Travel Plan

PROPOSED ALDI FOODSTORE

BARNSLEY ROAD, CUDWORTH

May 2013

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Drawings

Proposed Layout

1. PREAMBLE

1.1 This Transport Assessment (TA) assess the effect of placing an Aldi Foodstore 1355 Sqm Gross Floor Area (GFA), 990 sqm Retail Floor Area (RFA) supported by 77 car parking spaces at Barnsley Road, Cudworth.

1.2 The measures have been focused on staff travel as it is likely to have the largest benefits. Measures have been included to encourage customers, however the TRICS database has started to account for single occupancy and multiple occupancy car trips to discount retail, the implications of which are discussed further in this TP

2. PROPOSED DEVELOPMENT

2.1 This Transport Assessment (TA) assess the effect of placing an Aldi Foodstore 1355 Sqm Gross Floor Area (GFA), 990 sqm Retail Floor Area (RFA) supported by 77 car parking spaces.

2.2 This proposal entirely replaces the existing commercial use and the consent issued in relation to mixed use retail.

2.3 The delivery requirements of an Aldi store have been rationalised to maximise efficiency and mean that there is usually only one delivery from an articulated vehicle to the store each day to deliver a load of mixed goods assembled at a centralised distribution depot. Additional deliveries of bread and milk are usually made in smaller vehicles prior to the store opening.

Objectives of the Travel Plan

2.4 The Travel Plan is a long-term strategy for reducing the dependence of single occupancy private car travel to the store. The aims of the strategy are

(a) to increase the awareness of the advantages and potential for travel on sustainable modes and

(b) to introduce a package of physical and management measures that will facilitate travel on sustainable modes to access the store.

2.5 These objectives reflect, and intended to achieve, current Government policy in respect of transport.

Means of Achieving Objectives

2.6 The Travel Plan is a strategy for encouraging change in staff transport patterns. The objective of the Travel Plan reflects, and is intended to achieve, current Government and local policy in respect of transport.

2.7 Whilst customers will be considered within the Travel Plan, their travel behaviour is difficult to influence through a Travel Plan as the nature of food shopping trips often means that customers would choose to use a car in order to carry home their shopping.

2.8 New Aldi Stores across the country are located in or at the edge of town or neighbourhood centre locations, meaning that most stores are located in areas which are accessible to large residential catchments using sustainable modes of transport. The Transport Assessment and this Travel Plan demonstrate that this is the case at this site.

2.9 This Travel Plan, with its obligations, is specific to the proposed Aldi store at Barnsley Road, Cudworth.

3. ALDI TRAVEL CHARACTERISTICS

3.1 Aldi stores provide approximately 1000 product lines at each store; the new stores provide these goods within 4 aisles.

3.2 The Goods are 90% "own brand" enabling efficient pricing and value for money.

3.3 Recent surveys at the York Road, Leeds Store observed that there was a significant amount of linked trips between the Aldi and the Netto on the opposite side of the road.

3.4 The TRICS database was used to determine the likely modal split at this store as it is within the local centre. On a weekday the TRICS data considered to be representative of this store is broken down into single occupancy vehicle and multiple occupancy vehicle categories.

3.5 The table below illustrates the predicted weekday and Saturday total trips to the store including staff and customers.

	Walk (20%)	Cycle (0.7%)	Public Transport (2.2%)	Vehicle (77.2%)	Total (100%)
Proposed Aldi Store (990 sqm RFA) (Weekday)	241	8	26	930	1205

Table 5.1 – Proposed Aldi Daily Trip Generation

3.6 In order to establish a customer base point a random customer questionnaire will be recorded within 3 months of opening. This will be carried out at the checkout and will record the following information

- How did you travel to the store today? (Mode as above)
- Is journey today solely to Aldi, as part of an existing trip en route to somewhere else or are you visiting Aldi then the local centre?

3.7 Aldi Stores typically employ around twenty to thirty employees at each store. All employees are part time working on a shift pattern except for the Store Manager. The number of employees present within the store at any one point in time is dependant upon the trading pattern and flow of customers, but typically ranges between two to five at maximum. Aldi stores have advised that the majority of store staff tend to live locally to the store they work at as Aldi aim to recruit locally in order to maximise flexibility of shift patterns.

3.8 A more detailed staff travel survey will be undertaken annually this is included at appendix C.

Site Accessibility Audit

Site Access

3.9 The existing junction is laid out in a priority arrangement; this is improved as part of the proposals.

Accessibility by Non Car Modes

3.10 The site is bound with a 2m wide footway on Barnsley Road, this route is level and the surfacing is consistent.

3.11 The footway width is maintained to the south west towards the co-operative store.

3.12 An uncontrolled pedestrian crossing exists for crossing Barnsley Road. This is lit and is provided with tactile pavers. This facility is provided approximately 125m from the site.

3.13 There are no on street cycle facilities within Cudworth, cycling is carried out on the highway. The Trans Pennine cycle route runs through Cudworth to Worsbrough. The route is 6.4 miles long and is completely off road and noted to take 36 minutes.

3.14 This off road route is 900m from the site and is accessed along Barnsley Road.

3.15 A controlled crossing exists to the north east of the subject site outside The Victoria (PH). This facility is approximately 90m from the site and is on a desire line to the residential area of Belle Green and the residential areas named after motor race circuits (Mallory, Snetterton, etc).

3.16 As a result of the close proximity to the existing retail outlets, there is a very high propensity for linked trips at this development. Previous surveys have suggested that between 50-70% of Aldi shoppers also visited a store in the centre.

3.17 The closest northbound bus stop is located 55m from the site, this stop consists of a lay-by, shelter, timetable, case, flag and pole. The southbound stop is located close to the signal controlled crossing point to the north of the site approximately 120m from the subject site. This stop consists of a lay-by, shelter, timetable, case, flag and pole. This stop is accessed via the signal controlled pedestrian crossing, this is on the desire line between the subject site and the closest southbound stop.

3.18 The table below provides information on the bus operation times, frequency and major destinations.

Number – Route	Start /Finish	Weekday Frequency	Saturday Frequency	Sunday Frequency
27 Barnsley – Cudworth - Wombwell	0801/2256	60 mins	60 mins	60 mins
28 Barnsley – Cudworth – Pontefract	0525/1730	60 mins	60 mins	No Service
29 Barnsley – Cudworth – Upton	0811/2236	30 mins	30 mins	60 mins
30 Barnsley – Cudworth – Pontefract	0713/2311	60 mins	60 mins	60 mins
32 Barnsley – Cudworth – Shafton	0652/2326	15 mins	15 mins	60 mins
34 Barnsley – Cudworth – Barnsley	0655/1805	60 mins	60 mins	No Service
37 Barnsley – Cudworth - Grimethorpe	0800/1550	60 mins	60 mins	60 mins
38 Barnsley – Cudworth – Hemsworth	0906/1606	60 mins	60 mins	No Service
38 Barnsley – Cudworth – Hemsworth	Q	60 mins	60 mins	No Service

Table 2.1 – Bus Frequency Table.

3.19 Overall the site is considered to be highly accessible by non-car modes. This is due to the close proximity to the existing retail units in Cudworth, with the most apparent being Fulton Foods. The site benefits from a high level of public transport accessibility and as such the potential non car travel population catchment is high.

Highway Network

3.20 Barnsley Road, is a key route to the centre of Cudworth. Historically this was the main route through Cudworth carrying some 12,279 vehicles per day. As a result of the construction of the A628 bypass this through traffic has reduced to 5,220 vehicles per day. Therefore 7,059 vehicles were travelling through Cudworth unnecessarily.

3.21 The "One Year After" study highlights that public transport reliability has increased and that the scheme successfully reduced congestion within Cudworth.

3.22 An accident analysis has also been carried out, this identifies a 58% reduction in accidents on the old A628 (Barnsley Road, Cudworth).

3.23 The introduction of a bypass has removed unnecessary traffic from Cudworth, allowing the centre to form a such and not be congested by through traffic.

4. TRAVEL PLAN MEASURES

Introduction

4.1 This section of the Travel Plan considers the potential for promoting various sustainable modes and outlines the measures to be undertaken as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is key to the success of the Plan.

4.2 As far as possible, the obligations outlined below are designed to be suitable for review and monitoring. The Travel Coordinator will be free to investigate other potential initiatives in light of particular circumstances when the store opens and the results of staff and customer travel surveys are available.

Walking

4.3 There is great potential for promoting walking as a means of accessing the store.

4.4 The Transport Assessment considered the potential for walking trips to the store as high.

4.5 In terms of promoting walking as a means of accessing the store, the following measures will be undertaken:

- A Travel Guide will be prepared by the Travel Plan Co-ordinator using information from the Travel Plan and up to date sustainable transport information. The guide will provide information and advice related to safe pedestrian routes to the store. The Travel Guide will highlight the health benefits of walking and promote the use of www.walkit.com as a journey planner for walking routes to the store.
- The staff toilet and/or staff room will be provided with coat hooks and a seat to enable staff to get changed;
- Personal attack alarms may be issued to staff to increase their safety. The staff travel survey, along with feedback to the Store Manager will identify whether this measure will be needed.

Cycling

4.6 Consideration of the multi-modal surveys in the TRICS database shows that under 1 % of trips to an Aldi are made by cycle.

4.7 The following measures to promote cycling as a means of accessing the store will be promoted through following measures:

• A Travel Guide will be prepared to provide information and advice about accessing the store on a cycle. The Travel Guide will be made available to both staff and customers via a display in staff and public areas of the store at the opening of the store. Leaflets will also be produced.

• In relation to cycling, the Travel Guide will highlight sources of additional information and support, such as Barnsley MBC cycling information website.

• Secure cycle parking will be provided for visitors. The facility will provide for up to 10 cycles to be parked in a prominent position close to the store entrance, underneath the store's canopy.

• Advertising of the cycle parking facilities through on site signage and the Travel Guide will be undertaken.

• Staff choosing to cycle to work will be permitted to store their cycles within the storage area inside the store, thus providing secure, dry and convenient storage.

Only Aldi staff have access to the storage area, thus such provision meets the requirements for security, dry storage and being extremely convenient for the staff.

• Staff will be made aware that Barnsley MBC have produced a cycle map, which is available from the Council. The Store's Travel Plan Co-ordinator will contact the Council to arrange for a supply of these maps to be available for staff and customers on request at the store.

Public Transport:

4.8 Consideration of the multi-modal surveys in the TRICS database show 2% of trips on a weekday.

4.9 Therefore, despite the fact that the store is located in an area that is particularly accessible using public transport, we do not envisage a significant level of public transport use by either staff or customers at the store.

4.10 Nevertheless, Aldi will look to promote the use of public transport for accessing the store. Measures that will be promoted include:

• A Travel Guide will be produced and will provide information for staff and customers on bus services, including bus stop locations, route information and service frequencies. As set out above, the Travel Guide will be available via in store displays and as a leaflet at the opening of the store.

• The staff travel surveys will identify how staff currently travel and what the potential is for encouraging staff to travel to work on public transport. The results of the survey will be analysed and then consideration could be given to offering season ticket loans if it is found that there would be a demand for such a service.

Taxis

4.11 Taxis have an important role in providing for staff trips when other modes of transport may not be available, such as during inclement weather. It is also usual practice for a store to provide a free phone service to enable customers to call a taxi when leaving the store. This enables the use of a sustainable mode for at least part of the journey. This facility could also be used by staff if necessary.

• Access to telephone will be provided (free of charge) for those wishing to contact the nominated taxi or private hire operator.

Servicing and Deliveries

4.12 Aldi operate a closely managed servicing arrangement for each of its stores. One daily-articulated vehicle arrives at each store to deliver a load of mixed goods assembled at a centralised distribution depot. During unloading, the back of the vehicle is at warehouse floor level, enabling the driver to unload the stores goods quickly into the storage area. The delivery has previously been pre-picked onto pallets.

4.13 Stores are constructed with a delivery ramp, sheltered canopy and dock leveller system which means products can be unloaded without any external activity, such as forklift trucks, scissor lifts or cages. The delivery system has been refined by Aldi and is extremely efficient compared to other food retailers.

4.14 Aldi have rationalised the delivery of frozen goods, with the introduction of articulated vehicles able to carry frozen, chilled and mixed goods simultaneously, further enabling the potential to reduce deliveries. Thus the single daily-articulated vehicle will usually be the only vehicle of this type visiting each store.

4.15 All Aldi delivery vehicles meet Euro 4 engine specifications and all trucks are run on LPG (Liquid Petroleum Gas) & Diesel.

4.16 Deliveries from other suppliers, in small to medium sized rigid vehicles, are confined to one daily vehicle bringing fresh bread, and one daily vehicle bringing milk supplies. These vehicles normally arrive prior to the commencement of trading.

5. OPERATION OF THE TRAVEL PLAN

5.1 Following appointment, the Store Manager will be appointed as Travel Plan Co-ordinator to implement and administer the Travel Plan.

5.2 The duties of the TPC are permanent and regular updating of the Plan document is part of the responsibility of the nominated person.

5.3 The Travel Co-ordinator will be responsible for the administration of the Plan, the implementation of the Plan measures, the initial staff and customer travel surveys and for on-going monitoring and review of the Plan.

5.4 The Travel Plan mainly focuses on measures relating to staff travel as there is good potential for a high proportion of staff to travel to the store via sustainable modes.

5.5 The majority of food trips are carried out by car, however, this does not necessarily mean that all car trips are unsustainable – as supported by TRICs, the nature of an Aldi store means that there is potential for linked trips with other retail, this is supported by the high level of multiple occupancy vehicles recorded in the TRICs Database, demonstrating that there is a significant amount of shared trips in cars to Aldi stores.

5.6 A filing system will be implemented for recording all correspondence relating to the Travel Plan, the results of periodic monitoring and the results of each annual review. The Store Travel Co-ordinator will be responsible for this system.

5.7 The measures identified in this Plan will be implemented upon store opening. On appointment, the Travel Plan Co-ordinator will contact Barnsley MBC to discuss the implementation of the Travel Plan.

6. TRAVEL PLAN TARGETS

6.1 The aim of this Travel Plan is to encourage staff and visitors to travel to the store using sustainable modes through the provision of information, advice and practical measures that will facilitate the use of these modes.

For Staff

6.2 • based on information contained within the TRICS database along with staff survey information from elsewhere it is considered a maximum of 50% of staff trips to the store should be made in cars / vans.

For Customers

6.3 Based on information contained within the TRICS database along with customer survey data from elsewhere it is considered a maximum of 70% of customer trips to the store should be made in cars / vans.

6.4 It is proposed that the above modal split targets should be achieved over a 3 year time period from the opening of the store. Once targets have been achieved then the targets will be revised to at least maintain the above levels of single occupancy car trips, but to hopefully reduce the levels further.

6.5 Based upon the information presented in Section 2 in relation to travel characteristics at an Aldi store, along with the sustainable access opportunities at this site it is considered that these targets are reasonable and challenging. Achieving these targets would provide an improvement on the level of car use observed at other Aldi stores in the country.

7. MONITORING AND REVIEW

Monitoring

7.1 A programme of monitoring and review has been designed to generate information to evaluate the Travel Plan. Monitoring and review will be the responsibility of the Travel Co-ordinator.

7.2 In the initial stage of the Travel Plan, it is proposed that the measures identified in this Plan will be implemented. On appointment, the Travel Plan Co-ordinator will contact Barnsley MBC to discuss the implementation of the Travel Plan.

7.3 It is proposed that an Initial Staff Travel Survey of all staff and a sample Customer Travel Survey will be undertaken within 3 months of opening.

7.4 Travel Survey is provided in Appendix C. Thereafter annual 'snapshot' surveys will be undertaken.

7.5 In relation to the Customer Survey it is proposed that on the nominated day for the monitoring surveys, a random sample of customers across the whole day will be surveyed. A minimum number of 100 customers will be surveyed. Customer surveys will be repeated annually.

7.6 Both the Staff and Customer surveys will be used to inform the monitoring and review of the Travel Plan, along with the Annual Action Plan.

Annual Review

7.7 Each year, on the anniversary of the introduction of the Travel Plan, the Travel Coordinator will review the Plan. The objective of the review will be to assess the success of the Plan and to identify the potential for future refinement of the details of the Plan.

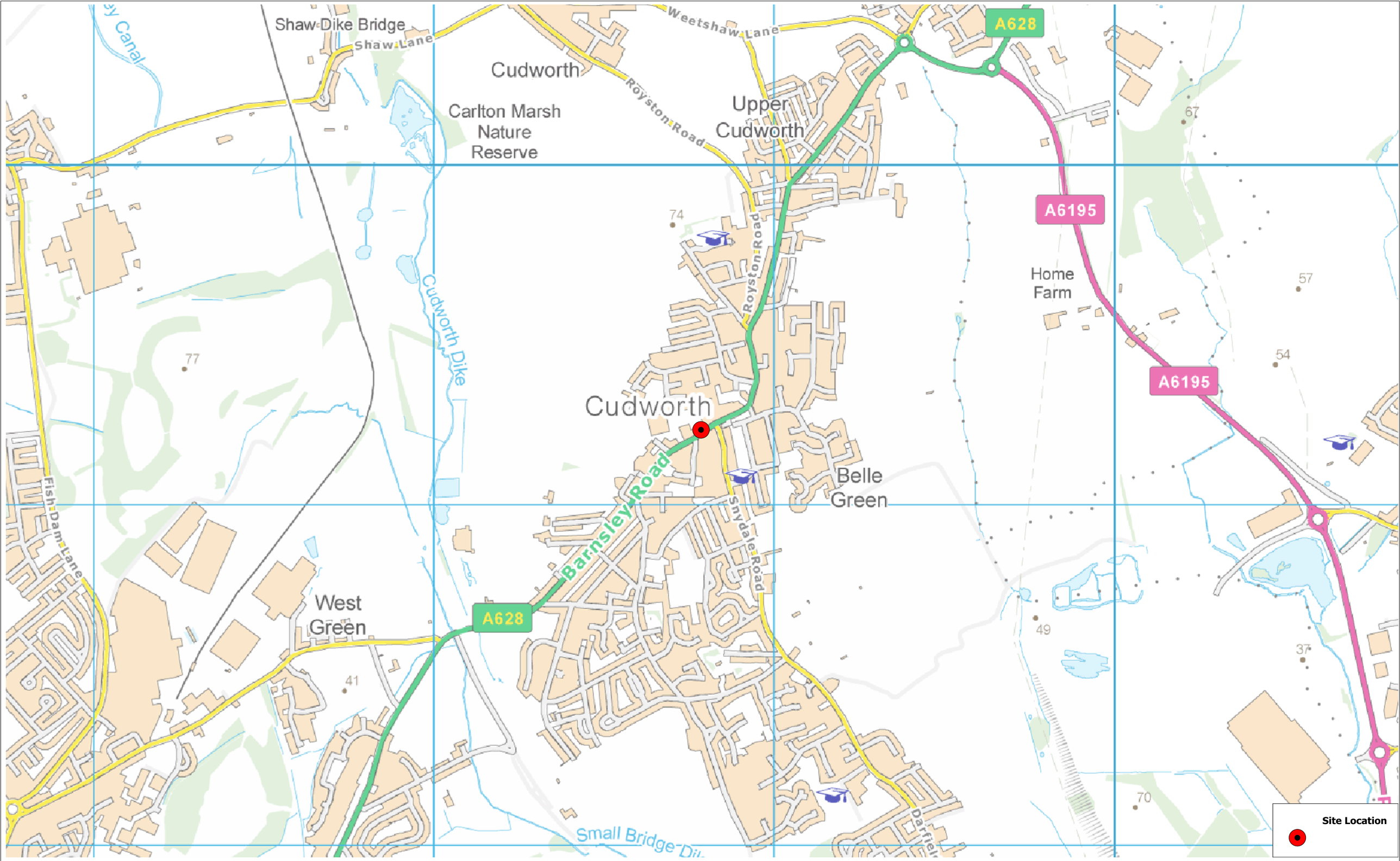
7.8 The major element of the review will involve the re-issue of the staff and customer travel surveys. The re-issue of the surveys offers the opportunity to gather new information about wider staff attitudes to travel. Analysis will also yield up-dated modal-split information for comparison with data derived at the introduction of the Plan and monitor progress towards the targets set out in this Travel Plan. The results of the monitoring surveys will be provided to Barnsley MBC.

7.9 Following the monitoring surveys, a review of the Travel Plan will be made in relation to the measures contained and progress towards targets. The Review of the Travel Plan will be undertaken in conjunction with Barnsley MBC. If any changes to the Travel Plan, including targets, are required, they will be submitted to Barnsley MBC for approval.

7.10 The review process will also result in the development of an Annual Action Plan to set out a programme of measures to help achieve the Travel Plan targets over the next year. The action plan will define tasks required and identify timescales for implementation and also nominate individuals that will have responsibility for carrying out these tasks.

APPENDIX A

Location Plan



Scale 1:10000	DRAWN BY PR	CHECKED BY CS	Transport Potential	SCHEME Cudworth
DRAWING REFERENCE TPL/01		REV		ON BEHALF OF Aldi Stores LTD
DATE Apr 2013	CAD REF GIS/cudworth		Transport Potential LTD, 14-15 Regent Parade, Harrogate, HG1 5AQ.	DRAWING TITLE Location Plan