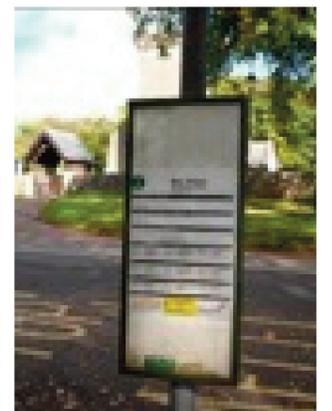


# Travel Plan

## ST FAGANS: NATIONAL HISTORY MUSEUM

Making History - January 2012



**CREU  
HANES  
MAKING  
HISTORY**

 **heritage  
treftadaeth**  
LOTTERY FUNDED  
ARIENNIR GAN Y LOTERI

  
Noddir gan  
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st fagans  
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werin  
cymru  
history  
museum

# Travel Plan January 2012

## Acknowledgements

This Travel Plan has been developed with support and assistance from staff at the following organizations:

Arriva Trains Wales  
Capital Region Tourism  
Cardiff Access Group  
Cardiff Bus  
Cardiff County Council  
Cardiff Metropolitan University (UWIC)  
City Sightseeing Tours  
Communities First groups  
Countryside Council for Wales  
Design Commission for Wales  
Easyway  
Environment Agency  
Network Rail  
Professor Stuart Cole, University of Glamorgan  
Rhondda Cynon Taf County Borough Council  
St Fagans Community Council  
South East Wales Transport Alliance (SEWTA)  
Sustrans  
The Eden Project  
The St Fagans Trust  
Traveline Cymru  
Vale of Glamorgan Council  
VEST – Voluntary Emergency Services Transport  
Welsh Government

## Statement of Support

Amgueddfa Cymru has a long-standing commitment not only to the principles of sustainability, but also to practising and encouraging good stewardship of the environment at each of our seven museums around Wales.

Promoting sustainable travel for both visitors and staff is key to Amgueddfa Cymru's Environmental Statement. This Travel Plan, the first for the organization, will ensure sustainable travel choices are actively promoted. Staff and visitors alike will be encouraged to consider alternative modes of travel to the car when visiting St Fagans: National History Museum. Developing a Travel Plan for St Fagans is especially timely considering the redevelopment activity that is planned at the site, as it will ensure sustainable travel choices are promoted at each stage.

Our commitment to sustainable travel is demonstrated through our proactive approach and the framework contained in this document to steer and drive the Action Plan. The document will be reviewed and monitored to ensure it remains a dynamic work in progress.

It is intended to develop Travel Plans at all Amgueddfa Cymru sites in due course to ensure the message of sustainability is consistent throughout the organization.

David Anderson

Director General,  
Amgueddfa Cymru – National Museum Wales



## Executive Summary

At the time of writing, St Fagans: National History Museum is applying for funding to undergo the most exciting redevelopment project in the Museum's history. Making History is an exciting £25.5 million project that will not only transform the Museum site in the physical sense through the creation of new and exciting gallery spaces and a state of the art Centre for Learning, but will also make St Fagans a transformational experience, inspiring visitors to gain a different perspective on Welsh history and a fuller understanding of what it is to be Welsh.

The Vision for the Travel Plan is:

To encourage staff and visitors to choose alternatives to car travel for journeys to the Museum, through the development of a variety of sustainable travel schemes and initiatives.

The St Fagans: National History Museum Travel Plan aims to:

- Encourage the use of sustainable travel modes for journeys to the Museum by visitors and staff
- Reduce the number of journeys made by car
- Reduce the land required for permanent car parking
- Raise awareness of travel choices available for journeys to the site, and
- Overcome transport barriers for the Museum's target audiences.

The aims of the Travel Plan are supported by the following over-arching objectives:

- to achieve accessibility, safety and convenience by walking, cycling and public transport
- to provide the necessary supporting infrastructure for sustainable transport
- to promote social inclusion, including integration with existing communities

- to promote healthy lifestyles, and
- to create conditions that provide safety and security for all.

During the formative stages of the redevelopment project it has become evident that managing travel to the site is critical. Accommodating a potential increase in annual visitor numbers from 620,000 at present to 850,000 per annum within five years of the completion of the project presents a challenge to the Museum and we are seeking to address this in a sustainable and co-ordinated way.

A comprehensive programme of consultation has been undertaken as part of the development of the Travel Plan (including statutory bodies, sustainable travel organisations, other heritage and tourist attractions in the region, the local community, visitors and potential new audiences) in order to work collaboratively to find innovative solutions to the issues regarding sustainable travel.

### What will we implement in order to achieve the Vision?

The realisation of the Vision for the Travel Plan will take place over a 10-year period through promoting improved public transport services, communicating transport information effectively and close collaboration with organizations responsible for implementing schemes outside the remit of the Museum.

Although the Museum is served by local buses, these are not as frequent as is necessary for Wales's most visited heritage attraction. Measures to address this include:

- more frequent bus services throughout the day to benefit visitors and staff
- simplified travel information and ticketing, and
- exploring the potential for a shuttle bus between St Fagans and National Museum Cardiff (in the city centre).

The convenience offered by car travel and the general lack of awareness of alternatives will be addressed through the:

- promotion of a staff car share scheme, with priority car parking and reduced parking fees for car sharers
- introduction of car parking charges for staff, and
- promotion of attractive and reasonably priced public transport alternatives.

Cycle routes in the vicinity have improved in recent years and there are plans to further extend them in the future. Cycling and walking will be promoted through:

- expanding facilities for cyclists, including changing areas and improved storage and training
- promoting walking and cycling routes, and
- improving local walking and cycling routes.

The Travel Plan is a five-year document, which will be reviewed annually and monitored through regular surveys. In order to ensure the document's vision is achieved, clear targets have been set:

- **Headline target for visitors:** Modal shift of 5% from car use to public transport use by 2017.
- **Headline target for staff:** To reduce the number of employees usually travelling alone by car to work at St Fagans by at least 10% (on 2010 figures) by 2017 (from 89% to 79% of workforce).

The real benefits of implementing the Travel Plan will be achieved not only by the Museum and its staff, but also visitors, the local community and the city of Cardiff as a whole. Through the Travel Plan, Amgueddfa Cymru will further encourage effective use of current transport networks in Cardiff and beyond, to ensure that we 'Keep Cardiff Moving' and actively work to extend the travel benefits across the city.

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## 1. Introduction

St Fagans: National History Museum is one of Europe's leading open-air museums and the UK's most popular visitor attraction (according to research by *Which?* in 2011). Open to the public since 1948, the Museum is located on the outskirts of Cardiff and stands in the grounds of the magnificent St Fagans Castle and gardens. St Fagans explores many aspects of how people in Wales have lived, worked and spent their leisure time. Today the Museum attracts over 620,000 visitors a year on average. The vision for this Travel Plan is to encourage visitors and Museum staff to choose alternatives to car travel for journeys to work, through the development of a variety of sustainable travel schemes and initiatives.

### 1.1 Definition, Aims and Objectives of the Travel Plan

This Travel Plan is a strategy document for managing the journeys generated by St Fagans: National History Museum. It conforms to the following definition:

A travel plan is a long-term management strategy for an organization and its various sites that seeks to deliver transport objectives through positive action and is articulated in a document that is regularly reviewed.<sup>1</sup>

St Fagans: National History Museum's Travel Plan aims to:

- encourage the use of sustainable travel modes for journeys to the Museum by visitors and staff
- reduce the number of journeys made by car
- reduce the land required for permanent car parking
- raise awareness of travel choices available for journeys to the site, and
- overcome transport barriers for the Museum's target audiences.

The aims of the Travel Plan are supported by the following over-arching objectives:

- to achieve accessibility, safety and convenience by walking, cycling and public transport

- to provide the necessary supporting infrastructure for sustainable transport
- to promote social inclusion, including integration with existing communities
- to promote healthy lifestyles, and
- to create conditions that provide safety and security for all.

The Travel Plan has been developed by a St Fagans Travel Plan Working Group, which comprises staff with responsibility for operations at the site. Implementation and day-to-day responsibility for the delivery of the Action Plan will rest with the Museum site management. Monitoring and reviewing the Travel Plan will be led by the Sustainability Forum of Amgueddfa Cymru – National Museum Wales, chaired by the Director of Operations.

### 1.2 The Benefits of the Travel Plan

Through the Travel Plan, the Museum is building on a good foundation already established in terms of sustainable travel. At present 32% of all visitors on weekdays arrive by coach or bus, either as part of organized formal learning or leisure visits, or on the local bus service (travel profiles for staff and visitor are outlined in Section 4.). However, the Travel Plan gives the opportunity to promote sustainable travel and bring about a modal shift.

While travel plans normally focus solely on transport solutions for existing staff or visitors, this Travel Plan looks to change the way many of our current and future visitors and staff travel to St Fagans. Amgueddfa Cymru is continually seeking to reach out to hard to reach audiences and overcome intellectual, social and physical barriers to ensure our collections are open to all. Analysis for the accompanying Business Sustainability Plan reveals just under a third of households in Cardiff do not own a car. The Travel Plan aims to ensure that travel to St Fagans: National History Museum facilitates access, rather than hinders new audiences.

Real benefits will be achieved not only by the Museum and its staff but also by visitors, the local community and the city of Cardiff as a whole. Cardiff has been designated a Sustainable Travel City by the Welsh Government – the first in Wales. Through the Travel Plan, Amgueddfa Cymru will further encourage effective use of current transport networks in Cardiff and beyond, and support sustainable travel schemes and initiatives developed by the Welsh Government and Cardiff County Council. Amgueddfa Cymru will link in with initiatives to ensure we 'keep Cardiff moving' and actively work to extend the travel benefits across the city.

A Transport Assessment and Car Parking Analysis report<sup>2</sup> has been specifically prepared for St Fagans, to accompany this Travel Plan. Together they form an essential tool in assessing and reducing the environmental impacts of the existing transport situation, and encouraging the use of sustainable transport.

### 1.3 Making History

At the time of writing St Fagans: National History Museum is applying for funding to undergo the most exciting redevelopment project in the Museum's history. Making History is an exciting £25.5 million project to transform the visitor experience. The Travel Plan therefore needs to address key issues relating to sustainable travel: the challenges of accommodating a potential increase in annual visitor numbers from 620,000 at present to 850,000 per annum within five years of the completion of the project, and attracting new audiences to the Museum, some of whom may be restricted geographically and socially.

The Welsh Government views St Fagans as having a vital role to play in the Welsh economy, and its current Programme for Government highlights the need to 'Further develop St Fagans as a significant cultural attraction and visitor gateway to Wales'. An Economic

<sup>1</sup> PAS 500:2008 National specification for workplace travel plans

<sup>2</sup> ARUP 2012

Manifesto Summary has been prepared for the redevelopment project<sup>3</sup>. In summary, the key economic benefits associated with the Making History project are:

1. £25.5 million investment
2. 290 person years of construction employment over a 5-year build period
3. 130 full time equivalent (FTE) direct, indirect and induced construction related jobs over the build period
4. 35 additional FTE jobs created
5. an additional 14 FTE jobs across the south-east Wales region as a consequence of visitor spend
6. 600 in-depth volunteering placements over five years will provide 3,800 volunteer days;
7. flexible (paid and unpaid) employment opportunities that will make a tangible impact on local unemployment and help to enhance the skills, experience and prospects of those that are out of work
8. 25% increase in income, including an additional £500,000 in additional income from activities and enterprises
9. between £165,000 and £260,000 additional expenditure by the Museum in the Cardiff economy, providing a major boost to local businesses
10. contribution to an enhanced profile for Cardiff as a tourist destination with high-quality visitor facilities
11. catalytic attraction of additional visitors and business growth
12. contribution to the overall economic vitality and place branding of Cardiff as an economic centre and major European City.

These impacts, which are substantial and beneficial, provide a powerful case in support of the proposed development. They demonstrate how it will help to respond to existing issues and help to stimulate additional future expenditure and investment, to the further benefit of the local economy.

#### 1.4 Consultation and Engagement

Over 130 organizations, representing all target audiences both

<sup>3</sup> Economic Manifesto Summary, Nathaniel Lichfield & Partners, February 2012

nationally and locally, have contributed to the development of the Making History Activity Plan and will continue to be involved through 9 participatory forums. The Travel Plan has been informed by this consultation programme and has developed through extensive engagement with organizations such as the Welsh Government, South East Wales Transport Alliance (SEWTA), Cardiff County Council, Sustrans, Cardiff Bus, Easyway, City Sightseeing Tours, Traveline Cymru and Communities First groups.

The Museum has sought to be proactive in engagement with stakeholders and has facilitated discussions to ensure all options for sustainable transport have been explored. A full list of consultation is included as Appendix A.

#### 1.5 Methodology and Guidance

Cardiff County Council has provided extensive advice and support during the formation of the Travel Plan. Cardiff County Council's Travel Plan Strategy (September 2008) sets out the objectives for travel planning for organizations in Cardiff and an action plan detailing how these will be achieved. This Travel Plan has been developed following the methodology employed for the Council's own, site specific travel plans.

The Travel Plan development process has also been informed by:

- NAS National Specification for Workplace Travel Plans (PAS 500:2008)
- Cardiff County Council Travel Plan Resources – Travel Plan template
- Sustrans Advice on Active Commuting and Travel Plans
- The Essential Guide to Travel Planning DFT 2008.

#### 1.6 Creating a Sustainable Museum

This Travel Plan will be a dynamic process that will evolve over time. St Fagans Travel Plan is the first for the organization, and it is intended that it will form the template for site-specific Travel Plans to be implemented at all seven

Amgueddfa Cymru museums:

- National Museum Cardiff
- The National Waterfront Museum in Swansea
- Big Pit: National Coal Museum in Blaenafon
- The National Wool Museum in Dre-fach Felindre
- The National Roman Legion Museum in Caerleon
- The National Slate Museum in Llanberis.

Amgueddfa Cymru aims to build on sustainable practices in the operation of our seven museums and promote sustainable living through our events and learning programmes. We have achieved Green Dragon Award Level 3 in recognition of our effective environmental management. We also work closely with the Carbon Trust and have implemented their recommendations following a series of energy assessments. Future initiatives include Low Carbon Technology, participating in the Government's Carbon Reduction Commitment and signing up to the 10:10 campaign. The Travel Plan will help to underpin these initiatives.

#### 1.7 Associated Documents

The Travel Plan has been informed by, and contributes to, the following documents within the Making History project:

- Activity and Action Plan
- Business Sustainability Plan
- Public Engagement and Consultation Strategy
- Evaluation Plan
- Volunteering Strategy
- Marketing Strategy
- Headline Economic Impact Assessment (NLP 2012)
- Transport Assessment (ARUP 2012)
- Environmental Statement (TEP 2012)
- Access Audit (Vision Sense 2012)

## 2. Policy Context

The Travel Plan has been developed not only to accord with the current national, regional and local policy context but also to actively contribute to the objectives of Cardiff County Council and the Welsh Government to achieve a fully integrated, high quality transport system.

### 2.1 National Policy

#### **Planning Policy Wales - Technical Advice Note 18: Transport (2007)**

The land use planning policy document is aimed at providing an integrated approach to transport, reducing reliance on the private car and increasing the attractiveness of public transport. It expresses the Welsh Government's desire for Travel Plans to be prepared for a range of traffic generating land uses, including tourist attractions.

The policy directs that Travel Plans should relate to measurable targets for the reduction of road traffic and the promotion of walking, cycling and public transport.

#### **Wales Spatial Plan (2008 Update)**

The Spatial Plan identifies the need for sustainable accessibility as a key strategic theme, highlighting its importance in relation to economic activity and employment opportunities. Changes in travel behaviour towards greener modes of transport and the development of improved electronic communications are encouraged in meeting current environmental challenges.

#### **National Transport Plan (2009)**

This sits alongside the Regional Transport Plans in delivering the Wales Transport Strategy. This Plan details the Welsh Government's approach to putting transport onto a carbon reduction pathway, while at the same time ensuring that it can continue to support sustainable economic development and social inclusion. As part of increasing healthy and

sustainable travel choices, the National Transport Plan advocates raising awareness of alternatives to the private car. It includes commitments to improving transport information and developing walking, cycling and public transport networks.

#### **Walking and Cycling Action Plan for Wales 2009-2013 (2008)**

This Action Plan forms a key underpinning element to the National Transport Plan in how it sets out a series of initiatives to improve walking and cycling opportunities. Included within its aims is the need to change travel behaviour through the following travel planning actions:

- increase walking and cycling through an effective programme of travel planning projects
- promote Smarter Choices guidance to assist in the production of employer travel plans
- promote the BSI PAS 500 standard for travel plans.

#### **Health, Work and Well-being Action Plan for Wales 2011-2015**

This Action Plan involves the collaborative efforts of a range of organizations to improve the health of the working-age population in Wales. The shared objectives are to:

- improve health and well-being at work
- reduce the impact of ill-health at work;
- encourage early intervention to rehabilitate those who have become ill or injured.

Employers have the opportunity to experience benefits by supporting their staff to improve their health and well-being in the workplace. Promoting active travel choices, such as walking and cycling wherever possible, can contribute to staff well-being.

#### **Child Poverty Strategy for Wales**

This strategy sets out the Welsh Government's vision and strategic objectives for reducing child poverty. Amgueddfa Cymru has created its own strategy (currently in draft form) in line with Welsh Government requirements.

#### **The Active Travel Workplace**

Sustrans' Active Travel programme works with communities and partner organizations to enable more people to walk and cycle. Making everyday journeys on foot or by bike is one of the easiest ways to increase the amount of physical activity in your daily routine. It is also a cheaper, healthier and more enjoyable way to travel. Active Travel will be promoted to staff at St Fagans.

## 2.2 Regional Policy

### Regional Transport Plan (2009)

The Regional Transport Plan vision is:

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.

The Regional Transport Plan, prepared by SEWTA, is founded on a vision to support the promotion, development and marketing of sustainable travel choices. The Smarter Choices agenda includes travel planning, home-working, teleconferencing, car sharing, car clubs and personal travel plans.

## 2.3 Local Policy

### Cardiff Local Development Plan

The Local Development Plan (LDP), once formally adopted, will provide the development strategy and spatial policy framework for the County area over the period to 2026. The County Council recently undertook a consultation on strategic sites and options for the LDP that will inform the forthcoming Preferred Strategy. Priority will be given to improving accessibility by a choice of means of transport within and to Cardiff and developing an integrated transport system to minimise travel demand and facilitate walking, increased cycling and use of public transport.

### The River Ely Valley Action Plan (August 2010)

This action plan sets the priorities for the Ely Valley and contains a list of all priority projects in the area. Those with direct significance to the Travel Plan include the following measures for the Ely Trail (walking and cycling route):

- Completing the link from Penarth Road to Ely Bridge (AR2)
- Investigating links from the Ely Trail into the Vale of Glamorgan (AR4)

- Investigating the feasibility of a long distance walking route linking up with the Taff Trail to the north (AR6)
- Promoting and raising awareness of the Trail, including providing interpretation (AR7)

### Cardiff County Council Corporate Plan 2011-2014

The Corporate Plan sets out what Cardiff County Council will aim to achieve over the next three years, and in doing so, help achieve our shared vision for the City and region. As a major tourism destination, redevelopment of St Fagans will help the realisation of Cardiff County Council's Corporate Plan.

### Cardiff County Council Community Strategy (2007-2017)

This states that Cardiff must also look to promote sustainable and healthy transport options for local communities, and ensure that transport and access considerations are given priority when planning public services.

### Cardiff: A Sustainable Transport City

In March 2009 the Welsh Government announced that Cardiff would be Wales's first Sustainable Travel City and a pathfinder scheme for the wider Sustainable Travel Town initiative is planned for Wales. The Sustainable Travel City initiative aims to encourage as many people as possible to use active or sustainable transport for everyday trips.

As a Sustainable Travel City, Cardiff is putting into place developments that will help to make sustainable modes of travel easier to use. These schemes are being supported by 'Smarter Choices' measures, which give people access to information and encouragement to try different ways of travelling. The aim is to get people to plan how they are going to travel and to consider how different travel modes may suit particular journeys.

## 3. Redevelopment Context

### 3.1 Making History at St Fagans

The aim of Making History is to deliver a unified history of the peoples of Wales in the unique setting of an open-air National History Museum. For the first time in over 60 years, the national archaeology and social history collections will be displayed together. Creating significant additional indoor spaces and facilities will transform the Museum into an all-weather attraction, enabling over 200,000 years of Welsh heritage to be explored broadly and deeply through innovative exhibitions and skill-sharing activities.

Making History will not only transform the St Fagans site in the physical sense through the creation of new and exciting gallery spaces and a state of the art new Centre for Learning but will also make St Fagans a transformational experience, inspiring visitors to gain a different perspective on Welsh history and a fuller understanding of what it is to be Welsh. An Activity Plan has been developed in order to incorporate all of the public activities that will occur as part of the project, specifically relating to learning and participation. It is anticipated that the redevelopment will have a direct impact on visitor figures and it is critical that the transport issues are addressed both during the construction phases and in the future.

### 3.2 Towards a Participatory Museum

The Activity Plan for the Making History project outlines how the project will enable the Museum not only to provide better experiences for all our visitors but also to reduce inequalities in participation in the cultural activities we provide. The project's overarching goal is:

To transform St Fagans into a world-class national museum of history that is driven by the needs of its users.

Its three aims to ensure that it meets this goal are:

- AN INSPIRING RESOURCE: an international centre of excellence that inspires people to learn about and explore

the history of Wales

- A PARTICIPATORY MUSEUM: to be a welcoming and inclusive museum, where everyone can share knowledge, collections and skills
- A SUSTAINABLE ORGANIZATION: a museum that will be sustainable and continue to evolve to meet the needs of society

Visitor Research (detailed and referenced in Section 4.) has shown that getting to St Fagans is a barrier for many of the hard-to-reach groups to be targeted in AIM 1. The comprehensive consultation programme undertaken during the development of the Activity Plan revealed that some did not know how to travel here and other participants did not have access to a vehicle. The cost of travelling on public transport with a family, for example, was seen to be prohibitive and the journey to be time-consuming. To deal with the transport issue, some participants recommended organizing dedicated bus travel or discounted public transport travel. Even on arrival at St Fagans, foreseen physical and cognitive accessibility issues are also barriers for some potential visitors.

### 3.3 New Spaces

St Fagans needs to be transformed physically in order to meet the needs of users. Getting the main building to function effectively - particularly the development of activity spaces and collections access areas in a new Centre for Learning - is the key to the success of the whole project. The new building that we plan for the open-air site will celebrate the skills of 'makers' across the ages. It will display collections and co-created work, provide a wide variety of related hands-on activities for the general visitor and offer a venue for programmed courses and workshops in traditional craft and other creative skills.

The new vision for St Fagans, further detailed in the Activity Plan, will be achieved through the following changes:

- New reconstructed buildings illustrating life in Iron Age and medieval Wales

- A brand new sustainable building with display and activity spaces to try out traditional skills
- Improved access to the Castle and gardens
- New play areas
- Reinstating the historical landscaping in the woods at the south of the site
- Landscaping and environmental improvements to the car park.

Extension and alterations to the Main Building will include:

- New activity-rich exhibitions and galleries
- A new Centre for Learning for activities, workshops and access to collections
- Roofing the existing courtyard to provide a new welcoming orientation space
- A new shop and café.

The development of new indoor spaces means the Museum will be less weather dependent, making it more attractive to visit in all weather conditions throughout the year. This will reduce the pressures on transport networks that currently occur on a seasonal basis.

### 3.4 Summary

During the formative stages of the redevelopment project it has become evident that managing travel to the site is critical. Accommodating increased visitor numbers presents a challenge to the Museum and we are seeking to address this in a sustainable and co-ordinated way. A comprehensive programme of consultation has been undertaken as part of the development of the Travel Plan, including statutory bodies, sustainable travel organisations, other heritage and tourist attractions in the region, the local community, visitors and potential new audiences. We have proactively sought to facilitate discussions with different bodies in order to work together to find innovative solutions to the issues discussed in the following sections.

## 4. Visitor and Staff Information

This section summarises information about the visitors and staff that travel to St Fagans: National History Museum, examining their travel behaviour, attitudes to sustainable travel and potential for modal shift. It is recognised that both groups have different needs and consequently require different measures and solutions to successfully achieve such a shift. These will be identified in the Action Plan in Section 6.

During the initial stages of the formation of the Travel Plan in 2011, a comprehensive, bespoke visitor travel survey was undertaken with support from SEWTA. Information on staff travel has been taken from a staff travel survey undertaken in 2010 with support from Cardiff County Council. The following documents provide further analysis of visitor profiling and travel patterns at the Museum:

- The Marketing Strategy for Making History (2012-2026) analyses the profile of the local population, the market for both schools and tourists, and a breakdown of the 30- and 60-minute drive time areas around St Fagans.
- Travel patterns for both visitors and staff are examined in both the Transport Assessment and Car Parking Demand Projections report (ARUP) prepared to accompany the Travel Plan.
- Visitor profiling surveys (and more specific research) are regularly undertaken at the Museum, primarily to understand visitor preference and to obtain market research. Results of numerous commissioned independent research studies<sup>4</sup> as well as our own data gathering systems provide information about our present users and non-users. Both the Evaluation of St Fagans: National History Museum Report (Morris Hargreaves McIntyre 2008) and St Fagans Access Survey (Beaufort 2008) reveal limited, but valuable, information about visitor travel patterns.

### 4.1 Visitor Profile

Since free entry was introduced in 2001, the Museum has attracted an average of over 620,000 visitors per financial year. Peak visiting times are at Easter and June-September (especially August). Combining research and analysis, a set of visitor number projections following the completion of the redevelopment project has been established through the Business Sustainability Plan. Combining both natural and strategic growth, the Museum is looking at visitor number projections over the long term of approximately 850,000 visitors annually.

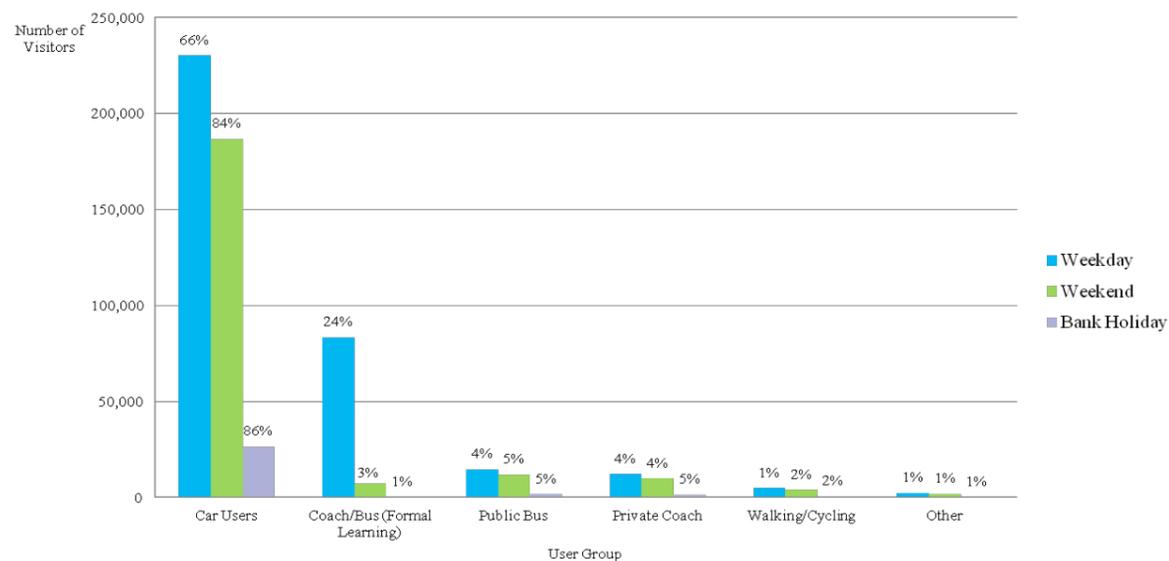
<sup>4</sup> Evaluation of how visitors use the St Fagans site among a mix of new, lapsed and current visitors, and families and adult only parties (164 sample size), Morris Hargreaves McIntyre (2008); Evaluation of St Fagans' galleries with families and independent adults (4 focus groups), Morris Hargreaves McIntyre (2009); Perceptions Study of St Fagans (300 telephone interviews), Morris Hargreaves McIntyre (2009); Visitor Profiling Study (775 exit interviews at St Fagans), Morris Hargreaves McIntyre (2009); Qualitative Evaluation of NMC's Origins gallery (discussion groups with socially-motivated and intellectually motivated families) Morris Hargreaves McIntyre (2009)

The majority of visitors (72%) originate from Wales. Cardiff residents make up the greatest proportion of Welsh visitors. St Fagans has a very loyal visitor base, broadly reflective of a traditional Museum audience. The table below gives a detailed breakdown of where visitors to St Fagans originate.<sup>5</sup> (It is important to note this data does not include the visitor profile of Formal Learners.)

Detailed origin of visitors to St Fagans Visitor Profile Study 2009 (Morris Hargreaves MacIntyre)	
Bleanau Gwent	2%
Bridgend	6%
Caerphilly	5%
Cardiff	20%
Carmarthenshire	4%
Ceredigion	-
Conwy	-
Denbighshire	-
Flintshire	1%
Gwynedd	-
Isle of Anglesey	-
Merthyr Tydfil	1%
Monmouthshire	1%
Neath Port Talbot	4%
Newport	4%
Pembrokeshire	1%
Powys	1%
Rhondda, Cynon, Taf	7%
Swansea	1%
Vale of Glamorgan	8%
Torfaen	4%
Wrexham	-
Other UK	22%
Overseas	8%

A visitor travel survey was undertaken in 2011 in order to discover the travel patterns of our current visitors (full results are included as Appendix B). The survey provides a valuable insight into current travel patterns. The graph below<sup>6</sup> shows the breakdown of the proportion of visitors travelling to St Fagans by each travel mode. (This data includes Formal Learning figures.)

<sup>5</sup> Profiling Study (775 exit interviews at St Fagans), Morris Hargreaves McIntyre (2009)  
<sup>6</sup> Car Parking Demand Projections Report (ARUP 2011)



Key conclusions from the visitor travel survey are as follows:

- Car users account for the majority of visits.
- Car use is more prevalent at weekends and Bank Holidays.
- 78% of visitors did not combine their visit with a trip to Cardiff city centre or Cardiff Bay.
- Formal Learning visits, which predominantly involve travel by coach, represent a sizeable proportion (24%) of visits on a weekday.
- 65% of visitors arrive during the 10:00-12:00 period.
- 65% of visitors have a visit duration of 2-4 hours.
- Around half of visitors could be encouraged to change travel methods in the event that more convenient public transport is available.
- Those who travelled by car were asked what would encourage them to use another transport mode. 39% mentioned convenient bus service, 6% cheaper fares and 6% a rail link. Improvements in cycling routes also arose.
- 97% of visitors travelling by car travelled in groups of two or more.

The Travel Survey also revealed information about route selection for those driving to the Museum:

- Over half of the visitors used the A4232 to enter/exit the Museum.
- Around a quarter of visitors used Cardiff Road to enter/exit the Museum.

Driving route to St Fagans: National History Museum			
Route	Direction	Access	Egress
A4232	West	59%	49%
Michealston Road	South	11%	9%
Cardiff Road	East	22%	34%
Crofft-y-Genau Road	North	9%	9%

The results of the visitor survey are further discussed in the following chapter.

## 4.2 Formal Learning Visitors

An average of 90,000 formal learning visits (15% of all visitors) are currently made to St Fagans annually. This is anticipated to increase to 120,000 through the implementation of measures included in the Activity Plan. The majority of visits are from Primary Schools. Education visits, which predominantly involve travel by coach, represent a more sizeable proportion (24%) of visits on a weekday. It is important to note that a third of visits to the Museum on weekdays at present are made by public transport. While there is potential to increase this level further, the Museum already has a good basis for promoting sustainable travel.

## 4.3 Staff Profile

There are currently 174 regular staff members at St Fagans: National History Museum, although exact numbers vary seasonally and throughout the week. There are typically around 60 Museum Assistants, 30 employees in the catering outlets and the remainder are administrative staff (including curators, curatorial staff, gardeners and craftsmen). Approximately 30% of staff have part-time working arrangements.

A staff travel survey was initially undertaken at St Fagans in 2008, as part of a personalised travel planning initiative. An online travel survey was undertaken in 2010 with support from Cardiff County Council in order to quantify how staff currently travel to work and to understand the barriers preventing travel by more sustainable methods. The results of both surveys are included as Appendix C and D. The results of the survey establish a baseline on which targets are set in the Action Plan.

The main mode of travel to work for staff on-site is as follows:

- Walk - 3%
- Cycle - 1%
- Bus - 5%
- Train - 1%
- Car (alone) – 69%
- Car share (with others who either work in St Fagans or work elsewhere) – 20%

### 4.3.1 Staff car use

Of the 89% of staff who travel to work by car (either alone or with others) every day of the week, the three main reasons for using the car are:

- Convenience/flexibility;
- Public transport options are not available or realistic;
- Time savings.

Only two members of staff are part of a car share scheme. Two thirds said they would consider car sharing if they could get help finding a partner with similar travel patterns, or there were incentives.

#### **4.3.2 Public Transport**

Regarding public transport, staff stated that the following measures would encourage them to consider using the bus: a convenient service near their house; more frequent services; subsidies/cheaper fares; and through-ticketing across the network.

#### **4.3.3 Walking and Cycling**

Over 14% of staff have cycled to work at some point. Safety was the main concern for those who did not cycle at present, both along the main road and on the Ely Trail. Poor maintenance of the local cycle routes was stated to be a concern. 78% of staff were not aware they could claim cycle allowance for business journeys, and no one had ever claimed it. A lack of pavements and lighting on the route to the site were raised as disincentives for walking, and for many it is considered too far to walk from home to work.

#### **4.4 Summary**

The staff and visitor profiling exercises demonstrate that implementing the following measures (among others) would help in achieving the objectives of the Travel Plan:

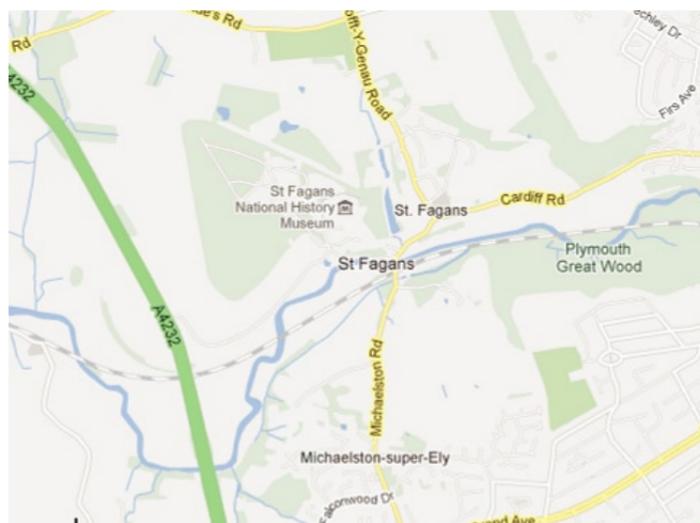
- Promotion of a car share scheme with priority car parking for car sharers
- Reduced or waived fees for car sharers
- Introducing car parking charges for staff
- Improved bus services, with greater frequency during busy periods
- Simplified travel information and ticketing
- A shuttle bus between St Fagans and National Museum Cardiff
- Expanded facilities for cyclists, including changing areas and improved storage and training
- Improvements to local walking and cycling routes.

## 5. Travelling To and From St Fagans

Prior to developing measures for implementation through the Action Plan, it is necessary to gain a full understanding of existing conditions for travel for the site and local area. This section, therefore, provides an overview of the current situation regarding travel to the Museum including all travel modes for staff and visitors alike. The Transport Assessment (produced by ARUP in December 2011) contains further details and a full site audit.

### 5.1 Museum Location

The Museum is located within St Fagans village, situated in a semi-rural area six miles west of Cardiff city centre. The Museum is easily accessible by car and coach, via the A4232 which is situated off the M4 motorway. Vehicular access is also possible through the village via Cardiff Road and Crofft-y-Genau Road, although the Museum discourages this route for visitors as the roads are narrow.



<http://maps.google.co.uk/>

The Museum is open throughout the year (with the exception of Christmas Eve, Christmas Day, Boxing Day and New Year's Day) between 10am and 5pm. Opening hours are occasionally extended to accommodate special events. Entry to the Museum is free.

### 5.2 Pedestrian Access

Although all visitors are encouraged to enter the Museum via the main building, pedestrians can access the Museum via two entrances. The main entrance, shared by vehicular traffic, is from Crofft-y-Genau Road near the railway level crossing. This route has no pedestrian footway, and leads to the main car park. Coloured surfacing demarcates the pedestrian route across the car park. The route is visually unappealing and currently offers pedestrians little protection from manoeuvring vehicles. This will be addressed through landscaping improvements planned as part of the site redevelopment. There is a second pedestrian entrance at the Castle gates near the junction of Crofft-y-Genau Road and Cardiff Road. This is mainly used by residents of St Fagans village, and is more remote from the main building complex.



Pedestrian access to the main visitor entrance

The River Ely Action Plan (Cardiff County Council) details planned improvements for pedestrians in the local area. There are aspirations to connect St Fagans with Cardiff Bay by completing the Ely Trail between Penarth Road and Ely Bridge. The Ely Trail would then become a key leisure and commuter route for pedestrians and cyclists. Further action points in St Fagans include establishing leisure links from the Ely Trail into the Vale of Glamorgan through:

- St Fagans Circular Walk, linking with the long distance Millennium Circular Walk published by Valeways. (This walk also leads onto Castle Hill opposite the existing end of the Ely Trail, and leaflets and information boards have

been published and installed on site.)

- A new circular walk linking St Fagans and St Georges on the Vale of Glamorgan side and Plymouth Great Woods and the Drope on the Cardiff side has been created. (Leaflets for this walk have been produced in liaison with the Vale of Glamorgan Council's Public Rights Of Way team.)

This network of footways, including circular leisure routes within St Fagans village, provides scope for localised journeys to the Museum on foot. Both Castle Hill and Crofft-y-Genau Road have nearside footways that facilitate access to the Crofft-y-Genau Road pedestrian entrance. However, the footway on Castle Hill terminates a short distance from the Museum's access road, which requires pedestrians to step onto the carriageway where there is the potential for conflict with passing traffic. To the south of the Museum, there are footways on both sides of Castle Hill that terminate in the vicinity of the level crossing.

The absence of footways further south, along Michaelston Road, is likely to deter pedestrians approaching from the communities of Ely and Caerau who would have to walk on a narrow, unlit carriageway with no adjacent verges to provide refuge from passing traffic. There are no formal crossing facilities within the village, most notably where the Ely Trail adjoins Castle Hill, where pedestrians are required to cross Castle Hill between the Trail and the footway to the village or the Museum.

The onsite pedestrian experience is pleasant, with a network of footways leading between the main visitor entrance, the Castle and the reconstructed buildings. Access for visitors who have mobility impairment is facilitated by Museum staff using an electrically powered buggy which seats 6 people. An Access Audit has been prepared by Vision Sense (2011). A new land train has recently been acquired to circulate the site, to facilitate access for visitors.

Implications for the Action Plan:

- There is scope to improve pedestrian facilities and safety for walking to the site - links with local leisure routes would encourage this.
- Through the redevelopment, pedestrian access needs to be given priority.

5.3 Cycling

*"In good weather cycling to St Fagans is great. However, cycle routes are poor and facilities on arrival could be improved." Visitor Survey 2010*



Staff bicycle shelter



Signposting at the Ely Trail

St Fagans Village is connected to Cardiff city centre by the Ely Trail. The Ely Trail is designated as Sustrans Regional Route 42 and forms one of the main corridors for cyclist movement across Cardiff. This is an east-west stone dust path, mainly off-road, suitable for cyclists and walkers. It is ultimately intended to extend the route between St Fagans and Cardiff Bay. Part of the route includes a bridge and steps, and negotiations are ongoing to complete the route satisfactorily. Surfacing is poor at certain locations, and vandalism is frequently reported. Cardiff County Council is aware of the problems, and a Steering Group is investigating long-term solutions.

Although the Museum actively encourages cycling for staff and visitors by promoting cycle training, maintenance courses and providing storage facilities, there is scope to increase cycling. There is currently one covered cycle parking rack (containing spaces for 6 cycles) at the main visitor entrance, which is used frequently. Additional cycle parking is also available to staff at the rear of the administration block, and at the Security Lodge.

All staff are eligible to apply for an advance of salary to assist with their transport arrangements. Staff have benefitted from the offer to purchase bicycles and cycling equipment at reduced cost through the Cycle to Work scheme. Staff are able

to claim mileage for bicycle use for business journeys at the rate of 20 pence per mile (with approval from the Head of Department). Third party insurance of at least £1m cover must be put in place by the staff member before claiming expenses for using their bike for business use.

Implications for the Action Plan:

- Promote cycling through improving cycling facilities (e.g. showering facilities and lockers)
- Monitor the progress of improvements to the Ely Trail
- Ensure cycling is prioritised in the redevelopment.

5.4 Motor Cycles and Other Powered Two Wheelers

Parking for motor cycles at the Museum is provided free of charge. At present, there is no dedicated parking area, but this is under consideration as part of the redevelopment activity.

5.5 Bus Travel

At present, there are three bus routes that stop in St Fagans village or at the Museum that are run by two different operators. Daytime services are operated by Easyway (financially supported by Cardiff County Council, Vale of Glamorgan Council and Rhondda Cynon Taf County Borough Council). Services in the evening, Sundays and Bank Holiday Mondays are operated by Cardiff Bus. Buses terminate in the bus station in the city centre. The route follows Westgate Street, Cowbridge Road East, Cathedral Road, Pencisely Road, Waungron Road, St Fagans Road and Cardiff Road.

- 32 – Easyway run 2 services on weekdays and 4 on Saturdays from Cardiff Bus Station to the bus stop on-site. Cardiff Bus operate the service in the evenings (which stops at the Cricket Ground) and on Sundays and Bank Holiday Mondays on a regular, hourly basis.
- 320 – Easyway operate this service which runs between Cardiff Central Railway Station and Talbot Green, stopping in the village en route. It runs 6 journeys

throughout the day between Monday and Saturday. This service does not stop at the Museum bus stop.

- 322 – operated by Easyway, this runs between Cardiff Central Railway Station and Barry, stopping at the Museum en route. It runs 3 journeys per day on weekdays only. The service is subsidised by the Vale of Glamorgan Council.



Bus routes in St Fagans (from Cardiff County Council timetable, June 2011)

Services 322 and 32 stop on-site at the Museum bus stop near the main visitor entrance, where a bus shelter has recently been installed to improve waiting facilities for visitors and staff. The services that do not stop on-site use the bus stop in St Fagans Village at the Church and Cricket Ground. Bus passengers can then access the Museum via the Castle Gate entrance.



On-site bus stop near the main entrance

### 5.5.1 Visitor feedback on bus services

During the visitor travel survey (2011), over a quarter (27.5%) of visitors stated improved public transport connections to the Museum would improve their journey. Further comments are included below:

*"On the subject of public transport, while it is easy to jump on a train to Cardiff from Bristol, the bus service from Cardiff Bus Station (especially on a Sunday) is not so good. While not expecting St Fagans station to be re-opened, a dedicated bus link from Cardiff Central would be useful."*

*Later buses would have been nice - we kinda cut our time short so as not to risk missing the last one out.*

*I tried to visit recently, I was going to meet a group of friends but I had no transport of my own and travelling by public transport was almost impossible, the bus times were very inconvenient and not running often so we couldn't make it.*

*Need to sort out ticketing on buses - it's expensive for a family and confusing for visitors.*

Visitor feedback illustrates that the current bus service to the Museum is inadequate. Timetables are difficult to interpret, information is not readily available (real-time information is unavailable at the bus stops at present, due to issues outside the Museum's control) and inter-ticketing is not possible between operators within Cardiff. It is anticipated the increase in visitor numbers will provide the business case justification for the bus operators to increase the frequency of the Museum service.

### 5.5.2 Potential new bus services

The Museum has been actively exploring ways to improve the existing bus services to the site, and also the potential for additional services. City Sightseeing, operator of the open-top bus tours in Cardiff, will trial an additional tourist bus tour from National Museum Cardiff in Cathays Park to include St Fagans: National History Museum from May to September 2012. It is anticipated that this will be an important addition to the tourist offer in Cardiff, and will facilitate journeys to the site for those not familiar with the city. The Museum has negotiated free bus travel for staff on this service, to enable sustainable journeys between the two Museum sites. In the longer term, consideration will continue to be given to the possibility of launching a new 'Heritage Shuttle Bus' service, to link up key local heritage attractions in the south Wales area.

Consideration is being given to the potential of using a community minibus in order to overcome transport barriers for the Museum’s target audiences, promote social inclusion and improve integration with existing communities. The options for partnering with an existing community transport scheme or purchasing and operating our own bus will be explored for transporting groups to the Museum for visits, volunteering activities or specific projects.

Implications for the Action Plan:

- More frequent and regular services running throughout the day to benefit staff and visitors
- Promoting the shuttle service between the Museum and the city centre for tourists
- Considering a community minibus scheme
- Improved ticketing options, including family tickets.

**5.6 Rail Travel**

The main Swansea to London rail line passes through St Fagans village, intersecting the local road network at the level crossing. Until its closure in the mid-1970s there was a railway station located on the main line in St Fagans. While there has been a long held aspiration to reinstate a stopping service for the village, we have been advised that at present it is not viable due to recent rail improvements focusing on reduced journey times on the route.

*I usually use the train to get to St. Fagans, as this is my preferred mode of transport. This then requires me to walk from Fairwater station. This is a poorly signposted walk partially along a dangerous road. Better signposting for the off-road footpath would make the journey much easier. Visitor Survey*

When asked for their reaction to a train station at St Fagans, 51% of visitors said they would be likely to use a local train service, if one were available. The nearest railway stations to the Museum are Fairwater and Waun-Gron Park. The latter presents the greatest options for visitors travelling to the site, as the station is

near to a scheduled stop for the bus route between the city centre and St Fagans. The good service frequency of the train and short journey time (8 minutes to Cardiff Central) means there is scope to promote rail/bus interchange as a means of travel to the Museum. Joint ticketing between bus and rail operators is currently being explored. Rail/bike interchange is also a realistic option, as Waun-Gron Park railway station is close to the Ely Trail.

The Museum has responded favourably to SEWTA’s Regional Rail Strategy consultation 2011 and to the proposal for a new train station at St Fagans. Consultation with Welsh Government and SEWTA has subsequently indicated that such a proposal is unlikely to be funded in the short or medium term.

Implications for the Action Plan:

- Improve the provision of local public transport information
- Promotion of rail/bus and rail/bike interchange at Waun-Gron Park station.

**5.7 Local Road Network**

The A4232 provides access to the Museum from the M4. On exiting the Museum, the only direction of travel is southbound via the Culverhouse Cross roundabout. The Museum has expressed support for the provision of a roundabout on the A4232 under the Airport Access Road Improvement project. This would enable visitors to arrive and leave the Museum via the A4232 in both directions, thus reducing traffic volume through St Fagans village and strengthening the strategic tourism links with Cardiff city centre and Cardiff Bay. We have been advised that road improvements between Cardiff International Airport and the M4 motorway will not be fully implemented in the foreseeable future, and therefore the provision of a roundabout is highly unlikely. Planning conditions imposed on the Museum access road from the A4232 include the prevention of the road being used as a ‘rat run’, which the Museum achieves through access barriers and gates.

The visitor travel survey (2011) revealed that:

- The A4232 access road (from the west) and Cardiff Road (from the east) were the most-used routes.
- On leaving the site, Cardiff Road (to the east) was the most mentioned route.
- 27% of all visitors exit the museum via the A4232 and join the M4 via Culverhouse Cross roundabout.

Car parking at the Museum is in four distinct areas. The area nearest to the main building (39 spaces) is limited to blue badge holders (disabled access) only. With the main car park (251 spaces) and orchard car park (226 spaces) this gives a total of 516 parking spaces. The capacity of the blue badge parking area is adequate in the winter but not in the summer, when additional bays have to be designated in the main car park. The meadow to the west of the site is used as an overflow car park at peak times. The level of use of the car parks is influenced by visitor numbers, weather conditions, seasonality and the Museum’s events programme. Car parking capacity is fully explored in the Car Park Demand Projections Report (ARUP 2011).



Car park

Car parking charges are currently £3.50 per day, or £17.50 for an annual visitor’s parking permit. Disabled parking is currently free of charge. Variable car parking tariffs are being considered as part of the redevelopment, to assist in distributing visitors throughout the year. Staff are currently entitled to park their cars in the visitor car parks free of charge.

Implications for the Action Plan:

- Data in the table below reveals the key to encouraging visitors to shift to sustainable transport choices lies in increasing awareness, and improvement, of the bus services.
- Car parking capacity at the site is under pressure at key times of the year.
- Improved bus services would greatly assist in reducing demand for car parking.
- Installation of electric vehicle recharging points in a convenient location would provide an additional option for visitors.

Visitor Travel Survey 2011		
If you travelled by car, what would have encouraged you to use an alternative form of transport?		
Convenient bus service:		38.8%
Better pedestrian routes:		0.0%
Better cycling routes:		4.7%
Cheaper bus fares:		5.9%
Nothing:		37.6%
Other (please specify):		12.9%

## 5.8 Information and Promotion

Information about travelling to the Museum can be found on the Museum's website. The Planning Your Visit section has reflects the importance of encouraging sustainable travel choices to the site. Bus service information is included in all marketing material for the Museum.

Bus timetables, cycle route information and promotional material for Traveline Cymru are displayed at the information desk at the main visitor entrance. Traveline Cymru is the public transport information service for Wales, funded by the Welsh Government, offering a "one stop shop" for travel information in Wales for all transport

modes. A travel information board is being developed to promote the various sustainable travel initiatives at the Museum.

## 5.9 Previous sustainable travel measures implemented at the Museum

The Museum has long been involved in promoting sustainable travel to its sites. In 2007, staff were offered the opportunity to take part in a personal journey planning initiative through Modus PTI CYMRU. Individualised travel information was issued to each staff member to enable them to make more informed travel choices for their journey to work.

The Museum operates a Cycle to Work scheme for staff, through a salary sacrifice benefit arrangement. With support from Cardiff County Council, new sheltered cycle stands have been installed at St Fagans and National Museum Cardiff and are well used in both locations. Road safety training and bike maintenance courses have been held at St Fagans and National Museum Cardiff. The provision of showering and changing facilities is planned in advance of the redevelopment project. Through the design process, covered cycle storage for staff and visitors will be located in visible and convenient locations at the main entrances to the Museum.

All staff may apply for a loan to purchase an annual or quarterly bus or rail season ticket up to the value of £1,500. Arriva Trains Wales offers the Museum a 4% discount for annual tickets purchased in this way.

Implications for the Action Plan:

- Past travel initiatives have been ad hoc and not co-ordinated or communicated effectively. The Travel Plan will coordinate these efforts in future, which will greatly improve their effectiveness.
- Greater promotion of sustainable travel initiatives within the organization is required for staff, using the intranet and regular e-mails as means of encouraging take-up of the initiatives.

## 5.10 Good practice at other organizations

Research has been undertaken into how sustainable travel is promoted in other similar organizations, including a benchmarking visit to the Eden Project in Cornwall. The Eden Project offers visitors discounts on entry tickets for those arriving at the site by public transport (on presentation of a ticket with a valid destination for the day of entry). The same discount is also offered for those arriving on foot or by bicycle (approximately 20%). The Centre for Alternative Technology in Machynlleth offers 50% off the entry price for visitors travelling to the site by train (on presentation of a valid train ticket to Machynlleth).

Implications for the Action Plan:

- Consideration has been given to the issue of incentivising sustainable transport use for visitors to St Fagans. Entrance to the Museum is free, but through the Action Plan options for introducing discounts in the cafe or museum shop for those choosing to travel sustainably will be explored with the franchise holders and Enterprise department.

## 5.11 Summary

In summary:

- St Fagans: National History Museum is located on a site peripheral to Cardiff. Although the area is served by local buses, these are not as frequent as necessary for Wales's most visited heritage attraction.
- The challenge represented by the convenience of car travel, and the general lack of awareness of travel alternatives for the site, need to be addressed together.
- Cycle routes in the vicinity have improved in recent years and there are plans to further extend them in the future. Promotion of these routes is required.
- Although direct rail travel to the site is not an option at present, there are opportunities to combine train journeys with cycling and bus travel.

The analysis of the site and the current situation for travel

to the Museum by each mode has revealed there is fresh scope to develop, improve and promote sustainable travel at the site. The measures to do this are reflected in the Action Plan that follows, which has been informed by extensive consultation with staff and the organizations listed in Appendix A. The Action Plan is consistent with the aims and objectives of the Travel Plan.

## 6. Action Plan

Timescale

Resolved Already in place (indicated by the shaded area).

Short Term - Up to two years. Quick wins, that are in Amgueddfa Cymru's gift to resolve immediately.

Medium Term - 2 to 5 years. Measures that are more dependent on collaboration with other organizations to implement or resource.

Long Term - 5 to 10 years. Significant in size or resources. Dependent on infrastructure or completion of project.

Area	Policy No.	Action	Implementing responsibility	Comments	Timescale
Walking and Cycling					
Cycling facilities	WC1	Encourage visitors to cycle to St Fagans: provide modern covered bicycle stands conveniently located in front of the museum entrance	Amgueddfa Cymru	An additional 5 bicycle stands have been installed within a weather-proof shelter at the main entrance to St Fagans. The older stands have been retained and relocated to the Castle Gate entrance.	Resolved
	WC2	Encourage staff to cycle to St Fagans: provide modern covered bicycle stands conveniently located near the offices	Amgueddfa Cymru	5 modern bicycle stands are housed within a modern weather-proof shelter near the Canolfan – they are used regularly.	Resolved
	WC3	Encourage staff to cycle between museums: Provide covered bicycle stands at the staff entrance – National Museum Cardiff	Amgueddfa Cymru	An additional weather proof shelter has been installed at the Lodge to encourage staff to cycle to work and between St Fagans and the city centre. The shelters are frequently used.	Resolved
	WC4	Provide a puncture repair kit for cyclists at reception for visitors and staff	Amgueddfa Cymru	In place – monitor and replenish as appropriate.	Resolved
	WC5	Provide lockers for visitors at the main entrance and monitor capacity issues. Visitors cycling to the site may wish to store cycling equipment, bags and clothing during their visit	Amgueddfa Cymru	In place. Visitors may request a locker, using a nominal deposit. Additional provision is included with the redevelopment project brief.	Resolved
	WC6	Encourage staff to participate in Active Travel on their journey to work: provide staff changing and showering facilities on site	Amgueddfa Cymru	This is in hand. Preparations are being made to provide changing and showering facilities at the Lodge.	Short term
	WC7	Increase provision of cycle parking for all users: this will be expanded to accommodate the anticipated increases in demand required to meet the Travel Plan targets: · Increase capacity to 24 visitor bicycles outside the main building entrance · Increase capacity to 10 staff bicycles outside the security lodge	Amgueddfa Cymru – included in redevelopment proposals	Monitoring of usage will be undertaken to ensure additional capacity will be made available as required.	Medium term
	WC8	Install a cycle hire station at St Fagans Museum and Waun Gron Park Railway Station: · To promote leisure routes in the area · Facilitate rail interchange, using the Ely Trail to access St Fagans · Encourage staff to cycle between St Fagans and the city centre for business trips	Amgueddfa Cymru /Cardiff County Council (CCC)	Discussions have been held regarding the possibility of extending the County Council's cycle hire scheme to the west of Cardiff, with a docking station in St Fagans.	Medium term

Walking and Cycling Infrastructure	WC9	Encourage visitors and staff to walk to the site: provide a footway along the Museum access road (from St. Fagans village)	Amgueddfa Cymru	There are no pedestrian facilities along this route at present. This has been planned for 2012. Subject to consent and cost.	Short term
	WC10	Encourage visitors and staff to walk to the site: provide lighting along the Museum access road (from St Fagans village)	Amgueddfa Cymru	There is no lighting along this route, except during special events in the evening. Installation is subject to consent and cost.	Medium term
	WC11	Encourage visitors and staff to walk to the site: reduce the speed limit on Michaelston Road from 60mph	CCC/CC	Discussions with the Community Council (CC)/ Cardiff County Council are ongoing	Short/Medium term
	WC12	Encourage visitors and staff to walk to the site: provide a footway at the intersection of Castle Hill and the access road to the Museum.	CCC	Discussion about highway redesign is ongoing with Cardiff Council. Options for aligning the path on the roadside or river side are being considered. Awaiting plans from the Design team.	Medium term
	WC13	Encourage visitors and staff to cycle to St Fagans: provide a crossing facility from the access to the Ely Trail to the footway on Castle Hill	CCC	At present, the Ely Trail terminates at the east of Castle Hill, with no provision for safely crossing to the footway on the western side. Design work regarding road safety and options for crossing are on-going by CC.	Medium term
	WC14	Provide a pedestrian crossing facility from the Museum access road (from the village) where it meets the main access road	CCC	This is a hazardous junction for pedestrians at present. Discussion in place. Dependent upon crossing facility design.	Medium term
	WC15	Encourage visitors and staff to cycle to St Fagans: improve Ely Trail cycle route (uneven surfacing at the St Fagans end)	Sustrans/CCC	There is an acknowledged problem with surfacing of the Ely Trail in the Plymouth Estates Wood. It is a permissive route with a Maintenance Agreement that has not been finalised. Cardiff County Council is resolving this but it means that the landowner is technically responsible for maintenance. In the short term, CCC will be responsible for maintenance but in the longer term they are either looking to reroute this section or improve flood defences, as there is a significant problem with erosion.	Medium/long term
	WC16	Implement the missing link on the Ely Trail between Leckwith Road and Ely Bridge	Sustrans/CCC	This is out of the Museum's control. Discussion ongoing - awaiting identification of a developer for the former Arjo Wiggins industrial site.	Long term
	WC17	Investigation of feasibility of long distance route, linking the Ely Trail with the Taff Trail to the north of St Fagans	Sustrans /CCC / Ely Valley Action Group	This is being investigated. Route proposals are being examined including feedback from representatives of the landowners, based on the original Sustrans feasibility report. Funding for this has been acquired from SEWTA.	Medium/Long term

## Making History at St Fagans: National History Museum

Walking and Cycling Information  (also see AM1)	WC18	Promote walking and cycling: improve the Planning Your Visit section on the Museum website	Amgueddfa Cymru	In place - includes a hierarchy of travel modes and better travel information. Includes links to the Traveline Cymru journey Planner, CCC and Sustrans	Resolved – monitor and update
	WC19	Promote walking and cycling: ensure up-to-date information is available at the main visitor entrance	Amgueddfa Cymru	The main entrance desk has stocks of leaflets and information for the public. Staff are regularly briefed to distribute them.	Resolved – monitor and update
	WC20	Promote walking and cycling: display a travel information board in the main entrance at St Fagans with a map of the area (including walking and cycling routes) and public transport leaflets.	Amgueddfa Cymru	A frame has been obtained and designs are being finalised.	Short term
	WC21	Promote walking and cycling: improved signposting to Ely Trail, and review signage along the Ely Trail to ensure consistency	CCC/Sustrans	Discussion in place, via Ely Valley Action Group.	Medium term
	WC22	Promotion of walking and cycling routes in the locality, especially the Ely Trail: include signposting from the Museum to routes in the local area	Amgueddfa Cymru	Signposting from the Museum is included in the redevelopment proposals, to include 'minutes to the city centre', rather than just distance.  CCC is enhancing access to the countryside around St Fagans and local interest walks: St Fagans–St Georges Circular Walk, and the St Fagans Circular Walk. Links to these Walks are on the Museum's website.	Short term
Cycle Training	WC23	Encourage staff to cycle to St Fagans: trial a bicycle maintenance course for staff	Amgueddfa Cymru	Cycle Training Wales provided basic bike maintenance courses at St Fagans and Cathays Park, which were fully booked	Resolved
	WC24	Encourage staff to cycle to St Fagans: continue to offer regular bicycle maintenance courses to staff	Amgueddfa Cymru – Sustrans to provide funding assistance	'Dr Bike' workshops will be held to service and repair bikes on an annual basis. This will be provided by Cycle Training Wales – a not for profit social enterprise which provides cycle training and maintenance sessions across south east Wales.	Short term
	WC25	Encourage staff to cycle to St Fagans: offer bicycle training courses to staff on a regular basis	Amgueddfa Cymru – Sustrans to provide funding assistance	This will build confidence for staff considering cycling to and from work. To include on-road training.	Ongoing
Walking and Cycling promotion	WC26	Promote cycling to St Fagans: offer Cycle to Work Scheme to enable staff to buy bicycles and equipment	Amgueddfa Cymru	The scheme is in place. Continue to encourage staff to join Cycle to Work scheme.	Resolved - Ongoing promotion
	WC27	Promote walking and cycling for staff: free healthy snacks for staff walking/cycling/using public transport during promotion events	Amgueddfa Cymru	During consultation on the Travel Information Board, staff were offered free snacks if they travelled sustainably. This will be continued to be offered as part of WC32.	Resolved
	WC28	Promote walking and cycling: explore 'CTC' scheme so staff can obtain cycling insurance	Amgueddfa Cymru	This will enable staff to claim mileage payments for cycling on Museum business.	Short term
	WC29	Promote walking and cycling to St Fagans: publicise the availability of staff changing rooms and shower facilities	Amgueddfa Cymru	Promote the new facilities once in place.	Short term

	WC30	Promote walking and cycling for staff: negotiate and publicise discounts at cycle shops/outdoor shops	Amgueddfa Cymru	To encourage staff to cycle/walk to the site and continue doing so.	Short term
	WC31	Promote walking and cycling for staff: raise awareness of the health benefits of walking and cycling through briefings and intranet	Amgueddfa Cymru	Sustrans information on Active Travel to be made available, and newsletters circulated.	Short term
	WC32	Promote walking and cycling for staff and visitors: promote Cycle to Work week, and appropriate national events supporting sustainable travel	Amgueddfa Cymru	Incorporate promotional events into Museum Events Programme. Develop incentives for changing modes during the week e.g. healthy snacks.	Short term - ongoing
Bus Travel					
Bus Facilities	B1	Encourage public transport use: explore off-site coach parking for weekend /bank holiday use	Amgueddfa Cymru /CCC	Investigation of options for off-site parking made with CCC. No suitable sites or park & ride (P&R) facility available at present. Monitor proposed development on Junction 34 (M4), and options for P&R.	Resolved
	B2	Encourage public transport use: provide shuttle bus to the Museum from a Park and Ride facility	Amgueddfa Cymru /CCC	Consultation held with CCC regarding possibilities for Park and Ride sites to provide additional capacity during busy periods. Cardiff City Stadium P&R facility (Leckwith) would be unavailable to us when we would need additional capacity. Alternative sites were considered but CCC had doubts over signing temporary P&R sites. Until other official P&R sites developed, this option is unsuitable.	Resolved
	B3	Encourage public transport use: provide a bus shelter on-site	Amgueddfa Cymru /CCC	A weather-proof bus shelter with information board and capacity for real-time information has been installed	Resolved
Bus Management	B4	Encourage public transport use for visitors: pre-booking for all coaches	Amgueddfa Cymru	To facilitate management of the car parking capacity/traffic flow. In place.	Resolved
Services	B5	Improved bus service for St Fagans: monitor retendering process and implications for bus services to St Fagans village and the Museum	Amgueddfa Cymru	The retendering process may include modification of the services that currently stop at St Fagans.	Short term
	B6	Encourage public transport use for staff and visitors: increase frequency of bus services to 30 minutes at peak periods to increase staff and public patronage.	CCC/bus operators	Timings of the bus services need to be reviewed to ensure there are services at the start and end of the day for staff and visitors.	Short term
	B7	Encourage public transport use for staff and visitors: trial an extension of City Sightseeing bus tours between National Museum Cardiff and St Fagans	Amgueddfa Cymru /City Sightseeing	Trial between May and September 2012.	Short term
	B8	Encourage public transport use for staff and visitors: provide a stop for existing bus services at National Museum Cardiff in Cathays Park	CCC/bus operators	This would promote links between the Museums and facilitate travel between the two sites for staff and visitors. This may conflict with other initiatives for buses in the city centre, however.	Short/Medium term
	B9	Encourage public transport use: improve the bus waiting area at the stop at the bottom of Castle Hill	CCC	The bus stop near the level crossing has no shelter or information.	Medium term
	B10	Liaise with Cardiff Council to increase frequency of existing services	Amgueddfa Cymru /CCC	Conversations have been initiated and will continue throughout the redevelopment and beyond.	Medium term

	B11	Encourage public transport use for staff and visitors: consider operating shuttle buses between Cathays Park and St Fagans, driven by volunteers or staff	Amgueddfa Cymru	This could be for special events or during busy periods, as a complementary service to the existing bus services. The costs and resources for this are however thought to be prohibitive.	Medium term
	B12	Encourage more sustainable transport: all bus services to be powered by electricity.	CCC	This is an aspiration for future bus services, as expressed by the County Council.	Long term
	B13	Encourage public transport use for staff and visitors: integration within a rapid transit system for Cardiff	CCC	Ensure the Museum is proactive in supporting future proposals for integrated transport in Cardiff.	Long term
	B14	Encourage public transport use for visitors: continue to explore potential for a new bus service to link heritage attractions in south Wales	Amgueddfa Cymru	Continue dialogue and liaison with local heritage attractions to ensure possibilities for travel initiatives, marketing and cost-sharing are maximised.	Long term
Bus Information	B15	Encourage public transport use for staff and visitors: resolve issues with Traveline Cymru search facility for St Fagans	Amgueddfa Cymru /Traveline	The search facility on the Traveline Cymru website was not responding to all the possible entries e.g. St Fagans Museum, St Fagans: National History Museum, and Welsh Folk Museum. This has now been rectified to avoid confusion for the public.	Resolved
	B16	Encourage public transport use for staff and visitors: provide transport information such as maps and timetables at the Museum reception	Amgueddfa Cymru	In place.	Resolved – ongoing monitoring
	B17	Encourage public transport use for staff and visitors: install facility for real-time information for the bus stop on the Museum site	CCC/Traveline	Installation complete.	Resolved
	B18	Encourage public transport use for staff and visitors: create a bus information board in the newly installed bus stop with bus timetable information	Amgueddfa Cymru	Completed.	Resolved
	B19	Encourage public transport use for staff and visitors: produce a 'Travel to' leaflet, and make this available at all Amgueddfa Cymru sites for travel to St Fagans	Amgueddfa Cymru	Similar to the leaflets produced by Cardiff County Council.	Short term
	B20	Encourage public transport use for visitors: provide transport access information within tourism information points at Cardiff Central Railway Station and at the city centre Tourist Information Centre	Amgueddfa Cymru	This is part of the Travel Plan's Marketing and Communication Strategy (see section 7).	Short term
	B21	Encourage public transport use for staff: make sustainable travel information and facilities for staff easily accessible on the internal staff intranet	Amgueddfa Cymru	This will be progressed by the Sustainability Forum.	Short Term
	B22	Encourage public transport use for staff and visitors: ensure bus service information is displayed on the real-time information display	CCC/Traveline/Easyway	The Easyway buses are not fitted with the correct transponders to send the real-time information to the bus stop. This needs to be addressed and is outside Museum control.	Short/medium term

Bus Promotion	B23	Encourage public transport use for visitors: explore the options for an incentive scheme for visitors arriving by public transport or bike	Amgueddfa Cymru	Negotiate discounts in the cafe or Museum Shop for visitors choosing to travel sustainably.	Short term
	B24	Encourage public transport use for staff and visitors: improved marketing communication of the bus service to St Fagans from Cardiff Bus Station.	Amgueddfa Cymru /CCC	This is part of the Travel Plan's Marketing and Communication Strategy.	Short term
	B25	Encourage public transport use for staff: negotiate reduced price/free bus passes for staff	Amgueddfa Cymru	There may be opportunity to negotiate reduced fares for staff with local bus operators.	Short term
	B26	Encourage public transport use for staff: create sustainability champions across the organisation to share ideas, highlight problems and report back to the Sustainability Forum	Amgueddfa Cymru	The Sustainability Forum will assist in promoting this across the organisation.	Ongoing
	B27	Encourage public transport use for staff and visitors: promote interest free loans for season tickets	Amgueddfa Cymru	Communicate existing public transport initiatives and promote emerging schemes.	Ongoing
Rail Travel					
Rail Services	R1	Encourage public transport use for staff: promote interest free loans for season tickets and reduced price season tickets for Arriva Trains Wales (ATW)	AC	This is an existing scheme which needs to be promoted to all staff.	Short term - ongoing
	R2	Encourage public transport use for staff and visitors: promotion of rail/bus interchange at Cardiff Central Station/Waun-Gron Park railway station	Amgueddfa Cymru /public transport operators	Discussions have been held with ATW about possibilities for signage and promotion at Central Station and at Waun-Gron Park.	Short term
	R3	Encourage public transport use for staff and visitors: promotion of linkages with the Ely Trail at Waun-Gron Park railway station	Amgueddfa Cymru /CCC/ Sustrans / ATW	Investigate options for signage.	Short term
	R4	Encourage public transport use for staff and visitors: commence inter-ticketing between bus and rail travel	Amgueddfa Cymru /CCC/ public transport operators	Discussions have been held about the possibility of trialling inter-ticketing arrangements for travel by rail and bus to St Fagans for big events/bank holiday weekends. Visitors would be able to buy a St Fagans ticket on the train, incorporating a bus fare to the Museum. Advertising requirements: ATW have agreed to advertise the ticket and the Museum in its pocket timetable.	Medium term
	R5	Encourage public transport use for staff and visitors: reinstate a railway station at St Fagans	SEWTA/Welsh Government (WG)/Network Rail	At present, this remains unlikely in the near future, although it remains an aspiration in the longer term. Raglan Station is available as a station building, should this come to pass.	Long term

Car Use					
Management	C1	Reduce the number of journeys made by car: provide a dedicated City Car Club bay at the site for business use by those staff switching to public transport	City Car Club/ Amgueddfa Cymru /CCC	Investigations have been made and it has been decided that this is not economically or commercially viable.	Resolved
	C2	Manage car parking: liaise with Parking Enforcement Officers to patrol St Fagans village to discourage on- street parking	Amgueddfa Cymru /CCC	This is in place during events and busy periods.	Resolved - ongoing
	C3	Manage car parking: marshalls present on-site to direct vehicles where to park during busy periods	Amgueddfa Cymru	In place.	Resolved
	C4	Manage car parking: patrol the car park to enforce payment	Amgueddfa Cymru	In place.	Resolved
	C5	Manage car parking: liaison with Events Officer to trial advance ticketing for major events e.g. Halloween Night, Christmas Nights		In place – trial 2012. This will control the numbers of visitors travelling to the site for big events and ensure parking is effectively managed.	Resolved – to monitor success
	C6	Reduce the number of journeys made by car: explore the viability of acquiring a pool car for business use and inter-site travel	Amgueddfa Cymru	Discussion on-going with Days Car Hire.	Short term
	C7	Reduce the number of journeys made by car: enrol and promote car sharing website to staff.	Amgueddfa Cymru	Staff have said they would consider car sharing if an appropriate lift share could be found. There may be limited opportunity due to geographical distribution of staff and varying working hours, but the scheme should be promoted and take-up monitored.	Short/Medium term
	C8	Reduce the number of journeys made by car: provide priority car sharing spaces for staff – 26 spaces closest to the Museum to be allocated	Amgueddfa Cymru	Included within redevelopment project.	Short term
	C9	Reduce the number of journeys made by car: introduce staff car parking charges	Amgueddfa Cymru	Appropriate public transport opportunities need to be promoted.	Short/Medium term
	C10	Reduce the number of journeys made by car: consider increasing car parking charges for visitors	Amgueddfa Cymru	Increased car parking charges could persuade some visitors to use public transport, but would need to be implemented carefully so as not to deter visitors from visiting the site.	Medium term
	C11	Manage car use: consider introducing variable car parking charges for visitors	Amgueddfa Cymru	Variable car parking charges could help distribute visitor numbers throughout the year. However, charges would need to be well-publicised so visitors are fully aware of any differential before they visit.	Medium term
	C12	Manage car use: priority parking spaces for electric vehicles	Amgueddfa Cymru	Provision included within redevelopment project.	Medium Term
	C13	Reduce the number of journeys made by car: ring fence car parking income for promotion of sustainable travel initiatives	Amgueddfa Cymru	Under business planning consideration.	Medium term
Infrastructure	C14	Reduce the number of journeys made by car: explore possible use of vacant land on M4 Junction 33 for Park and Ride	Amgueddfa Cymru /CCC	Discussions have been held regarding the potential for Park and Ride. Costs may be prohibitive.	Medium term
	C15	Reduce the number of journeys made by car: install electric vehicle charging infrastructure	Amgueddfa Cymru	Provision included within redevelopment project.	Medium Term
	C16	Manage traffic flow: improvements to museum access on A4232, to allow ingress and egress to North & South	WG	Discuss with Welsh Government representatives.	Long term

Other Transport					
Other Transport	OT1	Explore Water bus to transport visitors to the site via the River Ely	Amgueddfa Cymru	Not viable.	Resolved
Other Transport	OT2	Convert the on-site land train to run on electricity rather than diesel	Amgueddfa Cymru	Considered by site. Not viable due to steep inclines on Castle side.	Resolved
Community Transport	OT3	Overcome barriers for target audiences: liaise with Communities First and charity organisations to explore partnering opportunities for travel	Amgueddfa Cymru	Continue discussions started during the Consultation Programme, to establish the range of travel barriers and sustainable solutions e.g. Urdd, Sunshine coaches etc.	Short/Medium term
	OT4	Overcome barriers for target audiences: explore means of establishing demand responsive transportation for community and specific visitor groups	Amgueddfa Cymru	Explore existing initiatives and the costs/ implications for operating a Museum minibus.	Short/Medium term
Other Transport	OT5	Set aside 12 spaces for powered two-wheelers in the redesigned car park	Amgueddfa Cymru	Included as part of redevelopment activity.	Short/Medium term
	OT6	Continue to explore the options for a new bus service to link up local heritage attractions	Amgueddfa Cymru	This is an aspiration to improve travel between local heritage sites via a shuttle service.	Medium term
All modes					
	AM1	Improve the 'Planning Your Visit' section on the Museum website	Amgueddfa Cymru	Resolved, following advice from SEWTA, Sustrans and Cardiff County Council. Includes a hierarchy of travel modes and better travel information. Includes links to the Traveline Cymru Journey Planner and Cycle Streets (UK-wide cycle journey planner).	Resolved
	AM2	Join the Keeping Cardiff Moving Travel Plan Network	Amgueddfa Cymru /CCC	On-going.	Resolved
	AM4	Benchmarking with comparable heritage attractions funded by HLF	Amgueddfa Cymru	Complete – as part of Activity Plan.	Resolved

AM5	Launch of Travel Plan featuring the promotion of sustainable travel initiatives supported by the Marketing Department	Amgueddfa Cymru	See the Travel Plan Marketing and Communication Strategy.	Short term – September 2012
AM6	Undertake Smart Travel Training for Front of House reception staff	Amgueddfa Cymru with Sustrans	Sustrans, Traveline Cymru and SEWTA will provide a half day training session for public-facing staff on public transport information provision. This can be provided on an annual basis to refresh knowledge.	Short term
AM7	Undertake Smart Travel Clinics for staff	Amgueddfa Cymru with Sustrans	Sustrans, Traveline Cymru and SEWTA will provide personalised travel planning sessions to enable staff to plan their journey to work by public transport/bike.	Short term
AM8	Improve visitor travel data capture through a regular monitoring programme	Amgueddfa Cymru	See Section 7 – surveys to be completed every two years.	Short term - ongoing
AM9	Promote the Salary Advance Scheme for travel loans for season tickets and bicycle purchase	Amgueddfa Cymru	Through intranet and green transport awareness raising.	Ongoing
AM10	Develop green transport awareness raising: incentives for visitors who have arrived on foot, bicycle or public transport	Amgueddfa Cymru	Through Travel Plan and Sustainability Executive Group. Under consideration with Enterprises (Amgueddfa Cymru trading co.)	Short term
AM11	Extend the opening hours beyond 5pm, to reduce commuter traffic impact	Amgueddfa Cymru	Under consideration as part of the redevelopment activity.	Medium term
AM12	Review and implement a comprehensive signage strategy for all access modes	Amgueddfa Cymru /CCC	Included as part of the redevelopment activity.	Medium Term
AM13	Liaise with Capital Region Tourism, with a view to St Fagans becoming a case study for development of the Tourism Transport plan	Amgueddfa Cymru /Regional and Capital	Continue liaison with Capital Region Tourism and other attractions in the region.	Medium/Long term

## 7. Implementation, Monitoring And Review

### 7.1 Implementation and delivery

Implementation and day-to-day operation of the Action Plan will rest with St Fagans: National History Museum site management (through the Travel Plan Working Group).

Delivery will be facilitated by:

- Sustainability Champions, currently in place across all departments in the organization. The 'Champs' will be collectively responsible for developing ideas, implementing travel initiatives and promoting travel information.
- A proportion of the income from car parking charges will be ring-fenced in order to provide a sustainable budget for travel initiatives to support the Travel Plan coordinators.
- The Travel Plan is an ongoing initiative and partnership working with public transport operators, Cardiff County Council, Sustrans, SEWTA and Traveline Cymru is an essential part of its delivery.

### 7.2 Travel Plan Targets

The following targets for the Travel Plan are in line with the Transport Implementation Strategy which accompanies the Transport Assessment (ARUP 2012). The targets to alter staff travel behaviour are deliberately set to be more challenging, as measures from the Action Plan with regards to our staff are more within the Museum's gift.

**Headline target for visitors:** Modal shift of 5% from car use to public transport use by 2017.

**Headline target for staff:** To reduce the number of employees usually travelling alone by car to work at St Fagans by at least 10% (on 2010 figures) by 2017 (from 89% to 79% of workforce).

#### Supporting targets:

1. To increase cycling and walking as the main travel mode for staff from 4% in 2010 to 8% of the workforce by 2017.

2. To increase the numbers who formally car share (0% in 2010) to 20 % by April 2017.

3. To increase the number of staff using public transport for the journey to work by up to 20% by 2017 (6% in 2010).

### 7.3 Monitoring and Review

Regular research and monitoring will be undertaken in order to assess progress in implementing the Action Plan, to monitor how well the targets are being met and to assess any attitudinal/modal changes that may have occurred.

Monitoring and review of the Travel Plan will be led by the Sustainability Forum of Amgueddfa Cymru, chaired by the Director of Operations through:

- Travel Plan progress updates will be reported at each meeting of the Sustainability Forum
- Staff travel surveys will be undertaken every 2 years (the next in September 2012)
- Visitor travel information will continue to be gathered through the ongoing market research process at the Museum
- Visitor travel surveys will be undertaken every 2 years (the next in January 2013)
- Periodic monitoring will be undertaken to assess the provision of cycle parking;
- Checks will be made by patrol staff of the car share spaces
- Bus service changes will be monitored to assess alterations in bus times for staff and visitors.

While the Sustainability Forum is responsible for regularly reviewing and updating the Action Plan, the Travel Plan document will be formally reviewed 5 years after launch, at which point a progress report will be given to the Board of Trustees. The first formal review will take place in 2017, in line with the Travel Plan targets.

## 8. Travel Plan Marketing And Communication Strategy

The Marketing and Communication Strategy outlines the actions that will communicate various aspects of the Travel Plan to staff, visitors and external stakeholders. The objectives of the strategy are:

- to promote awareness of the Travel Plan and its initiatives
- to communicate the commitment of St Fagans: National History Museum to encourage alternative travel options to the private car.

The Marketing and Communication Strategy for the Travel Plan has been jointly developed with the Marketing Strategy for the Making History Project (2012-2026). This will ensure the measures outlined in the Action Plan will be celebrated, promoted and the messages sustained. Improved public transport links and new transport initiatives form one of the key messages for overcoming travel barriers, especially in disadvantaged communities.

The Marketing and Communications Strategy will form part of the annual review process for the Travel Plan, ensuring that the sustainable travel messages are refreshed and maintained. Responsibility for the implementation of this strategy will lie with the Marketing and Communications team in St Fagans: National History Museum.

Travel Plan Marketing and Communication Strategy			
Stage	Actions	Timescale	
Travel Plan launch 2012	Travel Plan awareness raising during Wales Sustainability Week	May 2012	
	Travel Plan Launch and promotion campaign. This will include press coverage to maximise awareness of the Travel Plan	September 2012	
Pre-Development Action Plan Capital phase 2012-17	Sustainable transport messages will be articulated during the pre-development stage July 2012-2015. Visitors will be engaged during the construction phase, through events and displays. These will contain appropriate information on sustainable transport arrangements to the site, both during and post-redevelopment	July 2012-2015	
	Travel information Board to remain at the visitor entrance throughout construction period	Ongoing. Updated as necessary	
	Information will be regularly updated on the website and staff intranet	Reviewed monthly. Updated as necessary	
	A press and PR campaign will communicate the project to existing visitors, future visitors, staff and stakeholders	Ongoing	
	All market research in this period to include questions on travel mode	As necessary	
	Marketing Bus Services	Simple bus timetable information on all events marketing leaflets: 'Hourly bus service from Cardiff City Centre every day'	Effective immediately
		Improvement in marketing St Fagans bus services at Cardiff Central Bus station. Prominent signs needed, plus leaflets at information point in the Station foyer	Ongoing – monitor impact of Bus Station improvement plans
		Promote the Museum and public transport routes through bus wraps on local services	Negotiation with bus operators ongoing
	Promotion for all modes	Investigate marketing potential for inter-ticketing between public transport operators – bus/bus and bus/rail	Negotiation with bus operators ongoing
		Monitor and update travel section on St Fagans website	Reviewed monthly. Updated as necessary
		Promote and communicate incentives for smarter travel choices e.g. discounts in the cafe, staff discount schemes	Ongoing as initiatives are launched
		New media campaigns through Facebook and Twitter will promote Travel Plan initiatives and events	Ongoing as initiatives are launched
		Include information on the intranet, within recruitment packs and as part of the staff induction process	Further consultation with HR Dept required
		Include sustainable travel information on mailings sent to subscribers to the monthly events e-newsletter and the mailing list of 6,000 names for the printed What's On publication (3 times a year)	Target September 2012 issue/e-mail and update in subsequent editions

Pre-Development Action Plan Activity phase 2017-2020	Strategy for growing audiences: This will concentrate on maximising market penetration in the immediate catchment area and wider region, and targeting of new audiences in the core and wider catchment area. Standard messages (communicated through integrated marketing campaigns) will be tailored to ensure social and physical obstacles to visiting the site are reduced. All monitoring exercises to include questions on travel mode		See Activity Plan timescales
	Existing visitors	Promotion of sustainable transport options for return visits	Continued from Capital phase
	New audiences	New public transport initiatives being proposed as part of the Travel Plan will form part of the key messages for target audiences, as poor public transport links are one of the key barriers that restrict visits at present	See Activity Plan timescales
		Postcode marketing, community advocates and participatory forums will be used to promote the Museum. Where groups are invited for projects or forums, appropriate public transport will be provided or the costs of using the local service will be reimbursed	See Activity Plan timescales
	Tourists	Familiarisation visits will be held for key tourism stakeholders	Ongoing
		International media coverage will be encouraged through links with Visit Wales. The recently negotiated tourist bus service provided by City Sightseeing will be promoted globally	Ongoing
	Schools and Formal Education	Continue to encourage education groups to use buses and coaches for their visit	Ongoing
		'How to get to St Fagan's' leaflet – for staff and group visits	Immediate – review as appropriate
Ongoing promotion	Marketing Bus Services	Simple bus timetable information on all events marketing leaflets: 'Hourly bus service from Cardiff City Centre every day'	Effective immediately – ensure messages are consistent
		Improvement in marketing St Fagans bus services at Cardiff Central Bus station. Prominent signs needed, plus leaflets at information point in the Station foyer	Ongoing – monitor impact of Bus Station improvement plans
		Promote the Museum and public transport routes through bus wraps on local services	Review and monitor local services
		Investigate marketing potential for inter-ticketing between public transport operators and modes	Ongoing
	Promotion for all modes	Monitor and update travel section on St Fagans website	Continue to review on a monthly basis
		Continue to promote and communicate incentives for smarter travel choices	Ongoing
		New media campaigns through Facebook and Twitter will promote Travel Plan initiatives and events	Ongoing
		Include information on the intranet, within recruitment packs and as part of the staff induction process	Ongoing
		Continue to include sustainable travel information on news bulletins	Ongoing



# Appendix 1

## List of Stakeholder Consultation

Cardiff County Council (Planning Department)  
Cardiff County Council (Conservation)  
Cardiff County Council (Countryside section)  
Cardiff County Council (Transportation/Highways)  
Cardiff County Council (Travel Planning)  
Ely Valley Action Plan Steering Group  
Vale of Glamorgan Council (Transportation)  
Rhondda Cynon Taf County Borough Council (Transportation)  
John Hilling (original architect for the Main Building)  
Sustrans  
Traveline Cymru  
South East Wales Regional Transport Association  
Environment Agency  
Countryside Council for Wales  
Welsh Government (Transportation)  
Design Commission for Wales  
Energy Saving Trust  
Forestry Commission Wales  
Network Rail  
Arriva Trains Wales/First Great Western  
Easyway – Richard Morris  
Cardiff Bus – Peter Heath  
City Sightseeing (open-top bus tours)  
Martin Buckle (Programme Manager, SEWTA), Peter Cole (Capital Region Tourism) and Professor Stuart Cole (Glamorgan University)  
St Fagans Community Council  
Coed Cymru  
Centre for Alternative Technology, Machynlleth  
The St Fagans Trust (Viscount Windsor and Rod Perrons of Cooke & Arkwright, agents for the Estate)  
Cardiff Access Group  
Welsh Historic Gardens Trust  
Cardiff Breakfast Club 100  
Cardiff Metropolitan University (UWIC)  
VEST – Voluntary Emergency Services Transport  
The Eden Project

# Appendix 2

## Visitor Travel Survey Results 2011

## Have you visited St Fagans before?

Yes in the last 12 months	87
Yes but longer than 12 months ago	20
No	2
<b>Total</b>	<b>109</b>

## How many times have you visited in the last 12 months?

Once	19
2-3 times	39
4-5 times	18
6 or more times	11
<b>Total</b>	<b>87</b>

## If you have not visited St Fagans before please indicate why

It's not easy to get to	1
I'm not interested	
There is not much there for children	
I've never heard of it	
I don't like museums	
Other	1

## If you have not visited St Fagans before please indicate what would encourage you to visit

More activities for children	
Information about how to get to the Museum	
More information about what is available to do there	
More events and exhibitions that interest me	1
I don't know	
Other	1

## Did you combine your trip to Cardiff city centre or Cardiff Bay?

Yes	23
No	83

## When you last visited what time did you arrive?

Before 10	4
Between 10 and 12	70
Between 12 and 2	19
Between 2 and 4	10
After 4	4

## How long did you spend at the Museum?

Under 2 hours	9
Between 2 and 4 hours	68
Between 4 and 6 hours	19
All day	9

## Who did you visit the Museum with?

Alone	7
In a group with my family	54
In a group with my friends	20
In a group with school	2
Other	24

## Thinking about your last visit how did you travel to the Museum?

Car	94
Public bus	6
Private bus	5
Walk	1
Cycle	1
Taxi	0
Other	1

## What would have made your journey better?

Better signposting to the Museum	4
Better public transport connections to the Museum	24
Better facilities for cyclists/pedestrians	3
More car parking	7
I don't know	29
Other	21

**If you travelled by car, which route did you use to get to the Museum?**

A4232 (west)	48
Michaelston Rd (south)	9
Cardiff Rd (east)	18
Crofft-y-genau Rd (north)	7

**If you travelled by car which route did you use to exit the Museum?**

A4232 (west)	39
Michaelston Rd (south)	7
Cardiff Rd (east)	27
Crofft-y-genau Rd (north)	7

**If you travelled by car what would have encouraged you to use an alternative form of transport?**

Convenient bus service	37
Better pedestrian routes	0
Better cycling routes	4
Cheaper bus fares	5
Nothing	32
Other	14

**Thinking about your last visit to St Fagans, would you say your visit was**

Very good	72
Good	26
OK	4
Poor	

**Have you visited St Fagans for any of the following?**

General visit	99
Family activities	48
Talks and lectures	27
Guided tours	18

Museum cafe/restaurant	37
Welsh language events	12
Community events	21
None of the above	2

**Have you visited any other museum operated by Amgueddfa Cymru?**

No	7
National Museum Cardiff	92
Natioanl Roman Legion Museum	50
National Wool Museum	25
National Slate Museum	28
National Waterfront Museum	63
Big Pit: National Coal Museum	62

**Are you**

Female	80
Male	29

**Which of the following age groups are you in?**

Under 16	0
16 - 19	1
20 - 29	16
30 - 39	18
40 - 49	26
50 - 59	23
Over 60	25

**Visitor Comments:**

9. What would have made your journey better?			
Better signposting to the Museum:		3.8%	3
Better public transport connections to the Museum:		27.5%	22
Better facilities for cyclists/ pedestrians:		3.8%	3
More car parking:		8.8%	7
I don't know:		31.2%	25
Other (please specify):		25.0%	20
A magic highway that meant we didn't have to travel either around or through Cardiff :)			

A train station at St Fagans would be fabulous.
Better connections between bus routes in Cardiff, the buses from Newport Road don't go into the bus station, info. on bus times on museum website
Better signposting in the car park and that the car park is manned to stop unauthorised parking/stopping
Cheaper parking (or preferably free)
Earlier opening
EVERTHING WAS FINE
It was fine - nothing needed improvement.
It's fine as it is, but we're frequent visitors to the museum
It's really well signposted
Journey was good
Journey was good
Later buses would have been nice - we kinda cut our time short so as not to risk missing the last one out
More extensive musical instrument collection
None
Nothing
Nothing
The car parking ticket machine was out of action
The Castle and gardens being open
The journey was pleasant. No problems

**12. If you travelled by car, what would have encouraged you to use an alternative form of transport?**

Convenient bus service:		38.8%	33
Better pedestrian routes:		0.0%	0
Better cycling routes:		4.7%	4
Cheaper bus fares:		5.9%	5
Nothing:		37.6%	32
Other (please specify):		12.9%	11

A rail link
A train that went right there, and cost £2.50 or less, per person, from Newport
Actually nothing, because it would be quite difficult from Swansea, and with 3 of us, quite expensive. And as we went on to Ikea (sorry but modern things are quite interesting too), it would have been practically impossible
Better cycle routes and bus service
Better train and bus service
Cheap and convenient bus service
I live quite far away so car is the most convenient option
Park and ride bus facility
Train
Train
Transport within site for elderly/disabled etc

**19. Would you like to make any further comments?**

A visit to the outdoor exhibits would be greatly enhanced by staff roleplay
Always a thoroughly enjoyable and instructive experience
Bad idea to move archaeology from Cardiff Museum - very popular with young + old + visitors. Too far to get to St Fagans at times or if making train journeys etc. St Fagans unique selling point is the old buildings which are a national treasure. Visitors appreciate the 'different experience'. Don't make mistake of trying to do everything - you will weaken the general appeal, and the 'something different' speciality.

Diolch yn fawr iawn for such a brilliant, inviting and beautiful space
Fab place
Great place to go - looking forward to new galleries - please don't lose the outside enjoyment though - walking and playing in the grounds is a huge part of our visit.
Having been told the Museum was free, it was a shock to be charged quite so much for the parking. However, the museum was superb.
I enjoy St Fagans but visit less frequently as there does not seem to be much new.
I have always lived in Cardiff and been a regular visitor for 53 years - love the place
I have been a "Friend" and volunteer guide of the National Museum for 6 years and enjoy supporting the museum very much, yet in recent months I had the feeling that the unpaid help of the Friends is no longer welcome.
I live in Australia and I am amazed at how many people here both Australian and Welsh have NEVER heard of St Fagans. More advertising on Welsh tourist websites would probably be effective. (Can't wait to come visit again later this year, you guys are top of my list to visit.)
I live in Sydney and always visit St Fagans when I come home. I am English but was taught Welsh by Cennard and Basil 30 years ago and went to St Fagans a learner and I love it. I stay in Tonyrefail when in the South and promote the Amguedda Werin whenever I can
I love St Fagans
I think staff in authentic costume would add to the experience. Some staff very friendly and helpful, others miserable and do not interact well with the public.
I think you're doing a wonderful job and a credit to Wales. Thank you all for your hard work.
I tried to visit recently, I was going to meet a group of friends but I had no transport of my own and travelling by public transport was almost impossible, the bus times were very inconvenient and not running often so we couldn't make it.
I usually use the train to get to St. Fagans, as this is my preferred mode of transport. This then requires me to walk from Fairwater station. This is a poorly signposted walk partially along a dangerous road. Better signposting for the off-road footpath would make the journey much easier.
I would like to see more about the development of multi cultural Wales including faiths and minority languages
I wrote my M.A. thesis about the Amgueddfa Werin.
In good weather cycling to St Fagans is great however, cycle routes are poor and facilities on arrival could be improved.
Is that it then, no questions about the Museum itself?? How many years have I visited? Nothing else??
It is the most wonderful place to visit. My favourite day out. The last time we came was for a Halloween event. It was brill.
It would be nice if the attendants in the houses were more informative and chatty. Some of them are very friendly, but some of them are not at all friendly !!!
It would be nice to see the "Welsh" time line and the significant events explained - perhaps interactively. There needs to be more about the link from the Roman period through the dark ages to the time when Wales started to think more of itself as a nation and less of a collection of small kingdoms. The effect of the Industrial Revolution on Wales and the influence of the non conformist Churches should also be included. Any information should be in a form that a period of history is broken down into manageable "bites" so that it can be continued at the next visit.
It's a huge shame that the horse-drawn carriage is no longer there.
Keep up the good work!
Loved the museum and really enjoyed our visit (in spite of the rainy day). Hope to be able to visit again in the future!
More guided tours might be a good idea
More seating around the site. Clean the windows of the cottages and put clean bed linen on - no self-respecting Welsh woman would allow things to get so dirty. More food opportunities. Make stock in shop more realistic, window display is very tired. Have some waymarked routes say suitable for children, older people. Imaginative workshops on any craft subjects. More evening activities. Show appropriate films with discussion. Make it all more exciting. Bring back the horse and cart - my grandchildren loved them. Have a petting zoo. It's a wonderful place but it has become dull with not enough new ideas. More affordable goods in shop.

My children and I enjoy our visits to St Fagans and other museums in Wales. I actively encourage my children to take an interest in their history as I feel it is what has shaped who we are today. I am proud to be Welsh and I think by passing this pride on to my children will encourage them to value their heritage.
My visit to your museum is something I will remember for the rest of my life, and I intend to be back as soon as possible
Need to sort out ticketing on buses - it's expensive for a family and confusing for visitors
No
Obviously, not all of the museum's artefacts can be put on display at once. It would be good if there was an easy way to access a list of these and arrange viewing.
On the subject of public transport, while it is easy to jump on a train to Cardiff from Bristol, the bus service from Cardiff Bus Station (especially on a Sunday) is not so good. While not expecting St Fagans station to be reopened, a dedicated bus link from Cardiff Central would be useful.
St Fagans has meant a lot to me. I did my work experience on the farm and with the warders at 16 - it inspired me to learn Welsh and got me interested in Museums (I'm now studying for an MA in Heritage Management at Ironbridge on an AHRC grant). However, the last few times I have been to visit, I've come away really down - the museum is tired, the interpretation is tired, and there is nothing new. St Fagans is a wonderful asset to Cardiff, and it needs to use this grant to be really bold. Ask people to tell you anything they remember from a graphic panel in a museum, and they won't have learned a thing, but ask them what moved them in a museum and there will be lots of moments to choose from. St Fagans is all about the experience, and I just really, really hope that this new development won't just replace old info with new but will breathe a bit of life into it again. I also hope that planners have been on many a trip to the Black Country Museum (but pref. not Blists Hill - NOT the way to spend your money!!)
St Fagans is a fantastic day out and a wonderful resource. I try to go as often as possible.
St Fagans is a fantastic resource but it would be great to see more "living history" events (especially at the farm and big house) and perhaps a revitalisation of the Celtic Village could be on the cards? I for one would also like to explore a lot of the medieval era of Welsh culture - the time of Glyndwr or the Marcher Lordships? Perhaps a number of events or suitable buildings could be added to St Fagans to better represent this time period?
St Fagans is a wonderful asset to Wales, any family or friends that come to stay are always taken here
St Fagans is an exceptional visiting experience. I can't think of anything I've come across that is remotely similar, so I have to describe it as unique.
St Fagans is so important to our heritage. We are lucky to have such a place in Wales!
St Fagans is treasure! Our visiting friends and family from England are envious that such a wonderful place exists and it's free. Diolch!
St Fagans museum should charge an entrance fee. It seems a massive waste of money not to. Even if it were only £1 or £2 - many of the people we see there are evidently only interested in eating pasties in the houses and have no interest in history or learning - it is a museum, not a municipal park or fun fair
St Fagans is great for a family day out, with lots of activities to do for different ages. Is built in a way to make history fun, however because the site is so big, it would be helpful to see signposts where buildings are around the campus.
The developments you have in mind for the museum sound very interesting and exciting.
The last time I visited St Fagans was during the Christmas evening events and was extremely disappointing to see a 'funfair' in the middle with flashing lights etc, it completely spoiled the whole experience, so much I haven't returned.
The main gallery of the museum was being visited by a group of children and I know pressing buttons is a child's pastime, however a combination of different sounds and music coming from different exhibits in the same room made the visit uncomfortable and sadly forced us to leave. I would suggest that some form of volume control be used at least. We also visited the cafe near the reception area for a bowl of cawl, bread and cheese and were flabbergasted to be asked by the young man behind the counter "Is that the soup?". I can't add anything to that.
The Museums around the South Wales area are excellent and should be trumpeted as such. Give them more publicity and encourage more youngsters to visit. E.g. special events for children whilst the winter fair is in the City Centre. Encourage families to visit the Museum before/after using the fair

The space could be used more for community events and by voluntary groups and charities. There should be more paths to encourage people to take different routes through the outdoor museum and more places to buy tea and coffee outside St Fagans is always a huge favourite with our friends visiting Cardiff. Live music outside would be great in the summer
There is more to Welsh culture than White Welsh homes and chapels. Where's the multicultural representation? St Fagans represents a selective section of Welsh community only.
This museum has always been one of my favourites in Wales, I think that the content and way it's run are impressive.
Was not impressed with service/cleanliness/food/prices in either the restaurant or coffee shop.
We already like it as it is
We hope to spend time in Wales this summer and will certainly try to visit the Roman Legion Museum.
We really like the old fashioned store, the manor house, and gardens. Those are our favourite parts. The cafe could use more vegetarian stuff, and could be slightly cheaper, parking is great, and the eco house is kind of interesting. The sheep in the middle, and the walking around bits are also fabulous.
With 20million to spend don't ruin the general atmosphere, it's lovely being able to wander around without too much 21st century distractions. A little more past the new chapel would be nice, we don't often venture past there because as far as I can remember there is little other than trees.
Would love to see the new craft centre up and running



# Appendix 3 Staff Travel Survey Results 2008

Q1	How did you reach work today?	
	Car	1 <b>91%</b>
	Taxi	2 <b>3%</b>
	Public bus/ coach	3
	Private bus/ coach	4
	Walking	5
	Cycling	6 <b>6%</b>
	Other (specify)	7
Q2	Which road did you take?	
	Route A – from north, through St Fagans (from Llantrisant Road or Pentrebane Rd)	1 <b>16%</b>
	Route B – from east from direction of Cardiff (on Cardiff Road)	2 <b>48%</b>
	Route C – from south, over railway crossing (on Michaelston Rd)	3 <b>18%</b>
	Route D – from west from the dual carriageway (the A4232)	4 <b>18%</b>
	(IF ROUTE D)	
Q3	Did you come from the direction of the M4?	
	Yes	1 <b>18%</b>
	No	2 <b>82%</b>
Q4	Which road will you take when you <u>leave</u> the museum?	
	Route A – heading north, through St Fagans (to Llantrisant Road or Pentrebane Rd)	1 <b>21%</b>
	Route B – heading east to direction of Cardiff (on Cardiff Road)	2 <b>48%</b>
	Route C – heading south, over railway crossing (on Michaelston Rd)	3 <b>9%</b>
	Route D – heading west to the dual carriageway (the A4232)	4 <b>21%</b>
	(IF ROUTE D)	
Q5	Will you be heading in the direction of the M4?	
	Yes	1 <b>9%</b>
	No	2 <b>91%</b>

Q6	Currently there are no plans for a train station at St Fagans. However, if one was provided in the future, how likely do you think you would be to use the train service to come to work at St Fagans? (It would be 10-minutes walk from the Museum and it would utilise the existing Swansea-London line connecting to the cities on that line).	
	Very likely	1 <b>24%</b>
	Fairly likely	2 <b>15%</b>
	Fairly unlikely	3 <b>15%</b>
	Very unlikely	4 <b>21%</b>
	Don't know	5 <b>3%</b>
	Not applicable	6 <b>21%</b>

# Appendix 4 Staff Travel Survey Results 2010

Q1. Where is your work base?	
	Count
St Fagans - varied on site	44
St Fagans - Main Building	27
St Fagans - Gardens House	4
Other	5
<b>Total</b>	<b>80</b>

Q2. Do you usually travel direct from home to your place of work?	
	Count
Yes	74
No	5
No answer	1
<b>Total</b>	<b>80</b>

Q3. If not travelling direct to work do you first:	
	Count
Drop children to school	3
Pick up colleague	1

Q4. How long does your journey usually take							
Q5. How far do you have to travel	11 to 20 minutes	21 to 30 minutes	31 to 45 minutes	46 to 60 minutes	61 to 90 minutes	Less than 10 minutes	Grand Total
Up to 1 mile	0	0	0	0	0	2	2
Over 1 mile and up to 2 miles	1	0	0	0	0	9	10
Over 2 miles and up to 4 miles	12	0	1	0	0	5	18
Over 4 miles and up to 10 miles	10	11	2	0	0	0	23
Over 10 miles and up to 20 miles	0	11	5	0	0	0	16
Over 20 miles	0	2	1	3	2	0	8
No answer	0	1	1	0	0	1	3
<b>Grand Total</b>	<b>23</b>	<b>25</b>	<b>10</b>	<b>3</b>	<b>2</b>	<b>17</b>	<b>80</b>

6. Do you usually use a combination of transport methods?	
	Count
No	71
Yes	9

7. If so, which methods do you use as a significant part of your journey (respondents can select multiple options)	
	Count
Walk	4
Cycle	3
Bus	6

Train	1
Car driver (alone)	4
Car driver (with others from work)	4
Car passenger	1
Other	4

8. How often do you use the following modes of transport to get to work?							
	5 days a week or more	3 or 4 days a week	Once or twice a week	1 to 3 times a month	Very occasionally	Never	No Answer
Walk	2	1	2	2	6	19	42
Cycle	1	1	0	3	2	24	44
Bus	3	2	1	1	6	23	40
Train	1	0	1	1	2	24	49
Car driver (alone)	44	15	4	1	2	1	13
Car driver (with others from work)	10	2	8	2	8	11	38
Car driver (with others not from work)	2	1	1	0	2	19	55
Car passenger	1	1	3	3	5	17	47
Other	0	0	0	1	0	20	59

9. Do you ever travel to work by car?	
	Count
Yes	75
No	4
No Answer	1

10. What are your main reasons for using a car to get to work? (respondents can select multiple options)	
	Count
Time savings	42
Cost savings	10
Convenience/flexibility	51
Personal safety	8
Dropping/collecting partner/friend	5
Public transport alternatives not available/unrealistic	44
Health reasons	3
Require a car during the day for work	7

11. Do you use your car for the following purposes?		
	Lunchtime Trips	Other purposes on the way home from work
Daily	1	2
2-3 days per week	3	12
Occasionally	25	46

Never 25 9

12. Do you find it difficult to park your car at your place of work?		Count
No, never		69
Yes, but only at certain times		5

13. If you can't find a parking space where do you park?		Count
On Street Parking		3
Public Car Park		11
Other		7

Q14. Would you be less likely to use your car to travel to work if:				
	Yes	No	Not sure	No Answer
The number of car parking spaces at your place of work was reduced and it was harder to find a space?	8	24	10	19
Car parking charges were introduced for staff?	15	22	10	19
Parking charges increased?	10	18	8	35
There was less on street parking?	3	14	8	44
Other reasons?	3	8	7	54

**Other responses:**

- Better facilities for walking to work in winter i.e. pavement and lights
- Better public transport available
- Bus service more convenient for work hours.
- Car is the only sensible way I can drop my children in school club and get to work
- Doesn't really apply at St Fagans
- I need a car to pick up the children from school and nursery.
- I would travel by public transport if it was more convenient
- If public transport was more affordable/cheaper and if it was more convenient I would use public transport every day.
- If the train station was re-opened!
- Improve public transport
- Might use a bicycle if the weather is dry
- More direct bus service
- Public transport more available
- Shift work means being dependant on a car. Having to travel from Bridgend by public transport would be impractical.
- The bus from town to the Museum doesn't run frequently enough and I would have to walk/cycle/catch another bus to get to the bus in the first place and would therefore take over an hour to reach work.
- Travelling on the bus is too expensive - it would cost £3.20 a day, which is more than I can afford.

15. If you do not travel to work every day by car, what are your main reasons for doing so? (respondents can select more than one option)		Count
Cheaper to travel by alternative means		2
Environmental concerns		6
To avoid traffic congestion		2

Time savings	2
Health/fitness reasons	8
No car available	13
Other	3
No answer	55

16. Does a bus service run between a bus stop near to your home and place of work?		Count
Yes, with a change		15
Yes, a direct service		20
No		41
Don't know		2
No answer		2
Total		80

17. Which of the following might encourage you to use the bus to travel to work (if you already use the bus, which would you most like to see)? Respondents can select more than one option		Count
A direct bus service between work and home		47
More frequent bus services		37
Faster bus services on designated bus lanes		3
Improved security on buses		2
Improved security in waiting areas		3
Better quality waiting areas		4
Better quality buses		4
Subsidised/cheaper fares		14
Through tickets for use on all buses		12
No need to pay 'exact fare' on buses		15
Ticket and timetable information available at work		11
Other		9
Nothing		10

18. Which of the following might encourage you to use the train to travel to work (if you already use the bus, which would you most like to see)? Respondents can select more than one option		Count
Better passenger capacity on trains		11
Quicker services		11
More frequent services		17
Better quality trains		6
More reliable services		10
A new train station in St Fagans		42
Ticket and timetable information available at work		9
Discount on train fares		16
Improved facilities at station		5

Better bus link between train station and your place of work	9
Through tickets e.g. that can be used on trains and buses	12
Increased security	5
Availability of Park and Ride	7
Better security at Park and Ride Sites	4
Nothing	27
Other	2

19. Do you ever cycle to work?	
	Count
Yes	11
No	62
No answer	7
Total	80

20. If you ever cycle to work, do you find it difficult to park?	
	Count
Yes, but only at certain times	1
No, never	12

22. Do you currently use shower facilities at work?	
	Count
Yes	0
No	12
No facilities available	3

23. Which of the following would encourage you to cycle to/from work (if you already cycle what would you most like to see)? Respondents can select more than one option	
	Count
Provision of safer cycle routes to work	24
More secure cycle parking at work	6
Provision of sufficient numbers of lockers and storage facilities	9
Provision of changing/shower facilities for cyclists	15
Advice or guidance on safe cycling	4
Better information on cycle routes and location of cycle facilities	4
Discounts/loans towards the purchase of cycles/cycle equipment	3
On-site bicycle repair service	4
Nothing	42
Other	4

24. Which of the following would encourage you to walk to/from work (if you already walk, what would you most like to see)? Respondents can select more than one option	
	Count
Provision of safer crossing facilities on route	9

Improved lighting and security on route to work	13
Improved shower and changing facilities at work	10
More lockers and storage facilities at work	4
Nothing	44
Other	8

25. Are you a member of a car share scheme?	
	Count
Yes	2
No	77
No answer	1

26. If yes, which car share scheme are you a member of?	
	Count
CarShare2Cardiff	1
Other	1

27. How frequently do you car share a week?	
	Count
5 days a week	1
More than 5 days	1

28. What do you consider to be the main benefits of car sharing?	
	Count
Helping the environment	1
Cost savings	2

29. If you do not currently car share, what would encourage you to do so? Respondents can select more than one option	
	Other
Help in finding car share partners with similar work/travel patterns	29
Free taxi home if let down by car driver	7
Preferential guaranteed parking spaces for car sharers	5
Incentives for car sharers	12
Other	5

30. If accessible would you make use of video conferencing facilities?	
	Count
Yes	15
Not sure	12
Not appropriate for the work I do	33
No	13
No answer	7

31. How often do you use the following modes of transport during the working day?							
	5 days a week or more	3 or 4 days a week	Once or twice a week	1 to 3 times a month	A few times a year	Very occasionally	Never
Walk	9	2	1	1	2	6	29
Cycle	0	0	0	0	1	1	43
Bus	3	0	0	1	3	8	34
Train	0	0	0	0	5	6	32
Car driver (alone)	10	1	5	11	7	9	16
Car driver (with others)	3	1	1	7	8	8	21
Car passenger	2	1	0	6	8	8	22
Other	0	0	0	1	0	0	23

32. How easy would it be to use the following modes for travel on work business?					
	Very easy	Easy	Difficult	Very difficult	No answer
Bus	5	9	17	14	35
Train	0	5	11	23	41
Car sharing to meetings	12	26	5	4	33
Cycling	0	2	18	18	42
Walking	2	3	10	24	41
Pool car	10	15	10	9	36

33. Are you aware you can claim cycle mileage allowance for using your bike to travel on work business?	
	Count
Yes	18
No	34
Unaware of allowance	21
No answer	7

34. Have you ever taken advantage of the cycle mileage allowance?	
	Count
Yes	0
No	18
No answer	62

35. If you travel by car for business as a driver, would you describe yourself as:	
	Count
Neither	25
Essential car user	23
Casual car user	12

36. Are pool cars available?	
	Count
Yes	1
No	41
Don't know	30
No answer	8

37. If yes, do you make use of a pool car?	
	Count
Yes	1
No	0

38. Would availability of pool cars encourage you to leave your car at home?	
	Count
Yes	15
Not sure	27
No	25
No answer	13

39. If yes, how many times a week?	
	Count
4-5 days	8
2-3 days	6
1 day	1

### 40. Please feel free to add any other thoughts or comments about your travel to work here

Work/life balance and trying to juggle childcare means that public transport is not a viable option without direct routes from the valleys to St. Fagans.

Charging staff for car parking on a site where good public transport is not available would probably be viewed as just taking money off staff particularly if the public transport alternatives are not available or made available soon afterwards.

Travelling between sites is kept to a minimum but it is often necessary to go to meetings, wherever possible we do then share cars but often these meetings are at the start or end of a day with people arriving from home or going home afterwards, in which case car sharing becomes more problematic.

Affordably priced "Easy Ticket" which is accepted on all buses and trains - for example: a price for workers taking into consideration that workers go to work regularly which ensures an income. *Tocyn Easy a dderbynnir ar bob bws a thren am bris fforddiadwy e.e. pris ar gyfer gweithwyr gan gofio fod gweithwyr yn mynd i'r gwaith yn rheolaidd sydd yn golygu sicrhad o incwm.*

The external company looking at travelling to St Fagans in 2008 concluded that there was no public transport alternative for me to use and that the only way I could get to work was by car. Charging staff for parking would mean people finding alternative parking in St Fagans village and is likely to upset the local community at a time when we are trying to engage them positively in the redevelopment of the site.

I am always happy to give people who haven't got a car a lift but it might be easier to have a list of people who would like to share a car etc. *Rydw i wastad yn hapus i roi lifft i bobl sydd heb gar ond efallai fyddai'n haws cael rhestr o bobl fyddai'n hoffi rhannu ceir ayyb*

The distance between my house and St Fagans; the irregularity of the City's cycling routes (they are very disjointed) as well as health reasons, stop me from cycling. I would feel embarrassed (because I am rather unfit) arriving at work sweating and would be worried about receiving remarks from co-workers and becoming a laughing stock. At the moment, the bus service is too expensive to use. I also appreciate having some time by myself in the car in the morning to prepare for the day ahead. Maybe Gary Numan was right after all. *Mae'r pellter o fy nghartre i Sain Ffagan, yn ogystal a diffyg cysondeb yn llwybrau beic y ddinas (h.y. maent yn dameidiog), yn ogystal a rhesymau iechyd, yn fy stopio rhag beicio. Rwyf yn teimlo embaras, am fy mod yn weddol anffit, yn dod i'r gwaith yn chwyslyd, ac yn ofni derbyn sylwadau gan rhai cyd-weithwyr, a dod yn destun sbort. Ar hyn o bryd, mae'r gwasanaeth bws yn rhy ddrud i'w ddefnyddio. Rwyf hefyd yn gwerthfawrogi cael yr amser ar ben fy hun yn y car yn y bore, i baratoi ar gyfer y diwrnod o fy mlaen. Falle bod Gary Numan yn gywir wedi'r cyfan*

It is hard to reach St Fagans easily if you don't live in Cardiff

If a train station was put back in St Fagans and a train was available from Porth to St Fagans to get me into work by 8 o'clock in the morning, seven days a week I would probably leave my car at home.

At the moment the transport is not an option I can use at the moment.

Because I live close to the Museum in town but work in St Fagans it would be ideal if there was somewhere in the Museum in town where I could leave my bike and then catch a shuttle bus to the Museum in St Fagans. *Gan fy mod yn byw yn agos i'r amgueddfa yn y dre ond yn gweithio yn Sain Ffagan yn delfrydol i mi byse rhywle i gadael fy meic wrth amgueddfa y dre a wedyn bws gwennol i amgueddfa Sain Ffagan*

Current timetable does not encourage staff to travel to St Fagans by bus - most people start work before first bus arrives.

It's hard to share a car when you work hours and days with no particular pattern - for example: off this Wednesday and off Tuesday and Friday next week, most days start at 9am but start at 7.30 twice next week. *Anodd iawn rhannu pan yn gweithio oriau a dyddiau heb batrwm penodol. e.e. i ffwrdd Mercher wythnos yma, Mawrth a Gwener wythnos nesaf, y rhan fwyaf o'r dyddiau yn dechrau am 9am ond yn dechrau am 7.30 dwywaith wythnos nesaf!*

Need to improve St Fagans's shower facilities and also improve the Ely cycle path. *Angen gwella cyfleusterau cawodydd Sain Ffagan a gwella llwybr Seiclo Elai*

Barriers to cycling for work purpose is the insurance issue - you can't claim business mileage for bikes without adequate bike insurance (similar to the car) which really puts people off.

# Appendix 5 Bus Service Analysis

revised with Easyway data January 2012

# Making History at St Fagans: National History Museum

TIMETABLED DEPARTURES FROM BUS STATION TO MUSEUM/VILLAGE

Time	Mon-Fri		Sat		Sun and BH Mon
	Museum	Village	Museum	Village	Cardiff Bus
08:00-08:30		08:00		08:00	
08:30-09:00					
09:00-09:30		09:15		09:15	
09:30-10:00					09:40
10:00-10:30	10:10		10:15		
10:30-11:00					10:40
11:00-11:30	11:15		11:15		
11:30-12:00					11:40
12:00-12:30		12:15		12:15	
12:30-13:00					12:40
13:00-13:30	13:15		13:15		
13:30-14:00	13:40				13:40
14:00-14:30		14:15		14:15	
14:30-15:00					14:40
15:00-15:30	15:15		15:15		
15:30-16:00					15:40
16:00-16:30					
16:30-17:00		14:15		14:15	16:40
17:00-17:30					17:40
17:30-18:00					
18:00-18:30		18:00		18:00	
18:30-19:00		18:20		18:20	18:40
19:00-19:30					
19:30-20:00		19:20		19:20	
20:00-20:30					
20:30-21:00					
21:00-21:30		21:20		21:20	
21:30-22:00					

TIMETABLED DEPARTURES FROM MUSEUM/VILLAGE TO CITY CENTRE

Time	Mon-Fri		Sat		Sund and BH Mon
	Museum	Village	Museum	Village	Cardiff Bus
08:00-08:30					
08:30-09:00				08:41	
09:00-09:30					
09:30-10:00	09:43		09:49		
10:00-10:30					10:09
10:30-11:00			10:49		
11:00-11:30		11:02		11:02	11:09
11:30-12:00	11:49		11:49		
12:00-12:30	11:58				
12:30-13:00			12:49		12:09
13:00-13:30					13:09
13:30-14:00		13:52		13:52	
14:00-14:30	14:14		14:49		14:09
14:30-15:00	14:58				
15:00-15:30					15:09
15:30-16:00		15:52	15:49		
16:00-16:30				15:52	16:09
16:30-17:00	16:58		16:49		
17:00-17:30					17:09
17:30-18:00		17:33		17:33	
18:00-18:30					18:05
18:30-19:00		18:52		18:52	
19:00-19:30					
19:30-20:00		19:52		19:52	
20:00-20:30					
20:30-21:00					
21:00-21:30					
21:30-22:00		21:52		21:52	

Key



322 City Centre to Barry (Easyway)

320 City Centre to Talbot Green (Easyway - stops at church only)

32 City Centre to Museum (Easyway Mon-Sat, Cardiff Bus eves, Sun and BH)