



Travel Plan

PROPOSED ALDI FOODSTORE

SHEFFIELD ROAD, BIRDWELL

June 2013



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Drawings

Proposed Layout

1. PREAMBLE

- 1.1** This Travel Plan (TP) has been prepared to support the Transport Assessment submitted in support of a Proposed Aldi Store, Sheffield Road, Birdwell.
- 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 1571 Sqm Gross Floor Area (GFA), 1125 sqm Retail Floor Area (RFA) supported by 88 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 Sheffield Road, Birdwell.

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 (22%)	Cycle (0.3%)	Public Transport (2%)	Vehicle (75.7%)	Total (100%)
Proposed Aldi Store (1125 sqm RFA) (Weekday)	301	4	27	1035	1367

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 3m wide footway on Sheffield Road, this route is level and the surfacing is consistent.
- 3.11** An uncontrolled pedestrian crossing exists for crossing Sheffield Road. This is lit and is provided with tactile pavers. This facility is provided approximately 60m from the site.
- 3.12** There are no on street cycle facilities within Birdwell, cycling is carried out on the highway.
- 3.13** The closest northbound bus stop is located 150m from the site, this stop consists of a Shelter, timetable, case, flag and pole. The stop is accessed by walking along the footway to the crossing point north of Rockingham Row, the pedestrian island provides a safe crossing point to the northbound stop.
- 3.14** The southbound stop is located close to the signal controlled crossing point to the north of the site approximately 122m from the subject site. This stop consists of a timetable, case, flag and pole. These stops are within the required 400m walk distance from a bus stop.
- 3.15** The table below provides information on the bus operation times, frequency and major destinations.

Number - Route	Start /Finish	Weekday Frequency	Saturday Frequency	Sunday Frequency
64 Barnsley - Birdwell - Elsecar	0740/1442	60 mins	No Service	No Service
66 (N66) Barnsley - Birdwell - Elsecar	0616/2147	10 mins	10 mins	30 mins
67 Barnsley - Birdwell - Great Houghton	0519/2238	60 mins	60 mins	60 mins
227 Barnsley - Birdwell - Hoyland - Rotherham	0911/1711	60 mins	60 mins	No Service
265 Barnsley - Birdwell - Sheffield	0606/2231	30 mins	30 mins	60 mins
X10 Barnsley - Birdwell - Meadowhall	0915/1725	60 mins	60 mins	No Service

Table 2.1 – Bus Frequency Table.

- 3.16** Overall the site is considered to be highly accessible by non-car modes. The site benefits from a high level of public transport accessibility and as such the potential non car travel population catchment is high.
- 3.17** The services call at the local villages and towns making this a convenient stop on a return visit to a central destination or a single purpose trip can be made due to the extent of the public transport network available at this site.

Highway Network

- 3.18** Sheffield Road, is a key route through the centre of Birdwell. This route is well trafficked and serves as a link between the villages in the south of the Barnsley Metropolitan District area.
- 3.19** The route is close to the M1 and is a route used by many commuters, who carry out diverted and pass-by trips.
- 3.20** The previously consented development was considered acceptable on this site and was considered highly accessible by all modes. Nothing has changed since that consent was granted and this application being made.

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

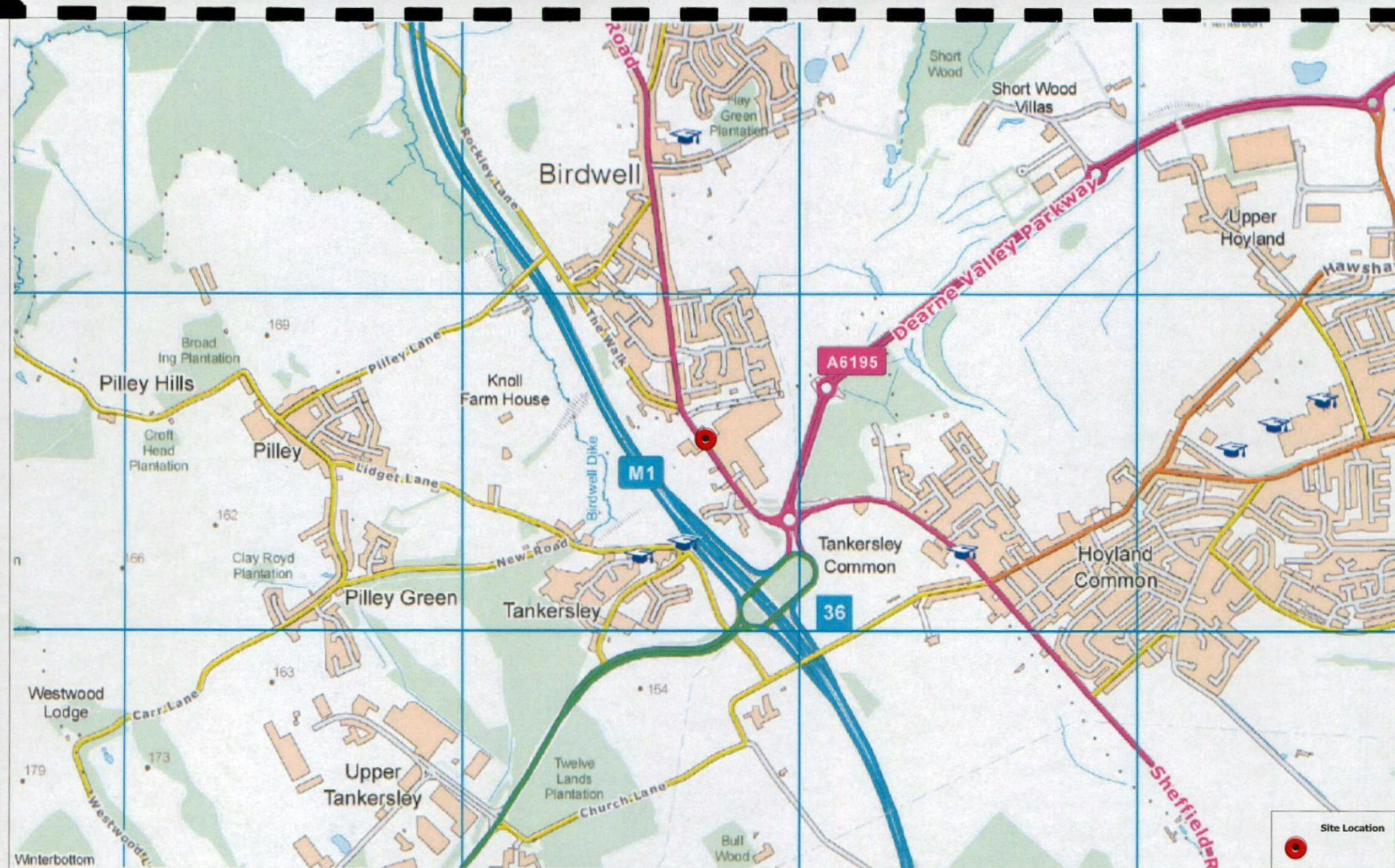
Monitoring

- 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
DRAWING REFERENCE TPL/01	REV	
DATE Apr 2013	CAD REF GIS/T191	

**Transport
Potential**



Transport Potential LTD, 14-15 Regent Parade, Harrogate, HG1 5AQ.

SCHEME Birdwell
ON BEHALF OF Aldi Stores LTD

DRAWING TITLE Location Plan
