

**PROPOSED FOODSTORE EXTENSION
ALDI, BRADLEY ROAD, TROWBRIDGE, BA14 0QT**

Aldi Stores Limited

Travel Plan

20th March 2026

Travel Plan
Proposed Discount Foodstore
Aldi, A363 Bradley Road, Trowbridge, BA14 0QT

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1.0 INTRODUCTION

1.1 Background

- 1.1.1 Travel Plans are strategies for managing and maximising the potential for travel by sustainable modes of transport.
- 1.1.2 As part of Aldi Stores Limited's proposals for a extension of their foodstore at their site on the A363 Bradley Road, Trowbridge, Aldi will be implementing a Travel Plan to focus primarily on staff travel.

1.2 Travel Plan Background

- 1.2.1 Travel Plans are strategies for managing multimodal access to a site or development, that focus on maximising the potential for travel by sustainable modes of transport. They set out the objectives of the Plan, a range of measures to be implemented to achieve the objectives and the means by which the success of the Plan will be monitored.
- 1.2.2 The document Delivering Travel Plans through the Planning Process¹ has been reviewed with reference to the development of the store Travel Plan.
- 1.2.3 Research² commissioned by the Department for Transport, which examined the effectiveness of the Travel Plans of 26 organisations (local and national government departments, hospitals, universities and private companies) drew a conclusion of an average 17.8% reduction in traffic. Additional benefits of travel plans were found to be as follows:
- Increases in walking and cycling, with associated health gains.
 - Improved social inclusion.
 - Better conditions for employees.
 - Improved staff recruitment and retention.
 - The opportunity to contribute to environmental management standards such as ISO 14001.
 - Good PR for businesses.
 - Financial savings.
 - Increases in bus use and associated ticket revenue.
 - Better estate management.
 - Less noise, congestion and pollution, and better conditions for freight distribution associated with reductions in car use.
 - Better security and less fear of crime from better car parking management.

1.3 References

- 1.3.1 The Travel Plan has been prepared with reference to the following documents:-

¹ Delivering Travel Plans through the Planning Process, Department for Transport, April 2009

² Smarter Choices – Changing the Way we Travel, Cairns et al, 2004

- The Essential Guide to Travel Planning, Ian Taylor for The Department for Transport, March 2008.
- A Guide on Travel Plans for Developers, Transport Energy, September 2006.
- A Travel Plan Resources Pack for Employers, Transport Energy Best Practice Report.
- Transport 2000 Making Travel Plans Work: Lessons From UK Case Studies (July 2002).
- 'Delivering Travel Plans through the Planning Process', Department for Transport, April 2009.

1.3.2 This Travel Plan has been prepared with due regard to the Government's National Planning Practice Guidance note 'Travel Plans, Transport Assessments, and Statements in Decision-Taking'. The guidance note provides advice on when transport assessments and travel plans are required and what they should contain.

1.3.3 Under the heading 'What are Travel Plans?' the guidance indicates the following:

"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."

1.3.4 Under the heading 'How do Travel Plans, Transport Assessment and Statements relate to each other?' the guidance goes on to say the following:

"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as way of unfairly penalising drivers."

1.4 Status

- 1.4.1 This Travel Plan has been prepared for the foodstore, focusing primarily on staff travel. The Travel Plan will be updated to provide the details of the Travel Plan Co-ordinator / Champion (TPC) when appointed, and when the measures have been implemented and the necessary staff surveys have been completed.
- 1.4.2 Staff surveys will be carried out within six months of the extended store being brought into use. A period of three months will then be allowed to complete the survey response analysis and update the Travel Plan. At that time a copy of the updated Travel Plan will be submitted to the Local Authority.

1.5 Objectives

- 1.5.1 The plan is a strategy for reducing dependence of staff on travel by private car. Within the context of this Travel Plan, the word 'car' or 'vehicle' is used as a catch-all term to cover cars or vans that are powered in part or whole by fossil fuels. Electric vehicles are considered by government to be a sustainable form travel and thus within this Travel Plan have the same environmental benefit as travelling by public transport, walking or cycling.
- 1.5.2 The primary objective of the strategy is to:
- Increase awareness and encourage use of environmentally friendly modes of transport amongst staff and customers.
 - Introduce a package of management measures that will help to facilitate staff travel by sustainable modes of transport.
 - Reduce single occupancy, single purpose vehicle use by staff.
- 1.5.3 Secondary objectives are to:
- Minimise the impact on the local community of traffic associated with the store by minimising noise and pollution.
 - Show a commitment to improving traffic conditions within the local area.
 - Reduce the adverse effects on health associated with increased car use.
 - Reduce air pollution and the consumption of fossil fuels.
 - Increase the attractiveness and hence the proportion of journeys made to and from the store by sustainable modes of transport such as walking, cycling and public transport.
 - Promote walking and cycling as a health benefit to staff.
 - Promote social inclusion by widening the travel options available for non-car owning staff.
 - Reduce the cost to staff of their journey to work by promoting alternatives that are both cheaper and more environmentally friendly.
 - Reduce the perceived safety risk associated with the alternatives of walking and cycling.
- 1.5.4 The Travel Plan will also be of benefit to the operator from a business perspective. By minimising the number of car-based staff journeys to the store, optimum use will be made of the store car park by maximising the number of spaces which are available for the use by customers undertaking bulk shopping trips. The adoption of the Plan will also help the operator to project a more environmentally friendly image to both its staff and the local community. Therefore, it will be beneficial for the operator to fully support the adoption of the Travel Plan at the store.

1.6 Travel Plan Content

- 1.6.1 A key feature of any Travel Plan is a review of existing staff travel patterns, which is detailed in Section 2.0 of this report. The outputs of this review constitute the starting point, and will go on to inform the various Plan measures and the identified targets. Over time the staff travel review surveys will provide the monitoring framework whereby historical travel to work data will allow key trends to be identified on a store-specific basis, for the five-year life of the Plan.
- 1.6.2 The Travel Plan will be implemented by a Travel Plan Co-ordinator / Champion. This role is described in Section 4.0.
- 1.6.3 The measures by which the Travel Plan objectives and targets will be achieved are the key component of the Plan and are described in Section 4.0. Regular monitoring is required to ensure that the objectives are being met and to gauge progress towards the targets. The means by which the Plan will be monitored are set out in Section 5.0.
- 1.6.4 The remainder of this report is divided into four further sections, which are as follows:-

Section 2.0 Current Travel Patterns

Section 3.0 Travel Plan Administration

Section 4.0 Travel Plan Measures

Section 5.0 Plan Monitoring and Review

2.0 CURRENT TRAVEL PATTERNS

2.1 Introduction

2.1.1 The success of the Travel Plan will primarily be judged by its progress towards the target share of travel modes by staff travelling to the store. This section of the Travel Plan provides details of the existing local modes of travel which are available for employment purposes, and existing use of the available modes based on local Census statistics; in the updated Travel Plan, this section will present the results of the staff travel survey and will specify the modal share targets.

2.2 The Site and the Surrounding Area

- 2.2.1 The proposal site (herein referred to as 'the Site') is located on the eastern side of the A363 Bradley Road, to the southwest of Trowbridge. There is currently an foodstore on site. The foodstore is served by a total of 112 car parking spaces and has a gross internal area of 1,369sq.m
- 2.2.2 The Site is bound to its eastern side by the A363 Bradley Road. To the north and west are residential dwellings. To the south is a children's play area and small park called Cavell Court.
- 2.2.3 The Aldi foodstore is located to the south of the site with its longest side orientated east to west, parallel to the site boundary.
- 2.2.4 The location of the site is presented at Figure 2.1.

Figure 2.1 – Site Location Plan



Source: Google Earth / Orange site boundary is indicative / Car wash to north of site no longer present

2.3 Local Transport Facilities

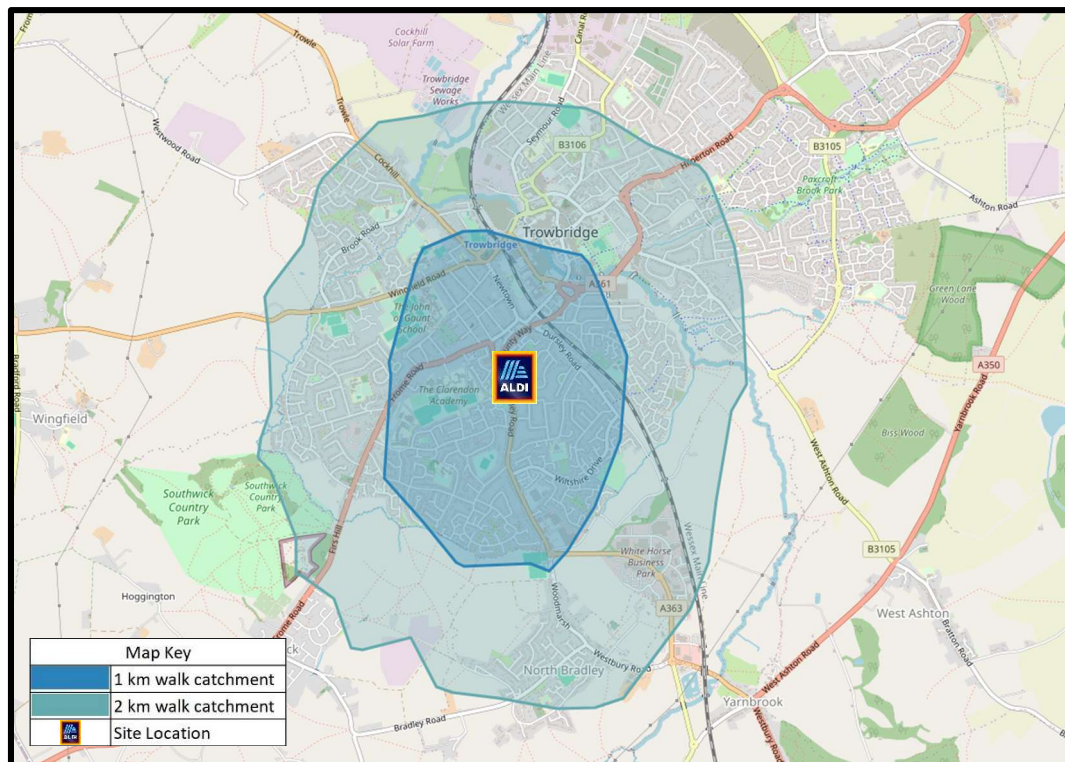
Walking

- 2.3.1 The Department for Transport's (DfT) document titled 'Manual for Streets' (MfS), dated 2007, provides guidance in relation to walk distances. Section 4.4 of MfS gives the following advice:-

"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot."

- 2.3.2 Table 3.2 of The Institute of Highways and Transportation (IHT) guidance document titled 'Providing for Journeys on Foot' identifies a maximum walk distance of 2.0km for commuter, school and sightseeing walk trips, 800m for town centre walk trips and 1.2km for trips elsewhere.
- 2.3.3 The actual distance that people will be prepared to walk will vary depending on the trip purpose and other factors such as the presence of road crossings and terrain. For retail trips, the likely maximum walk distance is 800m due to the fact that shoppers will be carrying bags on their return journey, while for work-based trips, people are likely to be prepared to walk the full 2km referred to in 'Providing for Journeys on Foot'.
- 2.3.4 Based on a maximum walk distance of 800m (representing shopper trips to / from the store) and 2km for work trips, the walk catchments are shown at Figure 2.2. These have been shown as 1km and 2km isochrones.

Figure 2.2 – Indicative 1km and 2km Walk Catchments



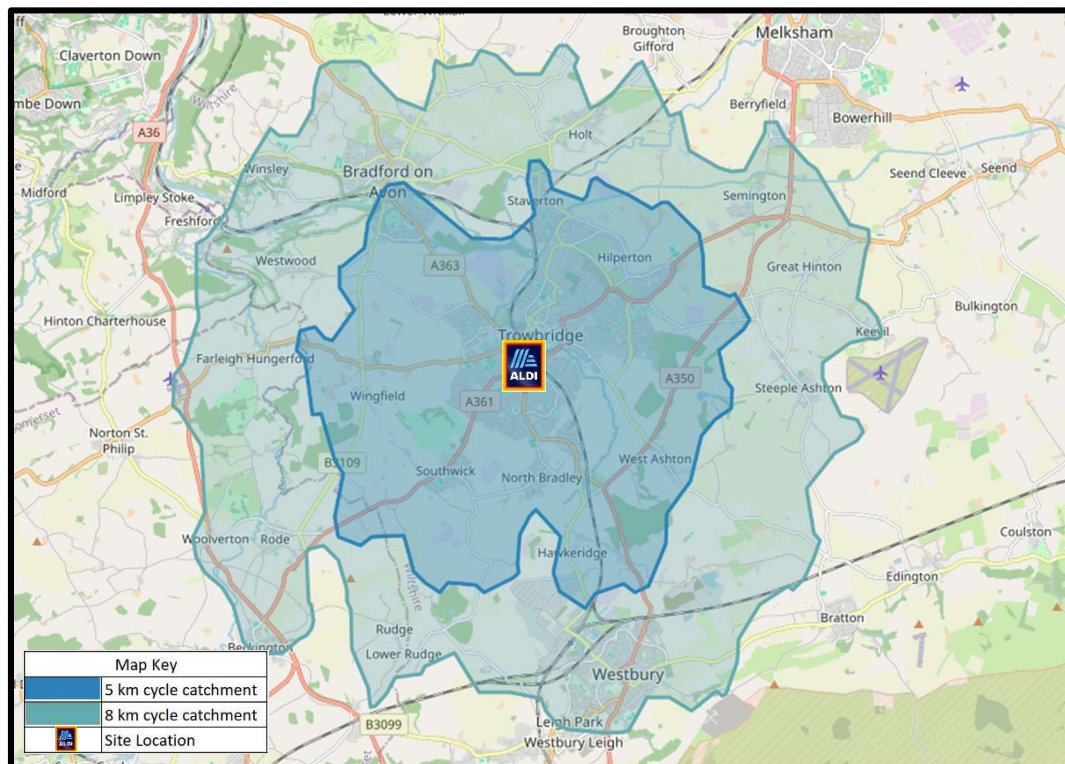
Source: Openrouteservice

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- 2.3.5 The walk catchments above indicate that there are a number of residencies within the 1km and 2km walk distances, typical of a location close to a town centre. Openrouteservice indicates that within the 1km catchment there is a population is 12,675 and with the 2km catchment the population is over double at 28,563. This means that there is a substantial pool of both staff and a large walk-in catchment to the store.
- 2.3.6 Locally, the A363 Bradley Road has footway on either side. To the north, the A363 Bradley Road heads into Trowbridge town centre which is approximately 1km or 13 minutes distant on foot. Side road crossings are supplemented with tactile paving and dropped kerbs where necessary.
- 2.3.7 To the south, the A363 Bradley Road heads to the peripheries of Trowbridge, which are also approximately 1km distant. Again, the walk to/from the south is well catered for with footway provision.
- 2.3.8 A pedestrian island is located on the on the A363 Bradley Road, approximately 45m north of the site access. This allows pedestrian to cross the A363 Bradley Road on a lane-by-lane basis.
- 2.3.9 In light of the local pedestrian facilities, the site is well connected to the local pedestrian network with opportunities for staff and customers to make trips to the store on foot.

Cycling

- 2.3.10 The 2024 National Travel Survey table NTS0303 identifies average journey lengths by cycle in England of c.5.3km. The CIHT document titled 'Planning for Cycling' (October 2014) indicates that 80% of cycling trips are up to five miles (8km) and 40% are less than two miles (3.2km). This suggests that cycling can offer an alternative to car travel particularly for trips of less than 8km.
- 2.3.11 Indicative cycle catchments are shown at Figure 2.3 below, being a 5km catchment (representing the 5.3km NTS average cycling distance) and an 8km catchment (being the distance of 80% of cycle trips).

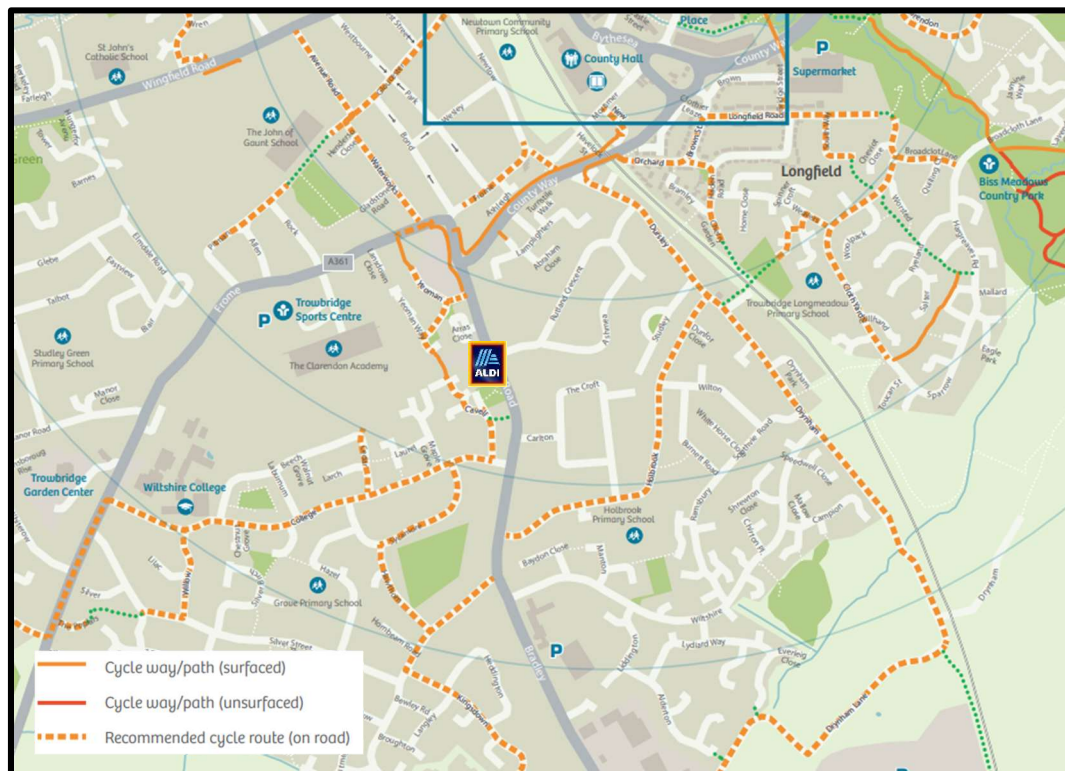
Figure 2.3 – Cycle Catchment Area



Source: Openrouteservice

- 2.3.12 The 5km cycle catchment includes all of Trowbridge as well as Hilperton to the northwest. The 8km cycle catchment extends the catchment to cover most of Westbury, to the south and all of Bradford On Avon, to the northwest. There is therefore a significant local population within cycling distance of the Site.
- 2.3.13 Figure 2.4 below, shows a local cycle map for the area immediately surrounding the site. The extract is taken from the Trowbridge cycle map available from Connecting Wiltshire.

Figure 2.4 – Local Cycle Map



Source: ConnectingWiltshire

- 2.3.14 Figure 2.4 shows how locally, cycle infrastructure and access by cycle is afforded via a series of formal cycleways (indicated by a solid orange line) and recommended cycle routes (indicated by a dashed orange line). Recommended cycle routes are often on quiet, lightly trafficked roads.
- 2.3.15 The nearest dedicated cycle infrastructure is to the north, on and within the vicinity of County Way. The infrastructure starts approximately 150m distant from the site and takes the form of a segregated footway/cycleway. The route provides convenient access to the centre of Trowbridge.
- 2.3.16 Considering that the roads local to the Site are urban in character, and that the local topography is generally gentle, and the presence of cycle infrastructure, there are realistic and viable opportunities for customers and employees to make trips by cycle.

Public Transport

- 2.3.17 The publication 'Planning for Public Transport in Developments' produced by the Institution of Highways and Transportation (IHT) specifies that new developments should be located within 400m of the nearest bus stop.
- 2.3.18 The nearest bus stops to the site are located on the A363 Bradley Road, between 100m and 130m distant from the site access. Separate northbound and southbound, on-road bus stops are provided. Both stops take the form of flag-and-pole stops with timetable information.
- 2.3.19 The bus stops and the walk routes to/from the Site are shown at Figure 2.5 below.

Figure 2.5 – Bus stop locations



Source: Google Earth / Walk route denoted by dashed red line.

2.3.20 Table 2.1 below summarises the bus services available at the above bus stops. It is noted that services 67 and 77 have been omitted as they operate in the AM period only.

Table 2.1 – Bus Service Details

Service	Route	Approximate Peak Frequency / Period		
		Monday - Friday	Saturday	Sunday
D1	Bath - Warminster	One per hour	One per hour	--
87/87A	Trowbridge – Bath	Every two hours	Every two hours	--
49	Devizes - Trowbridge	One per hour	One per hour	One per hour

2.3.21 Table 2.1 shows that there are regular and frequent buses between the Site and the local area. When considered in unison there is an average of 2.5 services per hour at any bus stop, Monday to Saturday.

2.3.22 Having regard to the proximity of the bus stops, the frequency of buses and the areas that the existing local buses serve, the Site is accessible by public transport.

Vehicular Access and the Local Highway Network

- 2.3.23 The proposed development will be served from the existing junction used to serve the site. This junction takes the form of a priority T-junction formed with the A363 Bradley Road. The junction has a right turn lane for Aldi traffic.
- 2.3.24 The A363 Bradley Road, within the vicinity of the site access is nominally 9m wide, with northbound, southbound and right turn lanes each being nominally 3m wide.
- 2.3.25 The A363 Bradley Road is street lit and subject to a 30mph speed limit where it passes the site.
- 2.3.26 Approximately 200m to the north, the A363 Bradley Road meets the A361 County Way at a three arm mini roundabout. The A361 forms the northern and eastern arms of this roundabout with the A363 Bradley Road forming the southernmost arm. To the east, the A361 County Way heads through Trowbridge in doing so acting as the major east-west through road. The A363 provides access to the A350 to the east and in turn Melksham, some 7km to the northeast.
- 2.3.27 To the west, the A361 becomes the A361 Frome Road. The A361 Frome Road gives access to the southwestern side of Trowbridge as well as the village of Frome, some 10km to the southwest.
- 2.3.28 To the south of the site, the A363 Bradley Road heads out of Trowbridge, in doing so passing the Trowbridge Retail Park and the White Horse Business Park. These locations are nominally 1.6km distant from the site. The A363 meets the A350 some 2.5km to the southeast of the site, where it provides access to Westbury, to the south.
- 2.3.29 Figure 2.6 below shows the site in its local highway context

Figure 2.6 – Highway Network

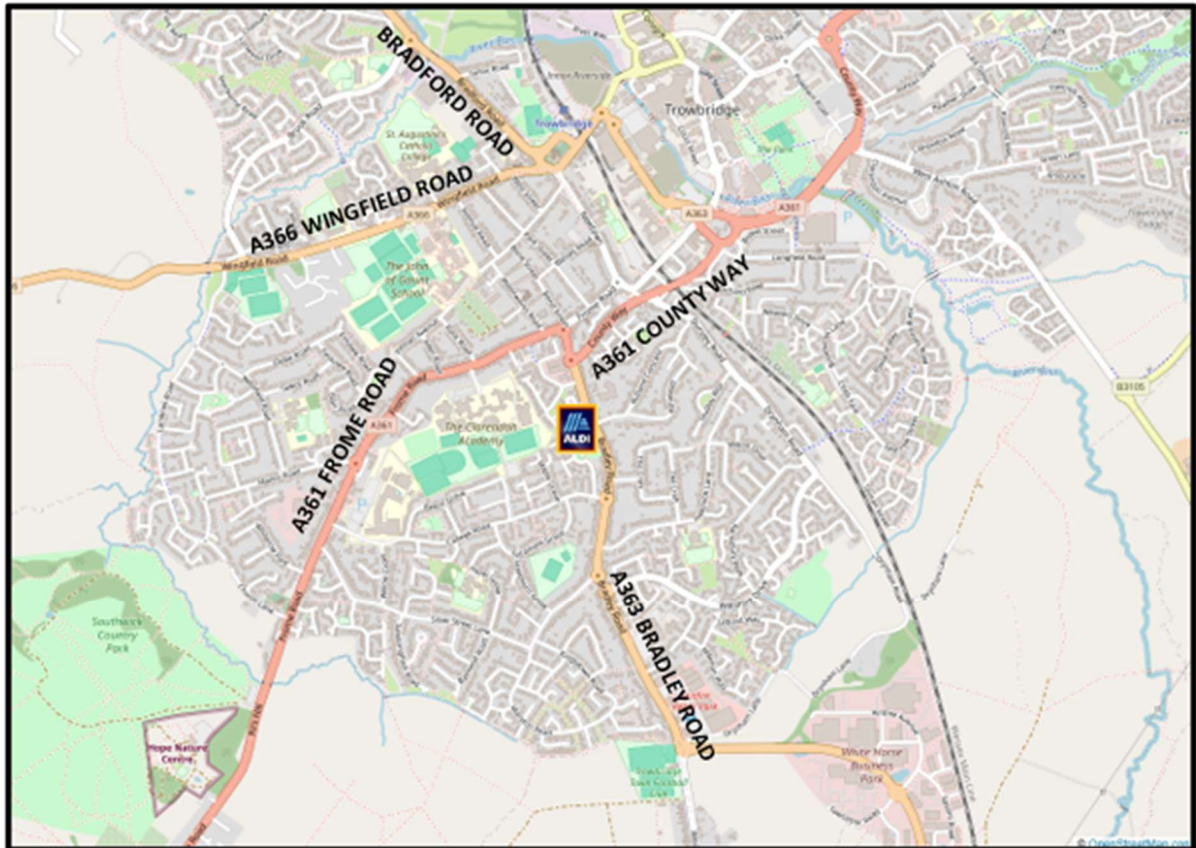


Image Source: OpenStreetMap.org

2.3.30 Overall, the Site has a prominent location in relation to the local road network from which it is readily accessible.

2.4 Staff Travel Patterns

2.4.1 In order to establish the initial travel patterns of staff, a comprehensive staff travel survey will be conducted within six months of the store being brought into use.

2.4.2 One of the key outputs of the survey will be the modal split for the journey to work. A list of the key information that will be obtained through the surveys is set out below:

- Name and home location
- Usual mode of travel, travel distance and travel time.
- Why they travel by the mode they do, and as appropriate, what measures might help them to switch to a more sustainable travel mode.

2.4.3 An example staff travel survey questionnaire is provided at Figure 2.7 below.

Figure 2.7 – Example Survey Questionnaire

CONFIDENTIAL

TRAVEL SURVEY

1: Name (BLOCK CAPITALS):

2: Home Post Code (BLOCK CAPITALS):

3: What are your typical working hours?

3i. Start Time:

3ii. Finish Time:

3iii. Do your hours vary significantly from the above?
☐ Yes
☐ No

3iv. How many days do you typically work a week?

3i. What is your main mode of transport when travelling to work?
(i.e. The mode that makes up the majority of your trip)

☐
☐
☐
☐
☐
☐
☐
☐

Walk
 Cycle
 Public Transport (Bus / Train)
 Motorcycle or Scooter
 Electric Car or Van
 Carshare or lift
 Drive Private Car/Van alone
 Other (Please Specify in the box below):

3ii. If you carshare or get a lift, do you:

☐
☐
☐

Share with other members of staff
 Share with non-staff (e.g. Partners, Friends)
 Share with both staff & non-staff

3iv. If you drive to work in car/van powered in part or in whole by fossil fuels, do you:

☐
☐
☐
☐

Drive to work for Health / Disability reasons
 Drive as part of your job (Outside of Commuting)
 Regularly visit other destinations as part of your trip (e.g. a School, Partner's workplace)
 Drive to work for an alternate secondary purpose (Please specify in the box below):

4i. What would encourage you to walk to work?

☐
☐
☐
☐
☐

A walking buddy
 Showers and Locker Facilities at work
 Information on Walk Routes
 Nothing, not willing to walk
 Alternative Incentive
 (Please Specify in the box below):

4ii. What would encourage you to cycle to work?

☐
☐
☐
☐
☐
☐
☐

A cycling buddy
 Ability to purchase bicycles at a discount
 Showers and Locker Facilities at work
 Improved Cycle Parking at Work
 Information on Cycle Routes
 Nothing, not willing to cycle
 Alternative Incentive
 (Please Specify in the box below):

4iii. What would encourage you to take Public Transport?

☐
☐
☐
☐

Information on local bus routes
 Discounted Bus Tickets
 Nothing, not willing to take public transport
 Alternative Incentive
 (Please Specify in the box below):

4iv. Would you be interested in joining a Carshare scheme?

☐
☐

Yes
 No

5. Do you have any other comments regarding your journey?

- 2.4.4 Once the questionnaires have been completed and the results analysed, the modal split information for the store will be inserted in Table 2.2.

Table 2.2 – Modal Split of Staff Travel

Mode of Travel	Percentage of Staff
Car driver alone	
Carshare	
Public Transport	
Cycle	
Walk	
Motorcycle or Scooter	
Electric car or van	
Other	
Total	100%

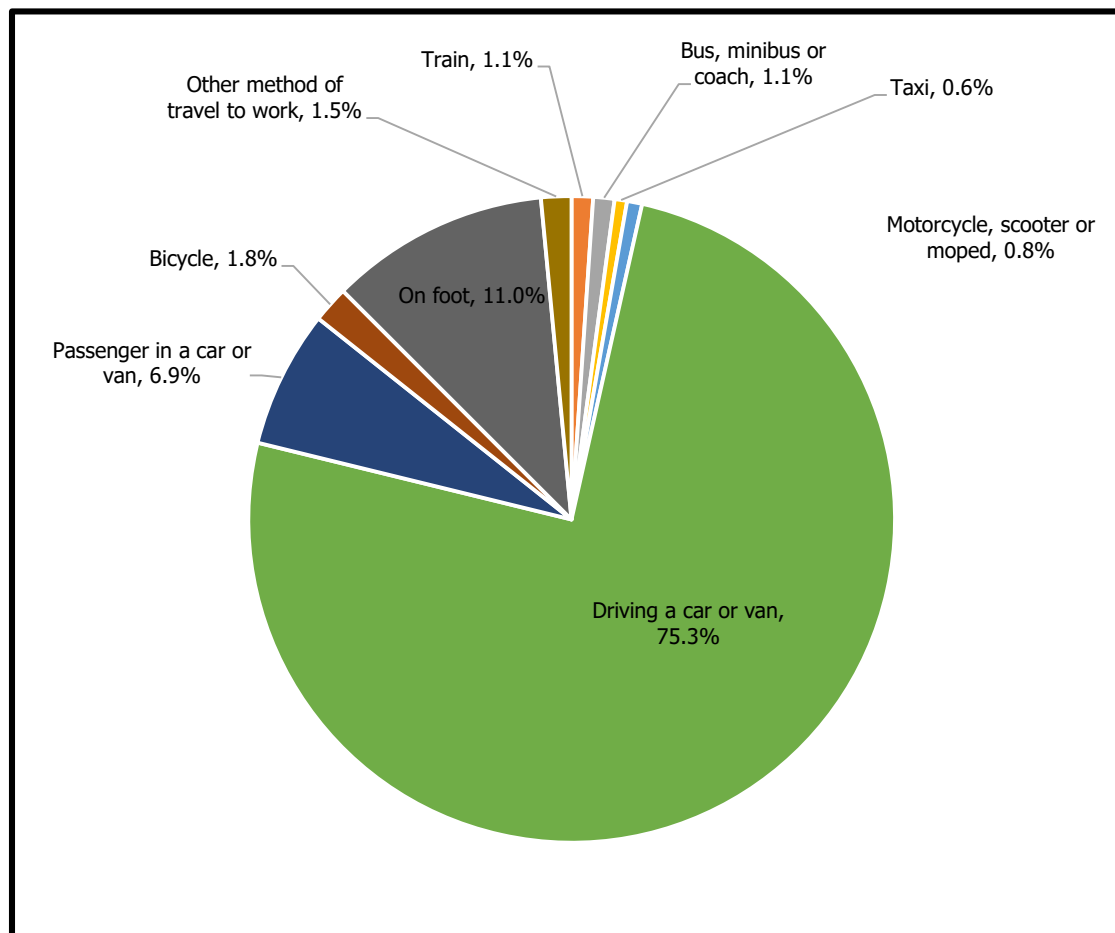
- 2.4.5 Following the staff survey, a comprehensive analysis of the results of the staff survey will be included within its own sub-heading.

2.5 Census Review and Targets

Census Review

- 2.5.1 As the store has not yet been built or occupied, a preliminary review of local travel patterns has been undertaken to establish an initial indication of how future staff may travel to the store.
- 2.5.2 The preliminary review of the modal proportions of staff trips is based on the 2021 census data for 'Method of Travel to Work' for the output area of E01032095 : Wiltshire 035D
- 2.5.3 The average proportion of trips by each travel mode, as identified by the 2021 census, is set out at Figure 2.8.

Figure 2.8 – Travel to Work Census Statistics – Travel Mode



Targets

- 2.5.4 The Travel Plan targets should be SMART, i.e. Specific, Measurable, Achievable, Realistic and Time-bound.
- 2.5.5 The initial target of the Travel Plan (i.e. the results of the first travel survey) will be to achieve a modal split in line with the average figures at Figure 2.8 above, and set out at Table 2.3 below, and to then reduce the proportion of staff driving single occupancy single purpose private car journeys to work by 5%, absolute, within five years of the Travel Plan being adopted. However, the future target will take into consideration the modal split identified from the initial staff surveys.
- 2.5.6 Targets for individual mode shares have been set; however, the reduction of single occupancy private car journeys, with an associated transfer to *any* non-single-occupancy, single-purpose car mode of transport (inclusive of car sharing, electric car and electric scooter) will contribute towards achieving the main objective of the Travel Plan.

Table 2.3 – Travel Mode Targets (Example)

Mode of Travel	Target – Initial	Target – 5 Years
Car driver	68%	63% (+5%)
Car passengers	7%	8% (+1%)
Bus / Rail	7%	8% (+1%)
Cycle	2%	3%(+1%)
Walk	2%	3% (+1%)
Other	11%	12% (+1%)
Total	100%	100% (100%)

3.0 TRAVEL PLAN ADMINISTRATION

3.1 Introduction

- 3.1.1 The role of Travel Plan Co-ordinator / Champion (TPC) will be shared between the Area Manager and the Store Manager on-site. The TPC is responsible for implementing and administering the plan. The Store Manager will report any issues to the Area Manager. The Store Manager will be responsible for implementing the Travel Plan on-site and will be allocated sufficient time to complete all of their TPC duties, as well as for investigating potential Travel Plan measures and sustainable travel opportunities. The amount of time needed for this is likely to vary from week to week.
- 3.1.2 The TPC will be provided with a copy of the Travel Plan, and will be encouraged to develop ideas of how to best promote and evolve the Travel Plan, over the five-year lifetime.
- 3.1.3 Once appointed, the contact details of the TPC will be inserted below:-

TPC Name: _____

TPC Email Address: _____

TPC Phone Number: _____

3.2 Duties

- 3.2.1 The duties of the TPC are permanent. The TPC will be responsible for the operation and implementation of the Travel Plan, which includes the following actions:
- Implementing the Travel Plan.
 - Monitoring the Travel Plan.
 - Liaison with the Local Authority and other Travel Plan Coordinators where appropriate.
 - Liaison with the local bus operators where appropriate.
 - The preparation of subsequent update Travel Plan reports for submission to the Local Authority.

3.3 Promotion of the Travel Plan

- 3.3.1 All staff, including new employees upon commencement of employment, will be made aware of the existence of the Travel Plan, its objectives and their role as individuals in achieving these objectives.
- 3.3.2 On confirmation of employment, new staff will be provided with information on sustainable travel and the options available to them, so that they can begin planning their journey prior to commencement of employment.

4.0 TRAVEL PLAN MEASURES

4.1 Introduction

- 4.1.1 This section of the Plan outlines the specific physical and management measures to be implemented as part of the Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Plan.
- 4.1.2 As far as possible, the measures and initiatives outlined in this section are designed to be suitable for review and monitoring. The list is not exhaustive and the TPC will be free to investigate other potential initiatives. This list will be reviewed following the completion of the staff travel survey and the setting of the Travel Plan targets. An Action Plan has been included at Section 5.0.

4.2 Walking

- 4.2.1 The TPC will promote walking as a healthy and cheap means by which to travel. In order to encourage travel to the store on foot; the following measures will be implemented:
- A promotional poster highlighting the benefits of walking will be displayed in the staff room and communal areas.
 - The TPC will liaise with the Highway Authority to report any issues with local pedestrian walk routes.
 - Staff will be provided with secure lockers for storage of wet clothes, umbrellas, etc.
 - Walk to Work Week will be promoted by the TPC. Information will be obtained from www.livingstreets.org.uk.

4.3 Cycling

- 4.3.1 Cycling is a sustainable mode of transport that provides benefits for personal health as well as reducing road congestion. In order to encourage travel to the store by cycle, the following measures will be implemented:
- Aldi are a member of the government's 'Cycle to Work' scheme and actively encourage existing and new members of staff to participate.
 - The TPC will liaise with the Highway Authority to report any issues with local cycle routes.
 - Cycle parking spaces will be provided for staff and customers. The use of cycle parking facilities will be monitored. The possibility of providing additional cycle parking spaces will be investigated should demand by either staff or customers warrant it.
 - Promotional material on bicycle maintenance will be available in the staff room.
 - Should demand warrant it, the TPC will investigate the potential for a staff Bicycle User Group (BUG).
 - Bike week will be promoted by the TPC. Information can be obtained from www.cyclinguk.org/bikeweek

4.4 Bus Services

- 4.4.1 Measures for encouraging bus travel will include:

- Up to date information on bus services, including route information and service frequencies, will be available in the staff room and communal areas, and to customers within the store.
- The TPC will liaise with the local authority and the local bus operators to ensure that the information remains valid.
- The TPC will bring to the attention of the relevant bus operators any issues raised periodically by staff.

4.5 Car Sharing

- 4.5.1 Car sharing represents a relatively convenient alternative form of travel. It can reduce the total vehicle mileage by staff, and therefore reduce fuel consumption and vehicle emissions, which is beneficial to both staff members and the environment.
- 4.5.2 Some staff members may be concerned about the logistics and security of car sharing, so to maximise the potential pool for members of staff who are interested, staff members will be encouraged to register with appropriate car sharing websites, such as www.liftshare.com/uk
- 4.5.3 National Liftshare week will be promoted by the TPC. Information will be obtained from the Liftshare website.

4.6 General

- 4.6.1 Upon commencement of employment each staff member will be provided with a Travel Plan Information Pack. This pack will contain all the information an individual will need in order to make an informed choice on the mode of travel to be used for work-based journeys. The pack will comprise the following:
- A summary page introducing the Travel Plan.
 - Copies or hyperlinks to local bus timetables and maps.
 - Promotional material about walking and cycling.
 - Promotional material about public transport.
 - A plan showing local walk and cycle routes.
 - A promotional leaflet about car sharing.
 - A list of informative websites which promote sustainable travel.
 - Information on personal travel planning options such as the TraveLine website.
- 4.6.2 The TPC will be responsible for organising involvement in travel planning days/events for all modes of sustainable travel.
- 4.6.3 The TPC will be free to investigate other potential ways of encouraging customers to travel by sustainable modes.

5.0 PLAN MONITORING AND REVIEW

5.1 Introduction

- 5.1.1 A programme of monitoring and review has been designed to generate information by which the success of the Plan can be evaluated. Monitoring and review will be the responsibility of the TPC.

5.2 Monitoring

- 5.2.1 The outputs of an on-going monitoring programme will be used to inform the content of the Travel Plan reports (as detailed in Section 5.3) and will include the following:
- Monitoring the use of the cycle parking.
 - Monitoring the demand for additional cycle parking by staff.
 - Monitoring the number of staff registered for car sharing.
 - Recording of comments received from staff on transport and travel to the store.
 - Monitoring of the number of staff vehicles, if permitted, in the customer car park.
 - Monitoring the number of claims made for a lift home.

5.3 Process and Review

- 5.3.1 Within six months of the store opening, the operator will conduct travel surveys to assess the existing travel patterns of employees. Three months from that date a copy of the updated Travel Plan will be submitted to the Local Authority.
- 5.3.2 A staff survey will be conducted annually after the initial survey, after each of which a Travel Plan Review Report will be submitted to the Local Authority.
- 5.3.3 The Travel Plan Review Report will be produced following the results of each staff survey, and will include the following:
- Analysis of the latest questionnaire responses.
 - The latest targets (existing targets will need evaluation and refinement in light of the updated staff survey results. The success in achieving existing targets will also be considered).
 - Any additional measures and any changes or refinements to existing measures.
 - Evaluation of the success of the various measures implemented to date.

5.4 Action Plan

5.4.1 The Action Plan for the Travel Plan is provided at Table 5.1.

Table 5.1 – Travel Plan Action Plan

Action	When	Date(s) Completed
Appoint Travel Plan Co-ordinator / Champion (TPC)	3 months prior to the launch of the Plan	TBC
Display promotional walking material	Before the Launch of the Plan	TBC
Display promotional cycle maintenance poster in staff room	Before the Launch of the Plan	TBC
Display bus and rail timetables	Before the Launch of the Plan	TBC
Display contact details for local taxi companies in staff room and store	Before the Launch of the Plan	TBC
Check on-site cycle parking facilities	Before the Launch of the Plan	TBC
Check Staff lockers	Before the Launch of the Plan	TBC
Issue Staff Travel Packs	At the Launch of the Plan	TBC
Organise the initial staff travel survey	Within 6 Months of store opening and every year for a total period of 5 years	TBC
Analyse results of annual staff travel surveys, conduct annual review and produce Full Travel Plan (or prepare annual review report as appropriate)	Within 3 Months of each Travel Survey	TBC
Report any relevant findings from the staff travel survey to the Local Authority	Within 3 Months of each Travel Survey	TBC
Record and address any comments made verbally	On-going to inform annual review	-
Report any problems with local pedestrian or cycle routes to Local Authority	On-going	-
Inform new staff about Travel Plan and issue them with a Staff Travel Plan Pack	On-going	-
If demand warrants it, organise Bicycle Users Group	On-going	-
Monitoring of cycle parking, staff registered with car share websites, and staff parking on-site	On-going to inform annual review	-