CBO

Transport

Project:

New Street / Heelis Street Food Store Proposal,
Barnsley Town Centre

Applicant:

RED Property Services

Document:

Travel Plan Framework

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1 Introduction

Context

1.1 CBO Transport has been commission by RED Property Services acting as lead consultant on behalf of their client Barnsley Retail Partnership to provide highways and transport advice on a proposal to develop a superstore in Barnsley town centre. This Travel Plan Framework (TPF) along with the Transport Assessment (TA) represents a culmination of this work and is submitted with the planning application for the store.

1.2 The proposed store which has a gross floor area of some 8,850 m² is located immediately to the south of the town centre on land running south from West Way. The site would include a petrol filling station and 526 parking spaces. The location of the site is shown in Figure 1.1.

1.3 The site is bounded to the west by Upper New Street / New Street. The junction between West Way and Upper New Street is signal controlled. There is a roundabout part way along Upper New Street which provides access to a large Morrisons supermarket located on the west of Upper New Street.

1.4 There are a number of existing uses on the site including public car parking, a redundant bingo hall and industrial / commercial buildings. There are a number of public highways on the site but these are primarily used to serve the existing land uses and are not used as through routes. These roads would be stopped up prior to construction of the superstore.

1.5 The main town centre retail core and market is located immediately to the north of the site on the other side of West Way. Planning permission has recently been granted to expand and enhance the retail offer and market. There are strong linkages between the site and the existing town centre with the existing public car parking used extensively by visitors to the town centre. Figure 1.2 shows the site in its existing context in more detail.

1.6 The pedestrian Atrium entrance to the store will be at the northwest corner of the site adjacent to the pedestrian crossing on West Way. In terms of vehicular access the proposed development would be accessed from three places. The main customer access would be from the existing roundabout on Upper New Street. There would a second customer access on Burleigh Street close to its junction with Sheffield Road. The third access would be used by service vehicles and is located on New Street. Figure 1.3 shows the proposed development and the locations of these accesses.

1.7 In preparing this TPF and TA CBO Transport have consulted with highways officers at Barnsley Council. We have also discussed the scheme with officers at SYPTE who have confirmed that the store proposal is in a highly accessible location. We have included in the TPF their request for a real time public transport information facility to be available in the store for customers and staff.

1.8 The TPF is primarily aimed at staff and how they travel to the site for work but the inherent accessibility of the site along with the measures being implemented to enhance it, will of course benefit customers as well as staff – particularly the real time public transport information system.

Structure of the Report

1.9 Following this introduction Section 2 of this report looks at policy and the wider benefits of travel plans at the accessibility of the site. Section 3 will consider the existing accessibility of the site and how the development will enhance this.

1.10 Section 4 will look at the Travel Plan objectives and targets. Section 5 will outline the measures being implemented to support the travel plan. Section 6 identifies how the travel behaviour of staff will be measured to monitor the effectiveness of the travel plan.

1.11 Section 7 sets out a delivery and marketing strategy for the travel plan. Section 8 outlines a potential Action Plan for its implementation.

Corporate Commitment

1.12 Crucial for the success of a travel plan is the commitment of the site operator to the concept of implementing and operating them and their experience in doing so.

1.13 Food store operators have been operating travel plans for many years at many stores and are corporately committed to the process and achieving successful outcomes from it. They appreciate at a corporate level how influencing the way staff and customers travel to the site and encouraging the use of sustainable modes of transport, fits with their wider environmental commitment.

2 Policy and Wider Benefits of Travel Plans

Transport Policy

2.1 The focus of land use planning policy is to deliver sustainable development which supports the need for economic growth. Over the past few years the emphasis has shifted towards the economic driver although this is not at the expense of sustainable development.

2.2 In Transport terms this translates itself into policy seeking to encourage development in locations which are readily accessible by a range of transport modes and not overly reliant on the private car. This message is repeated through local and national policy and is a continued theme in the Government's Draft National Planning Policy Framework (NPPF).

2.3 In this context Travel Plans are a recognised tool to influence the way people travel and increase the use of sustainable transport modes. Their implementation as part of major developments is recognised and encouraged throughout policy.

Benefits of Travel Plans

2.4 Travel Plans provide benefits across a wide community from the individual level through to national commitments to control carbon emissions. For individuals some of the benefits are :-

- Improved health - walking and cycling to the store can bring about a number of health benefits, for instance half an hour of cycling or walking a day can reduce the risk of heart disease.
- Cost benefits – the cost of fuel is becoming a significant issue for many. The Travel Plan information will highlight this in comparison with walking or cycling. Cost benefits can also be gained by car-sharers.
- Time Savings - for short journeys, particularly at peak time can often be quicker cycling or walking.
- Convenience - more choice of transport can make travelling to and from work more convenient - for instance the walking buddy scheme may help those travelling home late at night.
- Social benefits - the increased opportunity to travel with other staff members, for instance by car sharing is likely to improve the social environment of the store.
- Improved lifestyle - the awareness that travel choice has an impact on the local and global environment will enable staff to appreciate their surroundings and contribute to its protection.

2.5 The Travel Plan will also have benefits for the store, including:

- Reduced sickness - as staff walk and cycle more, there will be improved health and reduced absenteeism.
- Community recognition - knowledge that the store operator is environmentally and socially aware will spread via staff and customers, and through promotion of the travel plan.
- Reduced traffic - less trips by car and a reduction in the number of single-occupancy trips will lessen traffic levels, particularly at peak times.
- Improved recruitment and staff retention - making the store more accessible by non-car modes increases the potential for more people to be able to work at the store, whether

or not they have access to a car and helps promote social inclusion. It also reduces the likelihood that people will leave employment due to experiencing travel difficulties.

2.6 Travel Plans can also bring benefits to the local community through:

- Reduced traffic levels – air quality improvements and reduction in accident risk.
- New bus stop, improved public realm and cyclist parking - the measures will benefit the whole community not just store employees and customers.

3 Site Accessibility

Walking and Cycling Linkages

3.1 The site is highly accessible by all modes of transport. As already referenced in the introduction to this Report the site is located immediately to the south of Barnsley town centre. Between the town centre and the site runs West Way which, while a busy dual carriage way roads provides a number of crossing points between the town centre and uses to the south of the site.

3.2 Currently on the site there are a number of public town centre car parks and these generate a significant pedestrian flow across West Way. There is also a strong pedestrian flow between Morrisons and the town centre. Table 1 below presents the existing pedestrian flows crossing West Way. These are clearly significant numbers of people and demonstrate that West Way does not present a significant barrier to pedestrian movement.

Table 1: Pedestrian Crossing Flows Across West Way – June 2011

Time	Direction	West Of Wellington St.	West of Upper New Street	East of Upper New Street	Total	Flow Per Hour
Saturday 11:00 to 15:00	Northbound	1343	360	867	2570	643
	Southbound	1118	890	865	2873	718
Weekday 12:00 to 14:00	Northbound	505	178	280	963	482
	Southbound	484	314	312	1110	555

3.3 In this context the site can be seen in accessibility terms to be an extension of the town centre providing an important function which cannot readily be provided within the traditional extent of the town centre. To enhance this linkage improvements are being made to the public realm on either side of the crossing.

3.4 Many trips will be made between the site and the town centre and visa-versa and walking will therefore represent a significant mode of transport for future customers of the store.

3.5 In addition to the south and east of the site are extensive areas of housing. People from these areas will easily be able to walk to the store. In addition to customers it is anticipated that many future employees in the store will live in this area. They will be able to walk or cycle to work. Cycle stands for customers and employees will be provided.

3.6 Figure 3.1 shows catchment areas for walking and cycling trips to the store. The isochrones shown on the plan are based on recognised trip lengths for journeys by walking (2km) and cycling (5km) set out in PPG 13, the Government transport policy guidance document.

Public Transport

3.7 The site is also served by public transport. Local bus services use Upper New Street / New Street and provide a twice hourly service in both directions linking large areas of local population with the store. Figure 3.2 shows the route of these services.

3.8 There will be a new south bound bus stop relocated outside the main entrance to the store. This is the stop mostly likely to be used by shoppers leaving the store with heavy bags. The northbound bus stop is already conveniently located to the proposed store and there are pedestrian crossing facilities close to the stop.

3.9 There are also bus stops on Sheffield Road. These are busy stops with a bus every 2 or 3 minutes serving areas to the south and east of Barnsley such as Worsbrough, Measborough Dike and Kendray.

3.10 In addition to these local services the town centre as a whole is highly accessible by public transport with bus and rail services focused on the modern Interchange. The Interchange is about 600m from the store. Both local bus services stop at the interchange so there is the potential for customers and employees to access the store from a multitude of destinations by public transport. For many the interchange is within walking distance of the site.

3.11 SYPTE have confirmed that the site is in a highly accessible location.

3.12 The use of these sustainable modes of transport will be encouraged through this travel plan.

3.13 The site is in a highly accessible location and the improvements to the town centre linkage, the new bus stop, on site facilities for cyclists and the travel plan will maximise these accessibility benefits.

4 Travel Plan Objectives and Targets

Objectives

4.1 Travel Plans offer a package of measures to encourage staff and other users to choose alternatives to single-occupancy car use. They can deliver real benefits to staff, users and the local community and can help improve issues associated with health, accessibility and air quality. The objectives of this travel plan are:-

- To encourage sustainable transport and increase the use of walking, cycling, car sharing and bus travel;
- To encourage fewer single occupancy car journeys to and from the store to assist local air quality and traffic conditions;
- To improve access to the store by all modes and promote viable alternatives; and
- To ensure safe access and help improve staff health.

Travel Plan Targets

4.2 Travel plans include targets against which the success of the plan can be monitored over time. Targets should be ambitious yet realistic. There are two main types of targets that are applicable to this Interim Travel Plan: “action type” and “aim type” targets.

4.3 Action Targets include the commitment to deliver a package of site specific measures to help promote and encourage sustainable travel. These measures are discussed further in section 6 will be reviewed and agreed following the staff travel survey.

4.4 Aim Targets are aspirational and set out a target for the changes in travel modes used to access the store by staff. This is typically defined by increases in the proportion of trips by walking, cycling, public transport and car share and a reduction in the number of single occupancy car journeys.

4.5 Aim targets are site specific and cannot be set until the store opens and the travel characteristics of staff are determined through a staff survey and would be subject to agreement with the Council.

4.6 The food store operator will set interim targets prior to the staff survey based on experience from other stores.

5 Measures

5.1 In order to ensure that the opportunities for modal shift can be realised there are a number of measures that can be implemented during construction or by the store management post construction.

5.2 This chapter sets out general measures for the Store and potential measures that could be taken forward to encourage sustainable travel and reduce reliance on the private car.

Store measures

5.3 To ensure that the travel plan is taken forward in a co-ordinated way, there are a number of measures that are applicable directly to the store.

Appointment of the travel plan co-ordinator

5.4 The Travel Plan will be implemented by the store under the control of a Travel Plan Co-ordinator (TPC) who will work in conjunction with the planning authority for the continuing progression of the Travel Plan. The TPC at the store will be identified within 2 months of the store opening.

5.5 The TPC will be a member of the staff's senior management team and will be appointed prior to the store opening. The TPC will be the key decision maker on day-to-day matters of implementation of the Travel Plan at the store. On appointment the TPC will contact Barnsley MBC and South Yorkshire Travel Wise officers.

5.6 The role of the TPC will be as follows:

- Provision of walking information to and from the site to staff
- Provision of cycling information to and from the site, including any cycle plans that are publicly available to staff
- Providing advice on appropriate public transport routes to travel to and from the site
- Distributing information on the car sharing club for on-site staff, or the site TPC recommended national or local car share database, if more appropriate. In any event, the TPC will inform staff of national resources such as http://www.liftshare.com.
- Distributing information on discounts for public transport season ticketing if available.
- Promoting and gaining support for events to promote the use of non-car modes, including site wide events which tie in with national initiatives such as cycle to work day.
- Distribution of discounted travel tickets if available.
- Ensuring that all relevant information is provided to all new members of staff and that such information is provided on the information boards.
- Providing information for new staff within standard company induction packs to encourage them to commute to the site, where possible, by alternative modes of transport to the private car.
- Ensuring that information is made available to staff via a staff travel notice board and updated as necessary, also that directions to the site by non-car modes are provided to visitors.
- Participation in the annual multi-modal travel surveys of staff

- To liaise with BMBC and SYPTE who are able to assist with the development and implementation of the Travel Plan.

Establish a travel plan working group

5.7 To assist the TPC in his or her role it is proposed that a working group be established to help deliver the travel plan.

Take part in national sustainable travel events

5.8 Throughout the year a wide range of sustainable travel events take place including bike / walk to work week, car free day, national liftshare day and others associated with health such as world health day or obesity awareness week. The TPC and working group will promote these events and get involved with local community schemes where possible.

Measures to educate staff to travel more sustainably

Provide travel notice boards and information points

5.9 Notice boards should be provided in prominent locations and offer a range of information on travel by non-car modes. This may include local walking and cycling maps, travel posters and local bus timetables.

Provide travel information

5.10 The store TPC will liaise with BMBC, SYPTE and Public Transport Providers to identify readily available information such as maps and timetables and for these to be circulated to staff.

5.11 To ensure that all staff understand their travel options, a leaflet will be distribute to all staff summarising this Travel Plan, showing the local walk, cycle and bus routes and also setting out key web site addresses. The leaflet will clearly state the name and number of the Travel Plan Co-ordinator, allowing those who need extra help to plan their journeys to easily contact them.

Promoting the benefits

5.12 A range of marketing materials and posters could be displayed highlighting the benefits of active travel, supplemented with maps of the local area to help people identify possible routes.

Providing skills and incentives

5.13 The TPC will review the potential for a cycling training scheme, a “try a bike” scheme, maintenance checks and financial incentives and cost savings of purchases.

Measures to encourage walking and cycling

Providing safe routes

5.14 As part of the development safe, secure and well-lit pedestrian routes in and across the site will be provided.

Providing appropriate facilities

5.15 Safe and secure cycle parking will be provided in a location where it will be visible and well lit.

Setting up a 'buddy' scheme

5.16 The TPC will investigate the interest in walking and cycling buddy schemes and set up a scheme that caters for any identified need.

Staff benefits

5.17 Some food store operators offer staff discounts after a certain period of service including products which would assist employees to travel sustainably. If this is available it will be promoted via staff notice boards with particular reference to sustainable travel products..

Measures to encourage public transport

Offering loans and discounts

5.18 The TPC will liaise with BMBC and SYPTE to review ways in which staff can receive discounted travel.

5.19 Discussions will also be held with individual operators over discounted ticketing opportunities. The TPC will review the potential for interest free ticket loans and discounted season tickets for staff when travelling by bus.

Real Time Information System

5.20 SYPTE provide a web based real time public information system. The developer will provide display screens (probably internet connected TVs) in the store entrance area which will stream the real time public transport information. Such systems are in operation in stores in Sheffield including an M&S Simply Food where feedback has been positive from customers and staff.

5.21 The screens will be provided during the fit out stage of construction and the TPC will liaise with SYPTE one month before opening to enable the web sites to be set up. SYPTE do not charge for this service.

Measures to Reduce Car Use

Home Shopping

5.22 This measure can help reduce the number of car journeys to and from the store by providing potential customers with a viable shopping alternative. The design facilitates a home shopping service from the store and which if operated would provide customers with the opportunity to obtain shopping without making additional journeys.

Staff Shifts

5.23 While it may not be feasible to re-arrange the entire shift structure of the store, owing to the range of functions and need for operational flexibility, the store will ensure that where staff submit a reasonable request for minor amendments to their working hours (for example starting half an hour later) so they use public transport or car share the store management will endeavour to accommodate this wherever possible. This will be made known to staff via staff notice boards.

Measures to encourage car sharing

Providing information

5.24 Posters will be displayed on the benefits associated with car sharing and encouraging the use of appropriate car share and websites. The TPC will review the potential for a car share scheme to be set up specifically for the store. This could initially be offered through the notice board.

6 Monitoring and Review

6.1 A Travel Plan is a site specific document and remains a live document influenced by continuous improvement. As such, travel plans need to be based on surveys and monitoring. Sets out below is the suggested process for monitoring and reviewing the travel plan.

Liaison with Local Authority

6.2 There will be an on-going improvement process including periodic monitoring, as necessary, by the TPC. This will include monitoring the use of facilities, ascertaining the impact on staff travel behaviour and collecting staff feedback.

6.3 The TPC will in any case, as the key point of contact, consult with the local authority on a regular basis as necessary.

6.4 Findings of the staff and customer surveys will be made available to BMBC. It will be submitted with a short report comparing results with targets. This information will be made available within 3 months of the survey.

Staff Travel Survey

6.5 A staff travel survey will be undertaken as part of the preparation of the Travel Plan to provide information on the existing travel patterns of staff and identify changes to the measures if required to assist in meeting targets. Surveys will be repeated as part of the review process every 12 months. The survey will be used to determine any changes in mode split and uptake of Travel Plan initiatives. The staff travel survey will be shared with BMBC prior to the first survey and any subsequent changes agreed.

6.6 The first survey will be undertaken within 3 months of the store opening, when the staff numbers and shifts will have become settled.

6.7 Following on from the initial staff survey, all new staff will be required to fill out a staff travel survey form as part of their induction. This information will be collated by the Travel Plan Co-ordinator so they can give advice on the travel options available to them.

6.8 The survey will aim to ascertain how staff currently travel and why, investigate awareness and opinions of measures to encourage sustainable travel and which factors might encourage greater sustainable travel. There are various challenges which may be encountered when developing and implementing a travel plan. Staff engagement and levels of response are key factors.

6.9 Achieving a good response rate in the staff travel survey is important in gaining a representative understanding of travel behaviour and the underlying reasons behind travel choices. Best Practice guidance in the PAS 500 (2008), 'National Specification for Workplace Travel Plans' specifies that for an organisation to obtain the Silver accreditation a target 30% response rate should be obtained.

Customer Surveys

6.10 Sample customer surveys will also be undertaken annually, with a simplified question sheet, asking how often the customer shops, the size of their group they shop in, how far they have travelled, the mode they travelled by and what could be done to persuade them to shop by an alternative mode. Any key issues reported to the Customer service desk will also be logged and reviewed.

Timescales

6.11 The timescales for implementing the travel plan and monitoring are set out below:

Action	Timescale
Appointment of TPC	At least 2 months prior to opening
Store opens	Month 0
Implementation of initial measures	Months 0 to 3
Staff Travel Survey	Month 3
Review of travel plan and measures and set site specific targets	Month 4 – 5
Implementation of measures	Month 5 onwards
Annual staff and customer survey	Annual, starting month 12 – 15

Improvements

6.12 Should targets not be met, discussions will be held with the Council on ways that non-car travel can be further encouraged.

Transport Consultants

6.13 Where necessary, transport consultants would be appointed to review the findings of the staff travel surveys and advise on the need for any modifications to the Travel Plan.

Handover of the Travel Plan and Continuity

6.14 It is the responsibility of regional or national management to inform the store manager of their role and responsibility in delivering the Travel Plan. The store manager takes responsibility for the appointment of the TPC. For periods between TPC appointments, the store manager will take responsibility for delivering the aims of the Travel Plan, or delegating this responsibility until the new TPC is in place. For periods between store managers, off site management is responsible for ensuring the delivery of the Travel Plan.

7 Delivery and Marketing

Travel Plan Co-ordinator & Travel Plan Working Group

7.1 Prior to the new store opening the Travel Plan Co-ordinator and Travel Plan Working Group will be identified and their outline roles will be agreed. Their roles and responsibilities are set out in this TPF and in summary will be responsible for co-ordinating the travel surveys in-store as well as launching, promoting and monitoring the Travel Plan.

Staff Engagement

7.2 Information on the Travel Plan, for example new initiatives, will be disseminated to staff via the appropriate mechanism. Large food store operators tend to have appropriate communication mechanisms to engage with all staff. Engagement on the Travel Plan would be included in this process.

Promotion of Travel Plan

7.3 The Travel Plan will be promoted to all staff with a focus on the objectives of Travel Planning and the benefits for individuals, the store and the local community. All staff will be able to access this Travel Plan via the TPC.

7.4 Findings of the travel surveys and on-going monitoring and review will be communicated to staff via the notice board and via a summary sheet or leaflet. Information on the Travel Plan will also be made available to customers and local residents via in store information boards.

7.5 Following the staff surveys, the approach to marketing may be reviewed to respond to local issues.

7.6 The Travel Plan Co-ordinator will liaise with BMBC and SYPTE to obtain leaflets, posters and other marketing information that may help with promoting non-car modes.

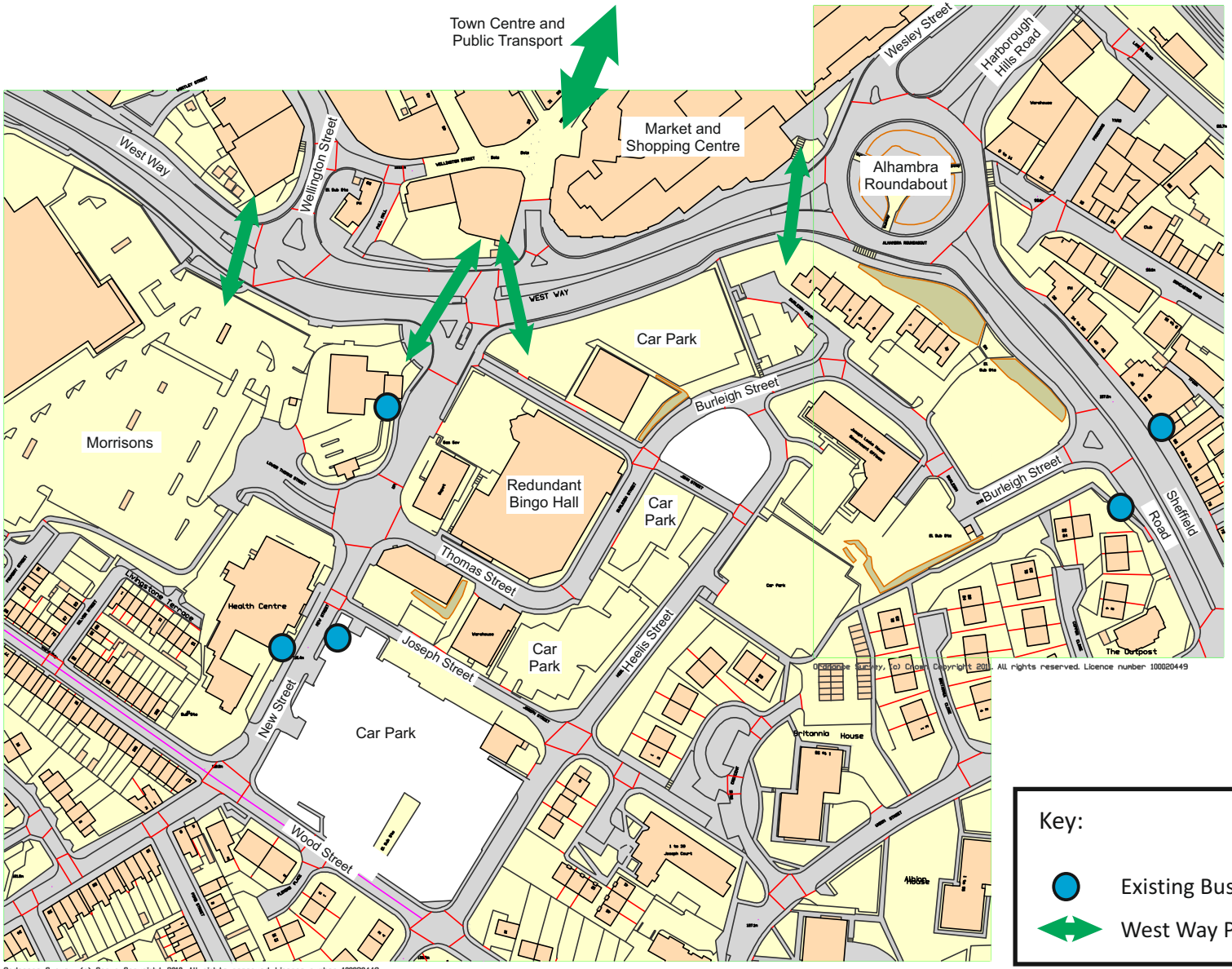
8 Action Plan

8.1 A summary of the key actions is set out in the Table below. This is a guide only and may be subject to change as the plan is implemented, operated and reviewed.

Action	Purpose	Timescale	Responsibility
New bus stop on Upper New Street	Encourage public transport use	Store opening	Design team and contractor
Taxi pick up point	Increase accessibility	Store opening	Design team and contractor
Staff changing and locker facilities	Encourage walking and cycling	Store opening	Design team and contractor
Public realm enhancements	Encourage Walking	Store opening	Design team and contractor
Staff cycle parking	Encourage cycling	Store opening	Design team and contractor
Public transport information screens	Encourage Public Transport	Store opening	Design team and contractor
Customer cycle parking	Encourage cycling	Store opening	Design team and contractor
Appointment of TPC	Effective Travel Plan Implementation	2 months before store opening	Store Manager
Liaise with SYPTE on real time information web site	Disseminate information to staff and customers	1 month before store opening	TPC
Erection of notice boards	Disseminate information to staff and customers	Store opening	TPC
Design travel leaflet	Disseminate information to staff	Store opening	TPC
Staff briefing on travel plan	Disseminate information to staff	Store opening and on going	TPC
Liaison with BMBC / SYPTE etc.	Information sharing / approvals	Store opening and on going	TPC
Employee Survey	Monitoring	3 months after opening and annually thereafter	TPC
Setting and review targets	Monitoring	3 months after Staff Survey and annually thereafter	TPC / BMBC
Customer Surveys	Monitoring	1 year post opening and annually thereafter	TPC



Site Location **Figure 1.1**



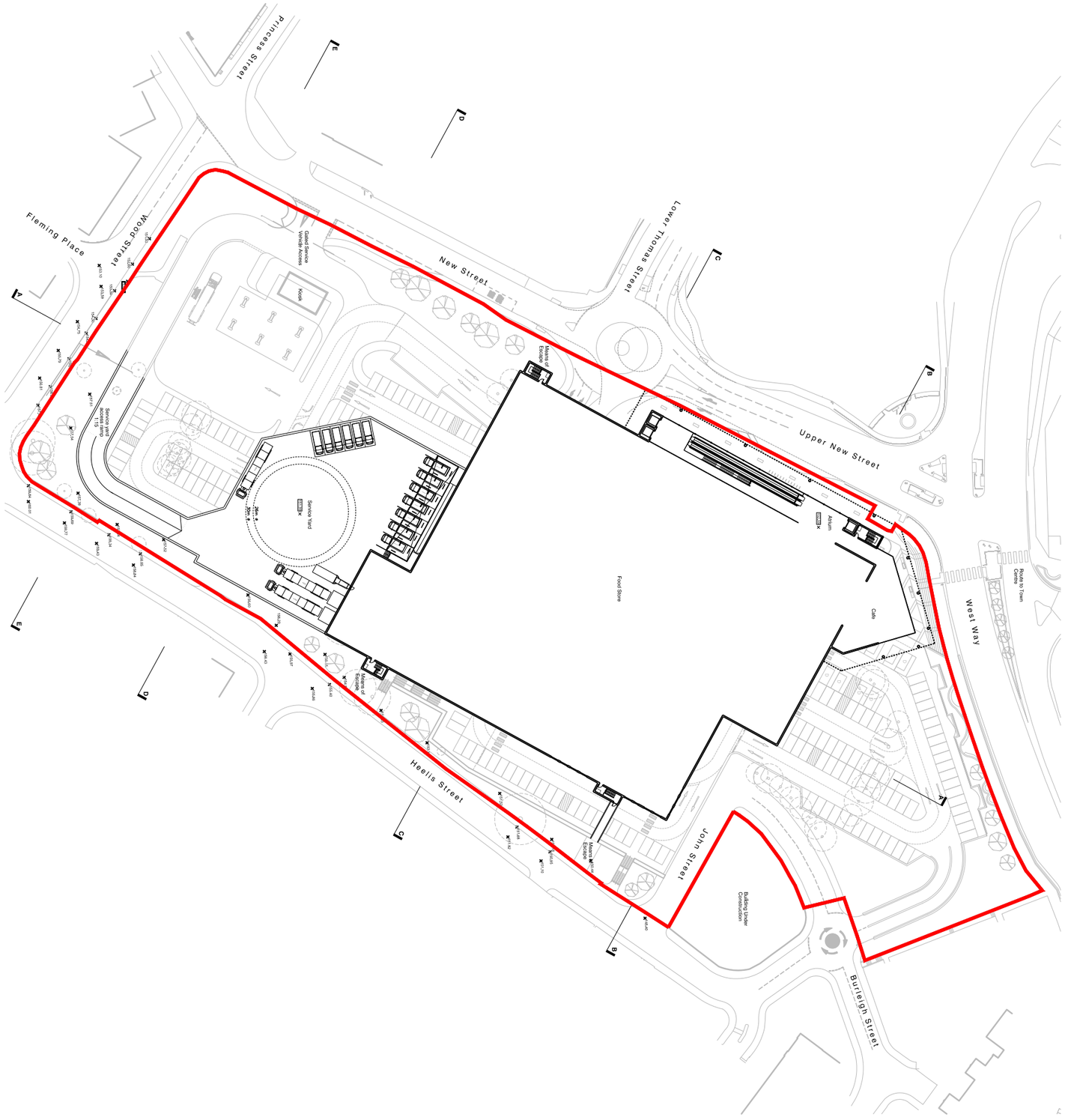
Ordnance Survey, (c) Crown Copyright 2010. All rights reserved. Licence number 100020449

Existing Site Context **Figure 1.2**



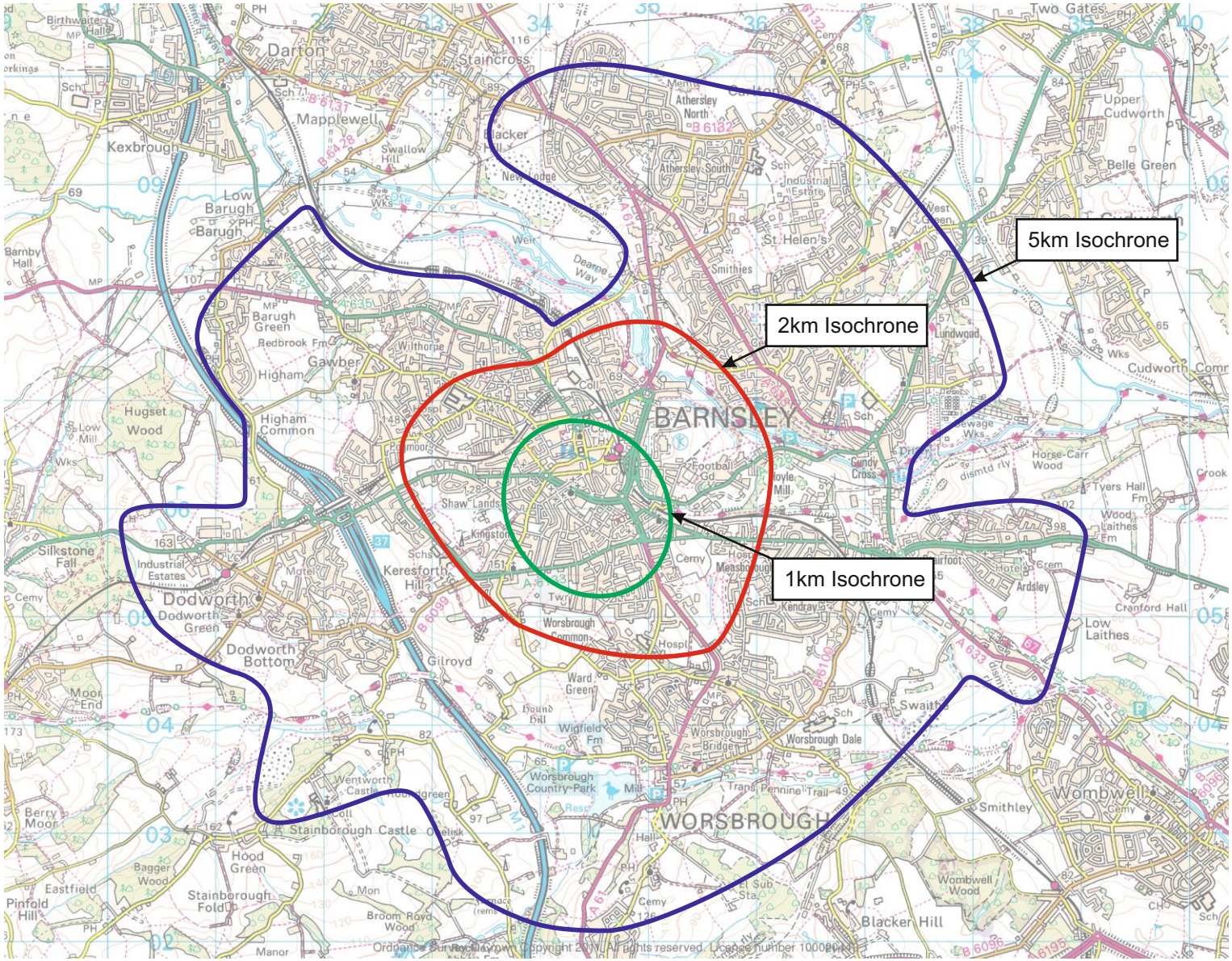
Plan not to scale. For scale plans refer to Michael Hyde Architects Plan as submitted with the planning application

Car Park Level **Figure 1.3a**

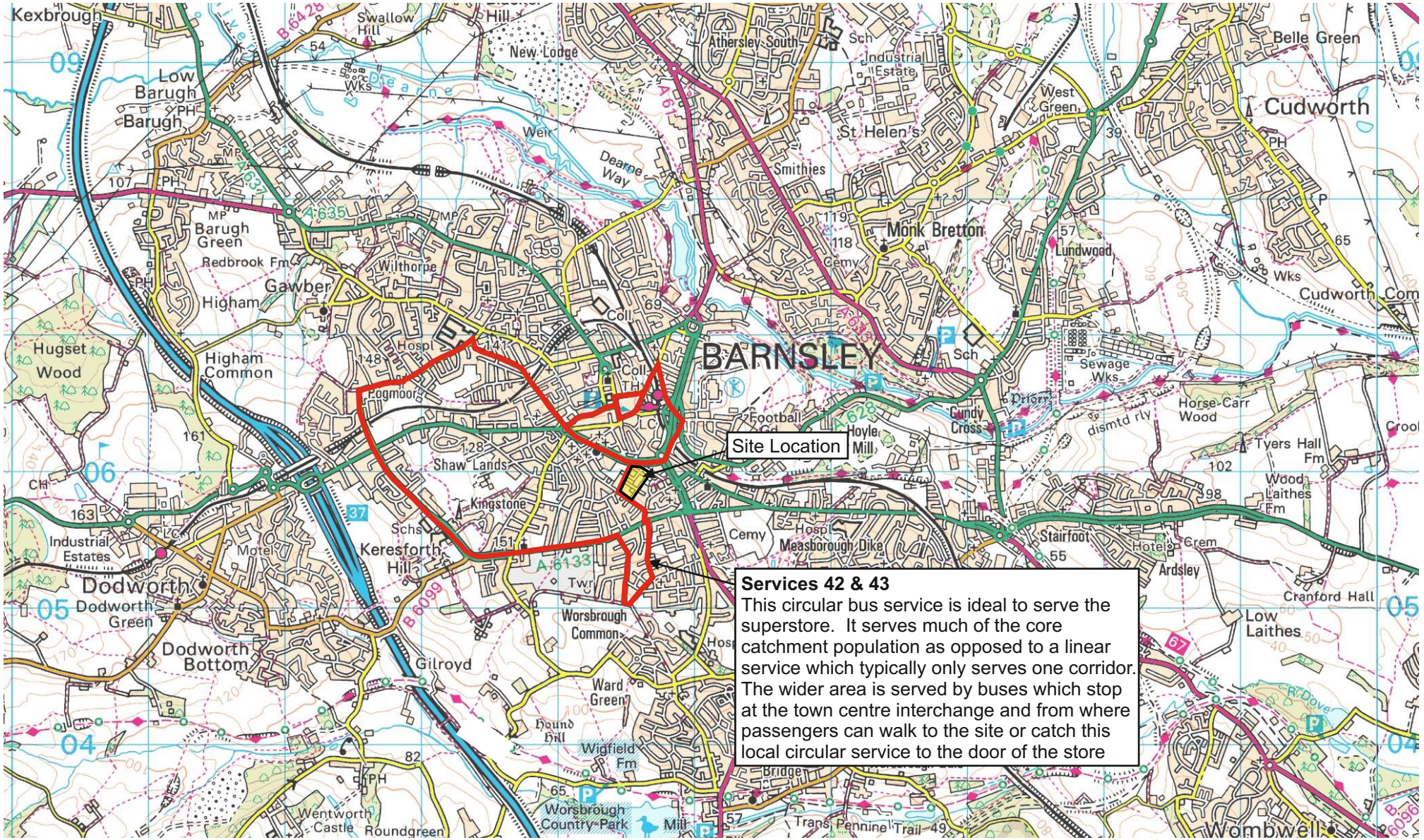


Plan not to scale. For scale plans refer to Michael Hyde Architects Plan as submitted with the planning application

Food Store Level **Figure 1.3b**



Walking & Cycling Isochrones **Figure 3.1**



Local Bus Route: Services 42 & 43 **Figure 3.2**