

CO-OPERATIVE FOOD

PROPOSED FOOD RETAIL UNIT

MARFORD HILL

MARFORD

Travel Plan Framework

December 2014

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1 INTRODUCTION

1.1 Introduction

1.1.1 Croft have been instructed by Co-Operative Food to formally discharge the specific Travel Plan condition relating to a proposed retail unit on land adjacent to the Red Lion Public House off Marford Hill in Marford.

1.1.2 The planning consent is referenced GRE P/2012/0830 and condition 4 relates to the specific Travel Plan condition which is enclosed below:

“No development shall take place until a Travel Plan has been submitted to and approved in writing by the local planning authority. The Travel Plan shall include details of a Travel Plan co-ordinator, staff travel survey, measures to encourage the use of sustainable transport, walking and cycling initiatives, publicity and marketing, setting of targets and monitoring and review of the Travel Plan together with a timetable for the implementation of each of the elements. The Travel Plan shall be implemented in accordance with the approved details and remain operational for the life of the development.”

1.1.3 This document sets out the details of the Travel Plan to be submitted to Wrexham County Borough Council for formal agreement to discharge the condition prior to its occupation.

1.1.4 It should be noted that this is a working document and is recognised as being the first stage in the Travel Plan process. This is primarily because, as the site is yet to be constructed and the foodstore occupied, it is not desirable to simply list a series of policies to be implemented once the site is fully occupied. Instead, it is preferable to provide a more detailed Travel Plan that takes into account the residential locations of employees and their modes of travel to work.

1.1.5 This Travel Plan sets out a framework for employees who will be employed at the foodstore.

1.2 Development Site

1.2.1 The site is situated approximately 5.7 kilometres north of Wrexham City Centre. The site is currently occupied by a public house and vehicular access is provided for off the B5445 Marford Hill via two access points. The site is bounded by residential properties to the south and west, Marford hill to the north and woodland to the west.

1.2.2 The location of the site is shown within **Plan 1**.

1.3 Development Proposals

1.3.1 The proposed food retail unit will have a floor area of 4,121 sqft (382.8 sqm). A total of 28 parking spaces are proposed, including 3 mobility impaired spaces. The car parking spaces will be used by both the public house and retail unit.

1.3.2 The proposed site layout is shown in **Plan 2**.

1.3.3 Pedestrian access will be gained via the vehicular access off Marford Hill which will link with the existing pedestrian facilities located along Marford Hill in the vicinity of the site.

1.3.4 As part of the development proposals a total of 2 Sheffield cycle parking which provide parking for up to 4 cycles are to be located near to the entrance to the proposed convenience store.

1.4 The Travel Plan

1.4.1 The Travel Plan is a long-term strategy for reducing the dependence of employees on travel by private car.

1.4.2 The aims of the Travel Plan are as follows:

- To encourage employees to use alternatives to the private car,
- To increase the awareness of the advantages and potential for travel by more environmentally friendly modes, and

- To introduce a package of management measures that will facilitate travel by modes of transport other than the private car.

1.4.3 The Travel Plan will form part of the terms of the lease of the unit and as such any future occupier will be aware in advance that they are required to adopt a Travel Plan in accordance with this framework.

1.4.4 In addition the management of employee travel represents an important element in pursuing the overall aims of the latest national guidance included within the DfT's Best Practice Guide.

1.4.5 This document provides a framework for the preparation of a Travel Plan, which will be submitted to and agreed with Wrexham County Borough Council within 6 months of the occupation of the convenience store. The Travel Plan will demonstrate the strategy that the occupier is taking to assist the wider aims of sustainable transport.

1.4.6 A Travel Plan is effectively a combination of information, proposals and incentives designed to use most effectively the different means of travel available to employees.

1.5 The Co-operative Commitment

1.5.1 The Co-operative have an established commitment to combating climate change and greener travel is a key part of the ethos set out on the website <http://www.co-operative.coop/greentravel>, the website is for staff based in Manchester and around the group.

1.5.2 The website includes information on bus travel as well as car sharing opportunities. Other measures that are promoted include a green travel email address, newsletters and regular updates and information on the Group wide intranet as well as signing up to the cycle to work scheme.

1.5.3 The store manager will act as the Travel Plan Co-ordinator (TPC) for the store with assistance on the technical side as needed to undertake the questionnaires and reporting needed.

- 1.5.4 The TPC is set independent targets for the delivery of the service locally with regular internal staff meetings and message boards, there is an inbuilt communication stream that can be used for the travel plan message.
- 1.5.5 On average Co-operative food stores employ up to 20 staff, a survey of existing stores undertaken in 2014 indicated that only a small proportion of staff travel by car as the vast majority of staff are local and travel to and from work by sustainable modes.

2 ACCESS BY A CHOICE OF MODE OF TRANSPORT

2.1 Introduction

2.1.1 In order to accord with the aspirations of the TAN 18, any new proposals should extend the choice in transport and secure mobility in a way that supports sustainable development.

2.1.2 New proposals should therefore attempt to influence the mode of travel to the development in terms of gaining a shift in modal split towards non-car modes, thus assisting in meeting the aspirations of current national and local planning policy.

2.1.3 The accessibility of the proposed site has been considered by the following modes of transport:

- Accessibility on foot;
- Accessibility by cycle;
- Accessibility by bus;

2.2 Accessibility on Foot

2.2.1 It is important to create a choice of direct, safe and attractive routes between where people live and where they need to travel in their day-to-day life. This philosophy clearly encourages the opportunity to walk whatever the journey purpose and also helps to create more active streets and a more vibrant neighbourhood.

2.2.2 The footways along Marford Hill are street lit. There is a Zebra crossing located 60 metres south-west of the centre of the site. The crossing provides a safe crossing for pedestrians using facilities along Marford Hill. The footways in the vicinity of the site have minimum widths of 1.6 metres.

2.2.3 Within the Institution of Highways and Transportation (IHT) document, entitled “Guidelines for Providing for Journeys on Foot”, a distance of 800 metres is identified as the preferred maximum distance for town centres.

- 2.2.4 Good practice suggests that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car journeys, particularly those under 2 kilometres..
- 2.2.5 The proposed development is within 1 kilometre of the entirety of the village of Marford. In addition, the store is located in close proximity to the bus stops located on Marford Hill. It is therefore considered that journeys on foot are realistic prospect for staff.

2.3 Access by Cycle

- 2.3.1 An alternative mode of travel to the site could be achieved by bicycle.
- 2.3.2 A distance of 5 kilometres is generally accepted as a distance where cycling has the potential to replace short car journeys. This distance equates to a journey of around 25 minutes based on a leisurely cycle speed of 12 kilometres per hour and would encompass the whole of Marford, Rossett, Burton and Bradley.
- 2.3.3 As previously stated cycle parking will be provided as part of the proposed development, this will enable staff to travel to the site by cycle.
- 2.3.4 The site can, therefore, be considered as being accessible by cycle.

2.4 Access by Bus

- 2.4.1 Two bus stops are located along Marford Hill, one stop is located immediately adjacent to the proposed retail unit and the other is 75 metres west of the site. Both of the bus stops have shelters, laybys and real time information.
- 2.4.2 A summary of the services available from the bus stops within 400 metres are provided in Table 2.1 below:

No.	Route	Monday-Friday				Sat	Sun
		AM	Mid	PM	Eve		
1	Chester – Wrexham via Chester Business Park	5	5	5	5	5	3

Table 2.1 - Bus Service Provision in the Vicinity of the Site

2.4.3 As can be seen from Table 2.1, the bus stops within 400 metres to site provide up to five services per hour, this provides access into Chester and Wrexham as well as the surrounding villages of Gresford and Rossett.

2.4.4 It is therefore concluded that the proposed development site is accessible by bus.

2.5 Summary

2.5.1 The proposals have been considered in terms of accessibility by non-car modes for the proposed retail development.

2.5.2 The following conclusions can be drawn from this section of the Report:

- The site is accessible by foot. The existing infrastructure will provide good pedestrian linkages with the surrounding areas within Marford.

The site is accessible by bus has a good level of services operating in the vicinity of the site from existing bus stops located on Marford Hill.

3 MANAGEMENT MEASURES

3.1 Introduction

3.1.1 The following measures will be delivered through the Travel Plan by the Travel Plan Co-ordinator.

- i) Appointment of a Travel Plan Co-ordinator.
- ii) Ensuring travel awareness;
- iii) Baseline data;
- iv) Ensuring the availability of travel information;
- v) The establishment of a car sharing scheme;

3.2 Travel Plan Co-ordinator

3.2.1 A Travel Plan Co-ordinator will be appointed prior to the proposed development commencing operation. As previously stated the TPC will be the store manager of the convenience store.

3.3 Travel Awareness

3.3.1 Employees will be made aware of the existence of the Travel Plan and a copy will be made available to Wrexham County Borough Council.

3.3.2 Employees will be made aware green travel information provided on the Co-operative Green Travel website <http://www.co-operative.coop/greentravel>.

3.3.3 Targets for achieving a lower mode share by car and reducing the level of car usage by a given extent over a certain period will be established. These targets will be set upon occupation of the store following results of the employee travel survey.

3.3.4 Customers will be made aware of the sustainable transport options to and from the site via a noticeboard located within the proposed store.

3.3.5 As previously stated the vast majority of staff will be local and the distance of travel to and from the work will be short, therefore it is not proposed to provide any dedicated shower or changing facilities within the unit. However, an area is provided within the 'back of house' area for staff members to store personal belongings etc.

3.4 Baseline Data

3.4.1 In order to establish the existing travel patterns of employees, a travel survey will be carried out and will form the basis of the final Travel Plan document. This will survey, amongst other issues, current employee travel patterns to and from work and business travel trips undertaken during the course of the day.

3.4.2 The availability of this data will assist in more accurately defining travel requirements and the specific measures to be implemented to maximise the success of the plan.

3.4.3 A template for the staff survey is contained within **Appendix 1**.

3.5 Car Sharing Scheme

3.5.1 The Travel Plan Co-ordinator will promote the use of car sharing scheme and employees will be encouraged to register on the www.sharecymru.com.

3.5.2 This allows users to register their details, where they are travelling to in the Marford area and if they are offering a lift or require a lift to their destination.

3.5.3 Regular leaflets will be distributed to employees to allow potential car sharers to register an interest. The TPC will be required to maintain a database of employees who register an interest in car sharing and will be required to facilitate success of the scheme.

3.6 Cycle User Group

3.6.1 The colleague travel survey will identify the potential for cycling amongst the workforce. The Travel Plan Co-ordinator could produce information relating to cycling routes in the area which could be included within a 'Welcome Pack'. This information is available on the Sustrans website www.sustrans.org.uk.

- 3.6.2 The Travel Plan Co-ordinator will establish contacts with the cycling officers of Wrexham County Borough Council in view of forming a relationship remaining in contact about future improvements to the cycling network and cycling maps. Colleagues that are interested in cycling will be directed to the Council's website to gain further information on cycling in the local area.
- 3.6.3 Employees interested in cycling to the store will be provided with information on the BikeBUDI scheme through information contained within the 'Welcome Packs' and on notice boards. Information on the scheme is available on the website www.bikebudi.com.
- 3.6.4 The BikeBUDI scheme is part of the National Lift Share Group and aims to match individuals with others cycling the same journey so they can ride together. The matches are displayed in both table and map format, allowing the user to easily find the most suitable people.
- 3.6.5 The idea is not just to help current cyclists to find a 'Bike Buddy' but also to encourage individuals who may be concerned about cycling to take up cycling, by putting experienced cyclists in touch with those willing to give it a try.
- 3.6.6 The 'Bike Buddy' scheme also assists cyclists find the safest, most direct route and will even ride it with you. The rides may simply be recreation routes, home to work, work to home or a combination of each.
- 3.6.7 It will be the responsibility of the TPC to ensure the BikeBUDI scheme is adequately publicised to all employees, and information will also be included in the Travel Plan.
- 3.6.8 The proposed unit will not include any shower or changing facilities for staff, this is due to the size and operation of the proposed unit.

3.7 New Employee 'Welcome Pack'

- 3.7.1 A 'Welcome Pack' will be provided to employees starting work at the site. The pack will include information contained within the Accessibility section of this Travel Plan.

3.7.2 The 'Welcome Pack' will include details on the intentions of the Travel Plan and why the Travel Plan has been produced, as well as contacts for the Travel Plan Co-ordinator. The packs will include current information on walking and cycling routes in the area and information on current bus/rail services, i.e. timetables which are available on the Traveline Cymru website.

3.7.3 A copy of the 'Welcome Pack' will be provided to the Wrexham County Borough Council and the Travel Plan Officer at Flintshire County Council.

3.7.4 In addition, employees will be informed of the personalised journey planning facility provided on the Travelline Cymru website. Information regarding any changes to the bus services in the area will be passed to employees via leaflets or a company website.

3.8 WalkBUDI

3.8.1 Employees will be provided with information on WalkBUDI scheme through information contained within the 'Welcome Packs'. Information on the scheme is available on the website www.walkbudi.com.

3.8.2 The WalkBUDI scheme is part of the National Lift Share Network and is simple and free to use. It simply matches individuals with others walking the same way so they can walk together. The matches are displayed in both table and map format, allowing the user to easily find the most suitable people.

3.8.3 The WalkBUDI scheme aims to help individuals to meet others wanting to travel the same way. It can be used for regular trips such as walking to the office or going to the station as well as making a journey safer.

3.8.4 The health benefits of walking will be particularly promoted to employees and consideration will be given to the provision of personal attack alarms if this is deemed appropriate to reduce personal safety issues especially in the dark winter months.

3.8.5 It will be the responsibility of the Travel Plan Co-ordinator to ensure the WalkBUDI scheme is adequately publicised.

4 TRAVEL PLAN TARGETS

4.1 Introduction

4.1.1 This section of the Travel Plan will provide details of the targets against which the success of the Plan in achieving its objectives will be measured.

4.1.2 These targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.

4.2 Travel Targets

4.2.1 In order to set the targets further information may have to be obtained in order to establish against which to set the targets. This information will be related to existing patterns of movement (i.e. the proportion of employees who travel to their workplace by non-car mode) and may be obtained from sources such as the National Travel Survey and the National Census.

4.2.2 The main source of baseline information would however come from the employees travel survey, which will be completed 6 months post full occupation of the store and will be completed every two years thereafter.

4.2.3 Suitable targets for reducing the need to travel by private car will be set and agreed with Wrexham County Borough Travel Plan Officer once the store is fully operational and staff surveys have been undertaken.

4.3 Potential Targets

4.3.1 Targets that may potentially be included in the Travel Plan include the following:

- Certain percentage of employees who travel to work by non-car modes. This is to be achieved within a 5 year timeframe of the development commencing operation and continue at the same level thereafter.

- Certain percentage model shift of employees on the proposed development away from the public car to non-car modes. To be achieved within the 5 year timeframe discussed below.
- Certain percentage decrease in the number of single occupancy journeys to and from the site by employees.
- Certain percentage increase in the number of employees joining and participating in the car share scheme. This will be reviewed and re-evaluated annually to promote the objectives of the Travel Plan.

4.3.2 Whilst it is considered that the Travel Plan targets are challenging, it is essential that they are also realistic and achievable.

4.3.3 Experience suggests that a Travel Plan containing only marketing and promotional initiatives is unlikely to achieve a shift in the mode of travel used, whereas one also incorporating car sharing and cycle measures may achieve a 3% - 5% reduction in single occupancy car-based commuting.

4.3.4 Further shifts to public transport, walking and cycling away from private car use may be achieved through the above measures being supplemented by other initiatives. It is clear, therefore, that in making a meaningful contribution to the achievement of the above targets, the Travel Plan must incorporate a range of initiatives that go beyond marketing and promotion.

4.4 Travel Plan Framework

4.4.1 Table 4.1 below provides a framework and guidance as to timescales for the Travel Plan.

Before Occupation	Appoint Travel Plan Co-ordinator (Store Manager)
0-6 months	Organise Travel Plan Action Group Complete employee travel surveys Establish modal user groups (such as car share clubs, bike user clubs, taxi share clubs)
6-12 months	Submission of full Travel Plan and modal split targets to Wrexham County Borough Council Continuous updating of Travel Plan database Continuous updating of all public transport information
12+ months	Update and monitor travel questionnaire annually The Travel Plan will be in place for the life of the development

Table 4.1 Travel Plan Framework Timescales

4.5 Plan Monitoring and Assessment

4.5.1 The Travel Plan Co-ordinator will be responsible for on-going monitoring and regular employee travel surveys. These will assess the travel habits of employees and visitors to the site and thus enable the success of the Travel Plan.

4.5.2 In order to assess travel habits, all colleagues will be asked to complete an annual survey. Principally these surveys will aim to establish the location of employees, how they currently travel to the foodstore and what other modes of transport they would consider using to travel to the site.

- 4.5.3 Each survey will result in an annual monitoring report, which will present results and progress. Any problems will be identified and specific actions noted and carried forward to the next annual report.
- 4.5.4 In addition to snap shot surveys, full employee surveys will be completed between every 2 to 3 years. These surveys will provide a more in-depth understanding of colleague travel habit, shift patterns and options that would encourage employees to travel by sustainable modes.
- 4.5.5 The timescale for Travel Plan reviews and repeat travel surveys will be included within the Final Travel Plan. However, it is anticipated that these reviews should occur annually to provide on-going information on the impact of the Plan. Monitoring should take place over a wide range of time periods to reflect the different pattern of journeys that can be generated by the development.
- 4.5.6 The monitoring will include items such as:
- Full employee surveys to be completed between every 2 to 3 years, in addition to snap shot surveys which will be completed every 12 months.
 - Feedback from bus operators to establish demand for local bus services.
 - Monitoring of the usage of employee cycle parking facilities.
 - Car park and traffic count surveys.
 - Information gathered as part of the continuous monitoring process will be made available to the local authority to assist the assessment of ongoing modal split.
- 4.5.7 Future strategies for further delivering plan objectives can be considered in partnership between the store and the local planning and highway authority.
- 4.5.8 The monitoring and assessment of the plan will include the submission of annual progress reports detailing the results of the travel surveys with regards to targets, budgets, general effectiveness and current initiatives.

- 4.5.9 An annual report is to be submitted to the local authority no later than one month following the anniversary of the approval of the Travel Plan.
- 4.5.10 This will allow effective measures to be promoted and increased while ineffective measures can be revised and rectified. New initiatives for the coming year will also be contained within the report and submitted to officers at Wrexham County Borough Council.

PLANS



Site Location

CO-OPERATIVE FOOD

PROPOSED FOOD RETAIL UNIT
MARFORD HILL, MARFORD
SITE LOCATION

croft

Transport Solutions

Email: info@crofts.co.uk
Tel: 0161 667 3746
Web: www.crofts.co.uk

9 Jordan Street,
Manchester
M15 4PY

DRAWN:

JC

DATE:

22.10.14

CHECKED:

TSB

DATE:

22.10.14

SCALE:

N.T.S

DRAWING NUMBER:

0824-01

REVISION:

.



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Do Not Scale This Drawing For Construction Purposes

CDM - Significant Design Hazards

Hazard	Control

PLAN 2

E	16.05.13	Vision splay amended, 'Staircase Road' road markings added, additional signage shown, key amended	RM	DF
D	02.05.13	Vision splay removed	RM	DF
C	07.02.13	Vision splay added to layout	RM	DF
B	31.01.13	Timber post and rail fence removed	RM	DF
A	28.01.13	Amendments to parking spaces and fence	RM	DF
Rev	Date	Description	Drawn	Checked
Amendments				
Drawing Status				

KMB

Quantity Surveying		Architecture	
Project Management		Construction Safety	
PROJECT THE RED LION MARFORD LL12 8SN			
CLIENT MARSTONS ESTATES LTD			
TITLE SITE LAYOUT			
SCALE 1:200 @ A1		DATE NOV 2012	
DRAWN BY RM	CHECKED BY DF	DRAWING No. 3405-P01	REV E
The Old Bake House, Kirtan, Lincolnshire, PE20 1EH t: 01205 724016 f: 01205 724470 e: kmb@kmb-td.co.uk			

APPENDICES

APPENDIX 1

Staff Survey Template

Staff Travel Plan Questionnaire
Co-operative Food Group



1 Postcode _____ 2 Is your work? 1 [] Full Time 2 [] Part Time 3 On your normal trip to work, which form of transport do you use (tick <u>one</u> only) 1 [] Car (as driver on my own) 2 [] Car (as passenger with other people or as driver or passenger) 3 [] Bus 4 [] Train 5 [] Motorbike 6 [] Bicycle 7 [] Walk 8 [] Other (specify) _____ 4 If you have indicated 'Car driver' in Q3, what What are the main reasons for doing so? 1 [] Car required for work purposes during the day 2 [] Dropping/collecting others offsite 3 [] Give a lift to others in the area 4 [] Health reasons 5 [] More convenient than alternative 6 [] Other (please specify) _____ 5 If you indicated car driver in Q3, would you consider car sharing? 1 [] Yes 2 [] No	6 If you indicated you would <u>not</u> consider car sharing in Q6, explain the reasons? _____ _____ _____ 7 Which of the following changes would most encourage you to use public transport for your journey to work, which would you most like to see? Please tick the 3 most applicable. [] Interest free loans for bus tickets/passes sold at work [] Flexible working patterns [] More convenient bus drop off points [] Pubic transport information on site [] More direct bus routes [] Personalised journey plan [] Cost (i.e. if bus ticket was cheaper than parking costs) [] None [] Other (specify) _____ 8 If you indicated 'Car Driver' in Q3, what other mode of transport would you consider if you could not bring your car to work? (tick all that apply) 1 [] Bus 2 [] Train 3 [] Bicycle 4 [] Car passenger 5 [] Walk 6 [] Motorbike 7 [] Other (specify) _____ 9 Your views and ideas are important, so please add any comments about your journey to work _____ _____ _____ _____
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Thank you for your co-operation