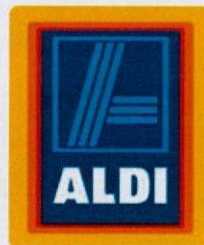


Travel Plan

**PROPOSED ALDI FOODSTORE,
BARNSELEY ROAD, HIGHGATE,
GOLDTHORPE**

August 2014

Aldi Stores Ltd



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Drawings

Proposed Site Layout

1. PREAMBLE

- 1.1** This Travel Plan (TP) has been prepared in support of a Proposed Aldi Store, Barnsley Road, Highgate, Goldthorpe.
- 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.
- 1.3** The development proposals seek approval to construct a 1,763sqm (GEA) food store.
- 1.4** This Travel Plan is specific to the Aldi Food Store and supports the Framework Travel Plan (FTP).

2. PROPOSED DEVELOPMENT

- 2.1** It is proposed to provide an Aldi Foodstore offering 1763 Sqm Gross Floor Area (GFA), 1108 sqm Retail Floor Area (RFA).
- 2.2** The delivery requirements of an Aldi store have been rationalised to maximise efficiency and mean that there is usually two deliveries 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.
- 2.3** An Aldi store generally employs between 35-40 employees.

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 a large residential catchment 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, Highgate, Goldthorpe.

3. ALDI TRAVEL CHARACTERISTICS

3.1 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.

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

	Walk	Cycle	Public Transport	Single Occupancy Vehicle	Multiple Occupancy Vehicle	Total
Proposed Aldi Store (1108 sqm RFA) (Weekday)	296 (21.4%)	10 (0.7%)	30 (2.2%)	446 (32.3%)	600 (43.4%)	1382 (100%)

Table 5.1 – Proposed Aldi Daily Trip Generation

3.3 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?

3.4 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.

3.5 A more detailed staff travel survey will be undertaken annually.

Accessibility by Non Car Modes

3.6 Goldthorpe is located approximately 7 miles from Barnsley and Doncaster centres. Goldthorpe is a market town, located in the western area of Barnsley Metropolitan Borough Council.

3.7 Goldthorpe Town centre offers a small ASDA store along with a mixture of small retailers. The majority of people in Goldthorpe carry out their large food shop either at Wath Upon Dearne or in Barnsley or Doncaster.

3.8 The site fronts Barnsley Road and the A635, which is flanked by level footways and the west of the site is Hollygrove roundabout

3.9 The footway on the site side is approximately 1.4m across the site frontage and is lit.

- 3.10** There is a pedestrian island on the exits of Hollygrove roundabout, ensuring a safe passage for pedestrians and a link from the site to the surrounding area.
- 3.11** A signal controlled pedestrian crossing facility is provided approximately 310m east of the site at the crossroads, allowing a safe passage for pedestrians coming from the centre of Goldthorpe.
- 3.12** There are no on street cycle facilities down Barnsley Road due to the road width.
- 3.13** Buses travel along Barnsley Road, at a good frequency to many locations across the Barnsley area.
- 3.14** The bus stops on Barnsley Road are approximately 160m from the existing site access for eastbound travel and 230m for westbound travel. Both stops are provided with a timetable and a flag.
- 3.15** Additional bus stops on Highgate Lane are approximately 370m east of the site. Both these bus stops are provided with a timetable and flag.
- 3.16** The table below provides information on the bus operation times, frequency and major destinations.

Number - Route	Start /Finish	Weekday Frequency	Saturday Frequency	Sunday Frequency
X19 Barnsley - Goldthorpe - Robin Hood Airport	06:24/21:40	60 mins	60 mins	60 mins
203 Doncaster - Goldthorpe - Barnsley	07:29/18:02	60 mins	60 mins	No Service
216 Wombwell - Goldthorpe - Grimethorpe	06:15/22:05	8 Hours	8 Hours	8 Hours
217/218 Barnsley - Goldthorpe - Rotherham	06:54/17:54	60 mins	30 mins	60 mins
219 Barnsley - Goldthorpe - Doncaster	06:15/22:50	30 mins	30 mins	60 mins
226 Barnsley -	06:30/23:00	30 mins	30 mins	30 mins

Goldthorpe – Thurnscoe				
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Table 2.1 – Bus Frequency Table.

- 3.17** The existing footways are of a sufficient standard, the propensity for walk in trips is high and the bus frequency is very good.
- 3.18** Goldthorpe Railway station is approximately 660m east of the site with links to Sheffield and Leeds, trains operate hourly in each direction.

Highway Network

- 3.19** Goldthorpe is located approximately midway between the A1 and the M1 on the A635.
- 3.20** The A635 links Highgate, Goldthorpe to Darfield and Barnsley to the West and then Doncaster to the East. Bolton Upon Dearne lies to the south on the B6098 and Thurnscoe to the North.
- 3.21** Highgate, Goldthorpe is accessible to the national network and as such is a popular location for logistics companies.
- 3.22** Generally the network is well trafficked without significant delay.

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 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 show 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.
- 4.8** The following website provides information on cycling in Barnsley <https://www.barnsley.gov.uk/barnsley-cycle-guide-complete>.

- In relation to cycling, the Travel Guide will highlight sources of additional information and support, such as Barnsley Council cycling information website and their Bike Buddy service.

4.9 Covered and 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.

- 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. Cycles can be parked as shown on the site layout plan, this will be large enough to accommodate at least 3 cycles and is therefore in line with Barnsley Council standards.

- Staff will be made aware that Barnsley Council have produced a cycle map, which is available from the Council.

4.10 Specific cycle routes can be prepared to the store by using the following website:

www.transportdirect.info/Web2/JourneyPlanning/FindCycleInput.aspx

Public Transport:

4.11 Consideration of the multi-modal surveys in the TRICS database show 2.2% of trips on a weekday to Aldi are made using public transport.

4.12 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.

4.13 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 Travel Guide will include contact details for additional information such as the South Yorkshire Journey Planner West Yorkshire, and contact details for public transport / ticketing information (<http://www.travelsouthyorkshire.com> or 01709 51 51 51).
- 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.

- 4.14** The travel plan co-ordinator has access to the following bus timetable information to ensure that the travel information is kept up to date;

<http://www.travelsouthyorkshire.com>

Personalised Journey Plan

- 4.15** As part of the staff induction process, the Travel Plan Co-ordinator will provide a personalised journey plan for all new staff members setting out how a person can access the store sustainably from their home location. Depending upon home location, different modes may be appropriate to different members of staff.
- 4.16** The Travel Plan Co-ordinator will also meet with a new member of staff to discuss their travel options at the onset of employment. As well as promoting the use of more active forms of sustainable travel, the possibility is raised in relation to informal car sharing. Due to the low numbers of staff, the Travel Plan Co-ordinator will know home address of staff and could help to 'match' people on this basis.

Taxis

- 4.17** 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

- 4.18** Aldi operate a closely managed servicing arrangement for each of its stores. Typically two 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.
- 4.19** 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.
- 4.20** 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.
- 4.21** All Aldi delivery vehicles meet the latest Euro engine specifications and all trucks are run on LPG (Liquid Petroleum Gas) & Diesel.

- 4.22** 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. On appointment, the Travel Plan coordinator will contact Barnsley Council to discuss the implementation of the Travel 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 Council to discuss the implementation of the Travel Plan,
- 5.8** It is proposed that a Staff Travel Survey of all staff and a sample survey will be undertaken within 3 months of opening and then annually thereafter. The annual surveys will be used to inform the monitoring and review of the Travel Plan, along with the Annual Action Plan (discussed later in this document).
- 5.9** A minimum of 70% of employees at the store will complete the travel survey.

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.
- 6.2** Following consultation with Barnsley Council, the following targets for this Travel Plan are proposed:

For Staff

- 6.3** • 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

- 6.4** • 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.
- 6.5** 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.
- 6.6** 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 Council 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. A proposed initial Staff is attached at the rear of this plan.
- 7.4** Thereafter annual 'snapshot' surveys will be undertaken (if feasible 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 Council.
- 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 Council. If any changes to the Travel Plan, including targets, are required, they will be submitted to Barnsley Council 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.

Proposed
ALDI Foodstore
1705sq.m GIA
1763sq.m GEA
1108sqm Nett sales
1254sq.m Gross sales area

Store
Entrance

FFL
+37.80

+37.65

+37.65

5 no. Cycle Hoops

2m high timber boarded fence
to boundary

