

TRAVEL PLAN

PROPOSED McDONALD'S RESTAURANT
HORTON ROAD, DEVIZES
WILTSHIRE, SN10 2JG



Client: McDonald's Restaurants Ltd

Reference: ADL/CC/3485/22A

Date: April 2026

Foreword

"If we all can modify our travel habits, even slightly, we can start to make a difference"

We are all aware of the stress that traffic congestion can cause in our everyday personal and working lives. Poor air quality and noise problems caused by road traffic, affect our living environment. Research says it will get worse.

The Government has set clear aims for sustainable development. As McDonald's Restaurants Ltd continue to develop new and refurbish existing stores, it is an opportunity for a fresh look at the reasons and travel choices behind the journeys we make.

The proposals in our Travel Plan will help us all to make more informed choices about how we travel to work. These ideas should help to reduce the strain associated with traveling as well as helping to encourage a healthier workforce and improving the immediate environment around us.

The key focus of this Travel Plan is to reduce the number of single occupancy car trips made by our staff, whilst increasing awareness of alternative modes of travel than are available.

As part of the preparation for this Travel Plan, we have undertaken surveys of almost 700 staff from all around the UK, in order to learn about their travel habits, and determine how we can encourage a shift away from use of the private car.

In order for this Travel Plan to work, it is important to have the commitment of all our staff. In most cases, the Travel Plan for each store will be promoted and maintained by the Restaurant Manager and they have the full support of McDonald's Head Office or their Franchisee. All staff are encouraged to enter fully into the spirit of the Travel Plan so that we can be seen to be making a valuable contribution to our area. If we all can modify our travel habits, even slightly, we can start to make a difference.

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1.0 INTRODUCTION

1.1 Introduction

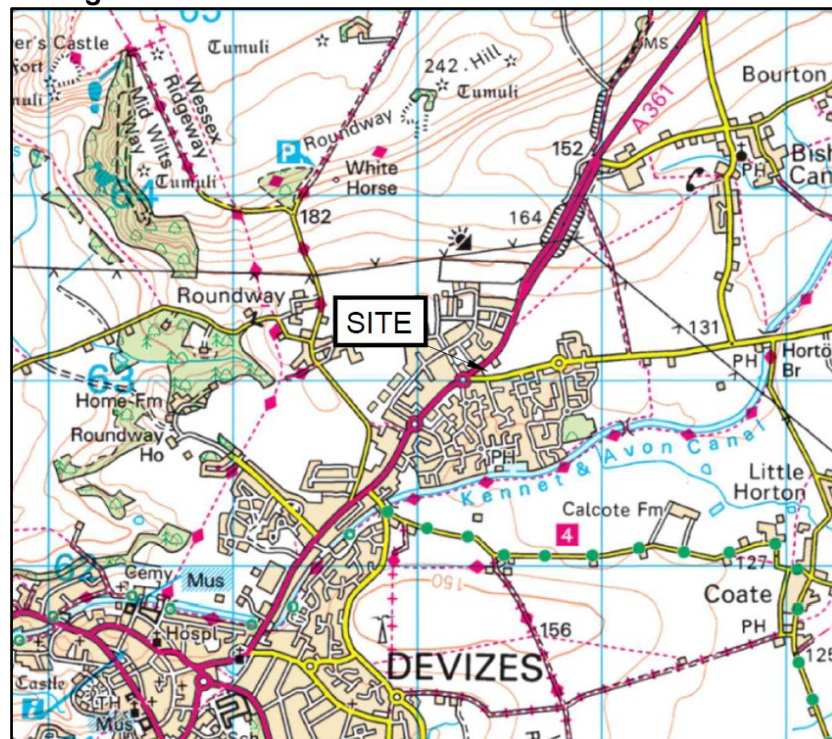
1.1.1 ADL Traffic & Highways Engineering Ltd have been appointed by McDonald's Restaurants Ltd, to prepare this Travel Plan (TP) in respect of the planning application for the erection of a McDonald's restaurant with drive thru facilities at land adjacent to Horton Road, Devizes.

1.1.2 The purpose of this document is to set out McDonald's Restaurants Ltd's intention to encourage and implement proposals, which will result in a reduction in the need for staff to travel by private car to the McDonald's restaurant.

1.2 Restaurant Location and Surrounding Area

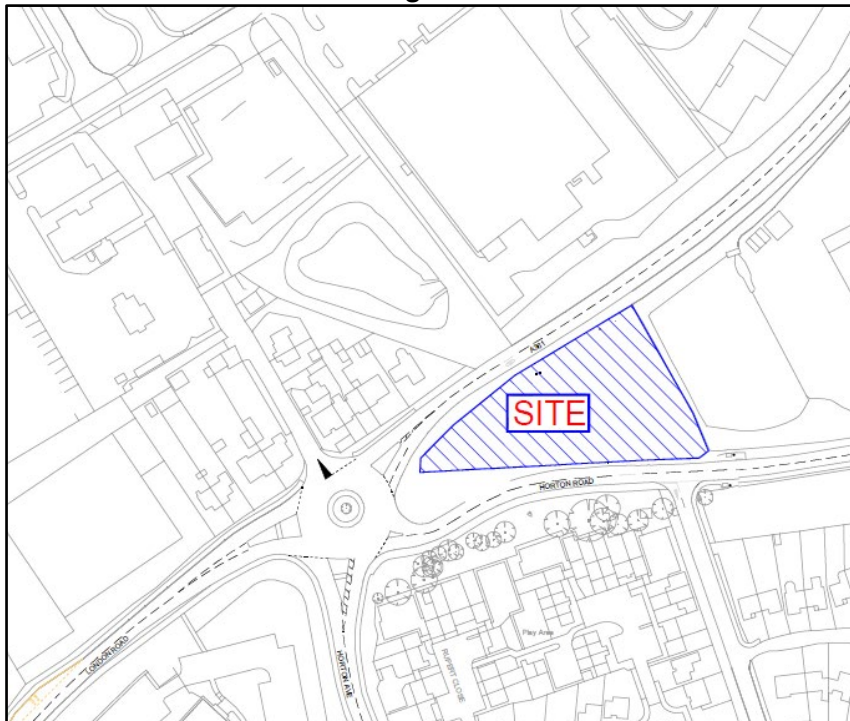
1.2.1 The site is located adjacent to the A361/Horton Road Roundabout, Horton Road Devizes. The site is located 2.1km to the east of Devizes town centre. A plan showing the location of the site is shown in Figure 1A below.

Figure 1A Site Location



- 1.2.2 The area in the immediate vicinity of the site is largely made up of residential, industrial and commercial units. There are also Lidl foodstore and agricultural land in the site's wider vicinity. The site is therefore considered to be situated in an edge of town/suburban location.
- 1.2.3 The site is roughly triangular in shape. The A361 forms the northern border. A section of landscaping and vacant land forms the site's eastern border. Horton Road forms the southern border. The A361/Horton Road Roundabout forms the western border of the site. A plan showing the site and surrounding area is provided below as Figure 1B.

Figure 1B Site and Surrounding Area



1.3 Restaurant Details

- 1.3.1 It is proposed to redevelop the site to provide a single-storey 310 sqm (GEA), 288sqm (GIA) McDonald's restaurant with side-by-side drive thru facilities. The dining area would be approximately 72sqm with 60 covers. It is not proposed to operate McDelivery courier services from this restaurant.

- 1.3.2 It is proposed to provide 37 parking spaces, including 2 accessible bays, 3 EV charging bays (including 1 accessible EV bay), and 2 grill bays for drive thru customers. There would also be 4 motorcycle parking bays provided. There would be 7 cycle spaces provided comprising of 3 Sheffield stands and 1 cycle locker.
- 1.3.3 The proposed McDonald's site layout is included as Appendix 1.0.
- 1.3.4 It is proposed to provide a new footway on the northern side of Horton Road which would provide pedestrian access to the site and link the site to the bus stop east of the site. There would also be a footway provided on the western side of the site access that would continue for a short distance around the eastern edge of the A361/Horton Road Roundabout onto the A361 (NE) arm where it is proposed to provide a pedestrian crossing.
- 1.3.5 It is also proposed to provide an uncontrolled pedestrian crossing equipped with drop kerbs and tactile paving on Horton Road directly east of the site access and a crossing on the Horton Road arm of the A361/Horton Road Roundabout. The crossing on the Horton Road arm would be equipped with drop kerbs, tactile paving and the splitter island would be widened to accommodate a central refuge. The crossing on the A361 arm would be equipped with drop kerbs and a central refuge.
- 1.3.6 The proposed works are shown on the plan provided as Appendix 2.1.
- 1.3.7 Based on data from McDonald's it is expected that up to 15 staff would be on site at any one time.
- 1.3.8 It is expected that the restaurant would operate 24 hours Monday to Sunday.

1.4 Aims and Objectives

Aims

- 1.4.1 The aim of the McDonald's staff Travel Plan is to make staff aware of the alternative means of transport that are available in order to travel to and from their place of work and in particular, reduce the number of journeys that are made by car.

Objectives

1.4.2 The objectives of the Travel Plan are outlined below:

- To minimise the proportion of trips made to the development by car, particularly single occupancy car trips
- To promote the health and environmental benefits associated with travel by sustainable transport modes
- To facilitate and promote more active forms of travel Increase the share of staff travelling to work by walking, cycling or public transport
- Reduce single occupant car journeys to work
- To ensure the Travel Plan is reviewed, monitored and updated regularly

1.5 Scope of Travel Plan

1.5.1 The scope of this Travel Plan relates to McDonald's staff only. The majority of customers are already on the road network in any event. Therefore, although some measures e.g. cycle parking may encourage customer to travel by alternative modes, targets for customer travel would not be reasonable.

1.6 Planning Policy Guidance

National Planning Policy Framework (2024)

1.6.1 The National Planning Policy framework (December 2024) sets out the Government's planning policies for England and how these are expected to be applied.

1.6.2 The NPPF guidance regarding Travel Plans is as follows (paragraph 118):

"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."

1.6.3 This development will not generate a significant number of trips, although a Travel Plan has been provided nonetheless.

Wiltshire Core Strategy (Adopted January 2015)

- 1.6.4 The Wiltshire Core Strategy also sets out the requirement for Travel Plans as a part of Core Policy 61:

“Where appropriate, contributions will be sought towards sustainable transport improvements, and travel plans will be required to encourage the use of sustainable transport alternatives and more sustainable freight movements.”

- 1.6.5 A Travel Plan has therefore been provided in line with National and local planning policy guidance.

2.0 STAFF TRAVEL INFORMATION

2.1 McDonald's Restaurants Limited organised a series of staff interview surveys at the following types of restaurants:

- **Roadside**
Typically located on "A" classification roads, these restaurants cater for the needs of passing motorists.
- **Retail Park**
Located in retail parks of all scales, these provide a facility for shoppers to purchase a meal whilst they are on an existing shopping trip.
- **Suburban**
Sited in or near local shopping centres, to complement the existing retail uses serving a predominantly residential area.

2.2 The surveys have been analysed to produce a database, showing how staff at McDonald's restaurants already utilise a wide range of modes of transport to travel to and from work.

2.3 The proposed Devizes restaurant is considered to most closely resemble a suburban site given its proximity to residential areas. Table 2A therefore shows an extract from the data base outlining the modal split of staff at suburban restaurants.

Table 2A Staff Travel Modes to Suburban Restaurants

Mode	%	Car	Public Transport, Foot or Cycle
Foot	32%	-	32%
Car driver	24%	24%	-
Bus	23%	-	23%
Dropped off	8%	-	-
Cycle	7%	-	7%
Motorcycle	2%	-	-
Car passenger, share with employee	1%	1%	-
Taxi	1%	-	1%
Train	1%	-	1%
Total	100%	25%	64%

- 2.4 As shown in Table 2A, McDonald's staff already have a low level of car travel at the restaurants surveyed, at 25%. Whilst it is accepted that there may be some minor differences from one site to another, it is reasonable to suggest that around only ¼ of McDonald's staff travel to work by car.
- 2.5 It is expected that 64% of staff would travel by either bus, foot or bicycle, with the remaining majority being dropped off or collected, which could form part of another trip, rather than a specific visit to drop a friend or colleague at work.
- 2.6 Based upon a daily workforce of 15 people on site would amount to around 4 staff who would drive to work.
- 2.7 The breakdown of journey time and distance travelled is shown in Tables 2B and 2C below.

Table 2B Journey Times to Work

Time Taken	% of Staff
0-5 minutes	14%
5-10 minutes	22%
10-20 minutes	32%
Over 20 minutes	32%
Total	100%

Table 2C Distance Travelled to Work

Distance in Miles	% of Staff
0-1 miles	27%
1-3 miles	36%
3-5 miles	20%
More than 5 miles	17%
Total	100%

3.0 TRAVEL PLAN CO-ORDINATOR

- 3.1 The Travel Plan Co-ordinator (TPC) at the McDonald's Devizes restaurant would be the Restaurant Manager and will be appointed by the restaurant franchisee before occupation. They are the most senior member of staff and therefore have sufficient influence amongst the other employees to promote the initiatives within the plan. The Travel Plan Co-ordinator's responsibilities will be part of their job description so therefore, they will be expected to allocate appropriate time to the Travel Plan. They will have the support of the Franchisee, ADL, and McDonald's Acquisitions/Project Management team to assist them wherever necessary.
- 3.2 The Travel Plan Co-ordinator retains a copy of this Travel Plan and contact details at ADL Traffic and Highways Engineering Ltd to assist them in implementing and updating the plan. The Travel Plan Co-ordinator will also be supported by the Franchisee.
- 3.3 The TP Co-ordinator will be responsible for the following;
- Implementation of the Travel Plan,
 - Being the point of contact for travel information and distribution of Staff Travel Packs.
 - Promoting and marketing the Travel Plan, including provision of up to date information on regional and national initiatives / promotional events, e.g. National Bike Week.
 - Monitoring progress of the Travel Plan through coordinating repeat surveys and using the findings to develop new measures as necessary to encourage sustainable travel.
 - Regularly reviewing the aims / objectives of the Travel Plan along with implementing any new Travel Plan measures and setting revised travel targets.
 - Promoting car sharing.
- 3.4 Travel information will be provided in the form of a Staff Travel Information Pack (see Appendix 3.0) and provided initially as part of staff induction. Travel Information will be updated annually.

3.5 Contact details for the Travel Plan Co-ordinator will be forwarded to the Council upon appointment. The Travel Plan Co-ordinator details will be updated in the event of a change of personnel.

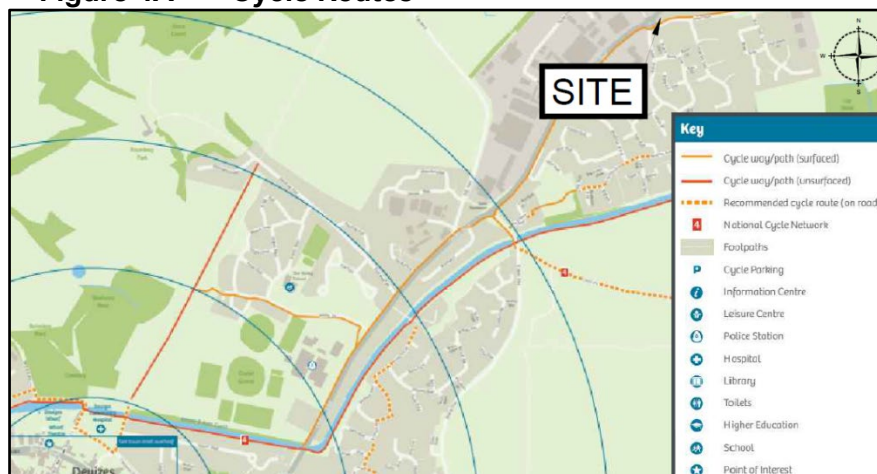
3.6 In the interim ADL will act as the Travel Plan Co-ordinator on behalf of McDonald's. Contact details are as follows;

- Archie Lauchlan Evans (Senior Transport Planner)
- Email: info@adltraffic.co.uk
- Tel: 01454 332100

4.0 WALKING AND CYCLING

- 4.1 Walking accounts for 32% of travel modes used by staff at the surveyed McDonald's suburban restaurants.
- 4.2 There is a footway/cycleway on the southern side of the A361 west of the A361/Horton Road Roundabout and a footway only on the northern side. This links the site to Devizes town centre by both walking and cycling.
- 4.3 There are footways on both sides of Horton Avenue. There are footways on all the residential roads in the vicinity of the site.
- 4.4 There are uncontrolled pedestrian crossings located on the southern and western arms of the A361/Horton Road Roundabout. The crossings are equipped with drop kerbs and central refuges.
- 4.5 There is a signal-controlled Pelican crossing facility located 230 metres west of the site on the A361 London Road. The crossing is equipped with drop kerbs and tactile paving.
- 4.6 A plan showing the cycle routes in the wider vicinity is provided below as Figure 4A.

Figure 4A Cycle Routes



- 4.7 Further information can be found about cycling can be found on the link below.

- <https://www.devizes-tc.gov.uk/walking-cycling/>

4.8 The area in the vicinity of the site benefits from a reasonable level of pedestrian accessibility given its edge of town location, however the site itself is not accessible to pedestrians. Pedestrian improvements are proposed to provide pedestrian access to the site as set out in Section 1.3 of this Travel Plan.

Committed Pedestrian/Cycle Improvements

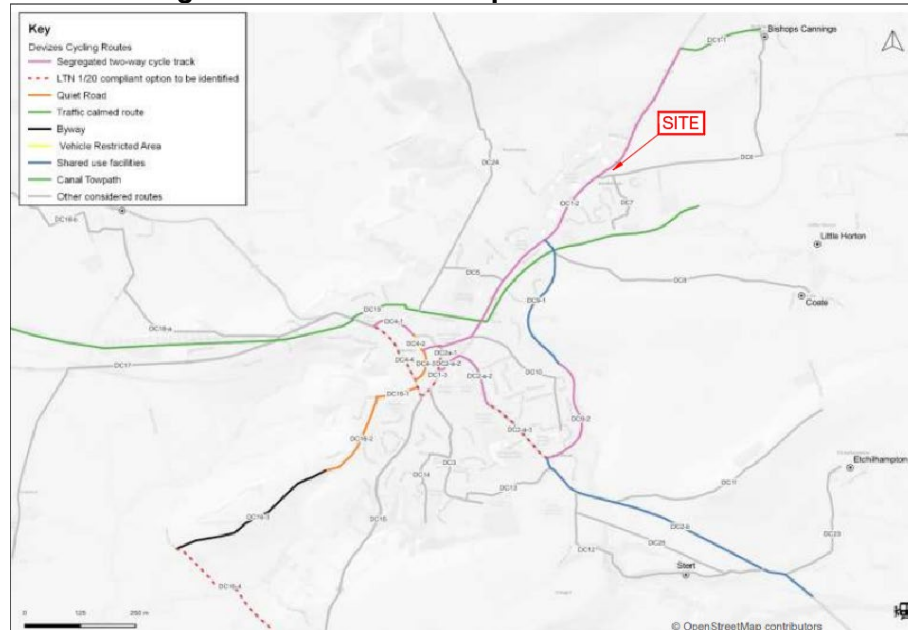
4.9 There are also pedestrian improvements committed to be provided as part of approved planning application PL/2022/00977 for a new section of footway on Horton Road east of Corn Croft Lane and extend the shared footway/cycleway on the southern side of Horton Road. These works are shown on the plan provided as Appendix 2.2. Together with the works proposed as a part of the McDonald's application, the accessibility of the site would be significantly improved.

Local Cycling and Walking Infrastructure Plan

4.10 Wiltshire Council have developed a Local Cycling and Walking Infrastructure Plan (LCWIP) (April 2024) for Devizes to identify and prioritise routes for future active travel infrastructure. The LCWIP seeks to improve accessibility, connectivity, and safety for pedestrians and cyclists.

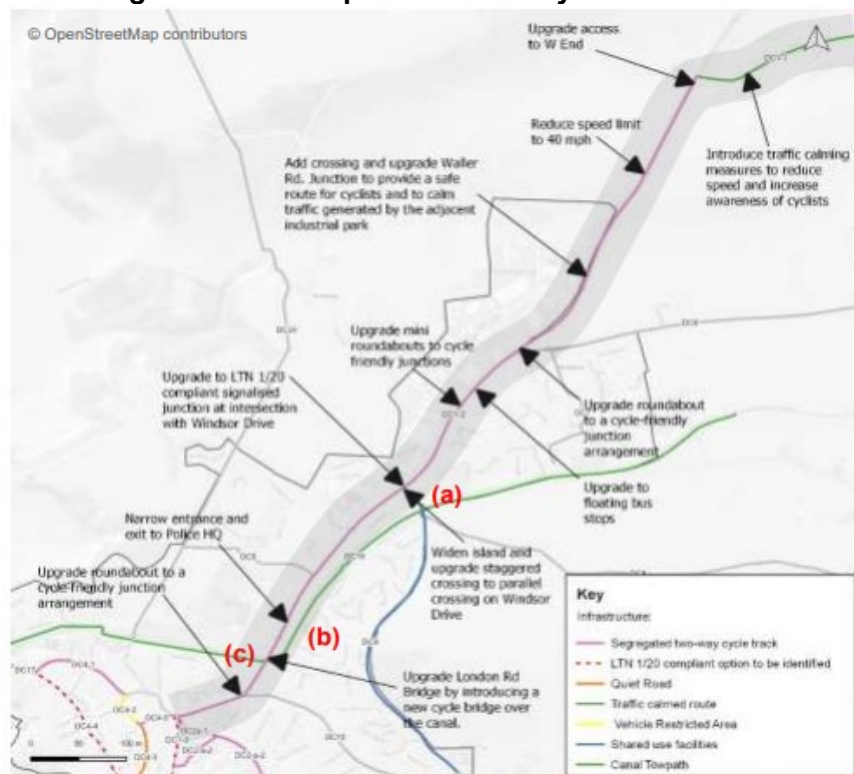
4.11 The proposed development lies close to the proposed cycle route along the A361 towards Bishops Cannings (DC1). A plan showing the cycle routes proposed under the LCWIP is provided as Figure 4B below.

Figure 4B LCWIP Proposed Routes



- 4.12 The Local Cycling and Walking Infrastructure Plan proposes to improve and extend the cycle routes along the A361 and provide a segregated two-way cycle path from the town centre to Bishops Cannings as shown in Figure 4C below.

Figure 4C Proposed LCWIP Cycle Lane A361



- 4.13 The planned route is aspirational and there is no scheme of works at present. However, if the works proposed by the LCWIP do come forward the site would benefit from improved cycle accessibility.

5.0 PUBLIC TRANSPORT

Bus

- 5.1 The nearest bus stops are located 60 metres east of the site on Horton Road. The stops provide services in both directions. The bus stops are equipped with shelters and timetables. There is also a bus stop located on Horton Avenue, 160 metres southwest of the site, the bus stop is a post only with a timetable.
- 5.2 The bus stops are served by regular services 1C and 49. The bus stops also provide less regular services 1, 100 and 101.
- 5.3 The locations of the stops are shown on the plan provided below as Figure 5A.

Figure 5A Bus Stop Locations



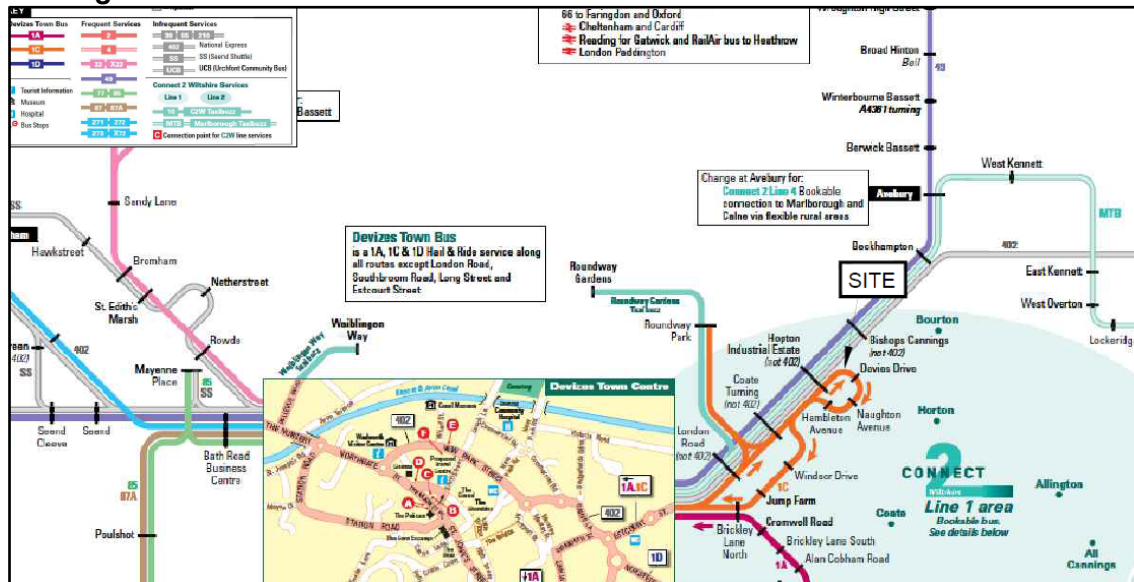
- 5.4 The bus services serving the site are summarised in Table 5A below.

Table 5A Bus Services: Summary

No	Route	Daytime Frequency		
		Mon-Fri	Sat	Sun
1C	Devizes Centre – Marina Meadows	2/hr	2/hr	-
49	Wrough – Devizes - Trowbridge	2/hr	2/hr	1/hr

- 5.5 Table 5A demonstrates that the site is served by 4 buses per hour Monday to Saturday and 1 bus per hour on Sunday. There are regular services to Devizes, Marina Meadows and Trowbridge. A plan showing the local bus routes is provided as Figure 5B below.

Figure 5B Bus Routes



- 5.6 More information about bus travel in Devizes can be found via the following link:

- <https://faresaver.co.uk/devizes/>

- 5.7 There is a nationwide “traveline” which provides information for passengers. The telephone number for this service is 0871 200 22 33.

- 5.8 The site is reasonably well served by public transport for an edge of town location

6.0 CAR SHARING

- 6.1 The relatively low number of staff at the restaurant will mean there may be little benefit in formally arranging a formal car-sharing scheme as there are only likely to be around 4 crew members who drive per shift. However, the TP Co-ordinator should encourage staff to car share where possible and for the scale of the restaurant and number of staff, an informal scheme would probably suffice.
- 6.2 A printed statement will be mounted in staff rooms to increase staff awareness of the opportunity to save on fuel and congestion and where staff are willing to car share, their work contact details will be given out via the TP Co-ordinator.
- 6.3 Priority parking spaces for car sharers are not considered to be feasible due to the low number of staff driving per shift and the short-term duration of stay for customers.
- 6.4 A car sharing notice for staff interested in car sharing to leave their details on would also be put on the staff noticeboard. The car sharing notice is provided as Appendix 4.0.

7.0 ATTITUDES TO TRAVEL CHANGE

7.1 The travel survey sought staff attitudes towards mode change to:

- Walking
- Cycling
- Car sharing with another employee
- Using public transport

7.2 The results of the survey are summarised overleaf:

Table 7A Mode Change Attitudes

Mode	Positive	Negative	Reasons for Negative	%
Walk	64%	36%	Too far	78%
			Too tiring	8%
			Too early in the morning/late at night	4%
			Too dark or dangerous	3%
			Prefer to drive	3%
			Don't like walking	1%
			Injury or disability	1%
			No car	1%
			Prefer to cycle	1%
Cycle	53%	47%	Don't have a bike	38%
			Too far	26%
			Can't cycle	6%
			Dislike cycling or too embarrassed	6%
			Busy or dangerous roads/lack of cycle paths	5%
			Too tiring	5%
			Concerned about bad weather	4%
			Lack of bike parking and/or kit lockers	3%
			Prefer to drive	2%
			Too early in the morning/late at night	2%
			Lives too close to be worthwhile	1%
			Never considered it before	1%
			Too expensive	1%
Car Share	71%	29%	Inconvenient	28%
			Shift clashes/no-one to share with	21%
			Doesn't like the idea	13%
			Concerns for personal safety	8%
			Lives too close to be worthwhile	8%
			Needs car to travel for work	5%
			Prefer driving than being passenger	5%
			Too far	5%
			Might need the car, can't commit	3%
			No car	2%
			Not convenient all the time	2%
Public Transport	67%	33%	Unreliable or inconvenient	30%
			No route	16%
			Dislikes buses	12%
			Lives too close to be worthwhile	12%
			Too expensive	10%
			Too far	7%
			Prefer to drive	6%
			Unnecessary	6%
			Needs car to travel for work	1%

7.3 As can be seen, the primary reason for preventing walking is distance. Travel by public transport is also problematic with many staff commenting that it is inconvenient or there is no route. This may be due to suburban restaurants being located further away from town centres or larger developments, meaning they will only be served by limited bus routes. If staff need to catch multiple buses, then the perceived (and actual) inconvenience of changing service will considerably affect their willingness to use this mode. Public transport accessibility at Devizes is considered to be reasonably good so

it may be staff at this restaurant will have more positive attitudes to public transport use.

7.4 Over half the staff at suburban stores had a positive attitude towards cycling and perhaps due to these stores being in more residential areas (as opposed to retail parks, or on arterial roads), this mode would be appropriate for the TPC to encourage. The main tools for achieving this would be:

- Promoting the cycle discount schemes;
- Ensuring the store has sufficient cycle parking;
- Providing local cycle route information (where available)

8.0 TRAVEL PLAN MEASURES AND ACTION PLAN

8.1 Travel Plan Measures

Walking and Cycling

8.1.1 Pre application consultation was undertaken with the Highway Authority. Highway works are proposed to improve the footway and crossing facilities in the vicinity of the site as outlined in Section 1.3 and Appendix 2.1 of this Travel Plan.

8.1.2 It is agreed that a £5000 contribution requested by the Highway Authority, would be provided and secured by way of a S106 towards the Devizes Wayfinding Strategy.

8.1.3 Cycle parking would be provided on site for both staff and customers. There would be 7 cycle parking spaces (3 Sheffield stands and one cycle locker).

8.1.4 McDonald's restaurants offer a range of discount schemes to their staff for goods and services from other companies. In respect of cycling, staff can get discounts of up to 10% from the following cycle retailers:

- | | | |
|---|--------------|-----|
| • | ProBikeKit | 6% |
| • | Evans Cycles | 8% |
| • | Halfords | 10% |

8.1.5 In addition to this, and to help promote the health and wellbeing of staff, McDonald's offer membership to staff at the following gyms:

- | | | |
|---|-----------------------|-----|
| • | Nuffield Health Clubs | 20% |
| • | Virgin Active | 20% |
| • | Puregym | 50% |

8.1.6 Changing facilities and lockers will be available for staff.

Public Transport

- 8.1.7 Staff would have access to the internet in the crew room to allow them to look up bus timetables and public transport information as required. A public transport information system in a publicly accessible area is not deemed appropriate. However, customers would also have access to free wi-fi.
- 8.1.8 Staff would be provided with a Travel Information Pack as part of their induction process. The Information Packs contain walking, cycling and public transport information. A copy of the Pack is included as Appendix 3.0.
- 8.1.9 Negotiations with bus operators is not McDonald's company policy. It is expected that daily public transport trips by staff would be around 10 staff members which is not likely to result in it being commercially of interest to an operator to provide discounts. It is not compulsory that McDonald's negotiate discounts for staff for public transport as other measures to encourage sustainable travel are proposed.
- 8.1.10 The proposal is not in a rural location so rural building access to transport is not applicable.

Lifts Home in Emergency Situations

- 8.1.11 Employees who walk, cycle or use public transport to travel to work will be provided with a free ride home in the event of an emergency at the discretion of the Restaurant Manager.

Car Sharing and Electric Vehicles

- 8.1.12 The relatively low number of staff at the restaurant will mean there may be little benefit in formally arranging a formal car-sharing scheme as there are only likely to be around 4 staff who drive to work on coincidental shifts; however, the TPC should encourage staff to car share where possible and for the scale of the restaurant and number of staff, an informal scheme would probably suffice. The TPC would facilitate lift share matches where possible.

8.1.13 A printed statement will be mounted in staff rooms to increase staff awareness of the opportunity to save on fuel and congestion and where staff are willing to car share, their work contact details will be given out via the TPC. A copy of the car sharing notice is provided as Appendix 4.0.

8.1.14 There would be 3 EV charging bays on site for staff and customers (including 1 accessible EV bay).

Car Parking

8.1.15 Taxi's hired by staff are expected to drop off and collect passengers from the McDonald's car park. They would only be on site for short periods of time.

8.1.16 No restrictions on customer parking duration are considered necessary in this location and customer parking on site tends to be only for short periods in any event.

Free Meals

8.1.17 Staff are offered free meals which reduces the need to undertake car trips during staff breaks to obtain food. Staff also benefit from a crew room to relax including breaks which also reduces the need to travel off site during rest periods.

Promotion of Events

8.1.18 The Travel Plan Co-ordinator will review and promote appropriate national and local travel events. For example, Bike Week and Walk to Work Week.

Local Employment

8.1.19 McDonald's do not have a specific policy on local employment however the majority of staff tend to live locally in any event.

Deliveries, Refuse Collection and Recycling

- 8.1.20 Multi temperature vehicles are used which allows all of the restaurant's requirements of frozen, chilled and ambient products to be delivered in one visit, reducing the overall number of deliveries each restaurant receives and further reducing carbon emissions.
- 8.1.21 Waste minimisation and recycling are promoted.
- 8.1.22 Waste minimisation has been achieved through the redesign of bin tray liners and specifying the use of light-weight bin liners. Food wastage is minimised through the use of a computer system which monitors the amount of food served at given times of day, resulting in more accurate preparation and ordering of stock. Therefore, reducing the quantum of waste and frequency of collection required.
- 8.1.23 Service vehicles also collect empty delivery trays and crates which are returned to suppliers for re-use.

8.2 Action Plan

- 8.2.1 An Action Plan for the implementation of the measures outlined in the Travel Plan is summarised in Table 8A below.

Table 8A Action Plan for Proposed Travel Plan Measures

Proposed Measures	Responsible Party	Timescale for Implementation
Appointment of Travel Plan Co-ordinator	Franchisee	From 1 st Occupation. Details to be provided to Council upon appointment
Pedestrian Improvements	McDonald's Restaurants Ltd	Prior to occupation
Wayfinding Contribution	McDonald's Restaurants Ltd	Prior to occupation
Cycle Parking Provision	McDonald's Restaurants Ltd	From 1 st Occupation
EVCPs	McDonald's Restaurants Ltd	From 1 st Occupation
Promote Car Sharing	Travel Plan Co-ordinator	From 1 st Occupation
Cycle/Gym Discounts	McDonald's Restaurants Ltd	From 1 st Occupation
Changing Facilities for Staff	McDonald's Restaurants Ltd	From 1 st Occupation
Staff Travel Information Pack	Travel Plan Co-ordinator	From 1 st Occupation
Free meals for Staff	Franchisee	From 1 st Occupation
Promotion of Travel Events	Travel Plan Co-ordinator	From 1 st Occupation
Free Ride Home in Emergencies	Assistant Restaurant Manager	From 1 st Occupation
Cooking oil to Biofuel	McDonald's Restaurants Ltd	From 1 st Occupation
Monitoring Programme	Travel Plan Co-ordinator/ADL	From 1 st Occupation

9.0 MONITORING AND REVIEW

9.1 Monitoring

- 9.1.1 Ongoing monitoring and reporting is necessary for ensuring the continued effectiveness of the Travel Plan.
- 9.1.2 A sample copy of the staff travel questionnaire is included in Appendix 5.0. This would be provided in an online format.
- 9.1.3 The Travel Plan Co-ordinator would be responsible for distributing the online surveys to staff. The results are collected automatically and would be reviewed by ADL.
- 9.1.4 Surveys would be undertaken to inform the review in:
- Year 1 (baseline) – within 3 months of opening
 - Year 2
 - Year 3
 - Year 4
 - Year 5 (final survey)

9.2 Targets

- 9.2.1 Targets will form an essential ingredient in the Travel Plan. All targets must be SMART (Specific, Measurable, Achievable, Realistic and Timebound).
- 9.2.2 The targets will relate to staff only. The measures provided in this plan will seek to achieve the travel aims and objectives with regards to customer trips but these cannot be set targets.
- 9.2.3 Interim targets for years 1, 3 and 5 were set out in Table 9A below. These targets will be subject to review following the results of the baseline surveys in Year 1 and precise target figures would be set.

Table 9A Interim Targets

	Year		
	1* (baseline estimate)	3	5
Car driver (alone)	24%	22% (-2%)	19% (-5%)
Alternate modes	75%	77% (+2%)	80% (+5%)

9.2.4 The process of further periodic monitoring, target evaluation and review would be undertaken for the period of 5 years from 1st occupation. Should the targets in year 5 be met then it is considered that no further assessment will be required.

9.3 Review Definition

9.3.1 A Review shall be a report prepared by ADL Traffic and Highways Engineering on behalf of the TPC, the scope to be the results of the travel surveys and comprehensively assesses the effectiveness of the Travel Plan in:

- Implementing its terms or recommendations;
- Achieving its targets.

9.3.2 It should also (if necessary) propose further reasonable measures for incorporation which would improve the effectiveness of the Travel Plan.

9.3.3 The review should validate and suggest adjustments, if necessary, to the targets in the TP.

9.4 Review Timetable

9.4.1 The timetable for submission of Reviews is as follows:

- Year 1 Review (within 6 months of opening)
- Year 2 Review
- Year 3 Review
- Year 4 Review
- Year 5 Final Review

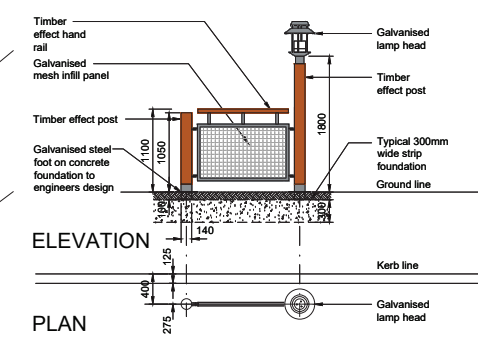
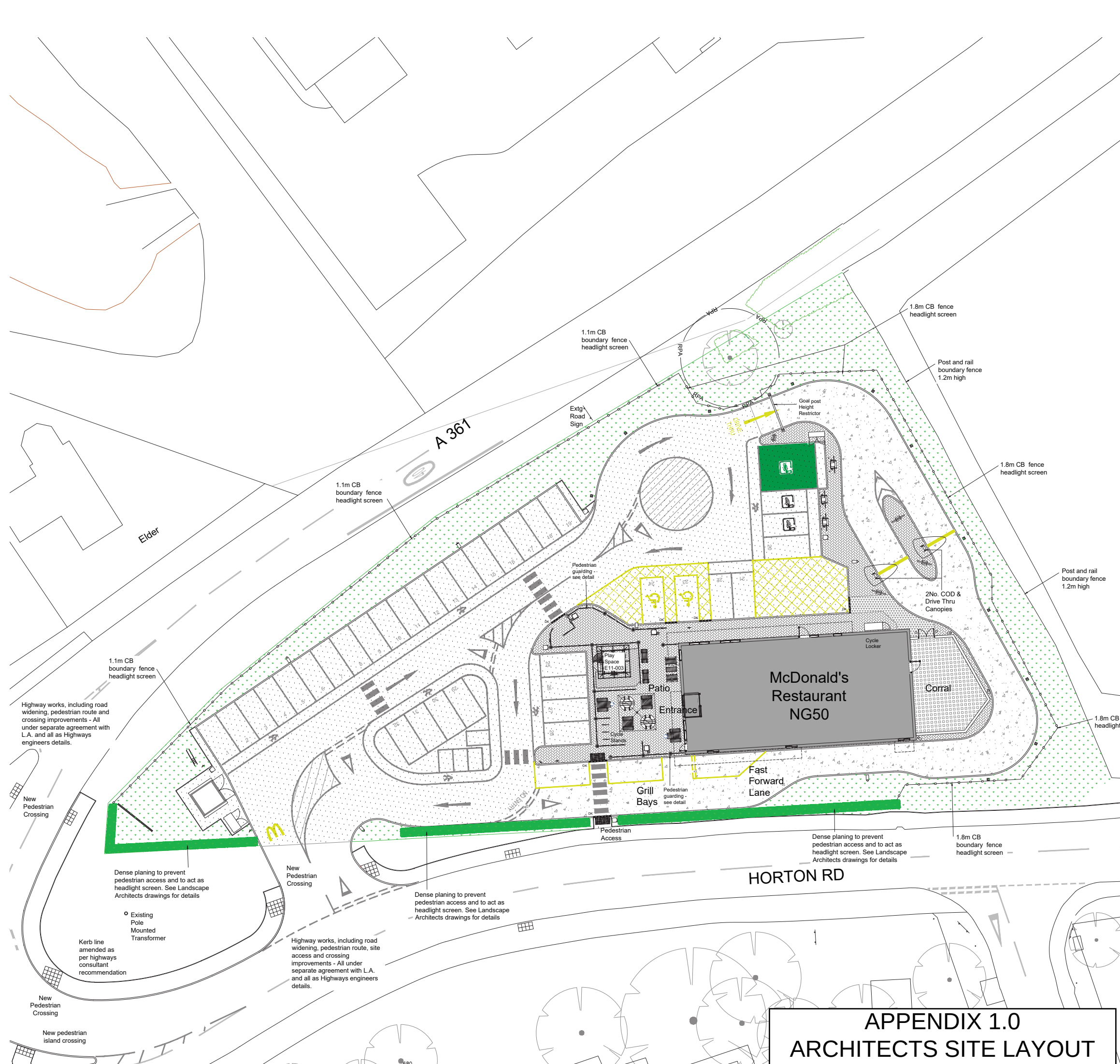
9.5 Review Procedure

- 9.5.1 The reviews shall be submitted in writing by the TPC/ADL to the Council.
- 9.5.2 The TPC/ADL shall consult the Council on the content of every Travel Plan submission.
- 9.5.3 The Council shall respond to the submission within one month of receipt, either recommending approval, or in the event that the submissions are unacceptable the Council will forward the reasons for refusal.
- 9.5.4 In the event of a refusal the TPC/ADL shall address as appropriate any deficiencies highlighted which are considered to be reasonable and resubmit within one month of receipt.
- 9.5.5 The recommendations of the Review shall be implemented immediately or as soon as possible (as appropriate dependent upon the type of measures) upon completion of an approved review.
- 9.5.6 Should any meetings between the parties be necessary to discuss the contents of the submissions then this shall be arranged.

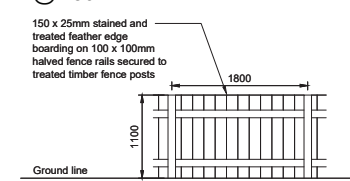
10.0 SUMMARY OF TRAVEL PLAN

- 10.1 The aim of the McDonald's staff Travel Plan is to make staff aware of the alternative means of transport that are available in order to travel to and from their place of work and in particular, reduce the number of journeys to work that are made by car.
- 10.2 The surveys undertaken have shown that a relatively low number of staff drive to McDonald's Restaurants and the introduction of this Travel Plan will help to reduce the number further.
- 10.3 New staff will be appraised of the Travel Plan as part of their staff induction so that good practice in terms of modal choice is encouraged from the outset.
- 10.4 The Travel Plan will be updated annually for a period of 5 years. Appropriate targets are proposed for the McDonald's restaurant to reduce single occupancy car trips to work by staff.

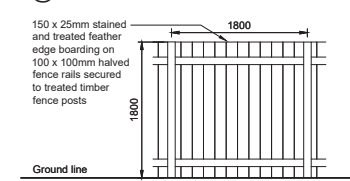
ARCHITECTS LAYOUT



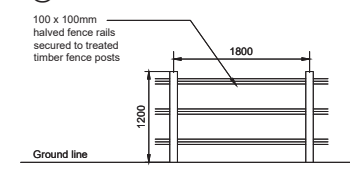
PEDESTRIAN GUARDING & LAMP POST DETAIL @1:50



LOW CLOSE BOARDED FENCE @1:50



HIGH CLOSE BOARDED FENCE @1:50



POST & RAIL FENCE @1:50

- 6m lighting column - position & specification to be confirmed by lighting consultant.
- 1.0m high lighting bollard - position & specification to be confirmed by lighting consultant.
- Cranked Bollard: Standard cranked bollard. 1200mm high, 300mm offset painted white.
- Bollard - Broxap: 115mm OD SSS bollard - as door guard - 1000mm high or similar approved.
- CCD: PCC Aluminium Speaker Post (RAL 7022 Gray) 530w x 200d x 1570mm high with white acrylic canopy over 2390w x 3500d x 3000mm high.
- Height Restrictor: PPC black 150mm dia circular hollow section steel 'Gallows' height restrictor with warning bar suspended on chains. With panel above to read "Maximum Height 2.7m / 8' 10" White text on green background. O/A size = 4200mm wide x 3200mm high.
- Electricity Kiosk: Green Electricity Meter Housing. 2000w x 1000d x 2265mm High. Indicative location only. Position to be agreed with M&E Consultant after service entry positions have been established.
- Instavolt Electric Vehicle Charging Point. 750w x 550d x 2000mm high.
- Allow (min.) 10% of remaining parking spaces to be fitted with infrastructure for future installation of additional EV Bays.
- Instavolt Electric Vehicle Charging Point Feeder Pillar. 1725w x 850d x 2325mm high. External finish Green.
- Existing trees to be retained - with RPZ where applicable.



Notes:
All drawings to be read in conjunction with all other drawings as noted on issue sheet.

Proposed Site Finishes:

- Tarmacadam - Car park and footpaths as indicated.
- Heavy duty asphalt surface to DT lane with Tensar Geogrid reinforcement where specified by Engineer
- Marshalls 200 x 100mm Charcoal Keyblock paving - Patio
- Charcoal brushed concrete - delivery route.
- Soft landscaping - see Landscape Architect's drawings for details.
- Boundary planting - see Landscape Architect's drawings for details.
- Play Frame Safety Floor - Wicksteed Wet Pour flooring with Minimum 50mm Thickness - TBC by Project manager
- Brushed concrete - Corral.
- Tactile blister paving.

External Fixtures & Fittings:
Aubrilam - Range Euroline 3 Mix 2015
Electrogalvanised steel structure, PPC RAL 7022. Table legs made of extruded aluminium, PPC RAL 7022. Table seats & plate in 12mm HPL panel with 12mm beech plywood HPL veneer.

All tables must be fixed to the ground.

- 4 Seat Rectangular Table.
- 4 Seat Rectangular Table (Accessible logo indicates suitable for wheelchair access)
- 4 Seat Round Table.
- One Armrest Bench (left or right).
- Coffee Table.
- Single Chair.
- 2 seats - Rectangular Table.
- Dust Bin with "Tidy Man" Sticker.
- Ash Bin.
- Pedestrian Guarding 1500mm or 600mm long x 1100mm high. Timber effect galvanised steel.
- Cycle Stand Stainless steel Sheffield cycle stands @ 800mm centres.
- Target Trash Bin Combo Delta Large Aperture Litter Bin by Glasdon. 530mm x 470mm high x 1550mm high. Bin body & door: Black.
- PLAY SPACE (E11-003) Tubular aluminium climbing frame with coloured (red, white & timber) laminate side panels, clear acrylic windows and fabric roof canopy. 3.8w x 3.8d x 4.5m high. See manufacturer's information for further details.
- Umbrella. 4 x 4m Force 10 umbrella - colour - Black with 2No. Golden arch logo applied.

General Site Proposal Notes:
Golden arch road markings to be yellow thermoplastic. Drive thru related road markings to be yellow thermoplastic. Accessible parking bays to be lined in yellow thermoplastic - to current Part M standards. Parked order bays and numbers to be lined in yellow thermoplastic. All other road markings to be white thermoplastic material unless otherwise stated.

DK: Drop kerb - Adjacent to accessible parking, pedestrian crossings and along delivery routes.

NO.	DATE	DESCRIPTION	BY	CHKD
G	14.04.2020	Extent of works at site entrance amended.	JL	-
F	24.02.2020	Landscape areas amended.	JL	-
E	19.02.2020	Updated to coordinate with lighting and landscape consultants drawings	JL	-
D	17.12.20	CB Fence note updated. Fence increased to 1.8m high. Detail shown	GFS	-
C	11.12.20	Landscape updated to the latest SK drawings & ACD comments	BY	-
B	11.12.20	True RPA indicated. Banner relocated. Car Park updated	GFS	-
A	14.11.20	Base layout updated to Latest DWG 2 Approved	GFS	-
REV	(DATE)	(REVISIONS REQUIRED)	BY	CHKD

GENERAL NOTES:
All works are to be undertaken in accordance with the Building Regulations and the latest British Standards.
All proprietary materials and products are to be used strictly in accordance with the manufacturer's recommendations.
All dimensions to be checked on site prior to construction.
All risks assessed to comply with the designer's responsibility under the Construction (Design Management) Regulations 2015.

PROPOSED DEVELOPMENT AT:
Cannings Hill Garage, Horton Road
DEVIZES SN10 2JG

STORE No.:
ST2029

ON BEHALF OF:
McDonald's Restaurants Ltd

DRAWING TITLE:
Site Layout Plan
As Proposed

DRAWN BY:
GFS

CHECKED BY:
NOV 2025

DRAWING No.:
9045-SA-2029-P004 G



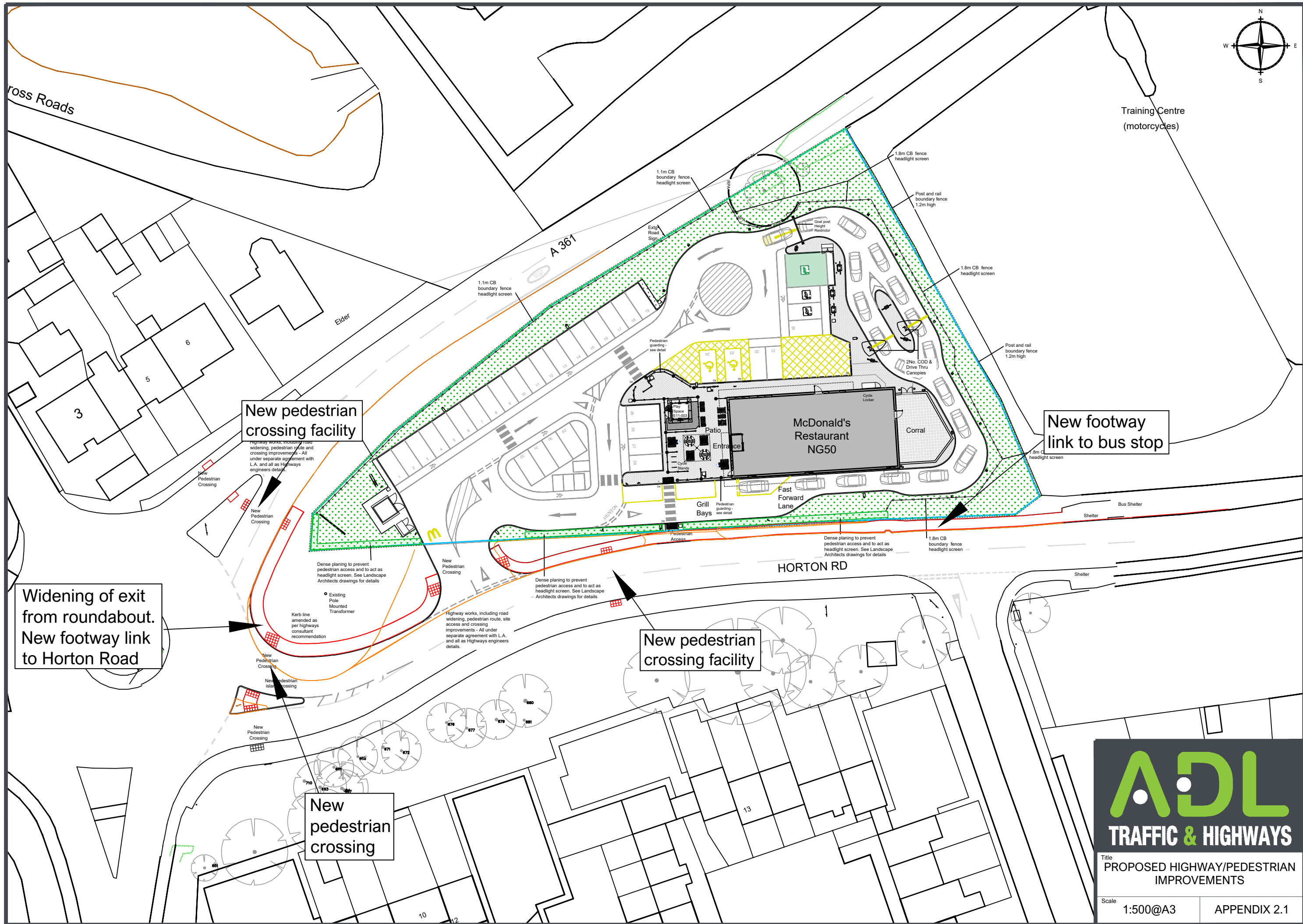
© Copyright McDonald's Restaurants & Scurr Architects

APPENDIX 1.0 ARCHITECTS SITE LAYOUT

NG50

HIGHWAY/PEDESTRIAN IMPROVEMENTS

- 2.1 Proposed Highway/Pedestrian Improvements
- 2.2 Committed Pedestrian Improvements: PL/2022/00977



cross Roads

Training Centre (motorcycles)

A 361

Elder

McDonald's Restaurant NG50

Corral

Fast Forward Lane

Grill Bays

Entrance

Patio

1.1m CB boundary fence headlight screen

1.8m CB fence headlight screen

Post and rail boundary fence 1.2m high

2No. COD & Drive Thru Canopies

Goal post Height Restrictor

Exit Road Sign

Pedestrian guarding - see detail

New pedestrian crossing facility

Highway works, including road widening, pedestrian route and crossing improvements - All under separate agreement with L.A. and all as Highways engineers details.

New Pedestrian Crossing

New Pedestrian Crossing

Dense planting to prevent pedestrian access and to act as headlight screen. See Landscape Architects drawings for details.

Existing Pole Mounted Transformer

Kerb line amended as per highways consultant recommendation

New Pedestrian Crossing

New Pedestrian Crossing

New Pedestrian Crossing

New Pedestrian Crossing

New pedestrian crossing

Highway works, including road widening, pedestrian route, site access and crossing improvements - All under separate agreement with L.A. and all as Highways engineers details.

Dense planting to prevent pedestrian access and to act as headlight screen. See Landscape Architects drawings for details.

HORTON RD

Shelter

Bus Shelter

Shelter

1.8m CB boundary fence headlight screen

1.8m CB fence headlight screen

Post and rail boundary fence 1.2m high

1.8m CB fence headlight screen

1.1m CB boundary fence headlight screen

Widening of exit from roundabout. New footway link to Horton Road

New footway link to bus stop

ADL TRAFFIC & HIGHWAYS

Title PROPOSED HIGHWAY/PEDESTRIAN IMPROVEMENTS

Scale 1:500@A3

APPENDIX 2.1

cross Roads

Elder

A 361

McDonald's Restaurant NG50

Corral

Fast Forward Lane

Grill Bays

Entrance

Patio

Exit Road Sign

1.1m CB boundary fence headlight screen

1.8m CB fence headlight screen

Post and rail boundary fence 1.2m high

2No. COD & Drive Thru Canopies

Goal post Height Restrictor

1.8m CB fence headlight screen

Post and rail boundary fence 1.2m high

1.8m CB fence headlight screen

HORTON RD

Shelter

Bus Shelter

Shelter

1.8m CB boundary fence headlight screen

Dense planting to prevent pedestrian access and to act as headlight screen. See Landscape Architects drawings for details

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Kerb line amended as per highways consultant recommendation

Existing Pole Mounted Transformer

New Pedestrian Crossing

New Pedestrian Crossing

New Pedestrian Crossing

New Pedestrian Crossing

New Pedestrian Crossing

New pedestrian crossing facility

New footway link to bus stop

Widening of exit from roundabout. New footway link to Horton Road

Training Centre (motorcycles)

ADL
TRAFFIC & HIGHWAYS

Title
PROPOSED HIGHWAY/PEDESTRIAN IMPROVEMENTS

Scale
1:500@A3

APPENDIX 2.1

[illegible][illegible]

cross Roads

Training Centre (motorcycles)

A 361

Elder

McDonald's Restaurant NG50

Corral

Fast Forward Lane

Grill Bays

Entrance

Patio

Exit Road Sign

Pedestrian guarding - see detail

Goal post Height Restrictor

1.1m CB boundary fence headlight screen

1.8m CB fence headlight screen

Post and rail boundary fence 1.2m high

2 No. COD & Drive Thru Canopies

New pedestrian crossing facility

New footway link to bus stop

Widening of exit from roundabout. New footway link to Horton Road

HORTON RD

New pedestrian crossing facility

New pedestrian crossing

ADL TRAFFIC & HIGHWAYS

Title PROPOSED HIGHWAY/PEDESTRIAN IMPROVEMENTS

Scale 1:500@A3

APPENDIX 2.1

cross Roads

Training Centre (motorcycles)

A 361

Elder

McDonald's Restaurant NG50

Corral

Fast Forward Lane

Grill Bays

Entrance

Patio

Exit Road Sign

Pedestrian guarding - see detail

Goal post Height Restrictor

1.1m CB boundary fence headlight screen

1.8m CB fence headlight screen

Post and rail boundary fence 1.2m high

2 No. COD & Drive Thru Canopies

New pedestrian crossing facility

New footway link to bus stop

Widening of exit from roundabout. New footway link to Horton Road

HORTON RD

New pedestrian crossing facility

New pedestrian crossing

ADL TRAFFIC & HIGHWAYS

Title PROPOSED HIGHWAY/PEDESTRIAN IMPROVEMENTS

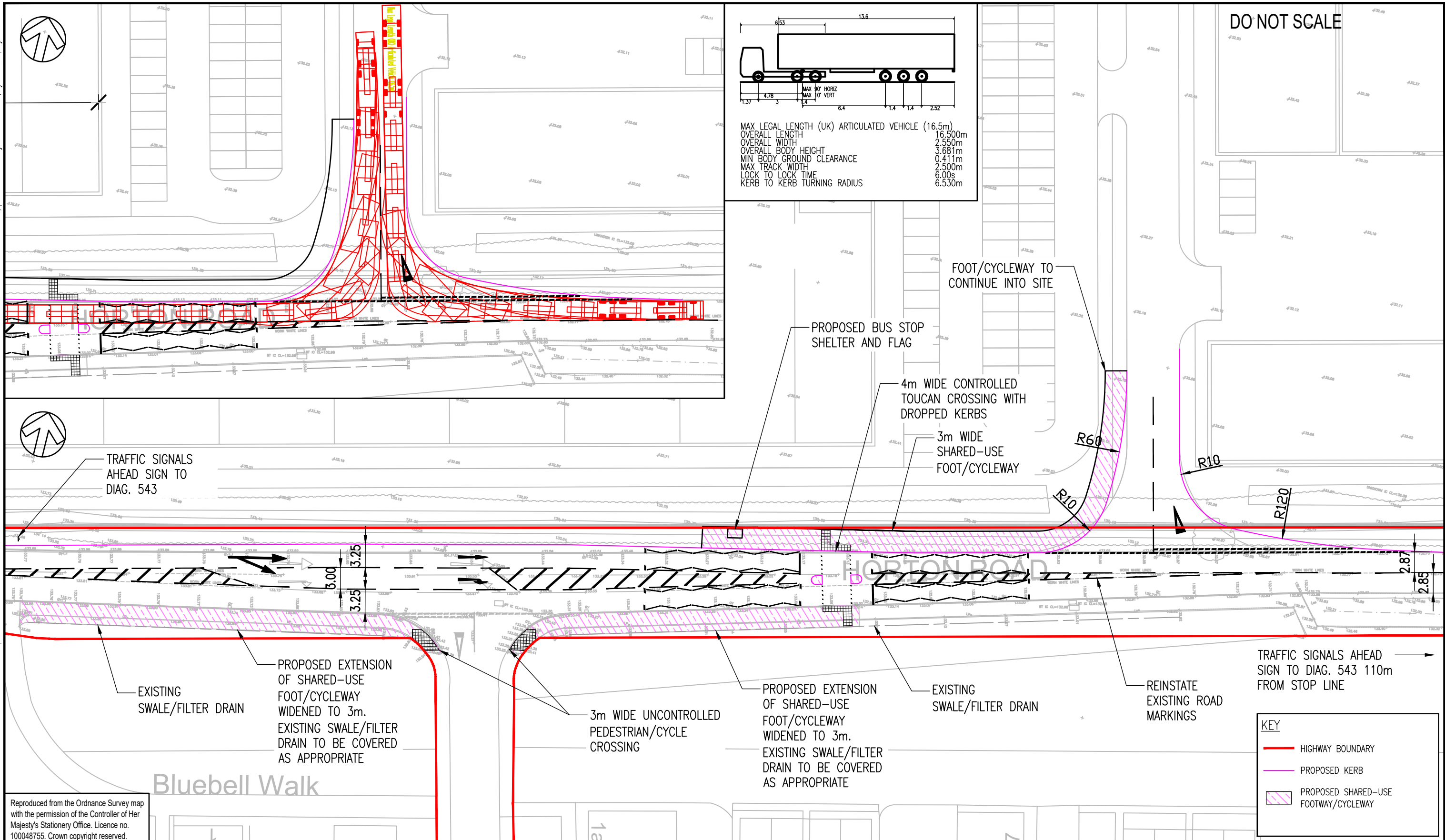
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APPENDIX 2.1

Title
PROPOSED HIGHWAY/PEDESTRIAN
IMPROVEMENTS

Scale	1:500@A3	APPENDIX 2.1
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File name \\UK\WSPGROUP\COM\CENTRAL DATA\PROJECTS\70086639 - HORTON ROAD, DEVIZES PLANNING APPLICATION\03 WIP\TP TRANSPORT PLANNING\03 DRAWINGS\HOR-WSP-ZZ-ZZ-SK-C-0002.DWG, printed on 18 May 2022 11:36:05, by De Silva, Ryan



REV	DATE	BY	DESCRIPTION	CHK	APP
P04	18/05/2022	RDS	FOOT/CYCLEWAY AMENDED	GG	DDD
P03	30/11/2021	RDS	AMENDMENT TO SOUTH JUNCTION AND TOUCAN CROSSINGS	GG	DDD
P02	02/11/2021	RDS	FOOT/CYCLEWAY AMENDED AND BUS STOP ADDED	GG	DDD
P01	22/10/2021	RDS	FIRST ISSUE	GG	DDD
DRAWING STATUS: S2 - FOR INFORMATION					



Mountbatten House
Basing View
Basingstoke
RG21 4HJ, UK

T+ 44 (0) 1256 318 800
F+ 44 (0) 1256 318 700
wsp.com

CLIENT:

BERKELEY STRATEGIC

ARCHITECT:

APPENDIX 2.2
COMMITTED PEDESTRIAN
IMPROVEMENT: PL/2022/00977

PROJECT:

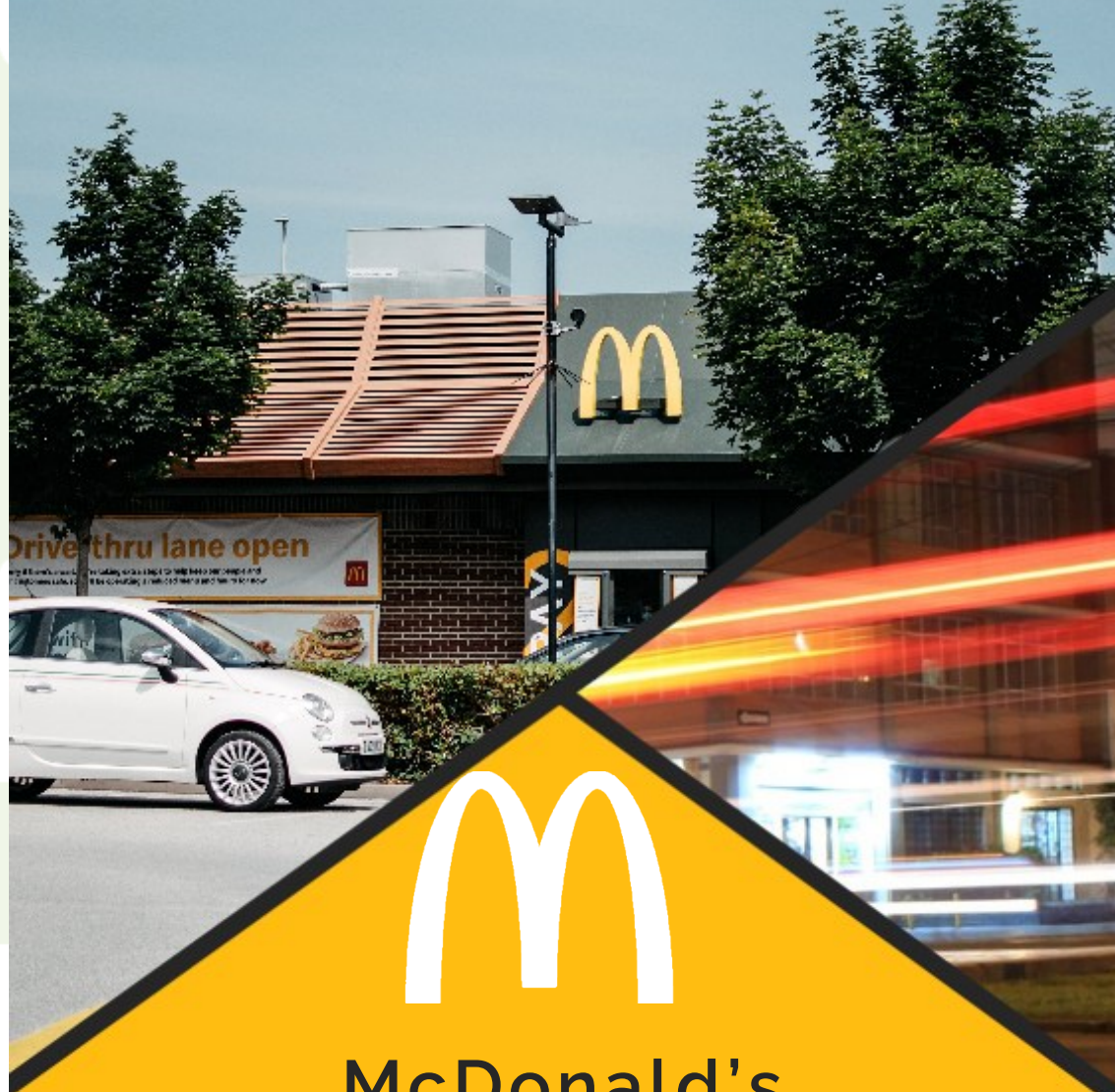
HORTON ROAD, DEVIZES

TITLE:

SITE ACCESS ARRANGEMENT

SCALE @ A3: 1:500	CHECKED: GG	APPROVED: DDD
PROJECT No: 70086639	DESIGNED: RDS	DRAWN: RDS
DRAWING No: HOR-WSP-ZZ-ZZ-SK-C-0002		REV: P04
© WSP UK Ltd		

STAFF TRAVEL INFORMATION PACK



McDonald's HORTON ROAD, DEVIZES

Travel Information Pack

Ref No. 3485

30/10/2025



www.adltraffic.co.uk



Welcome to McDonald's Horton Road, Devizes. McDonald's Restaurants Ltd would like to promote sustainable travel options to their crew members to improve their choice of travel to work. This Travel Information Pack provides you with details of the sustainable travel options available at your restaurant for travelling to and from work.

What is sustainable transport and why use it?



Sustainable transport is about finding ways to move people using travel choices which reduce the number of car trips and therefore the impact on; the environment, economy and society. This is mainly achieved through increased walking, cycling, public transport use, and car sharing.

The benefits of using sustainable modes of transport include;

- Better environment; less traffic and congestion on the roads will lead to less consumption of fuel and production of pollutants in the atmosphere
- Better choices; by increasing the quality of public transport, cycling and walking facilities.
- Better for you; walking and cycling can lead to increased fitness can benefit your health. By using these transport modes to travel there is the opportunity to build exercise into your daily routine helping to improve your health. It might also save you time.

What Does this Pack Include?



Walking Information

Cycling Information

- Cycle route plan.

Public Transport Information

- Bus information.
- Taxi information.

Car Sharing Information

- Information about how to get involved car sharing with other crew members.



The full cycle map can be found on the following link:

- <https://www.devizes-tc.gov.uk/walking-cycling/>

McDonald's Restaurants offer the following cycle discounts from these retailers:

• Wiggle	2%
• ProBikeKit	6%
• Evans Cycles	8%
• Halfords	10%

Walking

There are footways on both sides of Horton Avenue and the A361 west of the A361/Horton Road Roundabout. The southern side of the A361 northern side provides a footway only. There are footways on all the residential roads in the vicinity of the site. There are uncontrolled pedestrian crossings located on the southern and western arms of the A361/Horton Road Roundabout. The crossings are equipped with drop kerbs and central refuges.

Cycling

There is a shared footway/cycleway on the southern side of Horton Road which continues east of the site to Northfields. The southern side of the A361 west A361/Horton Road Roundabout provides a shared footway/cycleway

A plan showing the cycle routes in the vicinity of the site is provided below.



Bus



The nearest bus stops are located 60metres east of the site on Horton Road. The stops provide services in both directions. The bus stops are equipped with shelters and timetables. There is also a bus stop located on Horton Avenue, 160metres southwest of the site, the bus stop is a post only with a timetable. A plan showing the locations of the bus stops is provided below.



The bus services serving the stops are summarised below:

1C: Devizes Centre-Marina Meadows

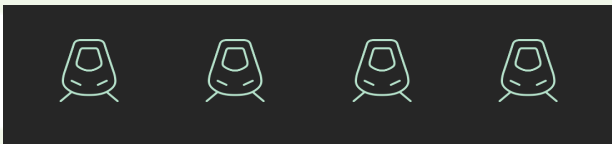
- Monday to Saturday: 2 per hour

49: Wrough-Devizes-Trowbridge

- Monday to Saturday: 2 per hour

- Sunday: 1 per hour



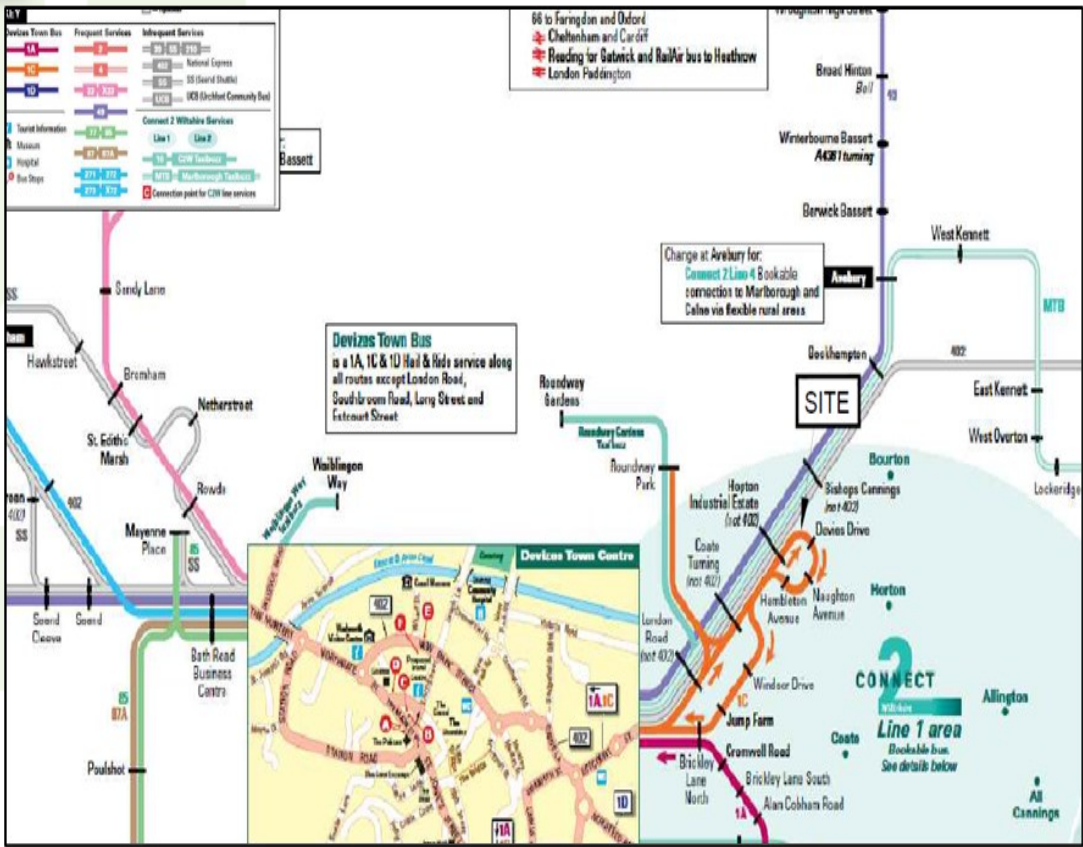


An extract of a bus route map for the surrounding area can be found on the following page. More information about public transport is provided on the links below.

- <https://faresaver.co.uk/devizes/>

The Traveline website provides a public transport journey planner and can be accessed using the following link and phone number:

- <https://www.traveline.info/>
- Tel 0871 200 2233





Taxi Information

There are several taxi companies operating in Honiton and the surrounding area. A list of taxi companies along with contact phone numbers is provided below:

- Devizes Mario's Taxis Services (07519646465)
- Mctaxihire Devizes (07718359673)
- Devizes Cabs (01380825757)



Thank you for taking the time to read this information pack. We hope that this shows the range of travel choices that are available at McDonald's Horton Road, Devizes. If you have any further questions or would like any more information, then please contact your Travel Plan Co-Ordinator and they will be happy to help you.



Car Sharing

Anyone who is interested in car sharing with another crew member please contact your Travel Plan Co-Ordinator for further information and they will collect your details.



CAR SHARING NOTICE



McDONALD'S CREW CAR SHARING

IF YOU ARE INTERESTED IN CAR SHARING WITH ANOTHER CREW MEMBER OR YOU CAN OFFER A LIFT PLEASE PROVIDE YOUR DETAILS BELOW.

NAME	CONTACT NUMBER OR EMAIL	PLEASE GIVE DETAILS OF REGULAR SHIFTS WHERE YOU THINK YOU CAR SHARE	TICK BOX WHICH APPLIES TO YOU	
			I WOULD LIKE TO CAR SHARE	I CAN OFFER A LIFT

STAFF TRAVEL QUESTIONNAIRE



STAFF TRAVEL QUESTIONNAIRE



RESTAURANT No

CONFIDENTIAL

The following information is required to produce a Travel Plan for McDonald's Restaurants.

Please complete all the sections as accurately as possible – there is no right or wrong answer.

Job Title						Home postcode e.g. NW10 1NE					
Age	Under 25	☐	25-34	☐	35-44	☐	45-54	☐	Over 55	☐	

Do you work full/part time? (please tick)		What are your normal working hours? e.g. 8am – 5pm						
		Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Part time	☐	Full time	☐					

Which mode of transport do you use most often when travelling to or from work? (please tick <u>one</u> option only)	
1. Car ☐	6. Train ☐
2. Car passenger (shared with another McDonald's employee) ☐	7. Bus (Numbers if available.....) ☐
3. Car passenger (dropped off by friend/relative) ☐	8. Cycle ☐
4. Motorcycle ☐	9. Walk ☐
5. Taxi ☐	Other (please state)

Do you use a car as part of your job?	Yes ☐	No ☐	Not applicable ☐
---------------------------------------	------------------------------	-----------------------------	---

How long does your journey take (please tick box)	0-5 mins ☐	5-10 mins ☐	10-20 mins ☐	>20 mins ☐
--	-----------------------------------	------------------------------------	-------------------------------------	-----------------------------------

How far do you travel? (please tick box)	0-1 miles ☐	1-3 miles ☐	3-5 miles ☐	>5 miles ☐
---	------------------------------------	------------------------------------	------------------------------------	-----------------------------------

Would you be prepared to:	Yes	No	If No, Please State Reason
Walk	☐	☐	
Cycle	☐	☐	
Car Share with another employee (as either driver or passenger)	☐	☐	
Use Public Transport	☐	☐	

Survey completed – Thank-you!