



MARKIDES ASSOCIATES

Travel Plan

**The Gym Group, Churchill Way
West Retail Park, Salisbury**

30 January 2026

Prepared for The Gym Group

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Contents

Sections

1.	INTRODUCTION	3
2.	POLICY CONSIDERATIONS	6
3.	BASELINE CONDITIONS	8
4.	THE DEVELOPMENT	13
5.	TRAVEL PLAN MANAGEMENT AND IMPLEMENTATION	15
6.	TRAVEL PLAN MEASURES	17
7.	TRAVEL PLAN MONITORING STRATEGY	20
8.	ACTION PLAN	21

Tables

Table 1.1	Summary of Development	4
Table 3.1	Method of Travel to Work Census Information	12
Table 8.1	Action Plan	21

Figures

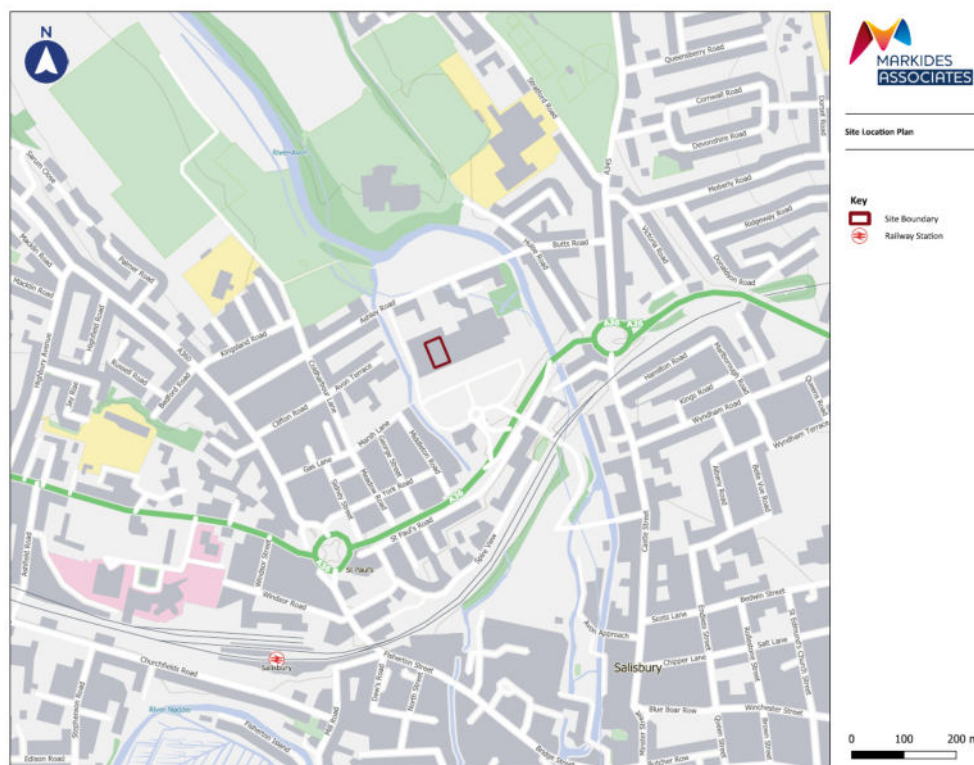
Figure 1.1	Site Location
Figure 3.1	Wiltshire PRoW Map
Figure 3.2	Sustainable Travel Infrastructure Plan
Figure 3.3	Census MSOA – Wiltshire 055
Figure 4.1	Extract of Proposed Ground Floor Plan

1. Introduction

1.1 Overview

- 1.1.1 Markides Associates (MA) has been commissioned by Urban Space Planning on behalf of The Gym Group to prepare this Travel Plan (TP) to discharge Condition 9 of the Decision Notice (Planning Reference: PL/2024/09079) in relation to the consented development of The Gym at the former Homesense (Unit 2) located in Churchill Way West Retail Park, Salisbury, SP2 7TS ('the Site').
- 1.1.2 A plan showing the location of the site in the context of the surrounding area is included in **Figure 1.1**.

Figure 1.1 Site Location



1.2 The Development and Planning Application

- 1.2.1 The consented application (ref: PL/2024/09079) comprises:

“Full planning permission for external alterations to Units 1 and 2 to create 2 X retail units (Units 1 and 2) and for the use of proposed Unit 1 for retail sales within Class E of the Town and Country Planning (Use Classes) Order, including for the sale of convenience goods from 80% of the sales area and unrestricted comparison goods from the remaining 20%, alterations to vehicle car park and associated development.”

- 1.2.2 The development will see the conversion of use of the former Homesense store (Class E(a) retail use), to Class E(d) for indoor sport, recreation and fitness to become a 24-hour gym. The existing units (1 and 2) will be reconfigured, so that the floor area for Unit 1 increases and Unit 2 floor area decreases.
- 1.2.3 The summary of the development is outlined in **Table 1.1** below.

Table 1.1 Summary of Development

Existing			Proposed		
Unit 1					
Occupier	Floor Levels	SQM	Occupier	Floor Levels	SQM
Smyths Toys	Ground	1,389	Lidl	Ground	2,084
	Mezzanine	528		Mezzanine	141
Total		1,917	Total		
Unit 2					
Homesense	Ground	1,378	Non-food	Ground	700
	Mezzanine	906		Mezzanine	-
Total		2,284	Total		700

- 1.2.4 A separate Transport Statement and Travel Plan have been provided for Unit 1, that will be occupied by Lidl. This Travel Plan is for Unit 2 only, which will be occupied by The Gym Group.
- 1.2.5 Planning consent was granted by WC on 18th July 2025, subject to conditions. Condition 9 of the consent is as follows:

“No individual units shall be occupied or brought into use until such time a Travel Plan update including the permitted development has been submitted to and approved in writing by the Local Planning Authority.

Reason: To promote and support sustainable travel.”

1.3 Purpose of a Travel Plan

- 1.3.1 A Travel Plan is a strategic document aimed at reducing reliance on single-occupancy car journeys by encouraging alternative modes of transport such as walking, cycling, public transit, and carsharing.
- 1.3.2 A Travel Plan outlines current travel behaviours associated with site users and sets out a package of measures tailored to the specific needs of a development to promote sustainable travel to a site.
- 1.3.3 It is a long-term strategy for the occupier of the site to help them deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed.

1.4 Scope, Aims and Objectives

- 1.4.1 The specific aim of this plan is to encourage and support sustainable travel to and from the site, helping occupiers make more sustainable travel choices and minimise the impact of the development on the existing neighbourhoods surrounding the site.
- 1.4.2 This TP will demonstrate how the applicant intends to help encourage sustainable travel to and from the site and therefore has the following objectives:
- Reduce the number of vehicle trips associated with the new development.
 - Actively promote sustainable modes of travel to employees
 - Encourage employees to build active travel into their daily routines to support and contribute to wider health benefits.
 - Raise awareness of the impact of travel choice on individual health and the local environment.
 - Maximise the accessibility of the site by modes other than the private car.
 - Limit car ownership on the site.
 - Maximise accessibility of the site and local area to those with limited mobility or visibility.

1.5 Report Structure

- 1.5.1 This report is structured as follows:
- **Section 2** – details the relevant transport policy;
 - **Section 3** – sets out comprehensive details of the existing transport infrastructure, particularly sustainable alternatives to car travel, available to employees;
 - **Section 4** – of this document sets out the development proposals;
 - **Section 5** – of this document sets out the objectives of The Plan and the measures that will be implemented to encourage the use of sustainable alternative modes of travel; and
 - **Section 6** – of this report summarises the context of the Site as well as the measures outlined to bring about a shift away from low occupancy vehicle trips to more sustainable methods of travel.
 - **Section 7** – sets out the TP monitoring.
 - **Section 8** – sets out the action plan for the scheme going forward in terms of sustainable travel.
 - **Section 9** – summarises and concludes the report.

2. Policy Considerations

2.1 Overview

- 2.1.1 This section outlines the relevant national and local planning policy in relation to the development site.

2.2 National Planning Policy

The National Planning Policy Framework (NPPF) (2025)

- 2.2.1 The NPPF was revised in February 2025. This document sets out Government planning policy, provides a framework within which local planning policies should be produced, and is a material consideration in planning decisions.
- 2.2.2 Paragraph 118 states that:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.”

National Planning Practice Guidance (2014)

- 2.2.3 Guidance on when TPs are required and what content they should include is provided in the National Planning Practice Guidance and is summarised below:

Travel Plans should identify the specific required outcomes, targets, and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys results from a proposed development by anyone who may need to visit or stay, and they should seek to fit in with wider strategies for transport in the area.

They should evaluate and consider:

- *Benchmark travel data including trip generation databases*
- *Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development*
- *Relevant information about existing travel habits in the surrounding area*
- *Proposals to reduce the need for travel to and from the site via all modes of transport*
- *Provision of improved public transport services.*

2.3 Wiltshire Local Transport Plan (2011-2026)

2.3.1 The aim of the Local Transport Plan is to develop a transport system that supports economic growth across Wiltshire's communities by providing safe, sustainable travel choices and enabling access to essential services. The LTP is structured around a set of strategic transport themes that guide policy and investment priorities.

2.3.2 These are as follows:

- Freight
- Cycling
- Walking
- Maintenance
- Road Safety
- Smarter Choices
- Network Management
- Passenger Transport

Smarter Choices

2.3.3 Promote sustainable travel by using the planning system to develop, monitor, and enforce mandatory residential and business travel plans, while encouraging organisations to adopt voluntary travel plans.

3. Baseline Conditions

3.1 Overview

- 3.1.1 This section of the TP provides a summary of the existing and proposed transport conditions of the site in relation to accessibility by all modes and parking.

3.2 Site Context

- 3.2.1 Churchill Way West Retail Park comprises of 4 retail units in a terrace arrangement. Units include the planned Lidl food store (Unit 1), Sports Direct (Unit 3) and Waitrose (Unit 4), with Unit 2 currently unoccupied and the subject of this Travel Plan.
- 3.2.2 Vehicular and pedestrian access to the Retail Park is via the A36 (Churchill Way West) to the south, with pedestrian / cycle links also provided from Ashley Road to the north and from the River Avon footway / cycleway to the east.

3.3 Car Parking

- 3.3.1 The Retail Park has a total of 950 car parking spaces, of which 57 are disabled and 8 are equipped with EV charging. The car park is subject to a maximum stay of 3 hours which is enforced by Automatic Number Plate Recognition (ANPR).

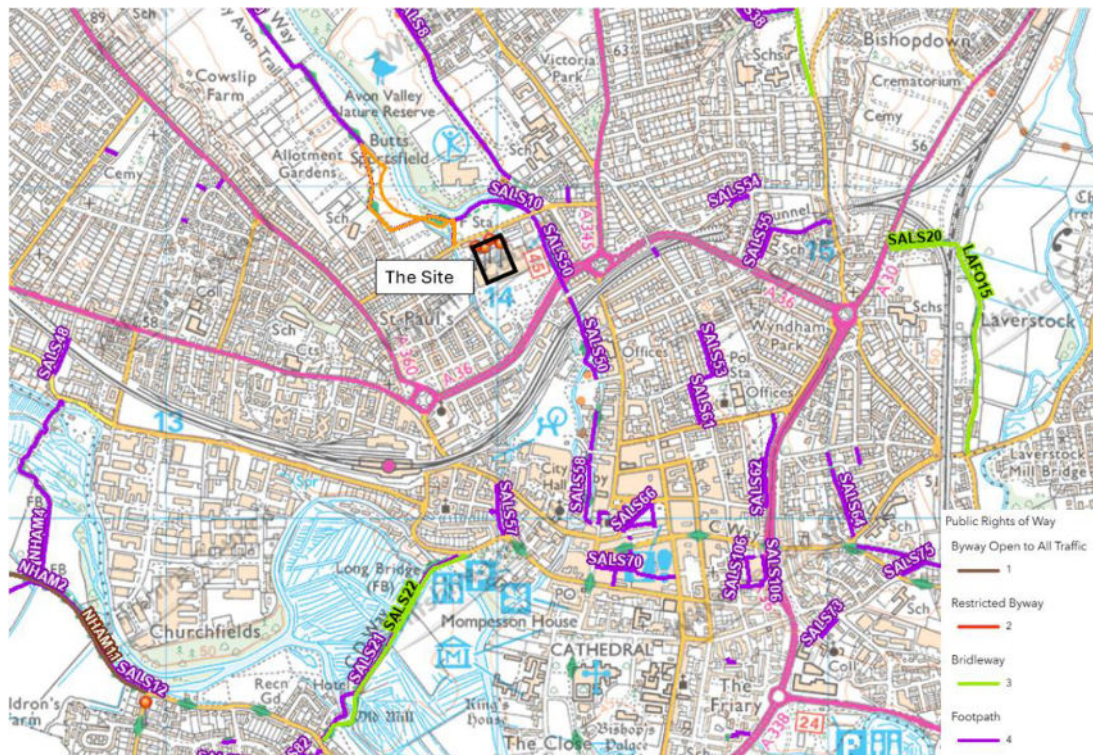
3.4 Pedestrian and Cycle Infrastructure

Pedestrian

- 3.4.1 The site is accessible from an existing network of pedestrian footways, footpaths and crossing points which enables access under Churchill Way West (A36) to and from the surrounding area.
- 3.4.2 There is no footway provided along Churchill Way West; however, an alternative footway is available along St Paul's Road, which runs parallel to the Churchill Way West westbound carriageway. From here, a pedestrian footway runs through an underpass under Churchill West Way to access the retail park.
- 3.4.3 Footways are provided on the retail park access road continuing across the car park to the site entrance. Pedestrian crossings are located on the retail park access road with dropped kerbs and tactile paving.
- 3.4.4 In addition, the River Avon footpath provides a traffic-free route that connects directly into the retail car park from the city centre.
- 3.4.5 To the north of the site, footways are provided on both sides of Ashley Road, with a direct pedestrian route linking the road to the retail park.
- 3.4.6 Direct pedestrian routes are easily accessible to the City Centre, which is located approximately 1.1km from the site. This equates to an approximate 16-minute walk, with the majority of the route following the River Avon footpath which is traffic-free.

- 3.4.7 The site also benefits from being within walking distance to several Public Rights of Ways (PROW's), as shown in **Figure 3.1** below.

Figure 3.1 Wiltshire PROW Map

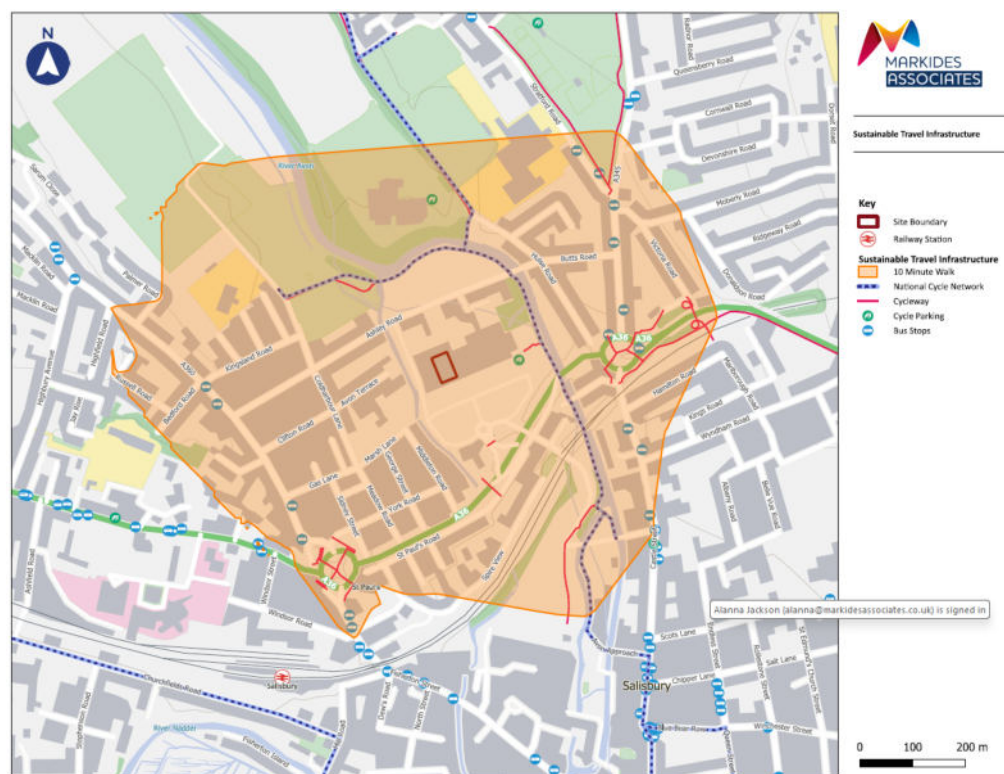


Source: <https://experience.arcgis.com/>

Cycle

- 3.4.8 The shared footway / cycleway running along the western side of the River Avon forms part of National Cycle Network (NCN) Route 45 and the Wiltshire Cycle Way (WCW), providing a direct link to Salisbury city centre to the south and residential areas to the north. Links / crossing over the River Avon at various locations along its route provide access to residential areas to the northeast.
- 3.4.9 In central Salisbury, access is provided to additional cycle infrastructure, including NCN Route 24 (Wylve Valley Route), a recommended route which runs east-to-west through Salisbury whilst the WCW New Forest Link provides access to areas to the south of the city centre. Route 24 is located approximately 700m south of the site along Churchfields Road, connecting east to Romsey and to Wilton in the west.
- 3.4.10 There are public cycle parking stands provided throughout the local area.
- 3.4.11 The infrastructure mentioned above, including an indicative 10-minute walking isochrone from the site, is illustrated in **Figure 3.2** below.

Figure 3.2 Sustainable Travel Infrastructure Plan



3.5 Public Transport

Bus Services

- 3.5.1 The nearest eastbound bus stop to the site is located on Castle Roundabout, approximately 480m east of the site, which is around a 6-minute walk. The nearest westbound stop is located a further 70m north of the eastbound bus stop, along Castle Road. This stop is around a 7-minute walk from the site. Both stops provide sign and post with some timetable information. The location of the bus stops in the vicinity of the site is illustrated in figure.
- 3.5.2 The eastbound bus stop is served by route 2, 20, 25, 29, 38, 44, 66, 67, 88, 201, 677, B2, B3, PR11 (Park and Ride), Red 4, red 11, Red 12, X2, X4, X5, X7, X67, and activ8.
- 3.5.3 The above routes have regular services, including at weekends to destinations such as Devizes, Blandford, Wilton, Woodfalls and Amesbury to name a few.

Railway Services

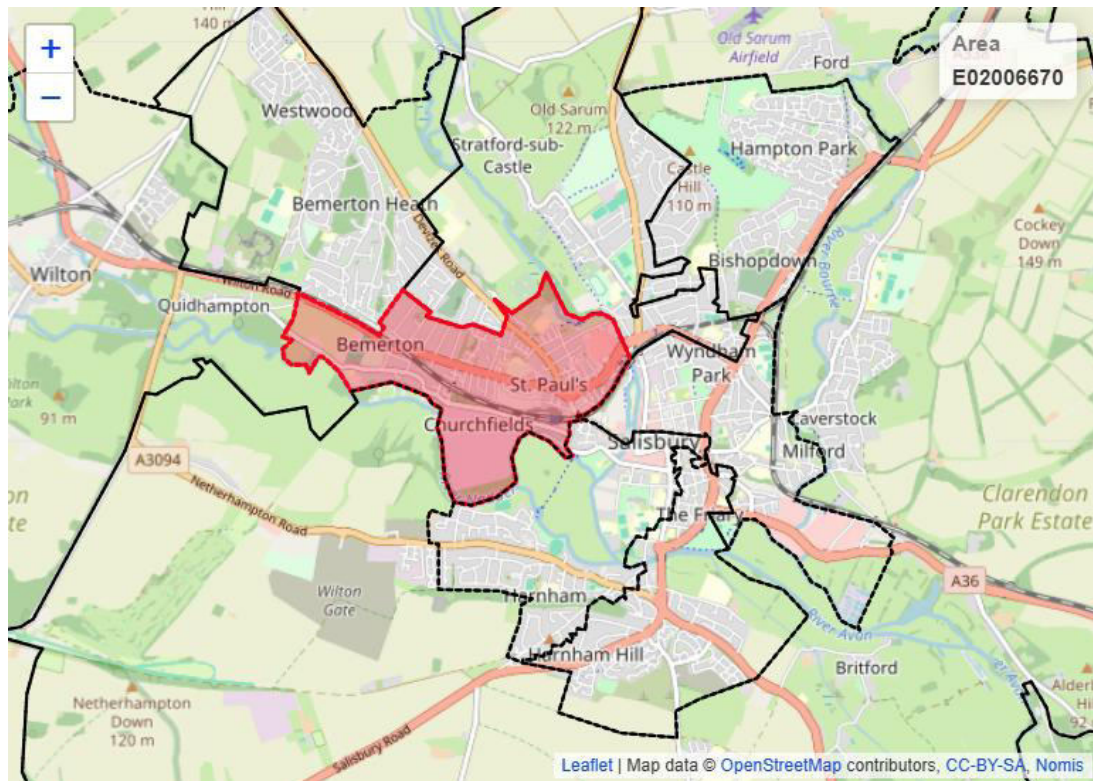
- 3.5.4 Salisbury Railway Station is located approximately 1.1km south of the site, equating to a 15-minute walk or a 5-minute cycle ride. The station is served by Great Western Railway and South Western Railway and has frequent services to Bristol Temple Meads, London Waterloo, Portsmouth Harbor, Cardiff Central and Exeter, to name a few.

3.6 Local Highway Network

- 3.6.1 The site is accessed from Churchill Way West, a dual-carriageway subject to a 40mph speed limit. Churchill Way West provides access to numerous retail units via a slip road; however, this section does not form a through route. Churchill Way West itself is a key arterial route through Salisbury, linking Churchill Way North and London Road to the east with Wilton Road to the west. The access road to the site car park is located off Churchill Way West, approximately 310m west of Castle Roundabout.
- 3.6.2 Double yellow line parking restrictions are in place along Churchill Way West between the slip road, along the access road and to the entrance to the site car park. These restrictions maintain a clear two-way route for vehicles to and from the site and prevents inappropriate parking behaviour.
- 3.6.3 Ashley Road is located to north of the site and is a single-carriageway, two-way road with a 20mph speed limit. It connects Butts Road in the east with Devizes Road in the west and is characterised as a residential road. Rear access from Ashley Road to the retail park is restricted to emergency vehicles and buses only.

3.7 Travel Behaviour

- 3.7.1 In order to establish local travel characteristics, prior to site specific travel surveys being undertaken at the site, the 2011 Census has been queried for method of travel to work data for the Middle Super Output Area (MSOA) Wiltshire 055, which includes the site as illustrated in **Figure 3.2**.

Figure 3.3 Census MSOA – Wiltshire 055

Source: Nomis

3.7.2 The method of travel results of this search are included in **Table 3.1** below.

Table 3.1 Method of Travel to Work Census Information

Method of Travel to Work	Number	%
Train or Bus	292	8%
Driving in a car or van	1,893	54%
Bicycle	168	5%
On foot	1,108	32%
Other	19	1%
Total	3,480	100%

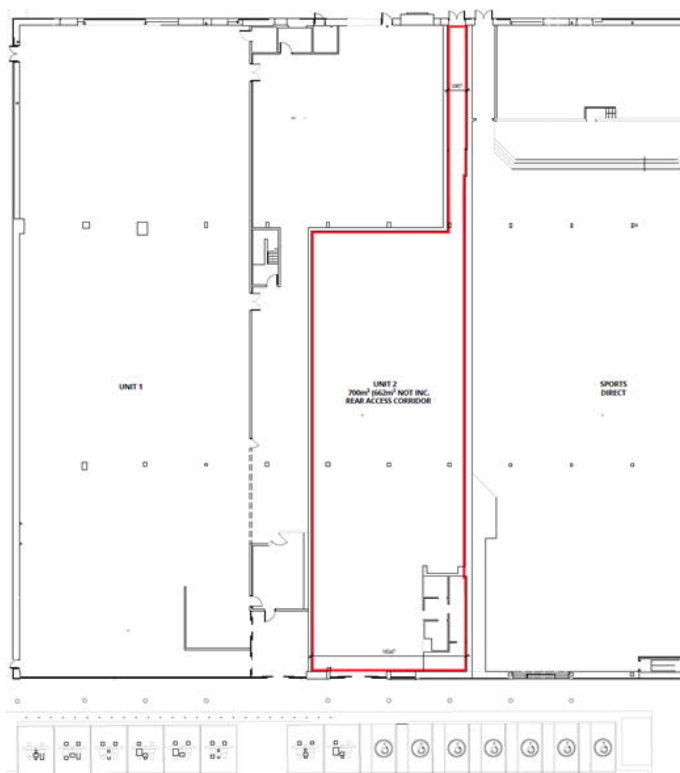
3.7.3 The table above demonstrates that in the locality of the site, approximately 54% of employees travel to work by car, with 37% of people travelling to work by active travel modes, mainly on foot, and 8% by train or bus.

4. The Development

4.1 Overview

- 4.1.1 The development will convert the use of the former Home Sense Store (Class E(a) retail use), to Class E(d) for indoor sport, recreation and fitness to become a 24-hour gym.
- 4.1.2 The unit provisions a ground floor of 700 sqm and is to be occupied by The Gym. An extract of the ground floor plan is shown in **Figure 4.1** below.

Figure 4.1 Extract of Proposed Ground Floor Plan



Source: Urban Space Planning

4.2 Access Arrangements

- 4.2.1 All access arrangements will remain as per the existing with vehicle access from the access road which leads from Churchill Way West, into the car park. Main pedestrian and cycle access is as existing, with a continuous footway into the site providing suitable step-free pedestrian access.

4.3 Staff

- 4.3.1 The development will generate new employment with circa 15 full-time equivalent (FTE) members of staff in a range of positions, which will be recruited locally where possible. Due to shift patterns, it is expected that at any one time there will be up to 10 staff members on site.

4.4 Car and Cycle Parking

- 4.4.1 As mentioned in Section 3, Churchill West Way Retail Park has a total of 950 car parking spaces, of which 57 are disabled and 8 are equipped with EV charging. The development results in a reduction in the overall parking spaces by 5 spaces. These parking spaces are regular parking spaces.
- 4.4.2 To offset the reduction in standard parking spaces, an additional 10 bicycle parking spaces are proposed as part of development proposals to serve staff and visitors. These will be provided in the form of Sheffield stands near to the main entrance, under the canopy. Therefore, they are sheltered. Showering and locker facilities in the gym will be available to staff to encourage the uptake of cycling as a mode of transport to/from the development.

5. Travel Plan Management and Implementation

5.1 Objectives

- 5.1.1 The main aim of this TP is to ensure that all of the existing infrastructure is utilised by the development as well as introducing other measures to encourage active and sustainable travel by employees.
- 5.1.2 The following objectives have been identified:
- Encourage sustainable movement of people to and from the site;
 - Inform all employees on the site of the sustainable travel choices available;
 - Raise awareness of the implications of all forms of travel on the environment, and the safety and health of individuals;
 - Increase the use of sustainable transport;
 - Reduce the need to travel overall;
 - Contribute to the improvement of air quality through the reduction of carbon emissions; and
 - Contribute to the improved health and well-being of the employees by promoting healthier modes of travel such as walking and cycling.

5.2 Travel Plan Coordinator

- 5.2.1 The success of this Travel Plan is dependent on a nominated individual being given time and resources for success to occur. Initially The Gym manager will take on the role of the Travel Plan Co-ordinator (TPC) and once an individual has been appointed to this role their contact details will be passed to WC. The TPC will incorporate the Travel Plan duties into their existing roles. However, adequate time and resources will be allocated to the role. The TPC will be responsible for overseeing and implementing the various measures, including :
- Ongoing delivery of the TP;
 - Act as the key point of contact for questions and issues;
 - Provide personal TP advice;
 - Ensuring up to date information is available;
 - Establish and ensure the ongoing implementation of the initiatives for the relevant land uses;
 - Act as a public face for the plan; and
 - Oversee the monitoring and reporting of the TP.

5.3 Implementation

- 5.3.1 To ensure that the TP is successful it is important that details of the plan are provided to staff at the earliest opportunity prior to travel behaviours being established.

-
- 5.3.2 In particular, in terms of new employees of the site, it is advised that a copy of the TP be issued prior their start date. This will enable staff to identify ways in which they will be able to travel to work in a sustainable way before they start their new roles.
- 5.3.3 It is also key to ensure that there is interaction between the TPCs and users of the site as this makes people feel involved and in turn makes them more inclined to implement sustainable travel choices. It is also encouraged to allow staff to provide feedback to identify where improvements to the plan can be made and also allows for new ideas to be put forward.
- 5.3.4 A TP is a living document that needs to be updated and amended regularly. The responsibility for the initial review of the TP following first occupation and subsequent revisions to the TP, on the first, third and fifth anniversary following occupation, will lie with the TPC. However, it should be noted that the TP will be reviewed annually.

6. Travel Plan Measures

6.1 Overview

- 6.1.1 This chapter sets out the package of measures that will be introduced in order to influence the way users travel to / from the site. The proposed measures are predominately aimed at development staff, as it is here that the most influence can be exerted.

6.2 Travel Surveys

- 6.2.1 The baseline travel survey will be undertaken within 3 months of first occupation of the gym to ascertain travel patterns of the employees, these may indicate that some measures included in this chapter may not be suitable for the site or alternatively, additional measures may be identified from the baseline survey data that will enhance the Travel Plan.

6.3 Travel Pack

- 6.3.1 All employees upon commencement of their employment will be provided with a Travel Pack. This will include the following information:
- Name and contact details of the TPC and the availability of the TPC to speak with employees;
 - An introduction to the Travel Plan and its purpose;
 - Information on the health benefits of using active modes of transport;
 - Public transport information;
 - Walking and cycling routes close to the site; and
 - Any company policy related to travel.
- 6.3.2 A copy of the Travel Pack will be provided to WC, once produced. Information on public transport accessibility, and walking and cycling routes and opportunities, will also be displayed on notice boards through the gym and all customers will be strongly encouraged to use public transport and / or walk / cycle to the site.

6.4 Measures to Reduce the Need to Travel

- 6.4.1 The Gym will endeavour to recruit staff locally to minimise the impact from staff on the road network and increase the likelihood of staff travelling to/from the site, by walking, cycling and public transport. This is dependent on when appropriate staff can be found and in line with business needs.

6.5 Walking and Cycling

- 6.5.1 The following measures are proposed in order to promote walking and cycling to and from the development:
- All staff will be provided with details of local walking and cycle routes and related information;

- High quality cycle parking stands are provided within the vicinity of the proposed gym site;
- Washing facilities in the gym will be made available for staff;
- The TPC will raise awareness of the health benefits of walking and cycling;
- If there is sufficient demand a Bicycle User Group (BUG) will be set up by the TPC to provide suggestions for further improvements to encourage cycle use;
- The gym will advise staff to consider participating in the government's tax saving cycle scheme (cyclescheme.co.uk), or such similar scheme, to provide staff with tax-free bicycles;
- The gym will provide showers, lockers and changing facilities; and
- All the staff and gym users will be provided with access to a cycle pump and basic tools that can be borrowed as required. These will be kept at reception with access to them available upon request.

6.6 Public Transport

- 6.6.1 The objectives of this Travel Plan are to promote more sustainable choices for staff, and this can effectively be achieved by the provision and promotion of high-quality public transport initiatives.
- 6.6.2 Promotion of public transport alternatives can be achieved by detailing local bus and rail services to staff, via a noticeboard within the gym or on a leaflet indicating travel apps with online timetables.

6.7 Car Sharing Measures

- 6.7.1 Car sharing will be promoted as an effective method of reducing single occupancy car journeys, peak hour congestion and usage of the on-site car park. To promote sustainable car use, employees will be provided with details of carsharing websites such as www.liftshare.com/uk.
- 6.7.2 The TPC will actively promote the car share databases via the Travel Pack and displayed on noticeboards and assist employees who wish to join a car share scheme.

6.8 Information and Marketing

- 6.8.1 Information on sustainable travel options will be provided on notice boards that will be promoted to employees and visitors at the site.
- 6.8.2 Other travel awareness type measures that can be implemented as part of the Travel Plan include:
- Car-free days accompanied by small incentives to leave the car at home and personalised travel information provided beforehand for those that request it.
 - National lift-share week promotions.
 - Walk to work day.
 - Team participation in National Bike Week events for example, and

- Commuter challenges – finding the quickest mode for journey to work with a number of employees using various modes leaving from one or more common destinations.

6.9 Information Board or Website

- 6.9.1 An information board will be installed in the office area of the gym unit. Information will include bus maps and timetables, general location and amenity maps, showing any cycle lanes and rail stations as well as links to journey planning apps and websites.

7. Travel Plan Monitoring Strategy

7.1 Overview

7.1.1 The Travel Plan implementation strategy involves:

- Securing the resources (including time) that are necessary to develop and implement the TP;
- Consulting and educating employees; and
- Identifying and engaging with partners.

7.1.2 In the context of this development, the Travel Plan will be orientated towards influencing travel behaviour of staff, in order to advise on the benefits of using alternative transport modes, promoting their use and discouraging the use of the car. The Gym Group will be responsible for the overall implementation of the Travel Plan.

7.2 Monitoring and Reporting

7.2.1 The monitoring measures incorporate both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence and will include comments received from site occupants relating to the operation and implications of the Plan.

7.2.2 The various stages to monitoring a Travel Plan are summarised below:

- Baseline data is collected and analysed prior to Travel Plan implementation;
- Travel planning measures are implemented;
- Monitoring data is collected at a defined point in the future for comparison with baseline data;
- The results are analysed and assessed; and
- If necessary, changes are made to the Travel Plan to improve its effectiveness.

7.2.3 Monitoring will be carried out following the baseline travel survey (undertaken within 3 months of occupation) by travel surveys undertaken in Year 1, 3 and 5 by the TPC during a neutral month for the lifecycle of the Travel Plan. The results will provide an accurate record of modal changes and enable the TPC to understand the travel characteristics of staff, enabling the TPC to adjust targets accordingly if the actions are successful and conversely identify early if Travel Plan is not achieving targets and increase interventions and incentives as necessary.

7.2.4 The information will be submitted in a Monitoring Report to the Local Planning Authority and Local Highway Authority, which details the methodology, dates and times of monitoring activity and number of responses.

8. Action Plan

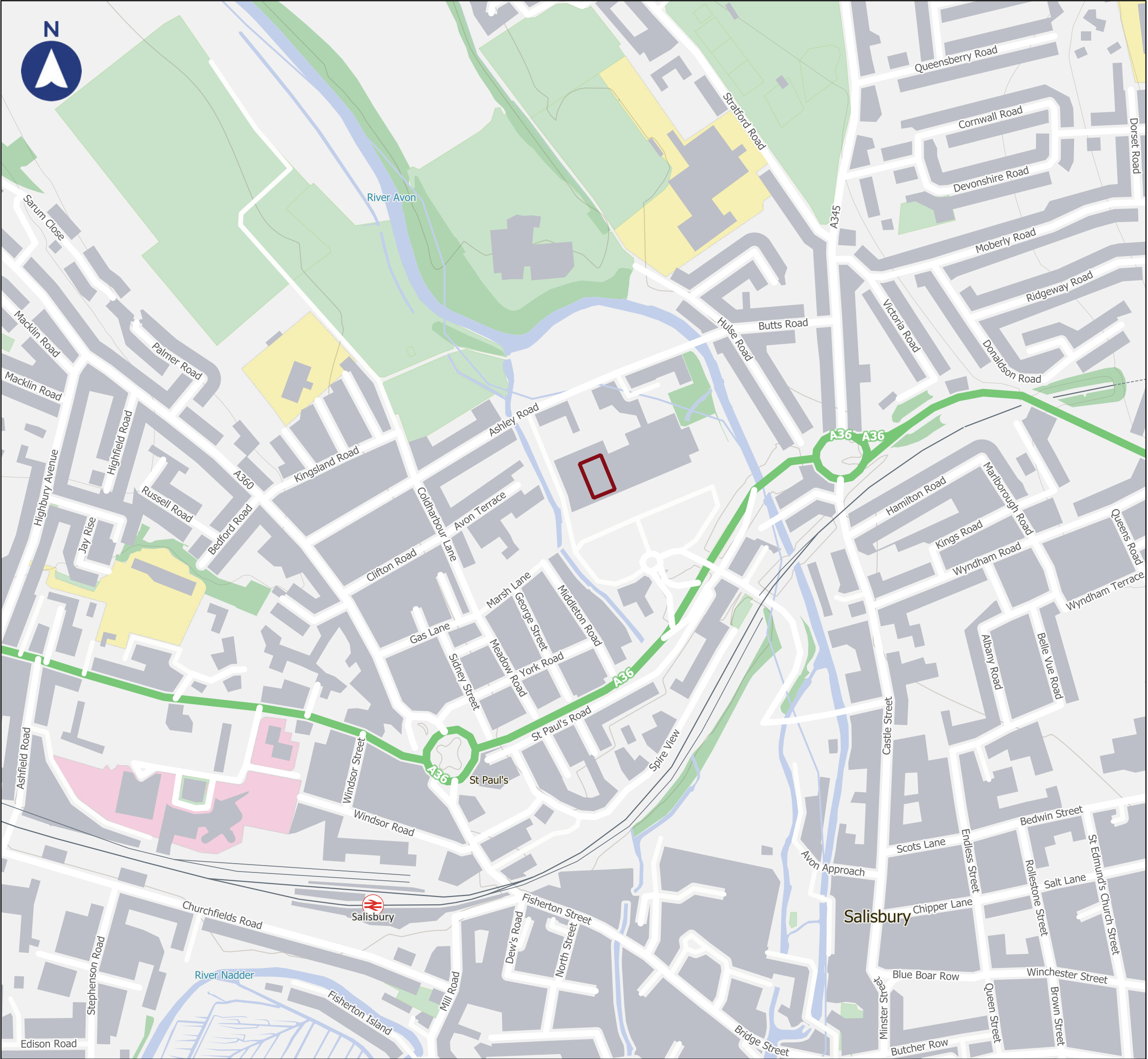
8.1.1 **Table 8.1** below provides a summary of the plan, outlining when various elements of the plan will be managed, and actions prioritised.

Table 8.1 Action Plan

Timeframe	Action/ Event	Responsibility
3 months Prior to Opening	Appointment of TPC (i.e. gym manager).	The Gym Group
Prior to Opening and On-going	Creation of Travel Packs, and additions to website and / or use of other appropriate social media.	TPC
Prior to / Upon Opening	Provision of display information.	TPC
On-going	Provide Personalised Travel Planning.	TPC
On-going	Provision of walking, cycling and public transport timetables and map for employees. Provision of maps details about local facilities.	TPC
On-going	Liaison with adjacent businesses.	TPC
On-going / Annually	Run/organise/promote events such as Bike Week for staff. Monitoring of cycle parking provision/demand.	TPC
Within 3 months of Opening	Carry-out initial staff travel survey.	TPC
Year 1, 3 and 5	Measure use of sustainable modes via staff travel survey and update actions as necessary. Submit reports to Local Planning and Highways Authority (WC).	TPC
Year 5	Submit final report to Local Planning and Highways Authority (WC).	TPC

FIGURES

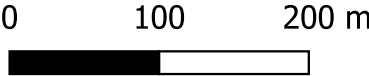
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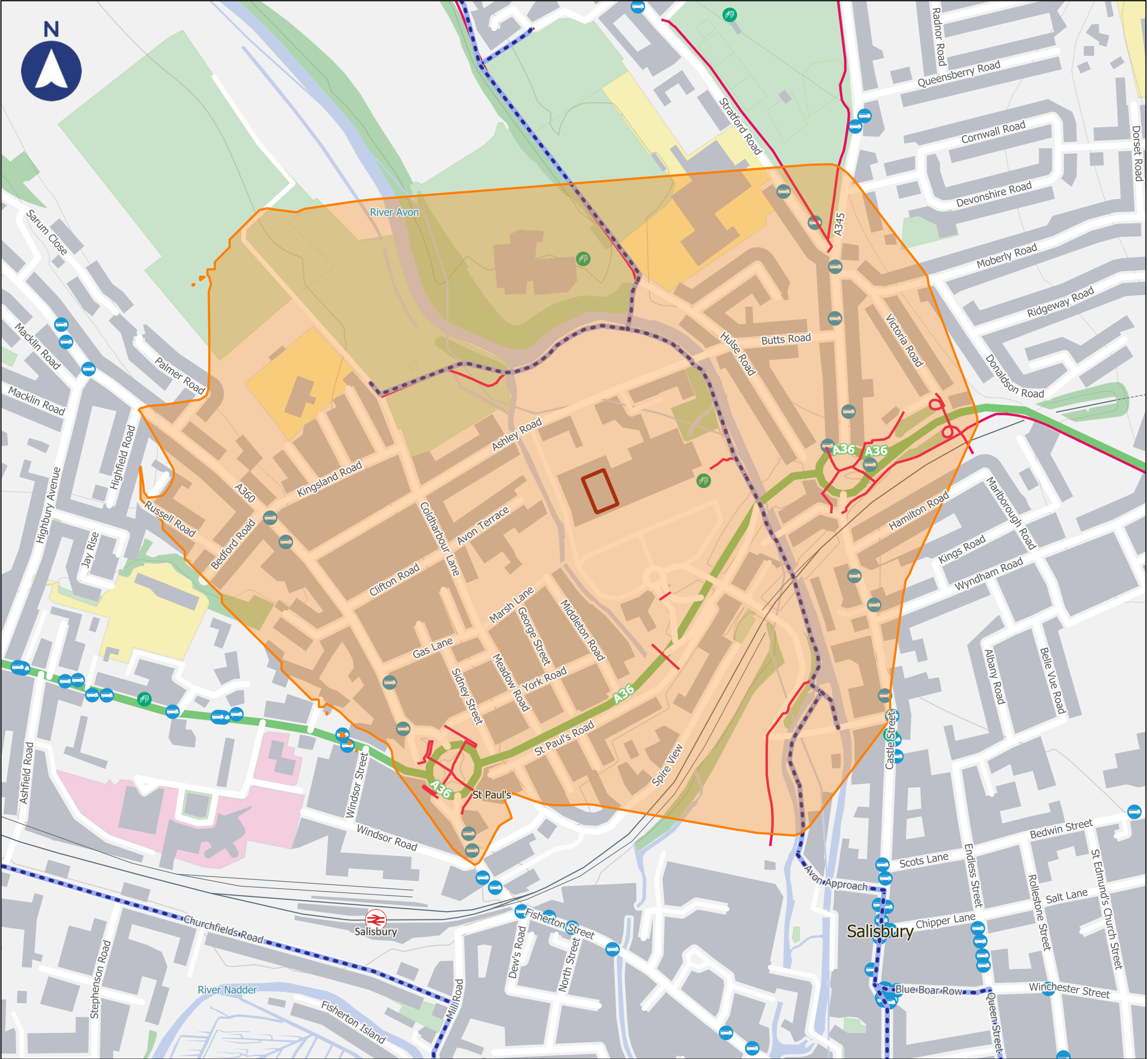


Site Location Plan

Key

-  Site Boundary
-  Railway Station





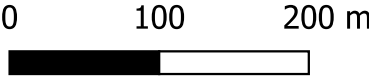
Sustainable Travel Infrastructure

Key

- Site Boundary
- Railway Station

Sustainable Travel Infrastructure

- 10 Minute Walk
- National Cycle Network
- Cycleway
- Cycle Parking
- Bus Stops





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