



MERLIN ATTRACTIONS OPERATIONS LIMITED

In respect of
**LEGOLAND® Windsor Resort,
Winkfield Road, Windsor**

Travel Plan

January 2016



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1 INTRODUCTION

- 1.1 Transport Planning Associates (hereinafter “TPA”) has been appointed by Merlin Attractions Operations Limited to prepare a site wide *Travel Plan* for both staff and visitors in connection with a planning application for an extension to the existing hotel at the LEGOLAND® Windsor Resort (hereinafter “LEGOLAND Windsor”).
- 1.2 LEGOLAND Windsor is located within the Royal Borough of Windsor and Maidenhead, 40 kilometres to the west of Central London. The site is located to the west of the B3022, Winkfield Road. Winkfield Road leads north towards Windsor, 3.2 kilometres to the north of the site and south towards Ascot (7 kilometres) and Bracknell (10.5 kilometres).
- 1.3 This *Travel Plan* replaces the previous version developed in 2012 and is intended to cover the operations of the whole site, including both permanent and temporary staff, and visitors.
- 1.4 The hotel extension will provide a net increase of 59 bedrooms to accommodate families visiting the LEGOLAND Windsor who wish stay overnight. LEGOLAND Windsor is a destination in its own right and people make a decision to visit the theme park rather than deciding just to visit the LEGOLAND Windsor Resort Hotel. A stay at the LEGOLAND Windsor Resort Hotel forms part of a short break that visitors decide to make because there is accommodation available on-site. In this respect, day visitors become short break visitors because there is the option to stay, however, it is pertinent to note that they would otherwise have chosen to visit LEGOLAND Windsor for the day in any event. This is already evidenced by the number of visitors choosing to stay at the LEGOLAND Windsor Resort Hotel or in other local hotels in the surrounding area. Surveys undertaken in June 2015 found that over a quarter (28%) of visitors surveyed in LEGOLAND Windsor were staying overnight somewhere. Therefore, whilst more accommodation on-site equates to an increase in total visitor numbers to LEGOLAND Windsor, it does not lead to an increase in trips as it means they can do this without making daily trips to/ from LEGOLAND Windsor.
- 1.5 LEGOLAND Windsor currently employs over 290 full-time staff plus over 1,800 seasonal jobs.
- 1.6 A *Travel Plan* can bring a range of benefits, not only to the staff and visitors, but also to the local community. Across the board, benefits include a healthier, more productive workforce, cost savings to staff, reduced demand for on-site parking and less congestion locally.
- 1.7 This document aims to provide a *manual* for LEGOLAND Windsor for the implementation and development of the measures set out within it. As such, this *Travel Plan* should not be seen simply as a report but as an ongoing strategy for the management of travel demand at the site.
- 1.8 This *Travel Plan* has been produced with reference to the Department for Transport’s *Good Practice Guidelines: Delivering Travel Plans through the Planning Process* (April 2009). It has been developed using data recorded in the staff travel surveys which were carried out at the site in 2013 and 2014 following approval of the original *Travel Plan* in 2012.

1.9 The remainder of this *Travel Plan* is divided into seven sections;

- Section 2 commences with a review of transport policies and sets out the objectives of this Plan;
- Section 3 describes the existing provision of transport infrastructure and services, by way of a site audit that identifies the opportunities for different modes of travel;
- Section 4 gives an analysis of the most recent travel surveys;
- Section 5 explains the role of the Travel Plan Coordinator (hereinafter the “TPC”) and how the administration of this Plan will be approached;
- Section 6 provides detail of the *Travel Plan* measures and initiatives at LEGOLAND Windsor;
- Section 7 outlines the monitoring strategy of this Plan, including setting of targets; and
- Section 8 provides a summary.

2 POLICY AND OBJECTIVES

Introduction

- 2.1 This chapter reviews key national and local transport policies. It is acknowledged that this *Travel Plan* should encompass measures that are consistent with the key policies outlined below and identify objectives accordingly.

National Planning Policy Framework

- 2.2 The National Planning Policy Framework (hereinafter the “NPPF”) was introduced in March 2012. With regard to new developments the policy states that planning should:

“Actively manage patterns of growth 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.”

- 2.3 The NPPF also states:

“A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.”

- 2.4 A *Travel Plan* is a package of measures designed to encourage users of a site to travel by sustainable means other than single occupancy car use. Such a Plan can bring a range of benefits, not only to staff but to the wider community. Benefits include improved health, cost savings, reduced demand for parking on site and less congestion locally.

Planning Practice Guidance on Travel Plans

- 2.5 The National Planning Practice Guidance on Travel Plans largely replaces previous national guidance on Travel Plans and sets out the key principles to be taken into account in preparing these documents. The guidance states that Travel Plans should be:

- Proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;
- Established at the earliest practicable possible stage of a development proposal;
- Be tailored to particular local circumstances; and
- Be brought forward through collaborative ongoing working between the Local Planning Authority/ Transport Authority, transport operators, Rail Network Operators, Highways Agency where there may be implications for the strategic road network and other relevant bodies.

Windsor and Maidenhead's Third Local Transport Plan (LTP3) - 2012

2.6 Windsor and Maidenhead's adopted Third Local Transport Plan (hereinafter "LTP3") is the main transport policy document for the Royal Borough. It sets out a range of policies that will determine how transport is provided within the Borough as a whole.

2.7 The strategy has four guiding principles which reflect the Council's core values and are:

- Putting our residents first;
- Providing value for money;
- Equipping ourselves for the future; and
- Working in partnership.

2.8 LPT3 also has five overarching aims to reflect both local priorities and Central Government's over-arching principles:

- Improve access to local services and facilities;
- Improve road safety and personal security;
- Support economic growth;
- Improve quality of life and minimise the negative impacts of transport; and
- Tackle climate change.

Royal Borough of Windsor and Maidenhead Local Plan Saved Policies

2.9 Local planning policy guidance is contained within the Royal Borough of Windsor and Maidenhead Local Plan, adopted June 2003. This includes policies which were saved past 2007.

2.10 Policy T7 regarding cycle parking states that:

"The borough council will make special provision for cyclists throughout the borough in order to:

- ***Provide safe cycle routes, lanes and shared cycle paths as appropriate;***
- ***Provide convenient and secure cycle parking facilities particularly in town centres adjacent to pedestrianised areas;***
- ***Improve cycling links to public transport facilities and provide cycle parking at these facilities; and***
- ***Ensure that, where appropriate, new development makes appropriate provision for cyclists."***

2.11 Policy T8 regarding pedestrians and disabled access states that:

“The borough council will improve conditions for pedestrians through traffic regulation and new highway schemes. The borough council will also identify opportunities for enhancing pedestrian access to town and other centres through the provision of new and improved footways. New development schemes will be expected to include appropriate provision for pedestrian access and routes.”

2.12 Policy P4 regarding parking within developments states that:

“The borough council will require all development proposals to provide car parking in accordance with the adopted standards as set out in appendix 7. In the case of development for business and industrial use the borough council will apply its own standards as set out above.”

2.13 Appendix 7 of the Local Plan has since been replaced by the Royal Borough of Windsor and Maidenhead Parking Strategy, adopted May 2004. Vehicle parking, cycle parking and disabled access to the site is considered within Section 4 of this Plan where it is demonstrated that parking will be provided in accordance with the adopted standards.

Royal Borough of Windsor and Maidenhead Workplace Travel Plans Best Practice Guide 2007

2.14 The Workplace Travel Plans Best Practice Guidance outlines the benefits of adopting a *Travel Plan* and provides a guide to developing and implementing Plans.

2.15 The Guidance sets out the benefits that a successful Travel Plan can bring not only to employers and staff, but also to the wider community:

- Environmental benefits – development of a travel plan can help with achievement of environmental accreditation, such as ISO 14001.
- Corporate image – a travel plan can contribute significantly to the way an organisation is perceived by the public, employees, business partners and even investors.
- Financial savings – reducing on-site parking yields operational and maintenance cost savings, while tackling business travel reduces mileage payments and the need for company cars.
- Improved staff recruitment / retention – a good travel plan delivers significant benefits for staff, helping to mark a business out as a good place to work, and thus helps to attract and retain higher calibre staff.
- Transport problems – travel plans can address transport problems at existing sites or those associated with planning applications.

Travel Plan Objectives

2.16 In accordance with the above policies and to support the wider national and local objectives, the objectives of this *Travel Plan* are therefore:

- to promote awareness of transport issues and the impact of traffic on the local environment;
- to show a commitment to improving traffic conditions within the local area;
- to influence the level of private car journeys to and from the site in order to reduce air pollution and the consumption of fossil fuels;
- to reduce the number of staff single occupancy trips to and from the site;
- to increase the proportion of journeys to and from the site by sustainable modes of transport such as walking, cycling, public transport and car sharing;
- to promote walking and cycling as a health benefit; and
- to promote greater participation in transport related projects in the area.

Means of Achieving Objectives

2.17 This *Travel Plan* is a strategy for implementing change in transport patterns at LEGOLAND Windsor. The key objectives of the Plan are:

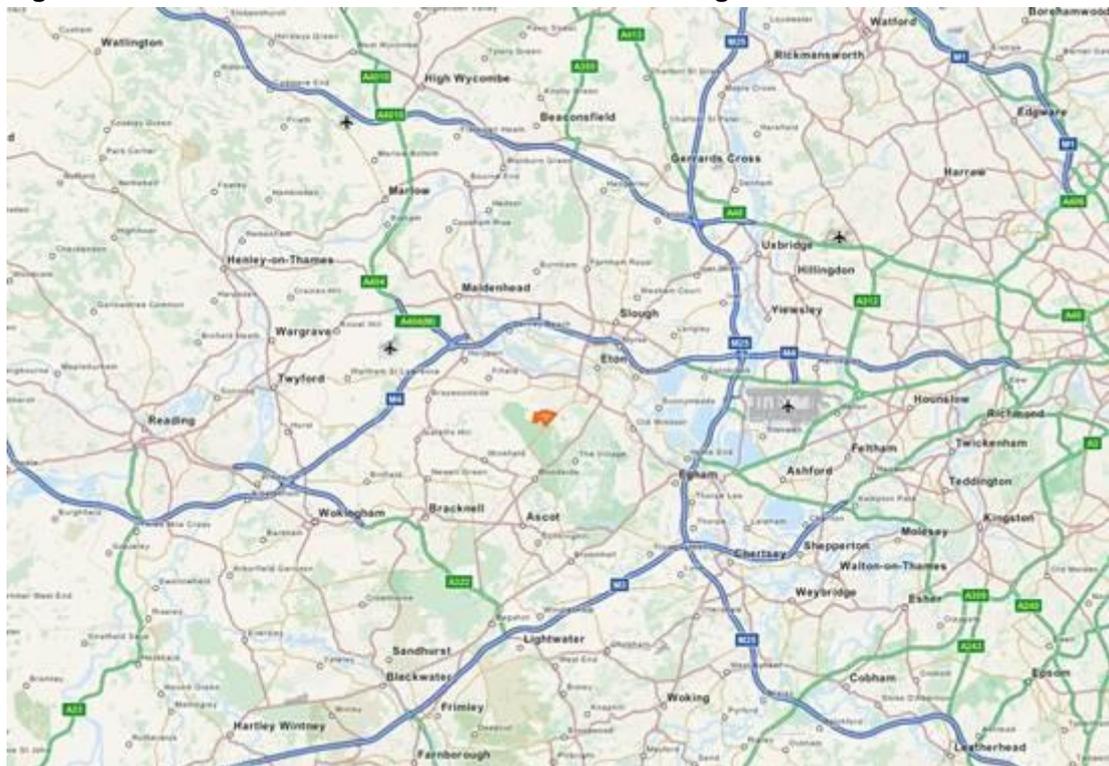
- to reduce the number of staff travelling by single occupancy vehicles (hereinafter “SOVs”) to the site. This objective reflects, and is intended to achieve, current Government and local policy in respect of transport, particularly in improving journey times and reducing carbon emissions; and
- to proactively manage visitor travel patterns through influencing the arrivals / departures of visitors during peak periods in order to minimise the impact on the local highway network.

2.18 The success of the strategy, however, will depend upon the co-operation and enthusiasm of the staff and visitors and the commitment of the managers within the organisation as much as on the tasks defined herein.

3 SITE AUDIT

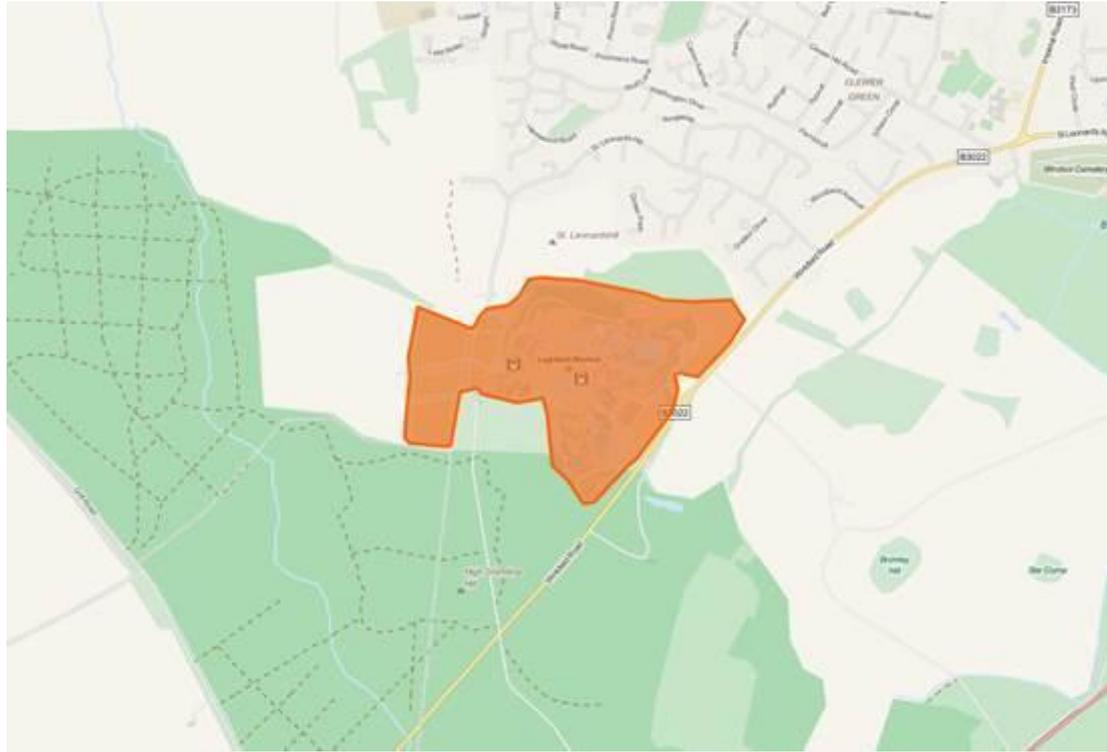
- 3.1 LEGOLAND Windsor is located within the Royal Borough of Windsor and Maidenhead, 40 kilometres to the west of central London. The site is located to the west of the B3022 Winkfield Road. Winkfield Road leads north-east towards Windsor, 3.2 kilometres to the north-east of the site and south towards Ascot (7 kilometres) and Bracknell (10.5 kilometres).
- 3.2 The B3022 provides connections with the M4 motorway via the A332, 5.2 kilometres to the north of the site. The site in relation to the regional road network is shown in **Figure 3.1**.

Figure 3.1 LEGOLAND Windsor in Relation to the Regional Road Network



Source: © OpenStreetMap contributors

- 3.3 LEGOLAND Windsor is bordered by residential dwellings to the north of the site, Winkfield Road to the east, and Windsor Great Park and Windsor Forest to the south, east and west. The site in relation to the local road network is shown in **Figure 3.2**.

Figure 3.2 LEGOLAND Windsor in Relation to the Local Road Network

Source: © OpenStreetMap contributors

- 3.4 LEGOLAND Windsor currently employs some 290 full-time staff plus some 1,800 seasonal jobs.
- 3.5 There are currently 4,543 visitor parking spaces located within the site including 3,143 marked spaces of which 54 are spaces dedicated for use by disabled persons, and an additional 1,400 spaces are provided within a grassed overflow parking area. Parking for the LEGOLAND Windsor Resort Hotel and the Park and Ride is provided to the eastern boundary of the site within a 321 space car park, for park a ride and hotel guests, between the site access road and Winkfield Road.
- 3.6 Staff parking is provided adjacent to the service building (22 spaces including 2 spaces dedicated for use by disabled persons) and the Mansion building (67 spaces including 1 space dedicated for use by disabled persons). Additionally a staff car parking area (unmarked) is provided just to the south of the service building, which provides parking for circa 300 cars. This car park operates well within capacity.
- 3.7 Twenty cycle stands are provided for employees adjacent to the service building and six stands are provided within the Mansion car park. Together these provide secure and covered cycle spaces for staff for up to 52 cycles. Additionally 10 cycle stands are located adjacent to the main entrance for guests, which can accommodate up to 20 cycles.

Sustainable Transport Accessibility

3.8 It is generally accepted that walking and cycling provide important alternatives to the private car, and should also be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy that the Chartered Institute of Highways and Transportation has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:

- the maximum walk distance for commuting is two kilometres (Providing for Journeys on Foot, 2000);
- reasonably fit people can comfortably cycle eight kilometres (Cycle Friendly Infrastructure, 1996); and
- walking distances to bus stops should not exceed 400 metres (Planning for Public Transport in Development, 1999).

Pedestrian Facilities

3.9 A shared pedestrian and cycle footway runs on the western side of Winkfield Road between the main access roundabout and Imperial Road to the north east where it continues up to Longbourn, providing pedestrians and cyclists with a safe route to and from the site. The footway also extends from the access roundabout to the south west of the site on the eastern side of Winkfield Road, offering direct access to bus services from the stops outside the site via uncontrolled crossings at the roundabout.

3.10 Footways within the site link the LEGOLAND Windsor main visitor entrance with the on-site bus stop located to the west of the site. Footways also provide staff with safe and direct access from Winkfield Road to the LEGOLAND Windsor staff entrance and the bus stop located adjacent to the site access (to the east of the site).

Cycle Facilities

3.11 LEGOLAND Windsor currently provides 52 cycle spaces located adjacent to the Service building and the Mansion building, for staff, with a further 20 cycle spaces for customers adjacent to the main visitor entrance. The LEGOLAND Windsor Resort Hotel provides 12 secure cycle parking spaces.

3.12 Staff changing facilities, including showers and lockers, are provided within the Service building.

3.13 Combined pedestrian and cycle paths exist along Winkfield Road, either side of the site entrance, which provide safe and convenient cycle access into the site from Winkfield Road.

- 3.14 National Cycle Route 4 runs approximately 2 kilometres to the south east of the site, connecting London and Fishguard via Reading, Bath, Bristol, Newport, Swansea, Carmathen, Tenby, Haverford West and St. Davids.
- 3.15 With over 40% of staff reporting to live within eight kilometres of the site in the 2014 survey, this offers the potential for modal shift by these LEGOLAND Windsor staff.

Bus Services

- 3.16 LEGOLAND Windsor benefits from two bus stops within the site itself. The closest bus stops to the site for visitors are located adjacent to the LEGOLAND Windsor visitor entrance, to the south-west of the site. A further bus stop is located within the eastern edge of the site adjacent to the staff entrance. The services available from these locations are shown within **Table 3.1**.

Table 3.1 Bus Services in the Vicinity of the LEGOLAND Windsor

Service	Destination	Frequency		
		Monday-Friday	Saturday	Sunday & Public Holidays
200	Windsor (Thames Street) (operates when Park is open)	2 per hour Every hour from 10:20 to 19:25	2 per hour Every hour from 10:20 to 19:25	2 per hour Every 30 minutes from 09:50 to 19:25
600	Riverside Station – Windsor – LEGOLAND via Central Station	Operates on school holidays every 30 minutes	Every 30 minutes between 09:45 and 19:05 Operates from 4th April – 1st November	
702	Bracknell – Windsor (High Street) – Slough – London Victoria Coach Station	1-2 per hour	1-2 per hour	1-2 per hour

Source: www.firstgroup.com,, <http://www.travelinesoutheast.org.uk/>.

- 3.17 Table 3.1 highlights the major regional destinations accessible via bus services from the development site including Slough, Reading, Bracknell and Windsor. Shuttle bus 200 runs between LEGOLAND Windsor and Windsor town centre, stopping close to both Windsor and Eton Central and Windsor and Eton Riverside railway stations, allowing potential for onward trips to be made by those travelling by train. Further bus stops are available on Winkfield Road to the east of the site, although services are the same as those on site. The on-site bus stop facilities are shown in **Figure 3.3** below.

Figure 3.3 On-Site Bus Facilities



3.18 LEGOLAND Windsor also benefits from *Park and Ride* services which operate between LEGOLAND Windsor and Windsor town centre, with buses running every 30 minutes. A designated car park is provided for the *Park and Ride*, which is available to the public and operates separately from LEGOLAND Windsor. Bus stop and *Park and Ride* locations are highlighted within **Figure 3.4**.

Figure 3.4 Bus Stops and ‘Park and Ride’ Locations



Source: © OpenStreetMap contributors
Notes: Red hatch indicates Park and Ride Site;
Purple hatch indicates the Main Visitor Entrance; and
Blue circles indicate Bus Stops

Train Services

- 3.19 Windsor and Eton Central Railway Station is located 3.9 kilometres to the north-east of LEGOLAND Windsor and is made accessible via shuttle bus service 200. This station provides services every 20 minutes to Slough. Windsor and Eton Riverside station is located 4.3 kilometres to the north of the site and provides services to Staines and Central London destinations including London Waterloo. Details of these services are provided within Table 3.2.

Table 3.2 Train Services from Windsor and Eton Riverside Station

Destination	Frequency		
	Monday-Friday	Saturday	Sunday
Staines	Every 30 min	Every 30 min	Every 30 min
Richmond	Every 30 min	Every 30 min	Every 30 min
Clapham Junction	Every 30 min	Every 30 min	Every 30 min
London Waterloo	Every 30 min	Every 30 min	Every 30 min

- 3.20 Table 3.2 shows that LEGOLAND Windsor is accessible via train services to several regional destinations including Staines and Central London. Those travelling by train are likely to make onward trips to LEGOLAND Windsor either by taxi or by local buses. We therefore consider that there is the opportunity for both staff and visitors to travel to the site via train services.

4 TRAVEL SURVEYS

Staff Travel Survey

- 4.1 A number of staff travel surveys have taken place at LEGOLAND Windsor and the modal split of respondents is shown in table 4.1 below. The questionnaire used can be seen at **Appendix A** of this report. The main aims of the survey have been to identify the existing modal split of staff and the alternative modes of transport that staff would be likely to use for travel to work.

Table 4.1 Main mode of travel to work for staff employed at LEGOLAND Windsor

Mode	2012 Survey	2013 Survey	2014 Survey
Car (including SOVs and car share – drivers and passengers)	62.15%	78.70%	56.09%
Bus	18.11%	3.70%	13.82%
Cycling	4.98%	5.56%	4.88%
Train	5.49%	0%	4.07%
Walking	4.12%	7.41%	10.57%
Motorcycle/Moped	2.66%	2.78%	4.07%
Taxi	2.49%	1.85%	6.50%

- 4.2 The results show that the main mode of transport for staff to the site is by car, although the proportion of staff travelling by other means has accounted for between 21-44%.
- 4.3 The proportion of staff arriving by bus has reduced by 24% from the 2012 survey to the 2014 survey, whilst the use of bicycles for accessing employment has stayed reasonably consistent.
- 4.4 The main reason cited by staff in the 2014 survey for travelling by car was '*convenience*', but a significant number of staff stated that their reasons were that they got a lift to work or there was a lack of alternatives. Both of these factors were consistent with the 2012 survey. Results of the 2013 survey showed again that convenience and lack of alternatives were key factors, but also that a car was essential to perform their job or that a car was required to run errands before, during or after work.
- 4.5 The staff travel survey also identified alternative modes of transport occasionally used by staff to travel to and from LEGOLAND Windsor. The results are shown in Table 4.2.

Table 4.2 Alternative modes likely to be used by staff who normally travel by car

Mode	Responses
Walk	6%
Bicycle	8%
Motorcycle/Scooter	4%
Bus	17%
Train	8%
Car Share	34%
Taxi	20%
Other	3%

- 4.6 In the 2014 survey, 34% of staff that reported to normally travel by SOV (i.e. by car on their own), said that they would consider car sharing with a fellow worker. The majority of these staff said that they would be encouraged to car share if they had help in finding a car share partner. A number of staff also said that they would be encouraged to car share if they knew there was the option of a complementary taxi if they were let down by their car share partner (e.g. where their partner has had to leave work unexpectedly).
- 4.7 With regard to public transport, 17% of staff that usually travel by car cited 'bus' as a mode they are likely to use as an alternative to the car. The most frequently stated measures that would encourage staff to use public transport were discounts on fares (28.21%), followed by more frequent services (17.31%) and improved information on timetables and routing (16.03%).
- 4.8 There was a lower proportion of staff reporting to cycle to work in 2014 compared to the previous surveys. However, over a quarter of all respondents stated that they would be prepared to cycle to work. The measures that were reported to be most likely to encourage staff to cycle to work were: improved information on cycle routes; improved quality of cycle routes; and improved cycle storage facilities.
- 4.9 The information gathered from the survey shows potential to reduce the number of staff travelling to the site by SOV, particularly by increasing the number of people car sharing to the site. Measures to achieve a modal shift are detailed in section 6.

5 TRAVEL PLAN ADMINISTRATION

Introduction

- 5.1 This chapter describes the responsibilities of LEGOLAND Windsor in implementing this *Travel Plan*. It aims to act as an instruction manual to the personnel involved.

Appointment of Travel Plan Coordinator

- 5.2 A TPC (Chris Ireland, Operations Director) for LEGOLAND Windsor has been appointed. Chris is a full time permanent employee at LEGOLAND Windsor. Chris' contact details will be provided to all staff so that they can discuss their travel needs:

- E-mail: Chris.Ireland@legoland.co.uk
- Phone: 01753 626408

- 5.3 The TPC will take overall responsibility for the day-to-day operation of this *Travel Plan* and implementation of measures.

- 5.4 The responsibilities of the TPC are:

- to lead in the implementation of the Travel Plan;
- to have responsibility for raising awareness and uptake of sustainable transport;
- to implement and promote schemes which aim to reduce the use of the private car;
- to organise and promote Travel Plan related publicity and awareness events such as Bike Week, Liftshare Week and National Walking Month;
- to act as the point of contact within the organisation for anyone requiring transport advice or information;
- to conduct travel surveys to establish how staff travel to the site and why they travel the way they do;
- to be responsible for keeping the Travel Plan document up-to-date, including preparation of monitoring reports;
- to work to improve on site facilities for those who choose to come by sustainable transport; and
- to proactively manage visitor travel patterns through influencing the arrivals / departures of visitors during peak periods in order to minimise the impact on the local highway network.

- 5.5 The TPC will maintain a filing system for this *Travel Plan* which contains the results of all staff and visitor travel surveys and all periodic monitoring.

- 5.6 In the interests of confidentiality, the TPC will hold the database and be responsible for the release of information. Information contained within the database will be released to the Royal

Borough of Windsor and Maidenhead on request; in the interests of security, only postcode details will be supplied and will be treated as private and confidential.

Consultation

- 5.7 The success of this *Travel Plan* will rely on the support of the employees and senior management. The TPC will work with site management regarding issues relating to the Plan. The role will also involve liaising with outside bodies, including public transport operators and the Royal Borough and neighbouring Local Authorities.

Marketing and Communications

- 5.8 The TPC will be actively involved in the promotion of the *Travel Plan* and will make staff aware of its existence. This will be done by the following means:

- all new permanent, seasonal and franchise staff are given an induction on commencement of employment. They are informed of the existence of this Plan and opportunities for sustainable travel. The details of the Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Plan are explained to employees;
- details of the TPC will be advertised on the notice boards so that employees know who to contact if they wish to discuss specific matters directly. The notice boards may also be used to publicise travel related events, facilities, timetables and to promote measures such as the car share scheme and Cycle Surgery;
- notice boards displaying useful information relating to travel to and from the site such as local walking and cycling routes and public transport; and
- the LEGOLAND Windsor website provides a summary of the bus, train and coach services that provide access to the park. It will be maintained to ensure information about all the various modes of transport is available to visitors wishing to access the park. Details of relevant on-site facilities will be included, such as cycle parking and lockers.

Updating

- 5.9 The Travel Plan is a strategy for the indefinite future and as such will evolve over time. Although the objectives of the Plan will not change, it may be possible to refine the targets and amend the measures set out herein. The Travel Plan will be updated in consultation with LEGOLAND management and the Royal Borough of Windsor and Maidenhead.
- 5.10 The ongoing monitoring programme and in particular the annual review (outlined in chapter 7) will provide updated information that will allow the Plan to be revised, refined, improved and updated.

6 TRAVEL PLAN MEASURES

Measuring for Staff

- 6.1 In order to meet the objectives of this *Travel Plan* it is essential to ensure accessibility to and from the development. The measures set out below are therefore both *hard* (i.e. site design) and *soft* (i.e. marketing and promotion), designed to address the travel needs of staff and to reduce the need for travel by SOV. The measures outlined here are available to permanent, seasonal and franchise staff, unless specified. The measures outlined below will be continuously reviewed and updated if necessary as part of the Travel Plan review:

Travel Information Provision

- 6.2 All local public transport routes are highlighted to staff in the *Staff Handbook*, on the notice boards in back of house areas. Travel Information will be updated to include walking and cycling routes in the vicinity of the site, as this was selected by a number of staff as a measure that would help to encourage them to travel by these active modes. The information will also include contact details for the TPC.

Travel Information Notice Boards

- 6.3 All staff notice boards highlight bus routes and times, along with train times from Windsor & Eton Riverside. The notice boards also include car share benefits, bus timetables, taxi numbers and cycle path information, as well as being used for promotion of sustainable travel events.

Car Sharing and Guaranteed Lift Home

- 6.4 LEGOLAND Windsor is a member of the Royal Borough of Windsor and Maidenhead's Car Share Scheme and promotes this via notice boards and in the handbook that is issued to all new starters.

- 6.5 As a responsible employer with a duty of care to its staff, LEGOLAND Windsor is able to provide a taxi at no cost to its staff in the event it is needed to travel home in an emergency or where an employee is left at the site due to their car share partner leaving work unexpectedly. This was cited by a number of staff in the 2014 as a measure that would be likely to encourage modal shift towards car sharing.

Cycle Parking

- 6.6 Staff cycle parking for 52 bicycles is provided adjacent to the service building and Mansion car park, as set out within the site audit at section 3. Further to this, there is parking for 20 bicycles at the main entrance for guests.

Showers and Lockers

- 6.7 Staff changing facilities, including showers, are available within the Service building for staff who travel to work on foot or by bicycle. Lockers are also provided on site for all staff to use. Details of these facilities are provided at induction.

Season Ticket Loan Scheme

- 6.8 Permanent team members can request a season ticket loan once the three month probation has been completed.

Sustainable Travel Events

- 6.9 Throughout the year, the TPC will promote a number of national sustainable travel events such as National Walking Month/Walk to Work Week, Green Transport Week, Bike Week, Car Free Day, Liftshare Week and Commute Smart Week.

Measures for Visitors

- 6.10 Whilst the main aim of this *Travel Plan* is to reduce staff car travel to the site, below is a summary of further measures that have been introduced at LEGOLAND Windsor which are having an impact on visitor travel to the site, particularly in reducing congestion in the local area. These measures will continue to be implemented and reviewed as necessary:

- following the successful signing trials in 2014 to redirect visitors to minimise congestion on routes towards the site, the signs are now in the process to be formalised to provide permanent signage for alternative routes to the site. The permanent changes to date are as follows;
 - Route 1 for M4 Junction 6 now permanent;
 - Route 2 for M25 Junction 13 agreed but not imposed until Junction13 roundabout complete; and
 - Route 3 for M4 Junctions 8 and 9 still to be agreed and discussions ongoing with highway authorities.
- travel directions are sent to LEGOLAND Windsor Resort Hotel guests prior to arrival – these give driving directions to help visitors choose the most suitable route to the site along with options for non-car travel such as rail, bus, coach and taxi. These will be amended to reflect the new signage trail routes;

- LEGOLAND Windsor offers advice via social media, including the Park's mobile application – this means that visitors can ask what the best way of getting to the park is for their individual needs and will receive notifications with traffic updates for when guests might be leaving the park;
- staff hand out leaflets upon departure to encourage the use of alternative routes in peak season;
- there is a car parking charge at LEGOLAND Windsor – this may discourage some visitors from travelling to the site by car. The current charge is £8 for a priority car park pass or £5 for a standard ticket. The car park operates a *pay on foot/ exit* method to ensure an even flow of traffic off the Winkfield Road;
- when it is anticipated that the Park will be busy, the online and phone booking facilities are switched off to discourage any further visitors. Those seeking to book tickets are then redirected to other Merlin Group attractions.
- LEGOLAND Windsor offers a *Kids Eat Free* initiative after 4pm – this encourages guests to stay longer and therefore avoids the evening peak hour traffic;
- LEGOLAND Windsor closes at 8pm during the busiest summer months – this means that guests stay in the park longer and avoid evening peak hour traffic;
- LEGOLAND Windsor offers a *2 for 1* entry for visitors arriving by train, and discounted family tickets on the LEGOLAND Shuttle Bus, promoting journeys to the park by public transport;
- LEGOLAND Windsor sell afternoon-only tickets at the Windsor tourist information centre – this contributes to reducing peak hour traffic in both the morning and evening;
- Re-signing exit signs and road markings to encourage guests to *turn right* and use the alternative, less congested routes;
- LEGOLAND Windsor will continue to cater for coach parties as a priority. Since most are pre-booked, an area in car park B is reserved for coaches, thereby encouraging travel to the site by coach;
- guests have all travel information on pre-purchased tickets, Hotel bookings, via Social Media, the website and Mobile app;
- all guest notice boards highlight bus routes and times, along with train times from Windsor & Eton Riverside. The notice boards also include car share benefits, bus timetables, taxi numbers and cycle path information, as well as being used for promotion of sustainable travel events. Further to this, bus timetables will also be made available to guests within the Hotel lobby; and
- there is parking for 20 bicycles at the main entrance for guests.

7 MONITORING, REVIEW AND SANCTIONS

7.1 A programme of monitoring and review has been designed to generate information by which the TPC will evaluate the success of this *Travel Plan*. The key objectives of this Plan are;

- to reduce the number of staff travelling by car to the site and to increase the proportion of journeys by non SOV modes; and
- to proactively manage visitor travel patterns through influencing the arrivals/ departures of visitors during peak periods in order to minimise the impact on the local highway network.

7.2 A suitable indicator of the success of the Plan is therefore the modal split of staff travel.

7.3 Other less direct objectives of this Plan are to increase the awareness of staff about the environmental and health implications of travel mode choice, and these will be measured by the volume and type of feedback from staff, both at the outset and as the strategy evolves.

Monitoring

7.4 The monitoring measures outlined below incorporate both the collection of *quantitative* analytical data and *qualitative* data in the form of general feedback and correspondence. The results of the monitoring below will be included in a report to be submitted to the Royal Borough will include:

- monitoring demand for additional cycle parking and provide more if necessary;
- monitoring demand for showering facilities for those staff travelling on foot or by cycle;
- monitoring demand for additional lockers;
- monitoring awareness of the Travel Plan and the measures within it;
- monitoring registrations of the car share scheme;
- recording comments received from management, staff and visitors relating to the travel options available; and
- ongoing, regular, multi-agency working group meetings to review both staff and visitor travel.

7.5 In addition to the above monitoring, annual staff travel surveys will be conducted at the site. Information gathered through the monitoring process will be recorded for input to the Monitoring Report as set out below.

Monitoring Report

- 7.6 The re-issue of the questionnaire annually to all staff offers the opportunity to gather new information about wider staff attitudes to travel. Analysis of the questionnaire results will also yield updated modal split information for comparison with data derived at the introduction of this *Travel Plan*.
- 7.7 A Monitoring Report will be provided annually for five years, or until such time as the targets set out are achieved. The TPC will compile the Monitoring Report outlining the results of the monitoring process. The report will include the following information:
- a summary of the *Travel Plan* objectives and targets;
 - how and when the information has been gathered;
 - modal split for staff travel;
 - progress towards meeting targets;
 - corrective measures in the event that targets are not met, including setting out details of which measures have changed and the reasons why, so as to keep Royal Borough aware;
 - future proposals for further refinement of this Plan; and
 - a summary of multi-agency working group actions and progress for both staff and visitor travel each year.
- 7.8 The Monitoring Report will include information relating to the staff sample size. A minimum sample size of 50% (against the total number of staff) will be utilised within the analysis so as to make the sample representative.
- 7.9 Data obtained relating to customer mode of travel and vehicle occupancy, obtained as part of LEGOLAND Windsor's customer feedback procedure, will be summarised within the monitoring reports. This data will be utilised by the Royal Borough in order to achieve a better understanding of travel to and from the site by visitors. This data will not be subject to any targets.

Targets

- 7.10 To assess the extent of the success of this *Travel Plan*, targets have been set in **Table 7.1** below. These are introduced in order to monitor the achievement towards the objectives of reducing SOV travel, increasing public transport and car sharing, and increasing active travel modes.
- 7.11 The 2014 targets from the previous *Travel Plan* along with the results from the 2014 which will act as a baseline for five-year targets to be set against are set out in **Table 7.1**.

Table 7.1 Staff Travel Targets

Mode	2014 Target	Baseline – 2014 Survey	2015 Target	2016 Target	2017 Target	2018 Target	2019 Target
SOV	22%	34.96%	32.86%	30.76%	28.67%	26.57%	24.47%
Car Share	35%	21.13%	22.11%	23.09%	24.05%	25.03%	26.01%
Total Car	58%	(59.06%)	(54.97%)	(53.85%)	(52.72%)	(51.60%)	(50.48%)
Bus	22%	13.82%	14.65%	15.48%	16.31%	17.14%	17.98%
Cycling	6%	4.88%	5.17%	5.47%	5.76%	6.05%	6.34%
Train	7%	4.07%	4.66%	5.24%	5.83%	6.41%	7.00%
Walking	4%	10.57%	10.78%	10.99%	11.20%	11.42%	11.63%
Motorcycle / Moped	2.5%	4.07%	4.07%	4.07%	4.07%	4.07%	4.07%
Taxi	1.5%	6.50%	5.70%	4.9%	4.11%	3.31%	2.5%
Total	100%	100%	100%	100%	100%	100%	100%

7.12 Whilst this *Travel Plan* has considered specific measures for visitors to LEGOLAND Windsor Resort Hotel to encourage travel by sustainable modes, it is considered difficult to monitor and set specific targets for the visitors to the park. As such a specific set of targets have not been set.

Sanctions

7.13 The Royal Borough's Planning Obligations and Developer Contributions: A Developer's Guide SPD allows the Royal Borough to appoint, following consultation with LEGOLAND (such consultation to last not less than 3 months), an independent transport consultant to prepare a monitoring report at LEGOLAND's cost (not more than once a year) in the event that this Travel Plan is considered;

- not to have been implemented; and thereafter
- to not be meeting the targets herein.

7.14 Furthermore, it allows the Royal Borough, following consultation with LEGOLAND (such consultation to last not less than 3 months) the ability to implement any recommendations in any such monitoring report at the cost of LEGOLAND (provided LEGOLAND shall never be required to pay more than £15,000 per year) in the event any recommendations therein are not acted upon by LEGOLAND within 6 months.

8 SUMMARY

- 8.1 This site wide Travel Plan has been prepared by TPA on behalf of Merlin Attractions Operations Limited (and will be implemented by LEGOLAND Windsor Park Limited) in order to encourage and enable more sustainable travel to and from LEGOLAND Windsor. It is designed to encourage staff to have a genuine choice of travel mode and to promote access to the site by sustainable modes of transport.
- 8.2 The site is located within the Royal Borough of Windsor and Maidenhead, 3.2 kilometres to the south of Windsor town centre. It is located within cycling distance of residential areas and benefits from an on-site bus stop which provides a number of services to and from the site.
- 8.3 The outcome of the 2014 staff survey revealed that 34.96% of respondents regularly travelled to the site by SOV and 21.13% travelled by car share. Over a third of respondents also said that they would consider car sharing, given help in finding potential partners.
- 8.4 A number of measures are included in this *Travel Plan*, such as:
- the provision of travel information;
 - cycle parking;
 - notice boards;
 - showers, changing rooms and lockers;
 - a Season Ticket Loan Scheme; and
 - guaranteed ride home.
- 8.5 A TPC has been appointed to implement and manage this *Travel Plan*. They will also oversee the monitoring of this Travel Plan through annual staff travel surveys.
- 8.6 Targets have been set to reduce the proportion of staff travelling to the site by SOV and to increase the proportion travelling by other means.

APPENDIX A

LEGOLAND Windsor
Staff Travel Survey

Your Name

Department

1 Your full home postcode		
<i>Place an X in the box to the right of each question to indicate your answer</i>		
2 Gender	Male	
	Female	
3 Age	Under 20	
	20-24	
	25-34	
	35-44	
	44-54	
	55 or over	
4 Do you have a disability which affects your travel arrangements?	Yes	
	No	
5 How many days a week on average do you work at LEGOLAND	Do you normally work:	
	Normal working day e.g. 0900-1730	
	Day shift work including early starts and late finishes	
	Night shifts	
	Other please specify	
7 How do you normally travel to work?	Walk	
	Bicycle	
	Motorcycle or Moped	
	Bus	
	Train	
	Personal Car (driver, alone)	
	Personal Car (driver with passenger)	
	Car passenger	
	Taxi	
	Other please specify	
8 How far do you travel to work?	Up to 1 mile	
	Over 1 mile and up to 2 miles	
	Over 2 miles and up to 5 miles	
	Over 5 miles and up to 10 miles	
	Over 10 miles and up to 20 miles	
	Over 20 miles	
9 Do you have a mobility problem that dictates the use of this form of transport?	Yes	
	No	
10 Select 2 of the following forms of transport that you would most likely use as an alternative for your journey to work	Walk	
	Bicycle	
	Motorcycle or Moped	
	Bus	
	Train	
	Personal Car (driver, alone)	
	Personal Car (driver with passenger)	
	Car passenger	
	Taxi	
	Other please specify	
11 How long does it currently take you to get to work?	Up to 15 minutes	
	16-30 minutes	
	Longer than 30 minutes	

LEGOLAND Windsor
Staff Travel Survey

CAR please only complete questions 12-14 if you travel to work by car

12	What are your main reasons for using a car to get to work?	
	Car essential to perform job	
	Dropping off / collecting children	
	Get a lift to work	
	Health reasons	
	Personal security	
	Lack of an alternative	
	Run errands before/during/after work	
	Convenience	
Other please specify		
13	Would you consider car sharing with a fellow worker?	
	Yes	
	No	
	I already car share	
14	Which of the following would encourage you to car share?	
	Help in finding a car share partner with similar work patterns	
	Reserved spaces for car sharers	
	Free taxi home if let down by the car sharer	
	Other please specify	
	None of these	
15	Would you consider using public transport to get to work?	
	Yes	
	No	
	I already use public transport	
16	If you travel by bus which of the following services do you use?	
	701 / 702	
	191 / 200 (Windsor shuttle)	
	Other routes please specify	
17	Which of the following would encourage you to use or continue to use public transport?	
	Improved timetable / route information	
	More frequent services	
	Discounts on fares	
	Improves facilities (station or stop shelters, real time information)	
	More reliable services	
	Cleaner and safer buses	
Other routes please specify		
	None of these	
18	Would you be prepared to cycle to work?	
	Yes	
	No	
	I already cycle to work	
19	Which of the following would most encourage you to cycle to work?	
	Improved information on cycle routes	
	Improved signage on cycle routes	
	Improved quality of cycle routes	
	Provision of cycling equipment	
	Improved cycle storage facilities	
Other please specify		
	None of these	
20	Any other comments about your travel to work?	