

COTTEE

Transport Planning

Fir Lodge
Threshelfords Business Park
Feering
Essex
CO5 9SE

Tel: 01376 573400
Fax: 01376 573480
email: info@cottee-tp.co.uk

ASDA

BOGNOR REGIS

DRAFT

TRAVEL PLAN

GK / 0704

Dec 2007

CONTENTS

1. BACKGROUND INFORMATION
2. OBJECTIVES AND SCOPE
3. PROPOSED ACTIONS AND MEASURES
4. MARKETING AND AWARENESS
5. SPECIFICATION OF TARGETS
6. MONITORING AND REVIEW
7. DISSEMINATION OF RESULTS TO STAFF.

APPENDICES

1. SITE LOCATION PLAN
2. BUS ROUTES
3. PEDESTRIAN / CYCLE ROUTES INTO THE SITE
4. INDUCTION COURSE – PRELIMINARY QUESTIONNAIRE
5. "CLEANER, GREENER TRAVEL"
- Colleague Questionnaire
6. TRAVEL PLAN SUMMARY FOR NEW COLLEAGUES

1. BACKGROUND INFORMATION

- 1.1 This Travel Plan (TP) has been prepared by Cottee Transport Planning on behalf of Asda Stores Ltd. in regards to their proposed store in Bognor Regis. The store is located on the proposed Oldlands Farm Business Park. A site location plan is attached at **Appendix 1**.
- 1.2 There is a single vehicular access to the site from the A29 / Relief Road roundabout.
- 1.3 Bus services will be able to enter the site using a "bus only" facility on Shripney Road. Bus stops and a bus route plan including frequencies are attached at **Appendix 2**.
- 1.4 Pedestrian connections have been made to the external network and a plan is included at **Appendix 3**.
- 1.5 Existing and proposed cycle routes are illustrated at **Appendix 3**.
- 1.6 Consultation on the contents of this document will take place with West Sussex County Council (WSCC). The Final Travel Plan shall be submitted to WSCC and implementation shall take place within one month of the Council's approval.
- 1.7 The Travel Plan is a document designed to ensure that colleagues are provided with realistic alternatives to travel by car. Providing a choice of travel is an integral part of current transport policy and the Travel Plan, promoted by government in its White Paper on Transport, is the means by which alternatives to the car are provided, monitored and reviewed over a period of time.

1.8 A statement and questionnaire for colleagues is included at **Appendix 4**. A Travel Plan Pack will be provided at the colleague induction course, which takes place prior to colleagues commencing of work in the store. This will include:

- an explanation of Asda's obligations to reduce car travel;
- a bus map indicating those services that can be used to access the store;
- details of the car share scheme and parking arrangements;
- cycle route plans;
- pedestrian route plans;
- a basic travel questionnaire which will be completed during the induction course. A copy is attached at **Appendix 4**.

This will encourage colleagues to adopt good travel habits at the outset.

1.9 A full questionnaire survey as set out at **Appendix 5** will be undertaken 6 months after the opening of the store to provide modal split information. The survey data will be used to determine baseline statistics and modal split so that realistic targets can be determined in consultation with the Council.

1.10 An Action Plan will then be drawn up in consultation with the Council within 9 months of the opening of the store. On the first, second, third, fourth and fifth anniversaries of the date of implementation of the Action Plan, the results of the colleague surveys will be submitted to the Council.

1.11 A two yearly cycle will apply after the fifth anniversary. In addition, visitor and car parking surveys will be undertaken within the same timescale.

2. OBJECTIVES AND SCOPE

2.1 The objectives of the Travel Plan are:

- to reduce single occupancy car use by colleagues;
- to increase the number of colleagues walking to work;
- to increase the number of colleagues cycling to work;
- to increase the number of colleagues travelling by bus to work;
- to inform all colleagues of the Travel Plan and to encourage alternative ways to travel to work;
- to reduce the need for unnecessary business travel;
- to improve the choice of mode available to colleagues and visitors;
- to help reduce road congestion.

2.2 Targets and indicators are to be discussed with West Sussex County Council following the completion of the questionnaire surveys.

3. PROPOSED ACTIONS AND MEASURES

Managing The Plan

3.1 A nominated colleague with sufficient authority will be appointed to manage and implement the Travel Plan. This colleague will be notified to the Council's Travel Plan Co-ordinator as being the responsible person. Their role will include:

- overall responsibility for the Travel Plan;
- to lead the process of developing targets, implementation and review;
- to develop colleague co-operation;
- to liaise with the West Sussex County Council and Public Transport Operators;
- to promote the Travel Plan to colleagues;
- to make travel information readily available; and to ensure
- new colleagues are made aware of alternative travel opportunities.

3.2 The colleague will be a member of the Colleague Circle at the store, which reports to management on a weekly basis. A member of the management team is on the Colleague Circle. Travel Plan information will be disseminated on notice boards and on the intranet if available.

3.3 A basic colleague travel survey (attached at **Appendix 4**) will be arranged at the induction course to establish origin postcode, and to provide information on potential modal split. This will be followed by a full survey 6 months after the opening of the store and then on an annual basis for the first 5 years after implementation of the Final Travel Plan, to monitor any modal changes. The full survey will comprise a questionnaire (see **Appendix 5**). The surveys will be undertaken on a day and time to be notified to the Council. Entry into a prize draw will be arranged for those colleagues who return a fully completed questionnaire.

Measures to Encourage Walking

- 3.4 A plan of safe pedestrian routes will be made available to all colleagues.
- 3.5 A similar plan will be on display in a prominent location within the store to assist customers.
- 3.6 The health benefits of walking will be promoted to colleagues in the store.
- 3.7 In the event of an emergency, colleague walkers will be provided with a ride home.

Measures to Encourage Cycling

- 3.8 Secure, covered cycle parking will be provided to encourage colleagues to cycle to and from the site.
- 3.9 Plans of cycle routes in the area will be made available to all colleagues. A current plan showing cycle routes is included at **Appendix 3**.
- 3.10 A similar plan will be on display in a prominent location within the store for the benefit of customers.
- 3.11 Lockers, showers and storage facilities will be provided at the store for colleagues.
- 3.12 The health benefits of cycling will be promoted to colleagues in the store and a Bicycle Users Group (BUG) will be initiated.
- 3.13 The company will offer colleagues the opportunity to purchase bicycles at discounted rates.

- 3.14 In the event of an emergency, colleague cyclists will be provided with a ride home.

Measures to Encourage Use of Public Transport

- 3.15 Plans of public transport routes and timetables will be made available and displayed prominently within the store. The current bus routes and frequencies that relate to the store are indicated on a plan attached at **Appendix 2**. A bus only facility encourages buses to enter the site.

- 3.16 The company will consider further incentives for colleagues to use public transport e.g. negotiations with operators to seek special deals for colleague travel.

Measures to Reduce Car Travel

- 3.17 The company will introduce a car sharing scheme for colleagues who travel from similar areas. The method used will be dependent on the decision of the Colleague Circle.

- 3.18 An option may be to link in with the WSCC Car Share Scheme. Details are available at www.westsussexcarshare.com.

- 3.19 In the event of an emergency colleagues who car share will be provided with a ride home.

- 3.20 The use of the car park will be monitored in consultation with the Council.

Special Needs Access

- 3.21 Special needs car parking spaces are provided. Level access is provided between these spaces and the store.

4. MARKETING AND AWARENESS

- 4.1 Information displays and intranet entries, if available, will include details on the benefits of "green travel".
- 4.2 All new colleagues will be provided with an information pack on sustainable travel and a summary of the Travel Plan attached at **Appendix 6**.
- 4.3 The colleague responsible for the Travel Plan will liaise with WSCC and the public transport operators where appropriate in regards to green travel promotions.
- 4.4 Asda will liaise with other organisations locally to share experience and consider joint initiatives including the business park.

5. SPECIFICATION OF TARGETS

Targets for Colleagues

- 5.1 Incentives are indicated in the Questionnaire to ensure that a significant response is achieved. These involve a prize draw and a reward for the best ideas at celebration lunches. These are detailed at **Appendix 5.**
- 5.2 The results of the colleague surveys will be used to develop incentives, measures and targets from the Action Plan, which will be submitted after the Council approve the document. Target dates will be one, two, three, four and five years after implementation of the Action Plan..

6. MONITORING AND REVIEW

6.1 The colleague responsible for the Travel Plan will review the effects of the various initiatives with WSCC on an annual basis for 5 years and thereafter every 2 years. The purpose of the review is:

- to provide an assessment of how colleagues travel to the store;
- to develop targets to achieve for colleague travel;
- to review the various initiatives; and
- the development of new initiatives to encourage less use of the car.

Review

6.2 The first review will take place one year after the Action Plan's implementation and thereafter on an annual frequency for the first five years. This review is to be undertaken in consultation with WSCC.

6.3 The initiatives referred to in **Section 2** will be examined with particular emphasis on those measures which will encourage particular targets to be reached.

COTTEE

7. DISSEMINATION OF RESULTS TO COLLEAGUES

- 7.1 To be included in the Final Travel Plan once questionnaire results have been obtained.