



**STORE TRAVEL PLAN FOR McDONALD'S RESTAURANTS
UPPER NEW STREET
BARNSELEY
S70 1LP**



FOREWARD

"If we all can modify our travel habits, even slightly, we can start to make a difference"

We are all aware of the stress that traffic congestion can cause in our everyday personal and working lives. Poor air quality and noise problems caused by road traffic, affect our living environment. Research says it will get worse.

The Government has set clear aims for sustainable development. As McDonald's Restaurants Ltd continue to develop new and refurbish existing stores, it is an opportunity for a fresh look at the reasons and travel choices behind the journeys we make.

The proposals in our Travel Plan will help us all to make more informed choices about how we travel to work. These ideas should help to reduce the strain associated with traveling as well as helping to encourage a healthier workforce and improving the immediate environment around us.

The key focus of this Travel Plan is to reduce the number of single occupancy car trips made by our staff, whilst increasing awareness of alternative modes of travel than are available.

As part of the preparation for this Travel Plan, we have undertaken surveys of almost 700 staff from all around the UK, in order to learn about their travel habits, and determine how we can encourage a shift away from use of the private car.

In order for this Travel Plan to work, it is important to have the commitment of all our staff. In most cases, the Travel Plan for each store will be promoted and maintained by the Restaurant Manager and they have the full support of McDonald's Head Office or their Franchisee. All staff are encouraged to enter fully into the spirit of the Travel Plan so that we can be seen to be making a valuable contribution to our area. If we all can modify our travel habits, even slightly, we can start to make a difference.

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1.0 STAFF TRAVEL QUESTIONNAIRE	
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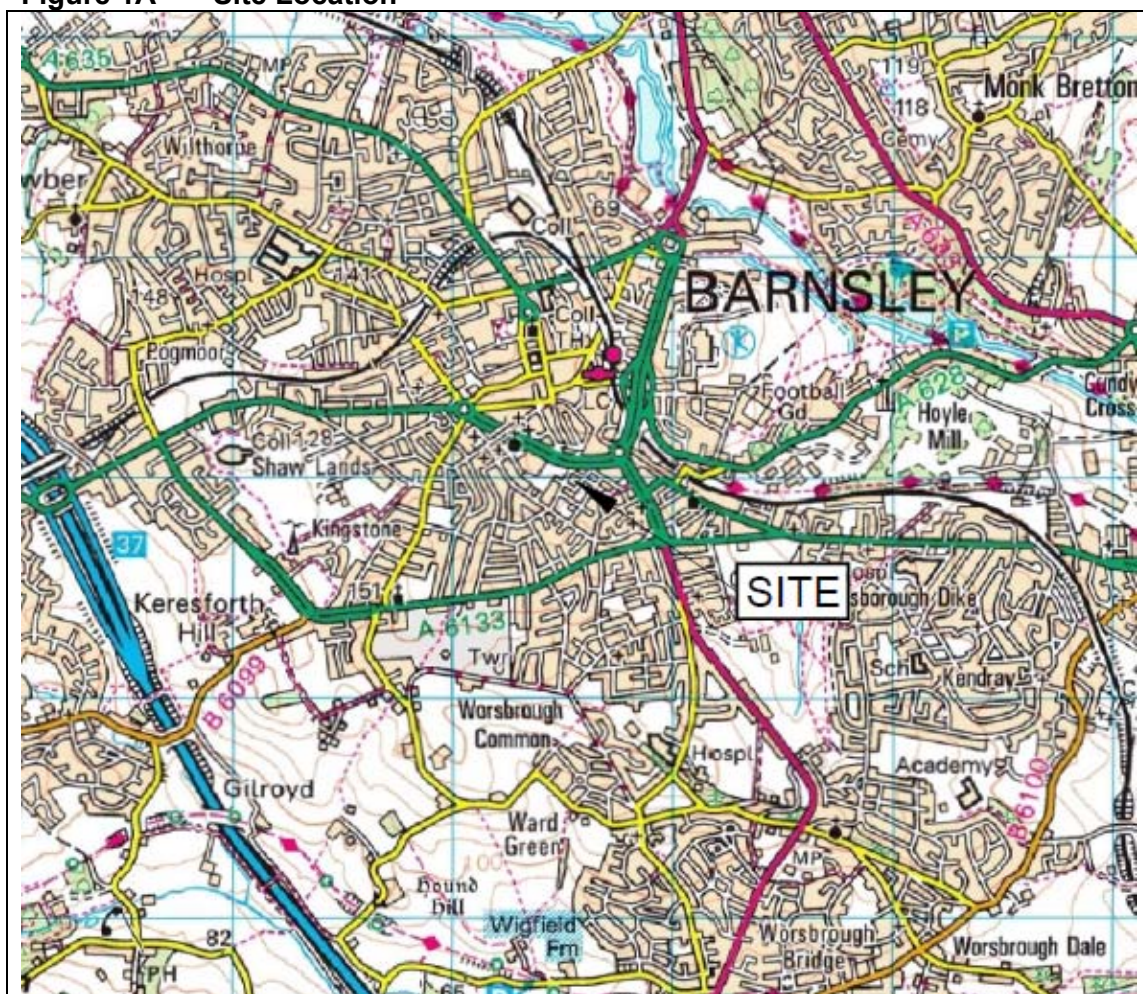
1.0 INTRODUCTION

1.1 The purpose of this document is to set McDonald's Restaurants Ltd's intention to encourage and implement proposals, which will result in a reduction in the need for staff to travel by private car to the McDonald's restaurant at Barnsley.

- **LOCATION**

- The site is situated in a broadly suburban area, close to Barnsley city centre.

Figure 1A Site Location



- 1.2 The aim of the McDonald's staff Travel Plan is to make staff aware of the alternative means of transport that are available in order to travel to and from their place of work and in particular, reduce the number of journeys to work that are made by car.
- 1.3 It is expected that 65 staff would be employed at the Barnsley Restaurant, in a mix of full and part time roles. There would be up to 20 staff on site depending upon the time of day.

2.0 STAFF TRAVEL INFORMATION

2.1 McDonald's Restaurants Limited organised a series of staff interview surveys at the following types of restaurants:

- **Roadside**
Typically located on "A" classification roads, these restaurants cater for the needs of passing motorists.
- **Retail Park**
Located in retail parks of all scales, these provide a facility for shoppers to purchase a meal whilst they are on an existing shopping trip.
- **Suburban**
Sited in or near local shopping centres, to complement the existing retail uses serving a predominantly residential area.

2.2 The surveys have been analysed to produce a database, showing how staff at McDonald's restaurants already utilise a wide range of modes of transport to travel to and from work. Table 2A shows an extract from the data base outlining the modal split of staff at suburban restaurants, such as the store at Barnsley.

Table 2A Staff Travel Modes to Suburban Restaurants

Mode	%	Requires Car Parking	Public Transport, Foot or Cycle
Foot	32%	-	32%
Car driver, park McDonald's	24%	24%	-
Bus	23%	-	23%
Dropped off	8%	-	-
Cycle	7%	-	7%
Motorcycle, park McDonald's	2%	-	-
Car driver, park elsewhere	1%	1%	-
Car passenger, share with employee	1%	-	-
Taxi	1%	-	1%
Train	1%	-	1%
Total	100%	25%	64%

2.3 As shown in Table 2A, McDonald's staff already have a low level of car travel at the restaurants surveyed, at 25% (i.e. 24% driving and parking on-site and 1% parking elsewhere). Whilst it is accepted that there may be some minor differences from one site to another, it is reasonable to suggest that around only ¼ of McDonald's staff travel to work by car.

- 2.4 64% travel by either; bus, foot or bicycle, with the remaining majority being dropped off or collected, which could form part of another trip, rather than a specific visit to drop a friend or colleague at work.

3.0 TRAVEL PLAN CO-ORDINATOR

- 3.1 The Travel Plan (TP) co-ordinator at Barnsley would be the Assistant Restaurant Manager. They are a senior member of staff and therefore have sufficient influence amongst the other employees to promote the initiatives within the plan.
- 3.2 The TP Co-ordinator retains a copy of this Travel Plan and contact details at ADL Traffic Engineering Ltd to assist them in implementing and updating the plan.
- 3.3 The TP co-ordinator will provide staff information on the following:
- **Walking**
 - Approximate distances to and from the site from nearby residential areas.
 - **Cycling**
 - Cycle route plans.
 - **Public Transport**
 - Bus timetables. Local bus routes identified.
 - Taxis.
 - **Car Sharing**
 - Staff will be made aware of the opportunity for car sharing.
- 3.4 Travel information will be updated annually.

4.0 STAFF SURVEYS

4.1 Background

4.1.1 In order to prepare this Travel Plan, staff surveys were undertaken at stores in all regions of the country, gathering 685 responses. The questionnaire identified the following information, a copy is included as Appendix 1.0:

- Name and home postcode
- Working hours and whether full or part-time
- Mode of transport most often used
- Whether they require their car for their job
- How long their journey takes
- The distance they travel
- Attitudes towards walking, cycling, car sharing and using public transport

4.2 Results

4.2.1 As shown in Chapter 2.0, the modal split of suburban staff has a very low proportion of car drivers, totalling around 25% of the workforce.

4.2.2 Based upon a workforce of 65 would amount to around 16 staff who would drive to work.

4.2.3 The breakdown of journey time and distance travelled is shown in Tables 4A and 4B below.

Table 4A Journey Times to Work

Time Taken	% of Staff
0-5 minutes	14%
5-10 minutes	22%
10-20 minutes	32%
Over 20 minutes	32%
Total	100%

Table 4B Distance Travelled to Work

Distance in Miles	% of Staff
0-1 miles	27%
1-3 miles	36%
3-5 miles	20%
More than 5 miles	17%
Total	100%

5.0 WALKING

- 5.1 Walking accounts for 32% of travel modes used by staff at the surveyed McDonald's suburban restaurants.
- 5.2 As some of the staff may live locally in Barnsley and the surrounding areas, it is therefore likely that many of these will opt to walk to the restaurant.
- 5.3 The site is located in a mature urban environment with a well-developed footpath network. There are footways on both sides of Upper New Street and West Way. There are controlled signalised pedestrian crossing facilities on all arms of the Upper New Street/West Way junction. The site is only 350m walking distance from the city centre.
- 5.4 The site is considered accessible to pedestrians.
- 5.5 Staff are provided with free meals which reduces the need to travel during break times to find food.

6.0 CYCLING

- 6.1 Cycle parking will be provided on the site with the provision of 4 Sheffield stands (8 spaces). This will be available for both customers and staff. Staff would also have access to lockers to store cycling equipment and outdoor coats similar to that shown in Figure 6A below.

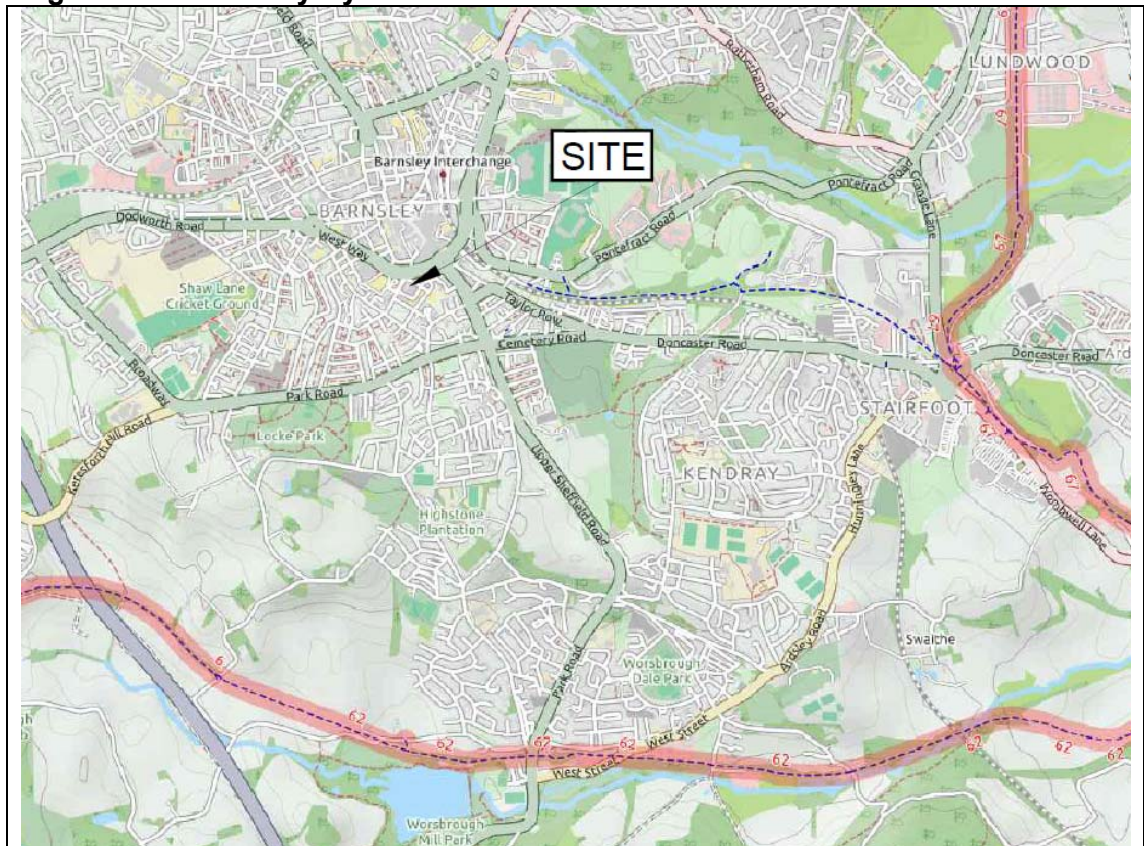
Figure 6A Staff Locker Area



- 6.2 Promoting cycling has the benefit of reducing parking demand and promotes better health.
- 6.3 McDonald's offer a discount from Universal Cycles, which enables staff to obtain up to 60% off the recommended retail price of their top 55 models. At present up to 8% of staff cycle to McDonald's and by promoting the discount scheme, this might increase use of this mode.
- 6.4 There is a cycle route which links Barnsley City Centre to Stairfoot 0.8km east of the site.

6.5 A plan of the local cycle routes is included as Figure 6B below.

Figure 6B Nearby Cycle Routes



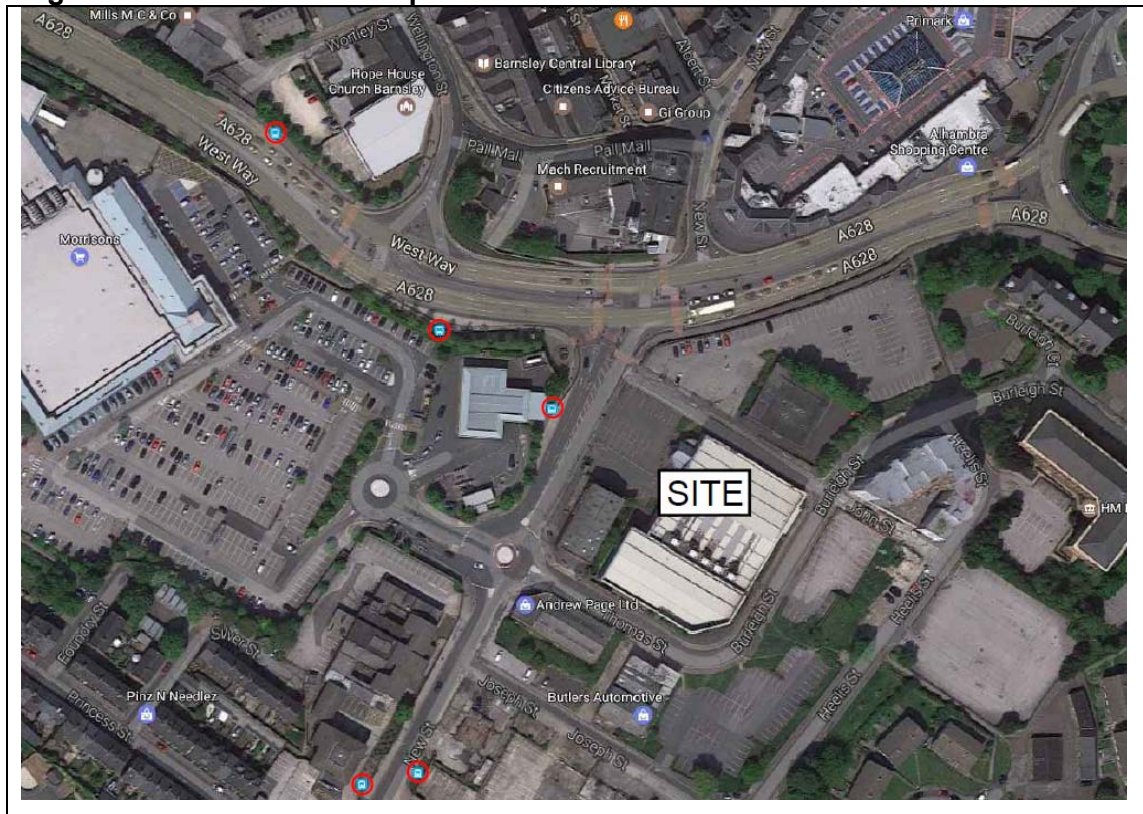
6.8 The site is therefore considered to be accessible by cycling.

7.0 PUBLIC TRANSPORT

Bus

- 7.1 The nearest bus stops to the site are located on Upper New Street (north opposite the site) and West Way (96m westbound and 192m eastbound). The bus stops on Upper New Street and West Way (eastbound) are post only. The westbound bus stop on West Way benefits from a shelter. There are additional bus stops and services on Market Hill within the town centre (460m from the site). A plan showing the bus stop locations is included as Figure 7A below.

Figure 7A Local Bus Stops



- 7.2 These bus stops are served by route № 43/44. A plan of the local bus routes is included as Figure 7B and the bus services are summarised in Table 7A.

Figure 7B Bus Routes

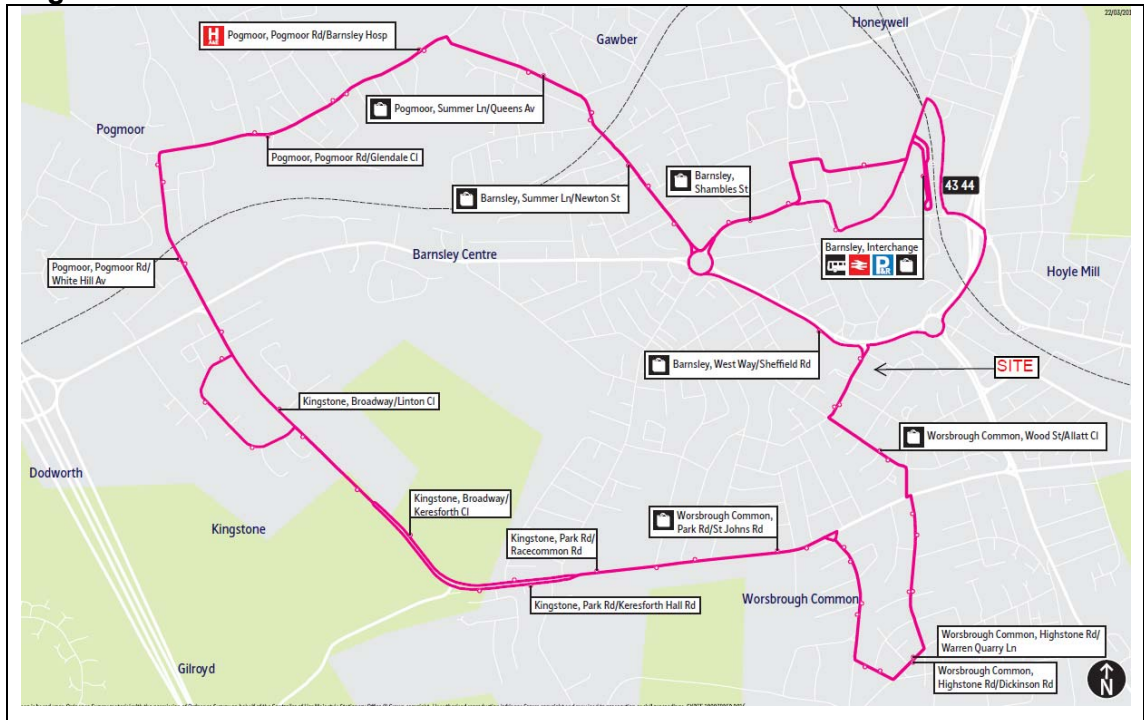


Table 7A Bus Services

No	Route	Frequency		
		Mon-Fri	Sat	Sun
43/44	Bursley circular via Worsbrough Common, Kingstone, Pogmoor York	2/hr	2/hr	1/hr

- 7.3 The bus stops are served by 2 buses per hour in each direction serving the local suburbs.
- 7.4 The site is reasonably accessible by public transport.
- 7.5 Travel information is available from nationwide “traveline” which provides information for passengers. The telephone number for this service is 0871 200 22 33.
- 7.6 Staff would have access to the internet in the crew room to enable them to look up public transport information when required.

8.0 CAR SHARING

- 8.1 The relatively low number of staff at the restaurant will mean there may be little benefit in formally arranging a formal car-sharing scheme as there are only likely to be around 16 staff who drive (and these may not have shifts at the same time); however, the TP Co-ordinator should encourage staff to car share where possible and for the scale of the restaurant and number of staff, an informal scheme would probably suffice.
- 8.2 A printed statement will be mounted in staff rooms to increase staff awareness of the opportunity to save on fuel and congestion and where staff are willing to car share, their work contact details will be given out via the TP Co-ordinator.

9.0 ATTITUDES TO TRAVEL CHANGE

9.1 The travel survey sought staff attitudes towards mode change to:

- Walking
- Cycling
- Car sharing with another employee
- Using public transport

9.2 The results of the survey are summarised overleaf:

Table 9A Mode Change Attitudes

Mode	Positive	Negative	Reasons for Negative	%
Walk	64%	36%	Too far	78%
			Too tiring	8%
			Too early in the morning/late at night	4%
			Too dark or dangerous	3%
			Prefer to drive	3%
			Don't like walking	1%
			Injury or disability	1%
			No car	1%
			Prefer to cycle	1%
Cycle	53%	47%	Don't have a bike	38%
			Too far	26%
			Can't cycle	6%
			Dislike cycling or too embarrassed	6%
			Busy or dangerous roads/lack of cycle paths	5%
			Too tiring	5%
			Concerned about bad weather	4%
			Lack of bike parking and/or kit lockers	3%
			Prefer to drive	2%
			Too early in the morning/late at night	2%
			Lives too close to be worthwhile	1%
			Never considered it before	1%
			Too expensive	1%
Car Share	71%	29%	Inconvenient	28%
			Shift clashes/no-one to share with	21%
			Doesn't like the idea	13%
			Concerns for personal safety	8%
			Lives too close to be worthwhile	8%
			Needs car to travel for work	5%
			Prefer driving than being passenger	5%
			Too far	5%
			Might need the car, can't commit	3%
			No car	2%
			Not convenient all the time	2%
Public Transport	67%	33%	Unreliable or inconvenient	30%
			No route	16%
			Dislikes buses	12%
			Lives too close to be worthwhile	12%
			Too expensive	10%
			Too far	7%
			Prefer to drive	6%
			Unnecessary	6%
			Needs car to travel for work	1%

9.3 As can be seen, the primary reason for preventing walking is distance. Travel by public transport is also problematic with many staff commenting that it is inconvenient or there is no route. This may be due to suburban restaurants being located further away from town centres or larger developments, meaning they will only be served by limited bus routes. If staff need to catch multiple buses, then the perceived (and actual) inconvenience of changing service will considerably affect their willingness to use this mode. However, Barnsley city centre is within walking distance, therefore a wide range of bus services are accessible. Therefore this restaurant may have staff who view public transport more positively.

9.4 Over half the staff at suburban stores had a positive attitude towards cycling and perhaps due to these stores being in more residential areas (as opposed to retail parks, or on arterial roads), this mode would be appropriate for the TPC to encourage. The main tools for achieving this would be:

- Promoting the Universal Cycles discount scheme;
- Ensuring the store has cycle parking;
- Providing local cycle route information.

10.0 SUMMARY OF TRAVEL PLAN

- 10.1 The aim of the McDonald's staff Travel Plan is to make staff aware of the alternative means of transport that are available in order to travel to and from their place of work and in particular, reduce the number of journeys to work that are made by car.
- 10.2 The surveys undertaken have shown that a relatively low number of staff drive to McDonald's Restaurants and the introduction of this Travel Plan will help to reduce the number further.
- 10.3 New staff will be appraised of the Travel Plan as part of their staff induction so that good practice in terms of modal choice is encouraged from the outset.

STAFF TRAVEL QUESTIONNAIRE



**STAFF
TRAVEL
QUESTIONNAIRE**



RESTAURANT NO:

CONFIDENTIAL

The following information is required to produce a Travel Plan for McDonald's Restaurants.
Please complete all the sections as accurately as possible – there is no right or wrong answer.

Surname		Initials	
Job Title		Home postcode <i>e.g. NW10 1NE</i>	
Gender	Male <input type="checkbox"/>	Female <input type="checkbox"/>	
Age	Under 25 <input type="checkbox"/>	25-34 <input type="checkbox"/>	35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> Over 55 <input type="checkbox"/>

Do you work full/part time? (please tick)		What are your normal working hours? e.g. 8am – 5pm						
		Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Part time <input type="checkbox"/>	Full time <input type="checkbox"/>							

Which mode of transport do you use most often when travelling to or from work? (please tick one option only)	
1. Car <input type="checkbox"/>	6. Train/Tram <input type="checkbox"/>
2. Car passenger (shared with another McDonald's employee) <input type="checkbox"/>	7. Bus (Numbers if available) <input type="checkbox"/>
3. Car passenger (dropped off by friend/relative) <input type="checkbox"/>	8. Cycle <input type="checkbox"/>
4. Motorcycle (parked in McDonald's car park) <input type="checkbox"/>	9. Walk <input type="checkbox"/>
5. Taxi <input type="checkbox"/>	Other (please state) <input type="checkbox"/>

Do you use a car as part of your job?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not applicable <input type="checkbox"/>
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How long does your journey take (please tick box)	0-5 mins <input type="checkbox"/>	5-10 mins <input type="checkbox"/>	10-20 mins <input type="checkbox"/>	>20 mins <input type="checkbox"/>
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How far do you travel? (please tick box)	0-1 miles <input type="checkbox"/>	1-3 miles <input type="checkbox"/>	3-5 miles <input type="checkbox"/>	>5 miles <input type="checkbox"/>
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Would you be prepared to:	Yes	No	If No, Please State Reason
Walk	<input type="checkbox"/>	<input type="checkbox"/>	
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	
Car Share with another employee (as either driver or passenger)	<input type="checkbox"/>	<input type="checkbox"/>	
Use Public Transport	<input type="checkbox"/>	<input type="checkbox"/>	

Survey completed – Thank-you!