site. The Travel Plan Coordinator role could fall within the remit of an existing staff member, who will be responsible for taking the lead of the Travel Plan and responsible to raising awareness of the Travel Plans aims, objectives and target, and the monitoring and evaluation of any surveys undertaken throughout the life of the Travel Plan.

4.3.2 It will be ensured the Travel Plan Coordinator has adequate resources available to them to fully implement the Travel Plan.

4.3.3 The main responsibilities of the TPC will be, although not exclusively, as follows:

- Acting as a point of contact for all staff, guests and visitors requiring travel information;
- Overseeing the site and implementation of the document and the measures it includes;
- Developing promotional marketing and awareness raising materials in order to facilitate organised promotions;
- Undertaking monitoring of the Travel Plan, including designing and undertaking travel surveys and preparing a monitoring report;
- Liaising with all interested parties, stakeholders, management, local public transport operators etc. in the delivery of the Travel Plan; and
- Working closely with the local authority Sustainable Travel Team to ensure the Travel Plan remains consistent with wider sustainable travel initiatives.

4.3.4 The relevant contact details for the management of this Travel Plan are as follows:

Jordan Tomkinson – Estate Development Project Manager

Email – Jordan.Tomkinson@whitbread.com

TBC – Hotel Manager, Premier Inn

Email – TBC

4.3.5 The Travel Plan Coordinator role is defined within the job description of the Hotel Manager and training for the role is provided by Whitbread as part of new hotel openings and staff inductions. In addition, RGP can hold Travel Plan 'Introduction' and 'Training Seminars' with Travel Plan Coordinators prior to the opening of a new site / implementation of a Travel Plan. Training ensures the Travel Plan Coordinator knows what is expected of them from the outset, when a Travel Plan is to be implemented. The role of the Travel Plan Coordinator is imperative to the success of the Travel Plan.

4.3.6 Whitbread will ensure that there are adequate resources available to fully implement the Travel Plan.

5 REVIEW AND APPROVAL

5.1 Implementation and Funding

- 5.1.1 An initial budget will be allocated for the implementation of the Travel Plan and reviewed by the Travel Plan Coordinator annually to identify whether any adjustments are required in order to achieve the Travel Plan aims, objectives and target.
- 5.1.2 The implementation of some measures (e.g. cycle parking) will be met as part of the construction phase, whilst the ongoing monitoring and management will be part of the Travel Plan Coordinator role.
- 5.1.3 Any other associated costs to fund on-going Travel Plan measures will be met by Management. This for example could include maintenance costs and other resources as necessary to implement the Initiatives outlined.

5.2 Monitoring

- 5.2.1 An important part of any Travel Plan is the collection of data relating to the modes of travel used by staff, in order to identify and understand travel habits and how the site operates. The collection of such data could be undertaken through iTRACE compliant questionnaires.
- 5.2.2 Following the initial surveys, monitoring will be undertaken by the Travel Plan Coordinator. The Travel Plan Coordinator will be responsible for comparing the results and adjusting the target and Initiatives accordingly, they will also take into account travel related feedback received from staff and guests through the year. In addition, the Travel Plan Coordinator will prepare an updated Travel Plan following monitoring surveys.
- 5.2.3 An overview of the monitoring and management process is set out in the figure below.

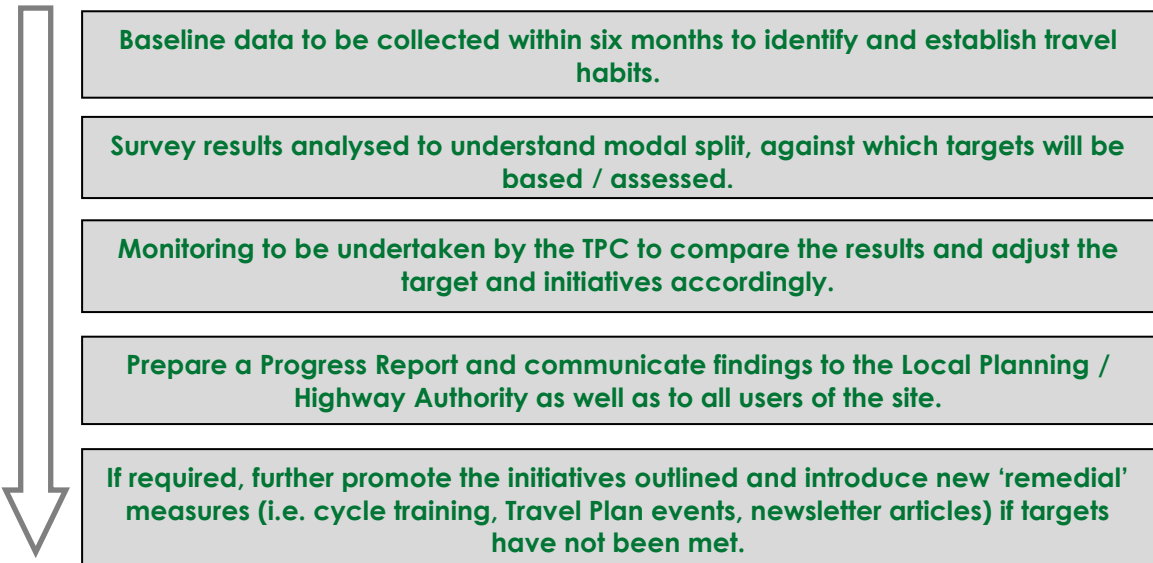


Figure 3 Monitoring and Management

5.3 Approval

- 5.3.1 This Travel Plan is hereby approved. As noted within, this is a 'live' document and will be subject to continuous updates and amendments over the course of its implementation.

APPENDIX A

TRAVEL PLAN ACTION PLAN

The table below highlights the initiatives that will be committed to as part of this Travel Plan.

Measure	Details	Responsibility	Implementation Timescales
WHITBREAD CORPORATE INITIATIVES			
Travel Plan Coordinator	To appoint a Travel Plan Coordinator (TPC) who will be responsible for all aspects of travel planning at the site.	Whitbread Management / Hotel Management	TPC appointed prior to the hotel extension becoming operational.
Recruitment	Whitbread recruit staff through local job centres and therefore staff reside within a five-mile radius of their place of work.	Whitbread Management / TPC	N/A
Website and Phone Application	The Premier Inn website and phone application provide sustainable transport information to enable guests to plan their journey in advance and / or consider available travel choices prior to booking.	Whitbread Management / TPC	TPC to review to ensure information is accurate.
Employee Benefits	Employees benefit from access to a staff voucher scheme against which a 7% discount can be obtained at Halfords to purchase bicycles / cycle equipment.	Whitbread Management / TPC	N/A
SITE INFRASTRUCTURE			
Breakfast Room / Restaurant	Premier Inn hotels typically benefit from being co-located with an on-site breakfast room or restaurant, catering for guest breakfasts or evening meals respectively, reducing the need to travel off site.	TPC	TPC to promote.
Shower / Changing Facilities	Premier Inn provide adequate shower and changing facilities for those staff commuting by active travel.	Whitbread Management / TPC	TPC to promote and monitor use.
Bike Friendly	All Premier Inn hotels are bike friendly, with guests allowed to keep bikes in their room or for them to be stored away safely, which will be promoted by the TPC.	TPC	TPC to promote.
Wi-Fi	All Premier Inn hotels provide free Wi-Fi, which may be connected to by guests for access to travel related websites, which will be promoted by the TPC.	TPC	TPC to promote.
Amazon Lockers	Amazon can provide Amazon Lockers within Premier Inn hotels.	Whitbread Management / TPC	TPC to monitor use.

GENERAL INFORMATION			
Welcome Pack	All staff will be informed of the Travel Plan through a 'Staff Welcome Pack'.	TPC	TPC to ensure all staff are aware of the Travel Plan prior to the hotel extensions becoming operational, and review the Welcome Pack to ensure information is accurate.
Training	All reception staff will be trained to ensure they understand the site location, to be able to answer all guest travel queries.	Whitbread Management / TPC	TPC to train existing staff prior to the hotel extension becoming operational, and to train all new staff as recruited.
Notice Board	A Travel Plan notice board will display up to date active and sustainable travel information and initiatives.	Whitbread Management / TPC	To be erected prior to the hotel extension becoming operational.
Travel Plan Events	The TPC will promote Travel Plan Events (i.e. Walk to Work Week, Travelwise and Commute Smart Week) to employees.	TPC	TPC to promote annually.
MONITORING, REVIEW AND REPORTING			
Target Review	TPC to set targets and review on an annual basis.	Whitbread Management / TPC	Targets to be set in year one, after which, reviewed annually.
Progress Report	TPC to prepare an annual progress report to summarise the findings of the Travel Surveys.	Whitbread Management / TPC	Progress report completed for the first anniversary of the Travel Plan and all subsequent year anniversaries up to five years.
Additional / Remedial Measures	TPC to introduce new measures if targets are not being met.	Whitbread Management / TPC	Where required, to discuss with Whitbread Management / Local Planning Authority.



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