



ttp consulting
transport planning specialists

Burger King

CYFARTHFA RETAIL PARK

Travel Plan

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TTP Consulting Ltd
27 Beak Street
London W1F 9RU
Tel: 020 7100 0753

www.ttp-consulting.co.uk

Registered in England: 09931399

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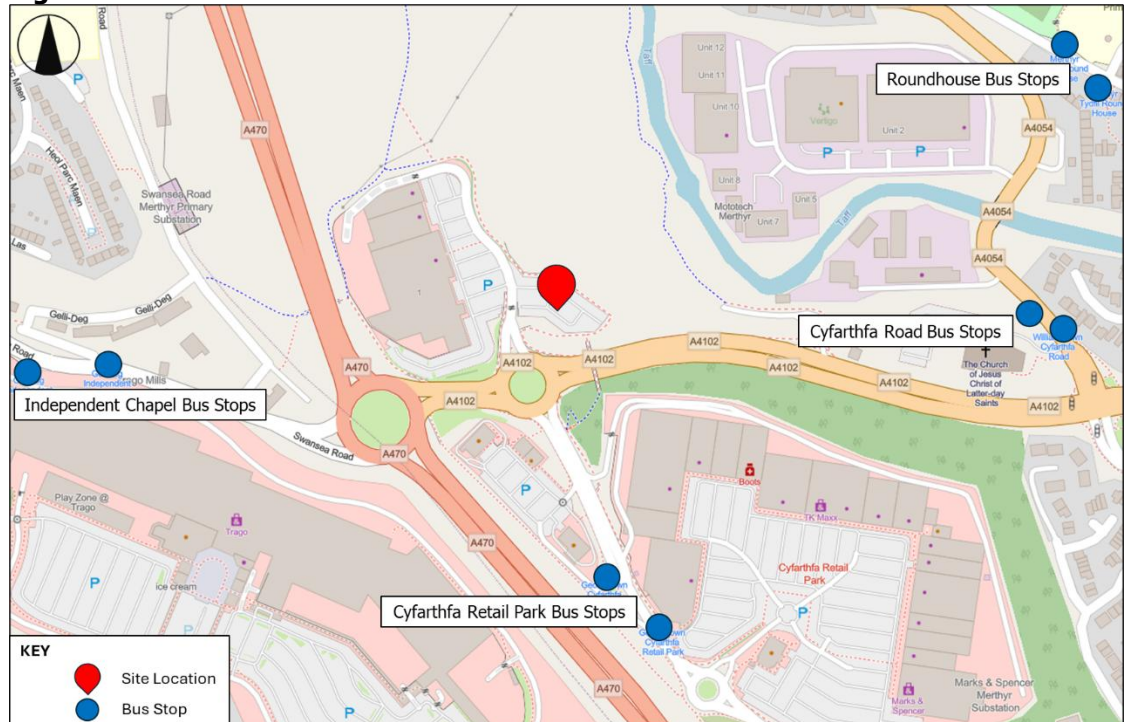
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1 INTRODUCTION

- 1.1 This Travel Plan has been prepared by TTP Consulting on behalf of BL Merthyr Limited for Burger King at the Cyfarthfa Retail Park (the Park).

Figure 1.1: Location Plan



- 1.2 The Park comprises of in excess of 30,000sqm of floorspace the majority of which is located to the south of Swansea Road with tenants including B&Q, Curry's, Next, M&S and Sport's Direct along with KFC, McDonald's and Subway in addition to Burger King. There is parking for up to 1,412 cars including 244 in the car park to the north of Swansea Road

Travel Plan Aim

- 1.3 The main aim of the Travel Plan is to promote the range of travel options available to staff to make more informed decisions about their travel, which will simultaneously minimise the adverse impacts on the environment. This aim is achieved by setting out a strategy for eliminating barriers which keep staff from making use of sustainable travel modes, which can self-manage the number of trips made by public transport or active travel.

Travel Plan Administrator

- 1.4 The Travel Plan Administrator will be responsible for implementing the measures and initiatives outlines in this report in order to encourage uptake of sustainable modes including walking, cycling and public transport. It is expected that this role will be undertaken by a member of management staff.
- 1.5 Contact details for the Travel Plan Administrator are as follows:
- Name: _____
 - Email: _____
 - Tel: _____

Policy and Guidance

- 1.6 Transport management and reduction of car dependent travel is promoted in policy and guidance documents in order to encourage sustainable travel habits and mitigate against environmental impacts, with the Planning Policy Wales, BREEAM Guidance and Local Plans stress the importance of sustainable travel infrastructure and uptake.
- 1.7 Guidance documentation provided in Technical Advice Note 18 outlines the role of Travel Plans as part of the planning process, outlining how they can be secured and their inter-relationship with Transport Assessments. The guidance also discusses the elements required in an effective Travel Plan report.

Structure of the Report

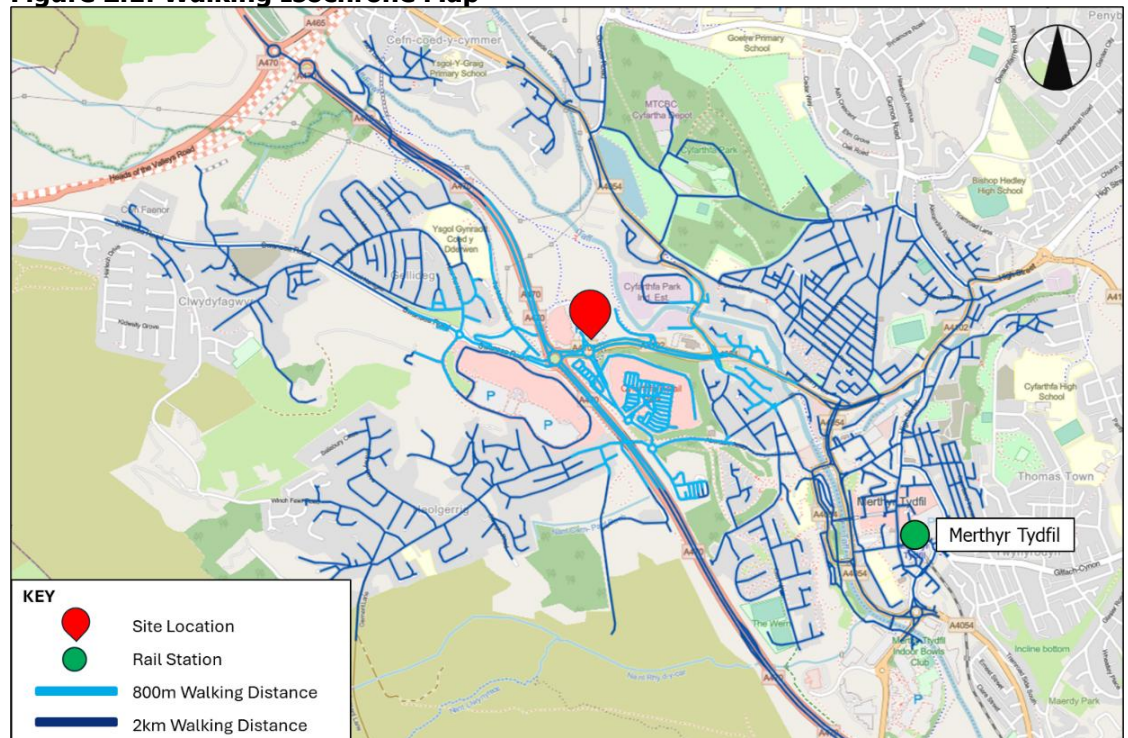
- 1.8 The remained of this Plan is structured as follows:
- Section 2 – Describes the accessibility and travel patterns of the site;
 - Section 3 – Sets out the objectives and targets of the Travel Plan;
 - Section 4 – Outlines the Travel Plan Strategy
 - Section 5 – Identifies the measures and initiatives that will be implemented; and
 - Section 6 – Details the review and monitoring programme.

2 ACCESSIBILITY AND TRAVEL PATTERNS

Accessibility on Foot

- 2.1 Walking is considered to be a suitable mode of transport to replace car and public transport journeys up to 2km in length, with factors such as weather, health and access to a car along with facilities and journey purpose all influencing a person's choice to walk.
- 2.2 Footways and crossing opportunities on Swansea Road provide connections to the neighbouring units and local bus stops, whilst a footbridge over Swansea Road links to north and south sections of the retail park. There is a dropped kerb, tactile paved crossing opportunity at the entrance to the Cyfarthfa Retail Park North. There is a shared footway/cycleway that runs along the north side Swansea Road to the east of the site that links to residential catchments within Merthyr Tydfil.
- 2.3 **Figure 2.1** provides details of an 800m (10-minute) and 2km (25-minute) catchment zone surrounding the site. The map shows that several residential areas within the area are accessible within a 25-minute walk.

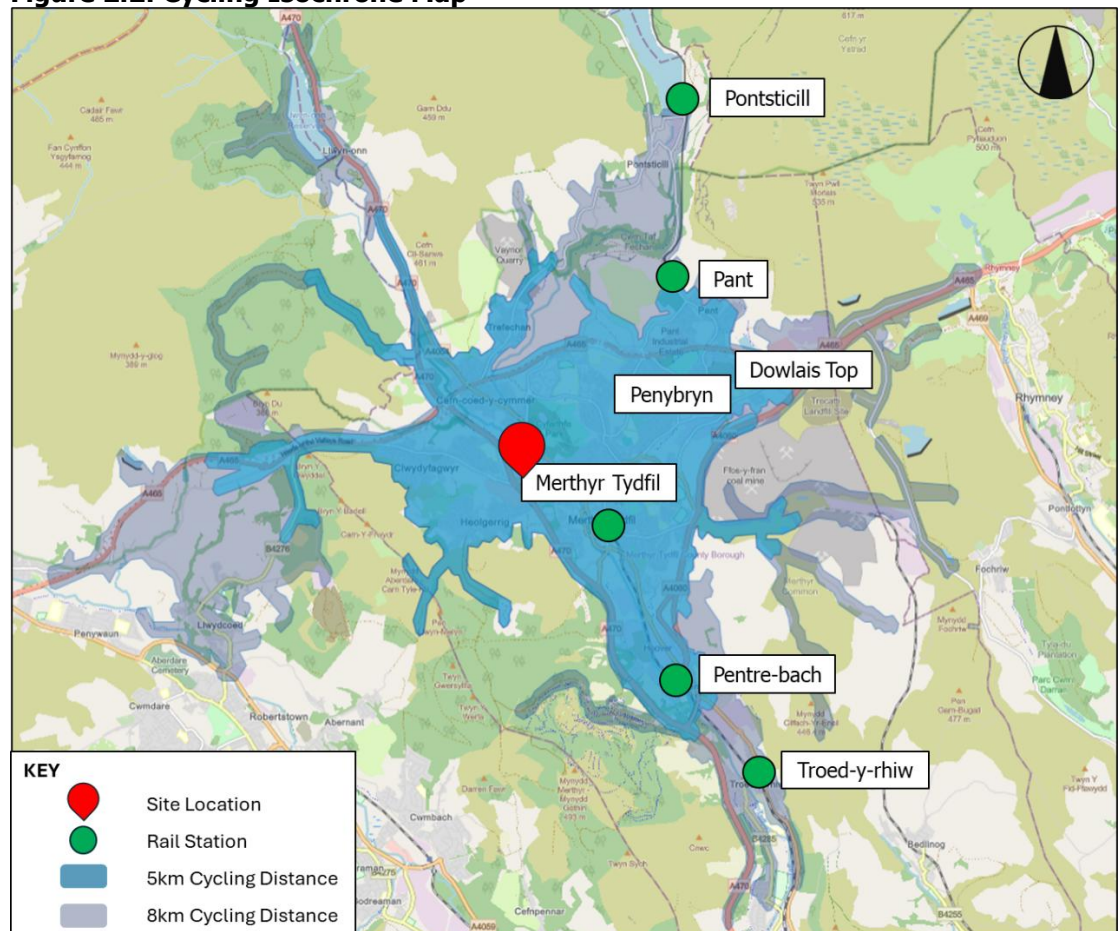
Figure 2.1: Walking Isochrone Map



Access by Cycle

- 2.4 It is generally accepted that cycling is a sustainable mode of travel for journeys up to 8km in length, with similar factors to walking, i.e. health, weather and access to a car along with journey purpose influencing a person's choice to cycle. As noted, there is a shared footway / cycleway along the northern side of Swansea Road to the east that facilitates cycle journeys to the wider area.
- 2.5 **Figure 2.2** shows a 5km and 8km cycling catchment from the site which includes areas such as Penybryn, Pentre-bach and Pant within 5km and Troed-y-rhiw and Dowlais Top within an 8km cycle.

Figure 2.2: Cycling Isochrone Map



Access by Public Transport

- 2.6 The closest bus stop which is located approximately 300m to the south of the Site provides access to buses on Routes 9, 25, 76, 89, 172 and 74. The stop is accessed via the footbridge connection over Swansea Road. **Table 2.1** provides a summary of the routes and frequency of buses calling at the stop.

Table 2.1: Summary of Local Bus Services					
Bus Stop	Route		Frequency (every 'x' minutes)		
	No.	Destination	Mon-Fri	Saturday	Sunday
Cyfarthfa Retail Park Bus Stop	9	Cwmaman Glynhafod Terminus – Merthyr Bus Station	30	30	60
	25	Merthyr Tydfil Bus Station – Pontsticill Circular	20	20	No Service
	76	Abergavenny Bus Station – Merthyr Bus Station	60	60	No Service
	89	Aberdare Bus Station – Merthyr Bus Station	No Service		120
	172	Aberdare Bus Station – Bridgend Bus Station	60	60	No Service
	T4	Llanidloes Millenium Garden – Merthyr Tydfil Bus Station	60	60	120
Round House Bus Stop	53	Hanbury Square – Merthyr Bus Station	60	60	No Service

- 2.7 The closest railway station is Merthyr Tydfil Station, a 1.9km (24 minute) walk away from the site or a 10 minute cycle. The station can also be accessed by a 4 minute journey on bus routes 9, 25, 76 or T4 from the Cyfarthfa Retail Park. The station is served by trains operated by Transport for Wales, with connections to Aberdare, Cardiff Central and intermediate stations. Given the nature of the proposed development, it is unlikely that rail will be a mode of transport used by staff or visitors.

Local Highway Network

- 2.8 Swansea Road is a two-way road that runs in a broadly east – west orientation, connecting to the A470 in the west and beyond, and Cyfarthfa Road in the east; it continues as Bethesda Street east of Cyfarthfa Road. It is a dual carriageway in the vicinity of the Park with two lanes in each direction.
- 2.9 The A470 is a dual carriageway linking Mermaid Quay in Cardiff Bay and Llandudno. There are two lanes in each direction widening to three at strategic junctions and forms part of the Welsh strategic road network.

3 OBJECTIVES AND TARGETS

3.1 This section sets out the overarching objectives and targets for the Travel Plan along with indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review can be found in **Section 6**.

- **Objectives** are the high-level aims of the Travel Plan which help to give it direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the Travel Plan Administrator will seek to reach within the period covered by this plan.

Objectives

3.2 The Travel Plan's over-riding objective is:

- To engage with and encourage employees to use the most sustainable way of travelling to the workplace through more effective promotion of active modes. This will minimise the impact on the surrounding roads and reduce pressure on parking provision.

3.3 The sub-objectives are to:

- Increase employee awareness of the advantages and availability of sustainable/active modes of transport;
- Promote the health and fitness benefits of active travel to all users;
- Introduce a package of physical and management measures that will facilitate employee travel by sustainable modes and therefore,
- Reduce unnecessary car and public transport journeys.

Targets

3.4 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring to ensure that they remain SMART (Specific, Measurable, Achievable, Realistic and Times).

3.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and relate to the degree of modal shift aimed to be achieved.

3.6 The Travel Plan Action Targets will include the following:

- Appoint a Travel Plan Administrator prior to opening for trading;
- Launch the Travel Plan within 1 month of opening for trading;
- Provide staff with a Travel Information Pack on commencement of employment;
- Promote Walk to Work and National Cycle Week;
- Promote public transport use;
- Monitor the condition and use of cycle parking facilities.

3.7 It is not deemed necessary to set Aim Targets for the Unit.

4 TRAVEL PLAN STRATEGY

Travel Plan Management

4.1 The Travel Plan Administrator will be responsible for overseeing the management, development, implementation and review of the Travel Plan. The primary responsibilities of this role include:

- The implementation of measures as set out in the Travel Plan;
- To oversee the development and implementation of the Travel Plan;
- Promoting the objectives and benefits of the Travel Plan;
- Update the Travel Plan to ensure the travel information available is up to date;
- Liaison with the Council;
- Acting as the point of contact for information with employees.

Marketing Strategy

4.2 Each employee will be provided with a Travel Information Pack upon commencement of employment which will include information on public transport, the local walking and cycling network, and contact details for taxi operators.

4.3 Employees will be made aware of the Travel Plan and of its branding, including the purpose and objectives of the Travel Plan, along with specific measures such as cycle parking. In conjunction with the Travel Information Pack, marketing activity will be undertaken.

5 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

- 5.1 This section outlines the specific physical and management measures to be undertaken as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, are the core of the Travel Plan. The measures are considered as being suitable for the Unit. However, the list is not exhaustive, and the Travel Plan Administrator will be free to investigate other potential initiatives.

Measures for Employees

Travel Information Packs

- 5.2 Travel Information Packs will be distributed to all employees digitally or in paper format if requested. The packs will contain a summary of the information provided below that will be useful for employees to make decisions about how to travel in the most sustainable and active manner and will contain the following information:

- Public transport and cycle maps;
- Timetables for local public transport services;
- Details of walk routes and key destinations e.g. local amenities; and
- Details of the Travel Plan Administrator and Travel Plan.

Encouraging Walking

- 5.3 Walking is free and one of the most sustainable methods of travel having a number of physical and psychological benefits. Furthermore, walking features in most people's journeys, including those who use public transport or those without access to a car.
- 5.4 [Living Streets](#) states that walking offers reliable journey times and has an important role to play for journeys made to the workplace, particularly for short journeys and provides guidance for encouraging workplace walking.
- 5.5 The Travel Plan Administrator will encourage staff who live within walking distance to walk to / from work each day, along with encouraging staff who need to undertake errands during the day to do so on foot wherever possible.

Encouraging Cycling

- 5.6 Parking is provided for up to 4 bicycles in the car park in close proximity to the entrance to the restaurant.
- 5.7 The Travel Plan Administrator will monitor the condition of the cycle parking to ensure that it is maintained to a suitable standard.
- 5.8 The Travel Plan Administrator will promote cycling as a viable transport option by supporting those interested in cycling in terms of promoting good routes and maintaining and / or establishing the physical facilities required.
- 5.9 The Travel Plan Administrator will:
- Promotion of the health benefits of cycling;
 - Publicise the availability of cycle parking;
 - Promote events such as National Bike Week ([Cycling UK](#)); and
 - Investigate the potential to implementing a "Cycle-to-Work" scheme whereby employees can purchase a bicycle or cycling equipment up to a certain value in a more tax efficient manner (e.g. [Bike2Work](#)).

Encouraging Public Transport

- 5.10 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important and up-to-date details of bus and train services, including route information and service frequencies, will be made available to employees. [Traveline](#) and Council travel websites and enquiry phone numbers will also be promoted through the Travel Packs and at the reception.
- 5.11 Employees will be advised of the best ways to seek out the most-up-to-date travel information for local and national public transport services, including the use of smart phone technology.

Travel by Car

- 5.12 It is recognised that some employees will need to drive to work. However, it is not necessary that each employee who needs to drive travels alone each day, with car sharing a convenient way to reduce the number of vehicles on the road. The Travel Plan Administrator will promote the benefits of car sharing for when employees may need to use a car.

Provision for People with Disabilities & Visual Impairment

- 5.13 There are 2 parking spaces in front of the restaurant that are reserved for Blue Badge holders with level access provided between the parking space and entrances to the restaurant.
- 5.14 The Travel Plan Administrator will, through dialogue with the LPA (if necessary / appropriate), also seek to ensure that routes to / from public transport access points have appropriate provision for people with disabilities and people with visual impairment. Specifically, provision should include:
- All dropped kerbs to contain tactile paving of the appropriate colour,
 - Audible pedestrian crossing tones where appropriate; and
 - Rotating cones on signalised pedestrian crossings.
- 5.15 [AccessAble](#) offers an accessibility guide to various locations, such as shops and cafes in the vicinity of the specified location.

6 MONITORING AND REVIEW

- 6.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the Travel Plan.

Monitoring

- 6.2 The monitoring of the Travel Plan will take place through the five-year life span of the plan. All monitoring will follow the most relevant up to date guidance and will be the responsibility of the Travel Plan Administrator.
- 6.3 The monitoring process will start with the implementation of the Travel Plan with the Travel Plan Administrator monitoring the condition of the cycle parking and changing facilities on a frequent basis along with liaising with staff on travel related subjects. The Year 0 Baseline survey will be undertaken within 3 months of the restaurant opening for trading. Further Travel Surveys will be undertaken on the 1st, 3rd and 5th anniversary of the Year 0 Baseline survey.

Review

- 6.4 The Travel Plan Administrator will review the Travel Plan and the Travel Information Pack annually on the anniversary of the implementation of the Travel plan to ensure that it is up to date, with updated Travel Information Packs issued to staff.
- 6.5 The review will consider the following:
- The success of the measures since the previous review;
 - The need to amend or introduce new targets; and
 - The need to change or introduce new measures.

7 ACTION PLAN

7.1 **Table 7.1** sets out a draft Action Plan which will be revised if necessary, following each Travel Plan Monitoring and Review.

Table 7.1: Travel Plan Action Plan				
Action	Target	Funding	Measure	Responsibility
Provision of Cycle Parking	Prior to opening for trading	Landlord	On completion of the development	Landlord
Appointment of TPA	Prior to opening for trading	Occupier	TPA appointed	Occupier
Production of Travel Plan	Prior to opening for trading	Occupier	Travel Plan	TPA / Occupier
Production of Travel Information Pack	Prior to opening for trading	Occupier	Completed Travel Information Pack	TPA / Occupier
Launch of Travel Plan	Within 1 month of the opening for trading	Occupier	Travel Plan launched	TPA / Occupier
Travel Information Pack issued to staff	Prior to commencement of employment	Occupier	Staff received Travel Information Pack	TPA
Baseline Travel Survey (Year 0)	Within 3 months of Unit opening	Occupier	Receipt of survey results	TPA
Update Travel Plan	Annually in January each year	Occupier	Updated Travel Plan	TPA
Promote walking & cycling	Ongoing with focus on summer months	Occupier	NA	TPA