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ASDA

BOGNOR REGIS

DRAFT

TRAVEL PLAN

GK / 0704

May 2008

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
7. CENSUS DATA

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 site is located north of Bognor Regis and is bound to the west by the A29 Shripney Road, to the south by the Southern Cross Trading Estate on Steyning Way, to the east by the Bognor to Barnham rail line and to the north by the proposed relief road to 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. Within the vicinity of the site the A29 is dual carriageway with street lighting and subject to a 50 mph speed limit.
- 1.3 Bus services will be able to enter the site using a “bus only” facility on Shripney Road. There is a regular bus service (66) which passes the site on an hourly frequency between Bognor Regis town centre to the south and Yapton to the north. Bus stops and a bus route plan including frequencies are attached at **Appendix 2**. Discussions are continuing with WSCC regarding improved bus accessibility in the area. This development will provide financial contributions through a S106 obligation for improvement to bus services in the area. Details of the contributions will be included in the TP when agreed.
- 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 It is proposed to improve the pedestrian and cycle connections to the site to encourage these modes of travel. The internal layout of the site will include footway / cycle way provision on both sides of the internal

roads in order to encourage these modes of travel and there will be an internal footway / cycle route which will connect to the external links in the south-west corner of the site.

- 1.7 The store will employ approximately 250 colleagues. The store is a 24hour store opening allowing shift patterns to be flexible and encourage sustainable travel.
- 1.8 This store will be considered for Home Shop as the scheme progresses allowing customers to order shopping on-line and have their shopping delivered. This option will help reduce the number of vehicle trips associated with the store.
- 1.9 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.
- 1.10 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.
- 1.11 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.

- 1.12 A full questionnaire survey as set out at **Appendix 5** will be undertaken 3 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.
- 1.13 An Action Plan will then be drawn up in consultation with the Council within 6 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.
- 1.14 Questionnaire surveys will be undertaken every year for five years and every two years thereafter. In addition, visitor and car parking surveys will be undertaken within the same timescale.
- 1.15 Multimodal travel surveys will be undertaken in accordance with the TRICS Standard Assessment Methodology for Travel Plans.
- 1.16 This TP is designed specifically for Asda colleagues. Another TP has been prepared for the adjacent Business Park to encourage sustainable travel. Regular meetings will be held between the Travel Plan Coordinators for each TP to coordinate measures to improve the sustainable travel practices of all site users.

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. There will be 53 colleague cycle parking spaces located close to the colleague entrance and a further 16 cycle spaces provided for visitors / customers in accordance with standards.
- 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. The total number will be provided at a later stage of the scheme. Lockers will be provided specifically for the use of Asda colleagues who travel to the store on foot, by cycle or by powered two-wheeler to encourage these modes of travel. The number of lockers

provided will be reviewed to accord with change in the travel mode choice of colleagues following the results of questionnaire surveys.

- 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.
- 3.21 The proposed car parking provision will comprise a total of 564 Standard and Parent and Child spaces and a further 28 disabled spaces.

Special Needs Access

- 3.22 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.
- 5.3 An indication of the current mode of travel in the Bognor area has been considered through the interrogation of data collected during the 2001 Census (www.statistics.gov.uk). The "Method of Travel to Work – Resident Population" census information indicates the following mode of travel in the surrounding areas:
- Walk 12%
 - Cycle 12%
 - Motorcycle 2%
 - Train 1%
 - Bus 2%
 - Car (inc passengers) 71%

A summary of the Census data collected is attached at **Appendix 7**.

- 5.4 The modes of travel indicated above can be used to form initial targets in conjunction with information gathered through staff questionnaire surveys. With the introduction of improved pedestrian / cycle / bus facilities in the vicinity of the site it is anticipated that the number of

colleagues who travel to the development by car will reduce and the proportion which travel on foot / cycle or bus will increase.

- 5.5 It is anticipated that the measures and information provided within this Travel Plan will encourage a change in the mode of travel of site users.
- 5.6 Undertaking periodic surveys at the site will enable targets to be adjusted accordingly and ensure that targets are SMART (Specific – Measurable – Achievable – Realistic – Timed).

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.

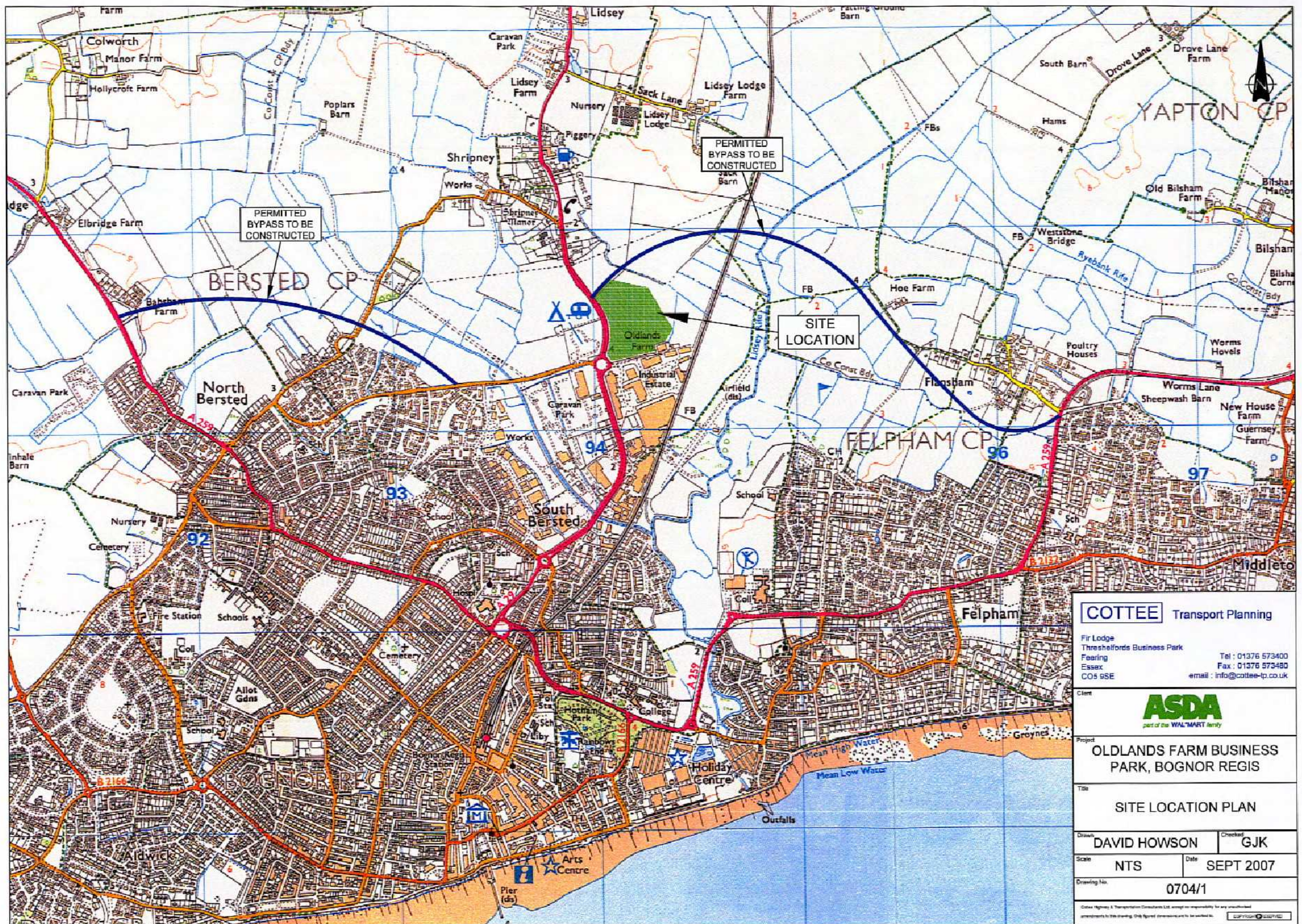
6.4 Survey results will be reviewed to assess if additional facilities are required, for example, if survey results show a large increase in cycle users then the provision of additional cycle parking spaces will be considered.

7. DISSEMINATION OF RESULTS TO COLLEAGUES

- 7.1 To be included in the Final Travel Plan once questionnaire results have been obtained.
- 7.2 The targets set from surveys and included in the Final Travel Plan will be displayed in a prominent location within the store.

APPENDIX 1

SITE LOCATION PLAN



APPENDIX 2

BUS ROUTES



Main Bus Routes in Bognor Regis



COTTEE Transport Planning

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Client

ASDA
part of the WALMART family

Project

OLDLANDS FARM BUSINESS PARK, BOGNOR REGIS

Title

PUBLIC TRANSPORT PLAN

Drawn **RICHARD DEALHOY** Checked **GJK**

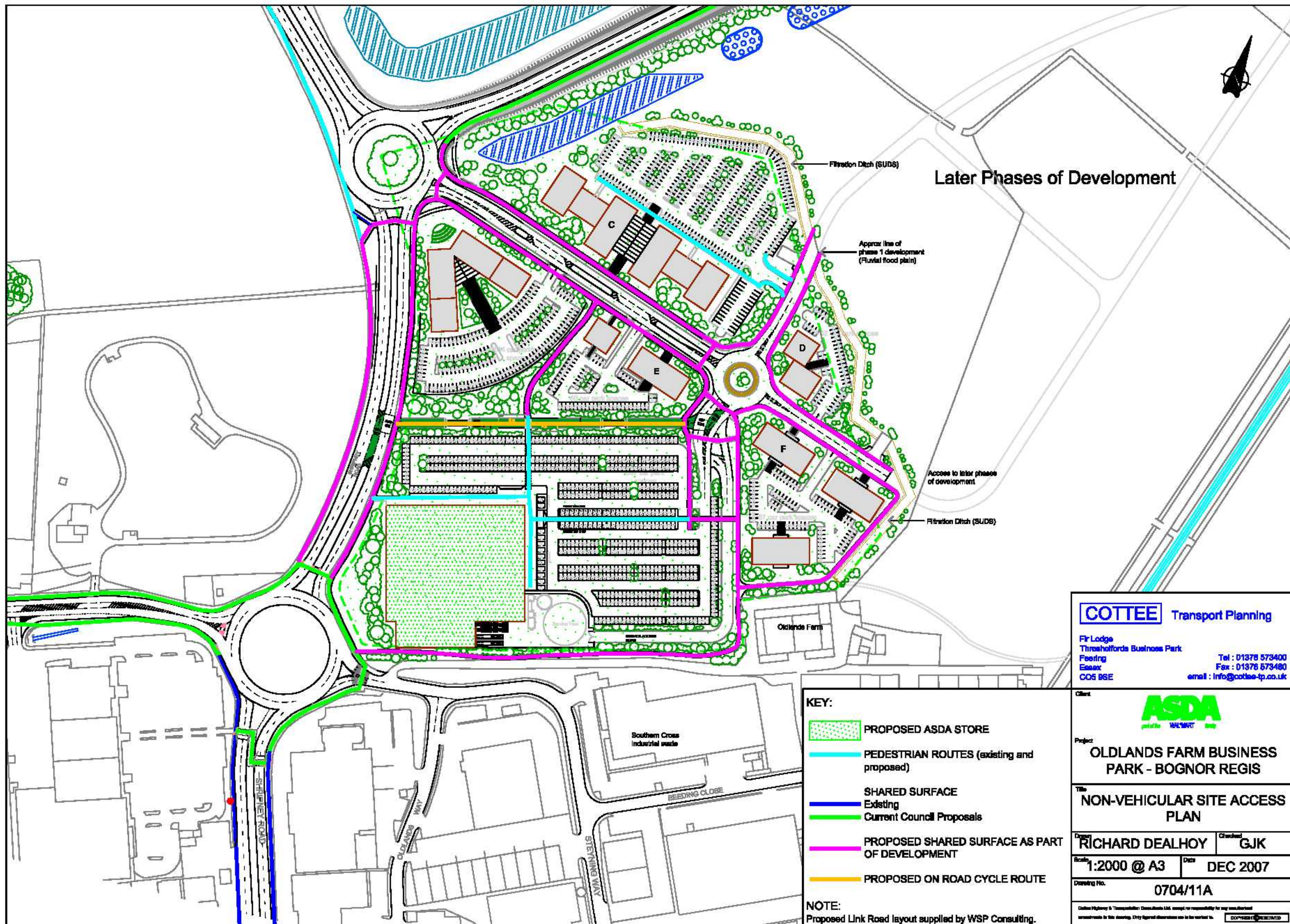
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APPENDIX 3

PEDESTRIAN / CYCLE ROUTES INTO THE SITE



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Client
ASDA
part of WATSON

Project
OLDLANDS FARM BUSINESS PARK - BOGNOR REGIS

Title
NON-VEHICULAR SITE ACCESS PLAN

Drawn by **RICHARD DEALHOY** Checked by **GJK**

Scale **1:2000 @ A3** Date **DEC 2007**

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APPENDIX 4

INDUCTION COURSE – PRELIMINARY QUESTIONNAIRE

PRELIMINARY INDUCTION QUESTIONNAIRE - 'HOW DO WE TRAVEL?'

'Green' travel is really in the news at the moment, so we want to see how we can help reduce the number of car journeys colleagues at our store take, to try and see if we can do our bit to help the environment. In fact, our store is required by the Council as part of its planning permission to undertake this survey as part of the Travel Plan process.

Therefore, please fill in this questionnaire to indicate your travel intentions once you commence work in the store. Please note that the following should have been advised or made available to you [If not please ask for your Travel Pack now – your line manager should be able to assist]:

- ☐ Asda have a planning obligation to reduce car travel;
- ☐ a bus map indicating those services that can be used to access the store;
- ☐ details of the car share scheme;
- ☐ cycle route plans;
- ☐ pedestrian route plans;
- ☐ Travel Plan Pack.

Name:

Date:

- 1) **Having considered the contents of the Travel Plan Pack , how do you intend to travel to and from work at the store (tick appropriate box)?**

Drive alone to work	
Share a car with another colleague / family member / friend	
Dropped off / picked up by car	
By bus	
By train	
Cycle – remember there is a discount on cycle purchase.	
Motorcycle	
Walk	
Taxi	
Other (please state)	

- 2) **Where does your journey start? (post code)**

- 3) **If by public transport, which service do you expect to use?**

COLLATING FEEDBACK

In order to make useful information out of the replies you have gathered in, we have included this collation form. This should help present colleague replies in an 'easy to read' format for the second Colleague Circle meeting about green travel plans.

Date of Survey

Number of colleagues in the store:

Number of colleagues who have replied to questionnaire:

- 1) How many colleagues in the store are expected to come to work in the following ways?**

Drive alone to work	
Share a car with another colleague / family member / friend	
Dropped off / picked up by car	
By bus	
By train	
Cycle	
Motorcycle	
Walk	
Taxi	
Other (please state)	

- 2) Most common origins of journeys:**

- 3) Most common public transport services used:**

APPENDIX 5

“CLEANER, GREENER TRAVEL” – COLLEAGUE QUESTIONNAIRE

HOW TO SET UP GREEN TRAVEL PLANS

Date	Action	Achieved?
	Set up a meeting with the Colleague Circle to discuss Travel Plans: what a Travel Plan is and how you can help.	
	Nominate colleagues in the Colleague Circle to look after the following areas: • Sending out travel surveys (see questionnaire at the back of this brief) and collating the information from them • Communicating results to colleagues and feeding back results to ASDA House • Rewarding colleagues who have improved the most (see below) • Nominate one permanent Travel Plan Co-ordinator (TPC) on the Circle who can look after green issues such as this going forward.	
	Send out the 'How do we travel' survey at the back of this brief to every colleague in store using the departmental representatives on the Colleague Circle.	
	Return replies to your nominated survey representative.	
	Results to be analysed and Action Plan to be produced. Results to be forwarded to the Council with the Final Travel Plan document.	
	Meet and obtain approval from the Council and implement within one month of approval.	
	Repeat the survey monitoring and review on an annual basis for five years and thereafter on a two – yearly basis.	
	Call Colleague Circle meeting to discuss the results of the surveys and explain targets for reducing number of car journeys to and from your store.	

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QUESTIONNAIRE - 'HOW DO WE TRAVEL?'

'Green' travel is really in the news at the moment, so we want to see how we can help reduce the number of car journeys colleagues at our store take, to try and see if we can do our bit to help the environment. In fact, our store is required by the Council as part of its planning permission to undertake this survey as part of the Travel Plan process.

Therefore, we would be grateful if you could fill in this questionnaire and return it to

Name: _____

by _____.

For all those who return a fully completed questionnaire there is a PRIZE DRAW. Please fill in your name on the slip attached and you could be the lucky one!

Thanks,
The Colleague Circle

Date _____

1) How do you normally travel to and from work at the moment (tick appropriate box)?

Drive alone to work	
Share a car with another colleague / family member / friend	
Dropped off / picked up by car	
By bus	
By train	
Cycle	
Motorcycle	
Walk	
Taxi	
Other (please state)	

2) Where does your journey start? (post code)

3) If by public transport, which service do you use? (e.g. Bus 117)

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4) How many miles (kilometres) do you travel to and from work?

--

5) Do you make any journeys throughout the course of work?

If Yes, please answer the following:

If no, proceed to question 6)

Yes	
No	

a) Mode of transport	
b) Distance travelled on average per month	
c) Does your journey on business influence your normal mode of travel to work?	

6) Why do you use your chosen mode of transport?

a) Cost	
b) Time (restrictions/ benefits)	
c) Ease of use	
d) No alternative available	
e) Other (please specify)	

THE FOLLOWING QUESTIONS APPLY ONLY IF YOU DRIVE ALONE TO WORK AT THE MOMENT:**7) To try and help Asda comply with a planning agreement, would you be willing to:**

Share a car into work with another colleague?	
Use public transport?	
Walk?	
Cycle?	
Other (please list ideas of what you might do)	

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- 8) What would encourage you to travel in a more “Green” way?
Choose 3 from the following, in order or preference, (please complete every section):**

CYCLING

A) Discount on bike and accessories	
B) Bicycle Users Group	
C) Covered secure cycle parking	
D) Entry into 6 monthly prize draw	
E) Lift home in an emergency	
F) Limited availability of car permits	
G) Other, please state	

PUBLIC TRANSPORT

A) Discounted ticket purchase	
B) Entry into 6 monthly prize draw	
C) Lift home in an emergency	
D) Car permits limited	
E) Other, please state	

WALK

A) Entry into 6 monthly prize draw	
B) Lift home in an emergency	
C) Car permits limited	
D) Other, please state	

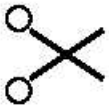
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CAR SHARING

A) Preferential parking for car sharers	
B) Improved information on the availability of car sharers	
C) Entry into 6 monthly prize draw	
D) Car permits limited	
E) Other, please state	

POWERED TWO - WHEELERS

A) Covered secure parking	
B) Powered Two Wheelers Users Group	
C) Entry into 6 monthly prize draw	
D) Car permits limited	
E) Other, please state	



COLLEAGUE – TRAVEL PLAN QUESTIONNAIRE

I would like to be included in the **Prize Draw**.

NAME:

DEPARTMENT:

Please detach and place in the Travel Plan Prize Draw Box.

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COLLATING FEEDBACK

In order to make useful information out of the replies you have gathered in, we have included this collation form. This should help present colleague replies in an 'easy to read' format for the second Colleague Circle meeting about green travel plans.

Date of Survey

Number of colleagues in the store:

Number of colleagues who have replied to questionnaire:

1) How many colleagues in the store come to work in the following ways?

Drive alone to work	
Share a car with another colleague / family member / friend	
Dropped off / picked up by car	
By bus	
By train	
Cycle	
Motorcycle	
Walk	
Taxi	
Other (please state)	

2) Most common origins of journeys:

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3) Most common public transport services used:

4) Average miles / kilometres travelled to work:

--

5) Number of colleagues making journeys during work:

--

a) Mode of transport used	
b) Distance travelled	
c) Influence of business travel on mode used	

6) Reasons for use of chosen mode:

7) How many colleagues in the store, who drive alone to work at the moment, would be willing to:

Share a car into work with another colleague?	
Use public transport?	
Walk?	
Cycle?	
Other (please specify)	

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- 8) **What are the main things colleagues have said would encourage them to use “Greener” ways of travelling?**
(Use these to prompt solutions in the Colleague Circle meeting)

Cycling	
Public Transport	
Walking	
Car Sharing	
Powered 2-Wheelers	

Rewarding colleagues

To encourage colleagues to come up with good ideas for reducing the number of car journeys colleagues at your store take, why not reward the best ideas at your next celebration lunch in store?

We would also like to hear about ideas at ASDA House, so please send a copy of the questionnaire collation form above to:

Environmental Manager
Asda House
Soutbank
Great Wilson Street
Leeds
LS11 5AD

As we mentioned above, green travel is not just another initiative it is a requirement that Asda must comply with as part of their planning permission for the store. To keep the subject in your colleagues' minds, why not nominate a colleague of the month; someone who has, for example, saved the most money. You could reward them with a week's free bus fare, or similar.

APPENDIX 6

TRAVEL PLAN SUMMARY FOR NEW COLLEAGUES

ASDA'S TRAVEL PLAN – Colleague Induction

1. The Travel Plan is a planning requirement.
2. Its aim is to encourage Asda colleagues to travel to work by non – car modes. Colleague surveys will be carried out every year for the first five years to monitor and review progress and this will involve setting targets.
3. Incentives to colleagues who travel by non – car modes will include:
 - the provision of updated information on alternatives;
 - a free ride home in an emergency;
 - discounted cycle purchase;
 - a car sharing scheme;
 - a prize draw every six months for those who travel by non – car modes;
 - secure covered parking and lockers for those who cycle to work;
4. A travel information pack will be provided to all current and new colleagues identifying pedestrian and cycle routes and public transport services, stations and stops to help identify the best way to travel to the store without a car.

APPENDIX 7

CENSUS DATA

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Method of Travel to Work - (UV37)

Method of Travel to Work - (UV37)	Bersted Ward Daytime Population		Bersted Ward Resident Population		Arun Non-Metropolitan District		South East Region		England Country	
All People	2961		3645		39548		3310278		20320896	
Underground, metro, light rail or tram	3	0.1%	3	0.1%	20	0.1%	6606	0.2%	706080	3.5%
Train	25	0.8%	56	1.5%	707	1.8%	92267	2.8%	945100	4.7%
Bus, minibus or coach	47	1.6%	160	4.4%	982	2.5%	164423	5.0%	1682127	8.3%
Taxi or minicab	15	0.5%	23	0.6%	328	0.8%	15731	0.5%	115495	0.6%
Driving a car or van	1868	63.1%	2424	66.5%	25277	63.9%	2252203	68.0%	12308844	60.6%
Passenger in a car or van	243	8.2%	323	8.9%	2875	7.3%	218237	6.6%	1368226	6.7%
Motorcycle, scooter or moped	66	2.2%	54	1.5%	536	1.4%	39286	1.2%	248824	1.2%
Bicycle	344	11.6%	293	8.0%	2895	7.3%	118115	3.6%	632231	3.1%
On foot	346	11.7%	289	7.9%	5724	14.5%	385760	11.7%	2231539	11.0%
Other	4	0.1%	20	0.5%	204	0.5%	17650	0.5%	82430	0.4%

Note: Those not currently in employment and those who work at or mainly from home have been excluded from this analysis.