

## Appendix C – Travel Plan

## 1.0 Introduction

- 1.1 Entran Ltd have been appointed by Aldi Stores Ltd to prepare a Travel Plan in connection with the proposed food retail development at Brookend Street, Ross-on-Wye. This document will be relevant to both staff and customers of the proposed Aldi store and will suggest initiatives to maximise the sustainable transport opportunities of the site.

## 2.0 Development Proposals

- 2.1 The current development proposals comprise the construction of a new 1313 sqm GFA single storey discount food retail store. The remainder of the site will be used for associated car, motorcycle and cycle parking spaces.
- 2.2 The proposed site layout is included as **Appendix B** to the main report.
- 2.3 The existing highway infrastructure has been discussed in Chapter 2 of the main report.
- 2.5 The redevelopment proposals include a number of infrastructure improvements, which will provide access to the site by pedestrians and cyclists, thus encouraging sustainable forms of transport. These infrastructure improvements have been discussed in Chapter 3 of the main report.

## 3.0 Proposed Travel Plan Initiatives

- 3.1 Each Aldi store usually has a maximum of 6 staff present at any one time, so the opportunity to influence travel to the site by means of staff travel initiatives is minimal. The primary source of traffic generation, and therefore greatest opportunity for modal shift, is customers. It is clear, however, that Aldi cannot dictate their customers' choice of transport but can seek to influence it by provision of adequate facilities and information.
- 3.2 Aldi have agreed to make contributions towards infrastructure improvements as part of their proposals. These will encourage the use of sustainable travel modes and are outlined below.

### Private Motor Vehicles

- Vehicular access to the development will be from Brookend Street utilising the existing site access location and will include minimum junction radii of 6.5m to facilitate the turning of 16.5m articulated vehicles; and
- Visibility standards that are consistent with DB32.

### Public Transport

- Bus stops on routes which serve all major destinations are all within walking distance of the development site;

### Slow Modes

Non-car trips will be encouraged within the proposed development site via the provision of;

- Secure and covered cycle parking at a preferential location;
- Delivery of a Travel Plan. It should be noted that the Aldi store manager will be responsible for co-ordinating the Travel Plan, it is envisaged that Aldi will implement a 12 monthly travel plan review process to evaluate any possible problem areas and to bring up more sustainable options as and when they may occur;
- Provision of bus information, including maps and timetables, within the store; and
- Dropped crossing and tactile paving facilities to assist pedestrians crossing the site access.

**Other initiatives**

- 3.3 Staff and Customers will be encouraged to use sustainable forms of transport such as walking, cycling and bus travel to access the store by the provision of appropriate facilities and in-store public transport information.
- 3.4 In order to further encourage travel to the store by modes other than the private car, Aldi will consider other initiatives as follows:

**Cycling**

- 3.5 Cycling is a key mode of transport in terms of sustainable transport. It is important therefore to encourage cycling as part of Aldi's Travel Plan to staff and customers alike; this will be achieved by implementing the initiatives below;
- The provision of safe, covered and convenient cycle parking facilities for shoppers as described above;
  - Provision for in-store cycle storage facilities for employees convenient to staff room etc.;
  - For employees, contributions towards high-visibility/weatherproof clothing for cycling for staff, Aldi will negotiate with a local store for discounted rates in return for preferred supplier status;
  - Bicycles are regularly available as 'special purchases' within Aldi stores. This provides a good opportunity for staff and customers alike to purchase bicycles at greatly discounted rates thus encouraging this mode of transport; and
  - Secure lockers will be provided for staff. These can be used to store cycling and walking clothing or equipment as necessary.

**Walking**

- 3.6 The pedestrian environment has to be such that it provides pedestrians with safe and convenient routes to and from their destinations. Aldi recognise that to encourage this mode of transport, initiatives have to be put in to place as follows;
- Direct pedestrian links within the site by means of suitable footpaths and pedestrian crossings; and
  - The provision of adequate street lighting and lighting within the site to provide pedestrians with a well-lit environment hence enhancing safety, therefore encouraging pedestrian movements.

**Car Sharing Scheme**

- 3.7 The availability of car sharing schemes is limited in the case of food retail, as the store cannot dictate car sharing within customers, therefore employees are the only group of people that can realistically be influenced if Aldi were to introduce a car-sharing scheme.
- Each new member of staff will be briefed on all aspects of the Travel Plan as part of their staff induction. In this way, each new member of staff will be aware of the advantages, accessibility and convenience of non-car modes of transport to and from the store, given its location and therefore abundance of public transport alternatives; and
  - Employees will be encouraged to car-share if another member of staff lives close by.

**Servicing**

- 3.8 Aldi service deliveries are carried out in such a way as to minimise vehicle kilometres. Each store receives an average of one delivery by articulated lorry per day plus a small number of local deliveries. This is substantially lower than the delivery pattern associated with larger food superstores.

- 3.9 The articulated vehicles operate from a central distribution centre. Each lorry delivers to a number of stores in a specific circuit and in this way minimises vehicle kilometres and therefore reduces emissions.

#### **Provision of Information**

- 3.10 If the message is to be portrayed to staff and customers that sustainable forms of transport are preferable to the private car, then it is essential that adequate information is available in the store.
- Bus stop location, timetable information and route plans will be provided within the store;
  - The above information will be provided to new employees as part of the staff induction process;
  - Information on the beneficial effects of cycling on both health and the environment will be provided in the form of leaflets to all staff and customers in store; and
  - Copies of relevant cycle maps will be provided, thus encouraging sustainable forms of transport to staff and customers alike.

#### **4.0 Conclusion**

- 4.1 To achieve the initiatives within this Travel Plan, Aldi will encourage its employees and customers alike, to take into account the benefits of sustainable forms of transport that are available to them given the highly accessible location of the site.
- 4.2 Aldi will contribute towards infrastructure improvements in the form of bus stop and footway improvements to further enhance sustainable transport options in the vicinity of the site. This, allied with progressive management practices and the provision of adequate information, will influence and encourage staff and customers to choose sustainable transport options in preference to the private car.
- 4.3 This Travel Plan will seek to achieve significant reductions in car usage for journeys to and from the store. This will produce resultant benefits in terms of air quality and emissions and will also significantly reduce car parking demand and traffic generation associated with the development.