

**PROPOSED DISCOUNT FOODSTORE  
HOSTMOOR AVENUE, MARCH**

Aldi Stores Ltd  
Travel Plan

**May 2021**

**Travel Plan**  
**Proposed Discount Foodstore**  
**Aldi, March, Cambridgeshire, PE15 0AY**

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## **1.0 INTRODUCTION**

### **1.1 Background**

- 1.1.1 Travel Plans are strategies for managing multimodal access to a site or development, that focus on maximising the potential for travel by sustainable modes of transport.
- 1.1.2 As part of Aldi Stores Limited's proposals for a discount foodstore development on land north of Hostmoor Avenue in March, Cambridgeshire, will be implementing a Travel Plan to focus primarily on staff travel.

### **1.2 Travel Plan Background**

- 1.2.1 Travel Plans are strategies for managing multimodal access to a site or development, that focus on maximising the potential for travel by sustainable modes of transport. They set out the objectives of the Plan, a range of measures to be implemented to achieve the objectives and the means by which the success of the Plan will be monitored.
- 1.2.2 The document Delivering Travel Plans through the Planning Process<sup>1</sup> has been reviewed with reference to the development of the store Travel Plan.
- 1.2.3 Research<sup>2</sup> commissioned by the Department for Transport, which examined the effectiveness of the Travel Plans of 26 organisations (local and national government departments, hospitals, universities and private companies) drew a conclusion of an average 17.8% reduction in traffic. Additional benefits of travel plans were found to be as follows:
- Increases in walking and cycling, with associated health gains.
  - Improved social inclusion.
  - Better conditions for employees.
  - Improved staff recruitment and retention.
  - The opportunity to contribute to environmental management standards such as ISO 14001.
  - Good PR for businesses.
  - Financial savings.
  - Increases in bus use and associated ticket revenue.
  - Better estate management.
  - Less noise, congestion and pollution, and better conditions for freight distribution associated with reductions in car use.
  - Better security and less fear of crime from better car parking management.

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<sup>1</sup> Delivering Travel Plans through the Planning Process, Department for Transport, April 2009

<sup>2</sup> Smarter Choices – Changing the Way we Travel, Cairns et al, 2004

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### 1.3 References

1.3.1 The Travel Plan has been prepared with reference to the following documents:-

- The Essential Guide to Travel Planning, Ian Taylor for The Department for Transport, March 2008.
- A Guide on Travel Plans for Developers, Transport Energy, September 2006.
- A Travel Plan Resources Pack for Employers, Transport Energy Best Practice Report.
- Transport 2000 Making Travel Plans Work: Lessons From UK Case Studies (July 2002).

1.3.2 This Travel Plan has been prepared with due regard to the Government's National Planning Practice Guidance note 'Travel Plans, Transport Assessments, and Statements in Decision-Taking'. The guidance note provides advice on when transport assessments and travel plans are required and what they should contain.

1.3.3 Under the heading 'What are Travel Plans?' the guidance indicates the following:

*"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."*

1.3.4 Under the heading 'How do Travel Plans, Transport Assessment and Statements relate to each other?' the guidance goes on to say the following:

*"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as way of unfairly penalising drivers."*

### 1.4 Status

1.4.1 This Travel Plan has been prepared for the proposed foodstore, focusing primarily on staff travel. The Travel Plan will be updated to provide the details of the Travel Plan Co-ordinator / Champion (TPC) when appointed, and when the measures have been implemented and the necessary staff surveys have been completed.

1.4.2 Staff surveys will be carried out six months after the store is occupied. A period of three months will then be allowed to complete the survey response analysis and draft the Travel Plan. At that time a copy of the updated Travel Plan will be submitted to the Local Authority.

### 1.5 Objectives

1.5.1 The plan is a strategy for reducing dependence of staff on travel by private car. The primary objective of the strategy is to:

- Increase awareness and encourage use of environmentally friendly modes of transport amongst staff and customers.

- Introduce a package of management measures that will help to facilitate staff travel by sustainable modes of transport.
- Reduce single occupancy, single purpose vehicle use by staff.

#### 1.5.2 Secondary objectives are to:

- Minimise the impact on the local community of traffic associated with the store by minimising noise and pollution.
- Show a commitment to improving traffic conditions within the local area.
- Reduce the adverse effects on health associated with increased car use.
- Reduce air pollution and the consumption of fossil fuels.
- Increase the attractiveness and hence the proportion of journeys made to and from the store by sustainable modes of transport such as walking, cycling and public transport.
- Promote walking and cycling as a health benefit to staff.
- Promote social inclusion by widening the travel options available for non-car owning staff.
- Reduce the cost to staff of their journey to work by promoting alternatives that are both cheaper and more environmentally friendly.
- Reduce the perceived safety risk associated with the alternatives of walking and cycling.

1.5.3 The Travel Plan will also be of benefit to the operator from a business perspective. By minimising the number of car-based staff journeys to the store, optimum use will be made of the store car park by maximising the number of spaces which are available for the use by customers undertaking bulk shopping trips. The adoption of the Plan will also help the operator to project a more environmentally friendly image to both its staff and the local community. Therefore, it will be beneficial for the operator to fully support the adoption of the Travel Plan at the store.

## 1.6 Travel Plan Content

- 1.6.1 A key feature of the any Travel Plan is a review of existing staff travel patterns, which is detailed in Section 2.0 of this report. The outputs of this review constitute the starting point, and will go on to inform the various Plan measures and the identified targets. Over time the staff travel review surveys will provide the monitoring framework whereby historical travel to work data will allow key trends to be identified on a store-specific basis, for the five-year life of the Plan.
- 1.6.2 The Travel Plan will be implemented by a Travel Plan Co-ordinator / Champion. This role is described in Section 3.0.
- 1.6.3 The measures by which the Travel Plan objectives and targets will be achieved are the key component of the Plan and are described in Section 4.0. Regular monitoring is required to ensure that the objectives are being met and to gauge progress towards the targets. The means by which the Plan will be monitored are set out in Section 5.0.

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1.6.4 The remainder of this report is divided into four further sections, which are as follows:-

Section 2.0 Current Travel Patterns

Section 3.0 Travel Plan Administration

Section 4.0 Travel Plan Measures

Section 5.0 Plan Monitoring and Review



## 2.0 CURRENT TRAVEL PATTERNS

### 2.1 Introduction

2.1.1 The success of the Travel Plan will primarily be judged by its progress towards the target for the modal split of staff travel to the store. This section of the Travel Plan provides details of the existing local modes of travel for employment purposes, based on local Census statistics; in the updated Travel Plan, this section will present the results of the staff travel survey and will specify the modal share targets.

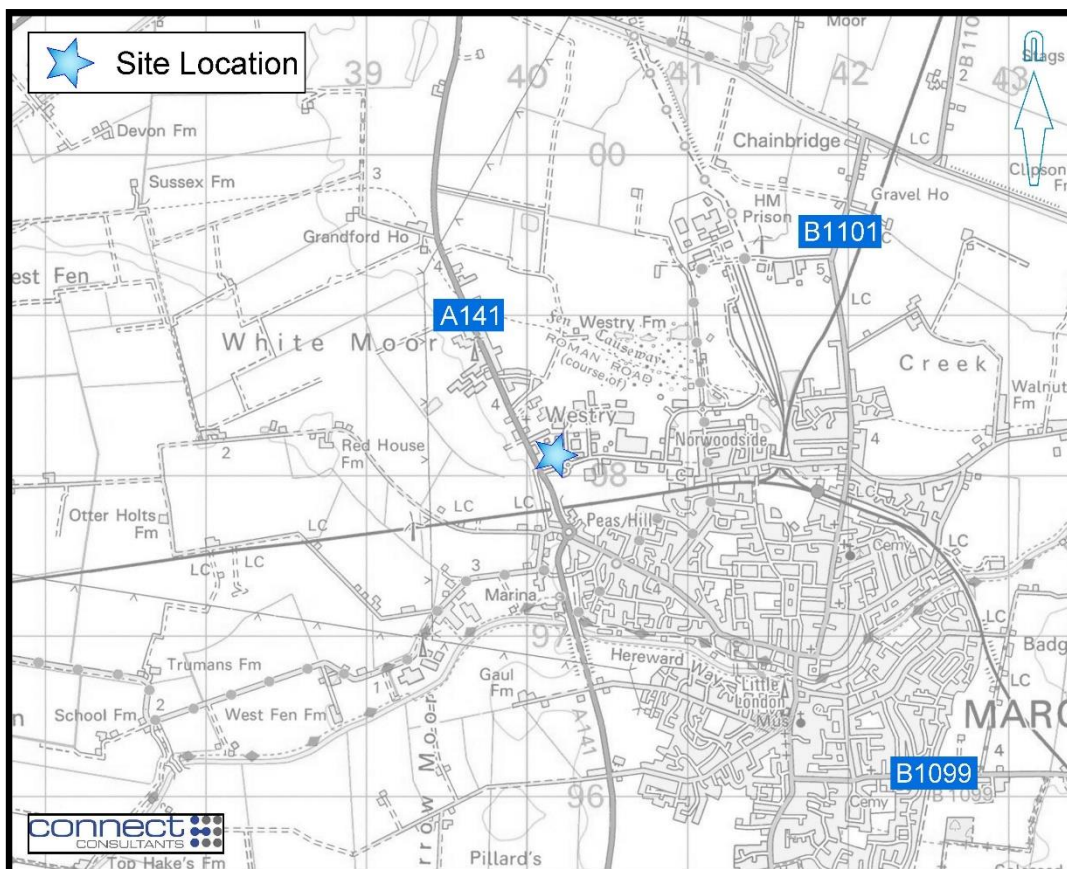
### 2.2 The Site and the Surrounding Area

2.2.1 The proposal site is located on Hostmoor Avenue in northwest March. The site is currently occupied by two separate plots, divided along its centre in an east-west direction, operating under B2 and B8 land use classes. The southernmost plot is accessed by a priority junction on the north side of Hostmoor Avenue and the northernmost plot is accessed by a priority junction on the west side of Martin Avenue.

2.2.2 The proposal site is bound to the north by Alpine Health Club, to the east by Martin Avenue, to the south by Hostmoor Avenue, and to the west by Gipsy Lane.

2.2.3 The location of the site is presented at Figure 2.1.

**Figure 2.1 – Site Location Plan**



Source: Promap

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## 2.3 Local Transport Facilities

### Walking

- 2.3.1 The Department for Transport's (DfT) document titled 'Manual for Streets' dated 2007 provides guidance in relation to walk distances. Section 4.4 gives the following advice:-

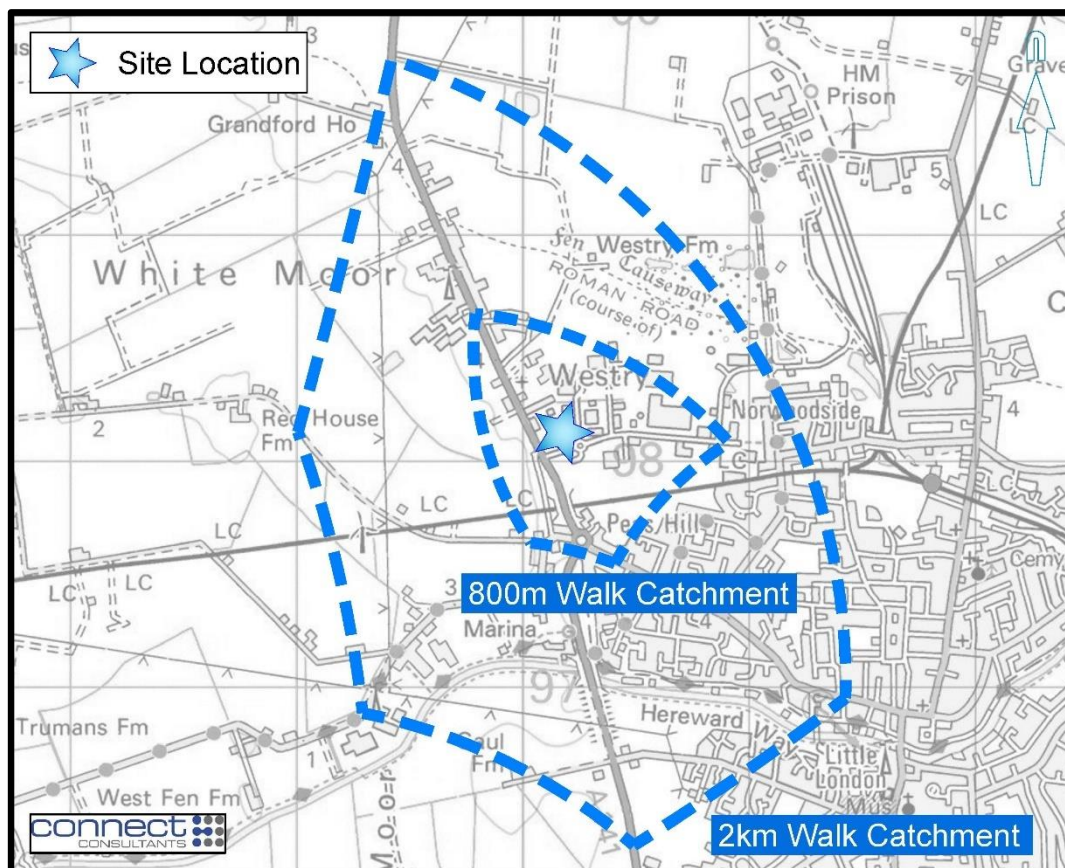
*"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot."*

- 2.3.2 The CIHT document 'Planning for Walking' (April 2015) reiterates the advice presented in 'Manual for Streets'; Section 6.4 of 'Planning for Walking' states the following:

*"Walking neighbourhoods are typically characterised as having a range of facilities within 10 minutes' walking distance (around 800 metres). However, the propensity to walk or cycle is not only influenced by distance but also the quality of the experience; people may be willing to walk or cycle further where their surroundings are more attractive, safe and stimulating. Developers should consider the safety of the routes (adequacy of surveillance, sight lines and appropriate lighting) as well as landscaping factors (indigenous planting, habitat creation) in their design."*

- 2.3.3 Furthermore, 'Planning for Walking' indicates that approximately 80% of journeys shorter than 1 mile (1.6km) are made wholly on foot.
- 2.3.4 Table 3.2 of The Institute of Highways and Transportation (IHT) guidance document titled 'Providing for Journeys on Foot' identifies a maximum walk distance of 2.0km for commuter, school and sightseeing walk trips, 800m for town centre walk trips and 1.2km for trips elsewhere.
- 2.3.5 The actual distance that people will be prepared to walk will vary depending on the trip purpose and other factors such as the presence of road crossings, terrain, and the attractiveness of the environment. For retail trips, the likely maximum walk distance is 800m due to the fact that shoppers will be carrying bags on their return journey, while for work based trips to the foodstore, people are likely to be prepared to walk further.
- 2.3.6 Based on a maximum walk distance of 800m and 2km, the approximate walk catchments are shown at Figure 2.2.

**Figure 2.2 – 800m and 2km Walk Catchment**



Source: Promap

- 2.3.7 The walk catchments above indicate that there are a small number of residences on the A141 Wisbech Road within the 800m customer walk catchment area and a significant number of residences situated in the 2km walk catchment. There is a substantial staff pool residing within the 2km walk catchment.
- 2.3.8 Pedestrian access into the site will be from the existing footway on the north side of Hostmoor Avenue via the proposed access junction. As part of proposals, the existing traffic island on the Hostmoor Avenue (west) arm of the Tesco Access Roundabout will be upgraded to a pedestrian refuge island with dropped kerbs and tactile paving.
- 2.3.9 Hostmoor Avenue is flanked on both sides by continuous footways and can be crossed via a refuge island with dropped kerbs on the A141 / Hostmoor Avenue Priority Junction approximately 80m west of the proposed site access junction. The north flanking footway on Hostmoor Avenue has an average width of 1.9m and the south flanking footway has an average width of 2.0m.
- 2.3.10 As part of proposals, the existing pedestrian facilities on Hostmoor Avenue at the A141 / Hostmoor Avenue Priority Junction will be improved with staggered signal-controlled crossings and tactile paving.
- 2.3.11 The south arm of the Tesco Access Roundabout can be crossed via a refuge island with dropped kerbs and tactile paving.

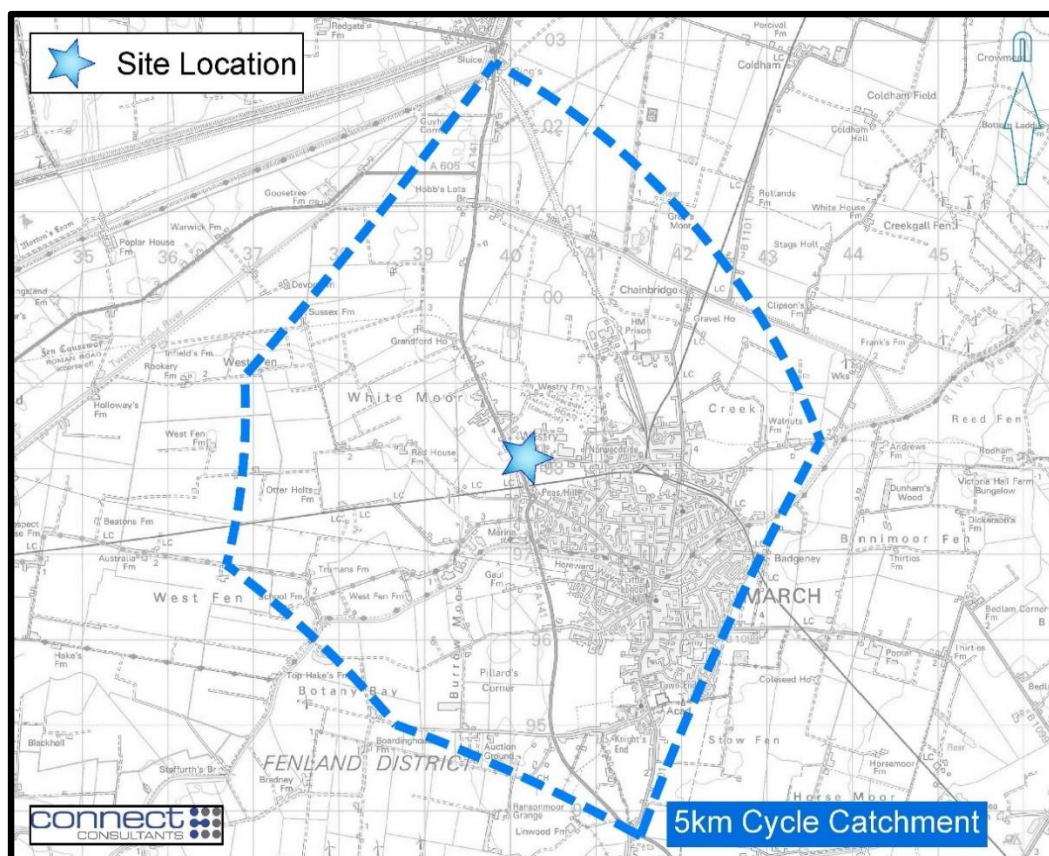


- 2.3.12 The A141 Wisbech Road is flanked on its east side by a continuous footway that provides pedestrian access between the proposal site and the northwest of March. The section of footway north of the A141 / Hostmoor Avenue Priority Junction measures approximately 2.5m in width and south of the junction the footway measures approximately 1.6m in width.
- 2.3.13 The north of March is accessible via a footpath from Hostmoor Avenue approximately 950m east of the proposed site access.
- 2.3.14 In light of the local pedestrian facilities, the site is well connected to the local pedestrian network with opportunities for customers to make trips by foot. There are also good opportunities for future staff members to walk to work.

### Cycling

- 2.3.15 The 2019 National Travel Survey specified average journey lengths, by cycle in England of c.5.3km. The CIHT document titled 'Planning for Cycling' (October 2014) indicates that 80% of cycling trips are less than five miles (8km) and 40% are less than two miles (3.2km). This suggests that cycling can offer an alternative to car travel particularly for trips of less than 5km.
- 2.3.16 For the purposes of this assessment, it has been assumed that cycling has the potential to replace short car trips, particularly for journeys of less than 5km in length. Small quantities of shopping can be carried on a cycle rack without impediment and cycling is therefore a viable mode of transport, particularly for staff and customers making 'top-up' shopping trips.
- 2.3.17 Based on the average cycle distance of 5km, the approximate cycle catchment is shown at Figure 2.3.

**Figure 2.3 – Cycle Catchment Area**

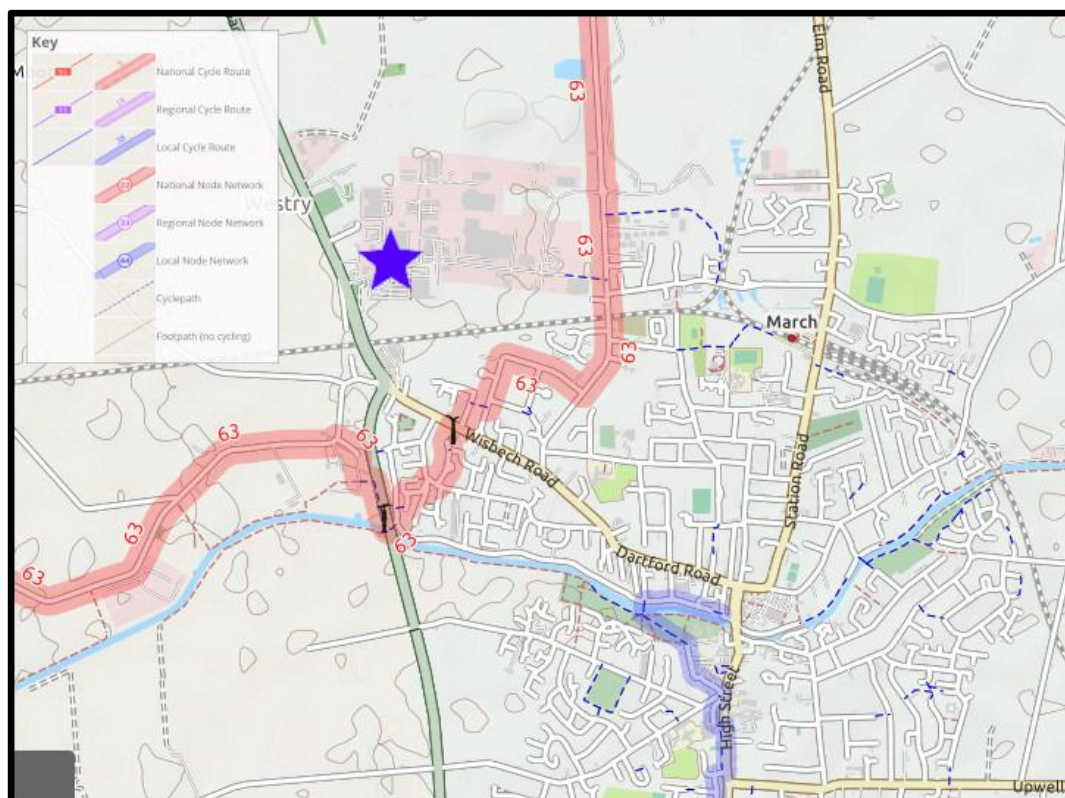


Source: Promap

2.3.18 The 5km cycle catchment includes all of March and surrounding smaller settlements. This provides a significant local population within cycle distance of the site.

2.3.19 Figure 2.4 shows a cycle map for March and the surrounding areas taken from OpenStreetMap, showing local and national cycle ways in the area.

**Figure 2.4 – March Cycle Map**



Source: OpenStreetMap. N.B. The proposal site is indicated by a blue star.

2.3.20 National Cycle Route (NCR) 63 is accessible approximately 950m east of the proposed site access from Hostmoor Avenue. NCR 63 provides a route through northwest March, and north and west routes beyond the town.

2.3.21 Many routes throughout March follow quiet residential roads, allowing for travel within the urban area of the town.

2.3.22 Considering that the roads local to the site are urban in character, and that the site is located within cycling distance of a substantial residential area, cycling provides an opportunity to access the store by a sustainable mode of transport for potential customers and staff members.

#### Public Transport

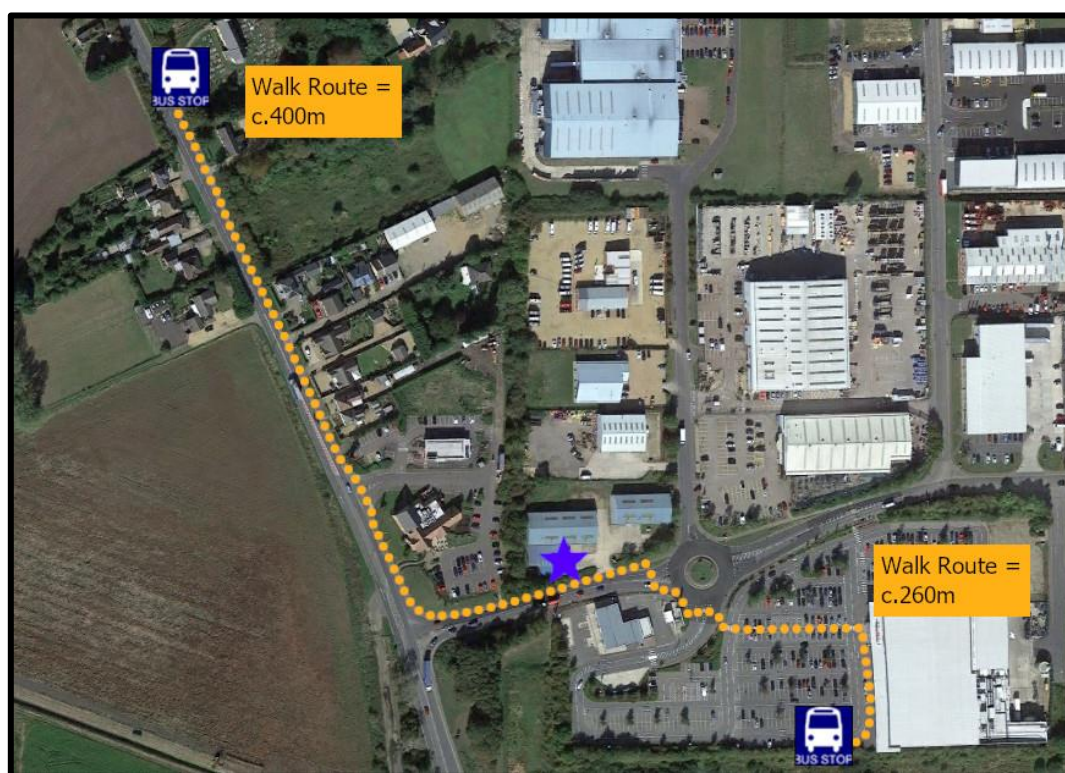
2.3.23 The publication 'Planning for Public Transport in Developments' produced by the Institution of Highways and Transportation (IHT) specifies that new developments should be located within 400m of the nearest bus stop.

2.3.24 The nearest bus stop to the site is located in the forecourt of the Tesco Superstore approximately 260m walking distance from the southern boundary of the proposal site. The bus stop benefits from a shelter with timetable information.



- 2.3.25 There is good accessibility from the proposal site to the bus stop in the Tesco forecourt, with footways on the north and south flanks of Hostmoor Avenue, which can be crossed via a refuge island with dropped kerbs adjacent to the north boundary of the Tesco car park c.70m east of the Tesco Access Roundabout. Pedestrians are able to manoeuvre through Tesco car park to the bus stop via a series of on-site zebra crossings.
- 2.3.26 The bus stop serves the 33 route, providing northbound and southbound services between March and Peterborough every two hours on weekdays and Saturdays. As well as March and Peterborough, other destinations on the 33 route include Whittlesey, Chatteris, Doddington, and Wimblington.
- 2.3.27 Another bus stop is located on the A141 Wisbech Road approximately 400m walking distance north of the southern boundary of the proposal site. The bus stop benefits from a flag-and-pole with timetable information.
- 2.3.28 The bus stop on the A141 Wisbech Road is accessible from the proposal site via a continuous footway on the north side of Hostmoor Avenue, which connects to a footway flanking the east site of the A141 Wisbech Road. Pedestrians are able to cross the KFC access junction via a refuge island with dropped kerbs and tactile paving.
- 2.3.29 The bus stop serves southbound services of the 33 and 46 routes. The 46 route provides weekday and Saturday services every 1.5 hours between Wisbech and Town End. Other destinations include March, Guyhirn and Murrow.
- 2.3.30 The above bus stops and their indicative walk routes are shown at Figure 2.5 below.

**Figure 2.5 – Bus Stop Locations**



Source: Google. N.B. All Distances, Locations and Areas approximate. The southern boundary of the proposal site is indicated by a blue star.

- 2.3.31 A local charity organisation called FACT also operates a "dial-a-bus" service for the Fenland area, which provides weekday accessible minibus services for those who have difficulty using conventional modes of transport. The B&M and Tesco by the site currently operate as drop-off points and the service provides routes to various local destinations, including Welney, Christchurch, Chatteris, Wimblington and March.
- 2.3.32 Having regard to the proximity of the bus stops, the regularity of the 33 and 46 routes, the option of the FACT "dial-a-bus" service, and the areas that the existing local buses serve, the site is accessible by public transport.

#### Vehicular Access and the Local Highway Network

- 2.3.33 The existing site access junctions will be removed and a new access in the form of a priority junction will be constructed on the north side of Hostmoor Avenue west of the location of the existing access. All movements are permitted through the junction, except right-turn exit movements from the access onto Hostmoor Avenue. A raised kerbed island will be provided along the centreline of Hostmoor Avenue opposite the access to deter right-turn exit movements.
- 2.3.34 Hostmoor Avenue meets the A141 Wisbech Road via a 'left out' priority junction (all movements permitted except the right-turn out of Hostmoor Avenue) c.100m west of the proposed site access junction. The A141 Wisbech Road has a ghost island right-turn lane for northbound traffic turning into Hostmoor Avenue.
- 2.3.35 Land west of the A141 Wisbech Road has planning consent for the development of a 6,888 sq.m. retail park, known as Westry Retail Park, and the A141 / Hostmoor Avenue Priority Junction to be upgraded to a 45m diameter four-arm roundabout (local planning authority reference F/YR15/0640/F). The provision of this roundabout would allow for right-turn movements from Hostmoor Avenue onto the A141 Wisbech Road.
- 2.3.36 A further application (reference F/YR18/0566/F), which has yet to be determined, proposes to extend the previously consented Westry Retail Park and to upgrade the A141 / Hostmoor Avenue Priority Junction to a 60m diameter four-arm roundabout.
- 2.3.37 The A141 Wisbech Road meets the A141 / B1099 Roundabout (also known as 'Peas Hill Roundabout'), a five-arm priority-controlled roundabout, approximately 400m south of the A141 / Hostmoor Avenue Priority Junction. The B1099 Wisbech Road arm of the roundabout provides a route into the centre of March and the A141 Isle of Ely Way arm of the roundabout provides a north-south route that bypasses the west side of March.
- 2.3.38 The A141 Wisbech Road meets the A47 approximately 5km north of the A141 / Hostmoor Avenue Priority Junction. The A47 forms part of the Strategic Road Network (SRN) between Peterborough and Lowestoft.
- 2.3.39 Overall, the site has a prominent location in relation to the local road network from which it is readily accessible.

## **2.4 Staff Travel Patterns**

- 2.4.1 In order to establish the initial travel patterns of staff, a comprehensive staff travel survey will be conducted six months after occupation of the store.
- 2.4.2 One of the key outputs of the survey will be the modal split for the journey to work. A list of subjects that will be surveyed have been provided:
- Name, home location, and gender.
  - Usual mode of travel, travel distance and travel time.

- 
- Why they travel by the mode they do, and as appropriate, what measures might help them to switch to a more sustainable travel mode.

2.4.3 An example staff travel survey questionnaire is provided at Figure 2.6 below.



Figure 2.6 – Example Survey Questionnaire

CONFIDENTIAL

## STAFF TRAVEL SURVEY

**1. Name (BLOCK CAPITALS):**

**2. Home Post Code (BLOCK CAPITALS):**

**3. What are your typical working hours?**

**3I. Start Time:**

**3II. Finish Time:**

**3III. Do your hours vary significantly from the above?**

☐ Yes  
☐ No

**3IV. How many days do you typically work a week?**

**3L. What is your main mode of transport when travelling to work?**  
(i.e. The mode that makes up the majority of your trip)

☐ Walk  
☐ Cycle  
☐ Public Transport (Bus / Train)  
☐ Drive Private Vehicle Alone (Car / Motorbike)  
☐ Carshare  
☐ Other (Please Specify in the box below):

**3II. If you carshare, do you:**

☐ Share with other members of staff  
☐ Share with non-staff (e.g. Partners, Friends)  
☐ Share with both staff & non-staff

**3IV. If you drive to work, do you:**

☐ Drive to work for Health / Disability reasons  
☐ Drive as part of your job (Outside of Commuting)  
☐ Regularly visit other destinations as part of your trip (e.g. a School, Partner's workplace)  
☐ Drive to work for an alternate secondary purpose (Please specify in the box below):

**4I. What would encourage you to walk to work?**

☐ A walking buddy  
☐ Showers and Locker Facilities at work  
☐ Information on Walk Routes  
☐ Nothing, not willing to walk  
☐ Alternative Incentive  
(Please Specify in the box below):

**4II. What would encourage you to cycle to work?**

☐ A cycling buddy  
☐ Ability to purchase bicycles at a discount  
☐ Showers and Locker Facilities at work  
☐ Improved Cycle Parking at Work  
☐ Information on Cycle Routes  
☐ Nothing, not willing to cycle  
☐ Alternative Incentive  
(Please Specify in the box below):

**4III. What would encourage you to take Public Transport?**

☐ Information on local bus routes  
☐ Discounted Bus Tickets  
☐ Nothing, not willing to take public transport  
☐ Alternative Incentive  
(Please Specify in the box below):

**4IV. Would you be interested in joining a staff Carshare scheme?**

☐ Yes  
☐ No

**5. Do you have any other comments regarding your journey to work?**

- 2.4.4 Once the questionnaires have been completed and the results analysed, the modal split information for the store will be inserted here.

**Table 2.1 – Modal Split of Staff Travel**

Mode of Travel	Percentage of Staff
Car driver alone	
Carshare	
Public Transport	
Cycle	
Walk	
Other	
Total	100%

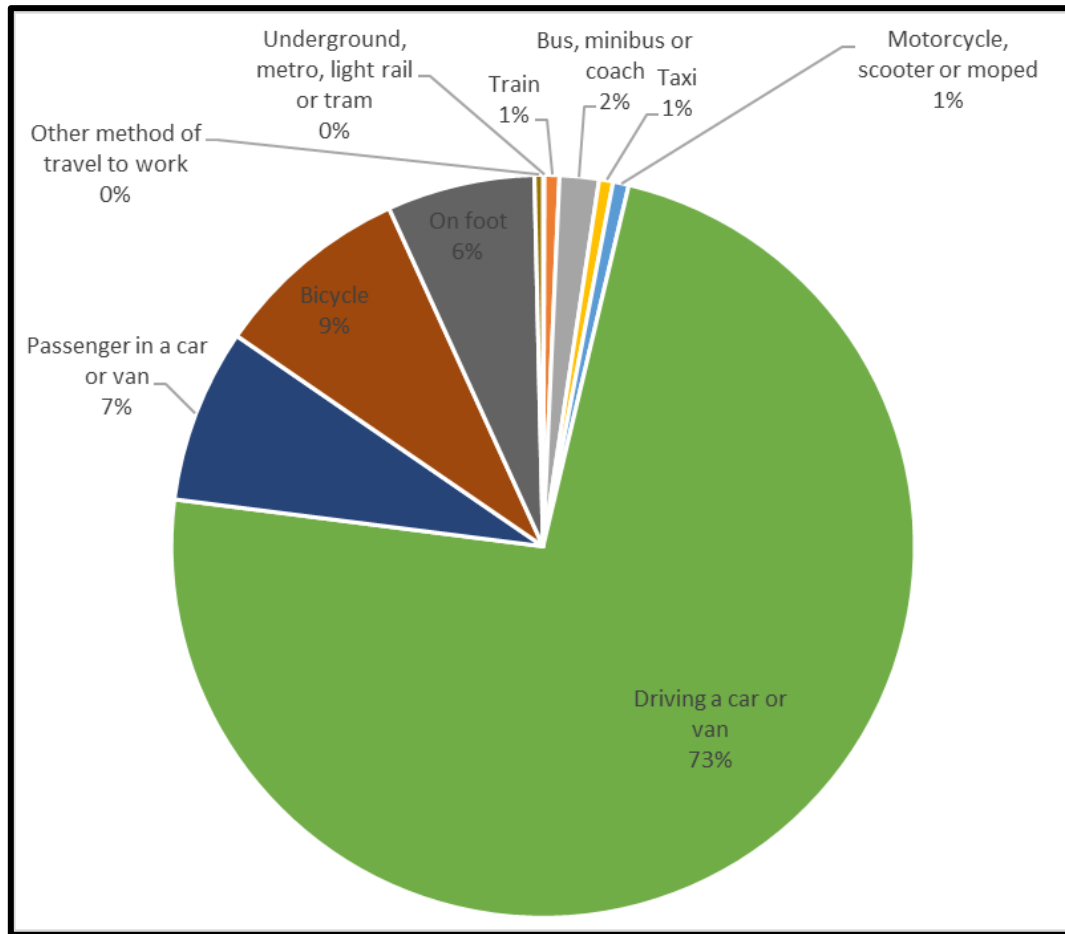
- 2.4.5 Following the staff survey, a comprehensive analysis of the results of the staff survey will be included here.

## **2.5 Census Review and Targets**

### Census Review

- 2.5.1 As the store has not yet been built or occupied, a preliminary review of local community travel habits has been undertaken to establish an initial indication of how future staff may travel to the store.
- 2.5.2 The preliminary review of the modal proportions of staff trips is based on 2011 census data extracted from the ONS table 'WP703EW - Method of travel to work (2001 specification) (Workplace population)' for the Middle Super Output Area of Fenland 005.
- 2.5.3 The average proportion of trips by each travel mode, as identified by the 2011 census, is set out at Figure 2.7.

**Figure 2.7 –Travel to Work Census Statistics – Travel Mode**



### Targets

- 2.5.4 The Travel Plan targets should be SMART, i.e. Specific, Measurable, Achievable, Realistic and Time-bound.
- 2.5.5 The initial target of the Travel Plan (i.e. the results of the first travel survey) will be to achieve a modal split in line with the average figures at Figure 2.7 above, and set out at Table 2.2 below, and to then reduce the proportion of staff driving single occupancy single purpose private car journeys to work by 5%, absolute, within five years of the Travel Plan being adopted. However, the future target will take into consideration the modal split identified from the initial staff surveys.
- 2.5.6 Targets for individual mode shares have been set; however, the reduction of single occupancy private car journeys, with an associated transfer to *any* non-single-occupancy, single-purpose car mode of transport (inclusive of car sharing) will contribute towards achieving the main objective of the Travel Plan.

**Table 2.2 – Travel Mode Targets (Example)**

Mode of Travel	Staff Target – Initial	Staff Target – 5 Years
Car driver alone	66%	61% (-5%)
Car driver sharing	7%	8% (+1%)
Car passengers	7%	8% (+1%)
Bus / Rail	3%	4% (+1%)
Cycle	9%	10% (+1%)
Walk	6%	7% (+1%)
Other	2%	2%
Total	100%	100%

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### 3.0 TRAVEL PLAN ADMINISTRATION

#### 3.1 Introduction

- 3.1.1 The role of Travel Plan Co-ordinator / Champion (TPC) will be shared between the Area Manager and the Store Manager on-site. The TPC is responsible for implementing and administering the plan. The Store Manager will report any issues to the Area Manager. The Store Manager will be responsible for implementing the Travel Plan on-site and will be allocated sufficient time to complete all of their TPC duties, as well as for investigating potential Travel Plan measures and sustainable travel opportunities. The amount of time needed for this is likely to vary from week to week.
- 3.1.2 The TPC will be provided with a copy of the Travel Plan, and will be encouraged to develop ideas of how to best promote and evolve the Travel Plan, over the five-year lifetime.
- 3.1.3 Once appointed, the contact details of the TPC will be inserted below:-

**TPC Name:** \_\_\_\_\_

**TPC Email Address:** \_\_\_\_\_

**TPC Phone Number:** \_\_\_\_\_

#### 3.2 Duties

- 3.2.1 The duties of the TPC are permanent. The TPC will be responsible for the operation and implementation of the Travel Plan, which includes the following actions:
- Implementing the Travel Plan.
  - Monitoring the Travel Plan.
  - Liaison with the local Authority and Travel Plan Coordinators where appropriate.
  - Liaison with the local bus operators where appropriate.
  - The preparation of subsequent update Travel Plan reports for submission to the Local Authority.

#### 3.3 Promotion of the Travel Plan

- 3.3.1 All staff, including new employees upon commencement of employment, will be made aware of the existence of the Travel Plan, its objectives and their role as individuals in achieving these objectives.
- 3.3.2 On confirmation of employment, new staff will be provided with information on sustainable travel and the options available to them, so that they can begin planning their journey prior to commencement of employment.

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## **4.0 TRAVEL PLAN MEASURES**

### **4.1 Introduction**

- 4.1.1 This section of the Plan outlines the specific physical and management measures to be implemented as part of the Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Plan.
- 4.1.2 As far as possible, the measures and initiatives outlined in this section are designed to be suitable for review and monitoring. The list is not exhaustive and the TPC will be free to investigate other potential initiatives. This list will be reviewed following the completion of the staff travel survey and the setting of the Travel Plan targets. An Action Plan has been included at Section 5.0.

### **4.2 Walking**

- 4.2.1 The TPC will promote walking as a healthy and cheap means by which to travel. In order to encourage travel to the store on foot; the following measures will be implemented:
- A promotional poster highlighting the benefits of walking will be displayed in the staff room and communal areas.
  - The TPC will liaise with the Highway Authority to report any issues with local pedestrian walk routes.
  - Staff will be provided with secure lockers for storage of wet clothes, umbrellas, etc.
  - Walk to Work Week will be promoted by the TPC. Information will be obtained from [www.livingstreets.org.uk](http://www.livingstreets.org.uk)

### **4.3 Cycling**

- 4.3.1 Cycling is a cheap, quick and sustainable mode of transport that provides benefits for personal health as well as reducing road congestion. In order to encourage travel to the store by cycle, the following measures will be implemented:
- Aldi are a member of the government's 'Cycle to Work' scheme and actively encourage existing and new members of staff to participate.
  - The TPC will liaise with the Highway Authority to report any issues with local cycle routes.
  - Cycle parking spaces will be provided for staff and customers. The use of cycle parking facilities will be monitored. The possibility of providing additional cycle parking spaces will be investigated should demand by either staff or customers warrant it.
  - Promotional material on bicycle maintenance will be available in the staff room.
  - Should demand warrant it, the TPC will investigate the potential for a staff Bicycle User Group (BUG).
  - Bike week will be promoted by the TPC. Information can be obtained from [www.bikeweek.org.uk](http://www.bikeweek.org.uk)

### **4.4 Bus Services**

- 4.4.1 Measures for encouraging bus travel will include:
- Up to date information on bus services, including route information and service frequencies, will be available in the staff room and communal areas

- The TPC will liaise with the local authority and the local bus operators to ensure that the information remains valid.
- The TPC will bring to the attention of the relevant bus operators any issues raised periodically by staff.

#### **4.5 Taxis**

- 4.5.1 Taxis have an important role in providing for staff trips when other modes of transport may not be available, such as during late evenings when buses may not be running, or when a car-share arrangement fails on a particular occasion.
- 4.5.2 A list of local taxi companies' contact details will be available in the staff room and communal areas.
- 4.5.3 An annual budget will be allocated to provide a ride home for members of staff travelling to the store by sustainable modes of transport, should undertaking their original travel mode become unfeasible. This measure will act as a 'safety net' for potential travellers by sustainable transport and will especially reassure car sharers by guaranteeing that a backup measure is in place should an agreed car share journey not go ahead as planned. The annual budget will be revisited, as necessary, following Plan monitoring and target review.

#### **4.6 Car Sharing**

- 4.6.1 Car sharing represents a relatively convenient alternative form of travel. It can reduce the total vehicle mileage by staff, and therefore reduce fuel consumption and vehicle emissions, which is beneficial to both staff members and the environment.
- 4.6.2 Some staff members may be concerned about the logistics and security of car sharing, so to maximise the potential pool for members of staff who are interested, staff members will be encouraged to register with appropriate car sharing websites, such as [www.liftshare.com/uk](http://www.liftshare.com/uk)
- 4.6.3 National Liftshare week will be promoted by the TPC. Information will be obtained from the Liftshare website.

#### **4.7 General**

- 4.7.1 Upon commencement of employment each staff member will be provided with a Travel Plan Information Pack. This pack will contain all the information an individual will need in order to make an informed choice on the mode of travel to be used for work-based journeys. The pack will comprise the following:
- A summary page introducing the Travel Plan.
  - Copies of local bus timetables and maps.
  - Contact details for local taxi companies.
  - Promotional material about walking and cycling.
  - Promotional material about public transport.
  - A plan showing local walk and cycle routes.
  - A promotional leaflet about car sharing.
  - A list of informative websites which promote sustainable travel.
  - Information on personal travel planning options such as the TraveLine website.

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- 4.7.2 The TPC will be responsible for organising involvement in travel planning days/events for all modes of sustainable travel. The TPC will be free to investigate other potential ways of encouraging customers to travel by sustainable modes.



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## **5.0 PLAN MONITORING AND REVIEW**

### **5.1 Introduction**

- 5.1.1 A programme of monitoring and review has been designed to generate information by which the success of the Plan can be evaluated. Monitoring and review will be the responsibility of the TPC.

### **5.2 Monitoring**

- 5.2.1 The outputs of an on-going monitoring programme will be used to inform the content of the Travel Plan reports (as detailed in Section 5.3) and will include the following:
- Monitoring the use of the cycle parking.
  - Monitoring the demand for additional cycle parking by staff.
  - Monitoring the number of staff registered for car sharing.
  - Recording of comments received from staff on transport and travel to the store.
  - Monitoring of the number of staff vehicles, if permitted, in the customer car park.
  - Monitoring the number of claims made for a lift home.

### **5.3 Process and Review**

- 5.3.1 Within six months of the store opening, the operator will conduct travel surveys to assess the existing travel patterns of employees. Three months from that date a copy of the updated Travel Plan will be submitted to the Local Authority.
- 5.3.2 A staff survey will be conducted annually after the initial survey, after each of which a Travel Plan Review Report will be submitted to the Local Authority.
- 5.3.3 The Travel Plan Review Report will be produced following the results of each staff survey, and will include the following:
- Analysis of the latest questionnaire responses.
  - The latest targets (existing targets will need evaluation and refinement in light of the updated staff survey results. The success in achieving existing targets will also be considered).
  - Any additional measures and any changes or refinements to existing measures.
  - Evaluation of the success of the various measures implemented to date.

## 5.4 Action Plan

5.4.1 The Action Plan for the Travel Plan is provided at Table 5.1.

**Table 5.1 – Travel Plan Action Plan**

Action	When	Date(s) Completed
Appoint Travel Plan Co-ordinator / Champion (TPC)	3 months prior to the launch of the Plan	TBC
Display promotional walking material	Before the Launch of the Plan	TBC
Display promotional cycle maintenance poster in staff room	Before the Launch of the Plan	TBC
Display bus and rail timetables	Before the Launch of the Plan	TBC
Display contact details for local taxi companies in staff room and store	Before the Launch of the Plan	TBC
Confirm budget for taxi home scheme	Before the Launch of the Plan	TBC
Check on-site cycle parking facilities	Before the Launch of the Plan	TBC
Check Staff lockers	Before the Launch of the Plan	TBC
Issue Staff Travel Packs	At the Launch of the Plan	TBC
Organise the initial staff travel survey	6 Months after the Launch of the Plan and then annually for a period of 5 years	TBC
Analyse results of annual staff travel surveys, conduct annual review and produce Full Travel Plan (or prepare annual review report as appropriate)	Within 3 Months of each Travel Survey	TBC
Report any relevant findings from the staff travel survey to the Local Authority	Within 3 Months of each Travel Survey	TBC
Record and address any comments made verbally	On-going* to inform annual review	-
Report any problems with local pedestrian or cycle routes to Local Authority	On-going*	-
Record use of the ride home	On-going*	-
Inform new staff about Travel Plan and issue them with a Staff Travel Plan Pack	On-going*	-
If demand warrants it, organise Bicycle Users Group	On-going*	-
Monitoring of cycle parking, staff registered with car share websites, and staff parking on-site	On-going* to inform annual review	-