



Travel Plan

Waitrose, Cheadle Hulme

Prepared for:

Waitrose

September 2006



Waitrose

WAITROSE CHEADLE HULME TRAVEL PLAN

Signed Statement by Director of Development

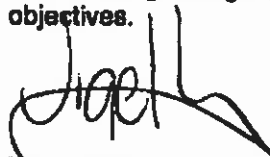
This Travel Plan, for the proposed new Waitrose food shop in Cheadle Hulme, demonstrates our commitment to encouraging staff and customers to consider all the travel choices available to them for trips to and from the branch. In particular it shows how Waitrose will make it easier for people to be able to choose a realistic alternative to single occupancy car travel.

Increasing traffic levels affect all of us in terms of increasing cost, inconvenience and frustration – as well as having an effect on the environment. And so we all need to make an effort to change our travel habits. I have looked closely at my own travel arrangements, as have my colleagues on the Board and I have found that there are often real alternatives available to driving.

If we can all modify our travel choices, even slightly, we can start to make a difference. But we need to make it easier for our staff and customers to make alternative choices about the way they travel, so that their good intentions are translated into positive change.

Waitrose is confident that that this Travel Plan includes practical measures to promote more sustainable travel, with challenging but achievable targets.

From experience elsewhere, though, we know that a successful Travel Plan needs to be a living document, adapted from time to time to suit the changing circumstances within which it has to operate. Waitrose therefore looks forward to our Branch Travel Coordinator working with the local authority in a positive and constructive partnership to monitor progress over time, making changes, where sensible and practical, to best achieve the Travel Plan's objectives.



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1.0 INTRODUCTION

1.1 Waitrose is one of the UK's leading food supermarket retailers and as part of the John Lewis Partnership, takes an innovative approach to its corporate business. Most Waitrose shops are located in district or town centres, close to where people live. As a consequence, almost all are well served by public transport and are accessible on foot and by cycle. However, Waitrose acknowledges that its operations, like those of most large retailers, attract car users that in turn can cause congestion and other environmental impacts.

1.2 It is Waitrose policy to recognise and take measures to alleviate environmental impacts arising from its operations. In addition, Waitrose also realises that it has an important role to play in contributing to the fulfilment of the Government's national strategy for integrated and sustainable transport. This is reflected in Waitrose corporate Sustainable Transport Policy and their definition of sustainable transport:

'Achieving sustained business improvement while at the same time ensuring that access to our branches and the movement of our goods are undertaken in a way which does not unduly affect the environment'

1.3 The development of this Travel Plan for the Cheadle Hulme branch (the location of which is shown on Figure 2.1) is a logical step towards ensuring the long-term viability of the site. Provision of a good level of access to the site at reasonable cost in terms of time and money will be essential for the continued commercial operation of the branch in an increasingly competitive retail market.

1.4 The focus and motivation of this Travel Plan will be to provide staff and customers with a choice of practical and real alternative transport modes that can be considered before the car when planning a visit to the branch. The success of initiatives highlighted within this plan will depend on a significant culture change and the overall enthusiasm that can be created to encourage the shift from single occupancy car travel to more sustainable modes.

1.5 This document outlines the research and thinking behind those steps involved in the Travel Plan's development and also covers the following topics:

- a) Understanding the transport issues arising from Waitrose activities.
- b) Initiatives Waitrose is taking on a corporate scale to support their Sustainable Transport Policy.
- c) Site specific travel management initiatives for Waitrose, Cheadle Hulme.

2.0 BACKGROUND

- 2.1 This Travel Plan has been prepared by Glanville Consultants on behalf of Waitrose Ltd to discharge Condition 23 of the Draft Planning Decision Notice DC020374 in respect of developing a foodstore in Cheadle Hulme.

Existing Situation

- 2.2 Cheadle Hulme is a busy commuter town located approximately 5 kilometres south-west of Stockport as shown on Figure 2.1. Cheadle Hulme is well linked to all compass points owing to its proximity to Manchester and subsequent access to a number of 'A' roads and motorways. The proposed development site is located within Cheadle Hulme town centre, adjacent to Station Road and the railway station. Access to the site is gained via Station Road.
- 2.3 Much of the surrounding area comprises small retail units including fast food outlets and estate agents. Parking restrictions comprising single yellow lines apply to both sides of Station Road.
- 2.4 The site of the proposed development currently comprises an office building, including an associated car park and a separate public car park with a capacity for 108 spaces. The existing site layout is shown on Figure 2.2.

Proposed Development

- 2.5 The development proposals are shown on Figure 2.3. Waitrose Ltd propose to construct a foodstore with a floor area of 3,948m² (42,497 ft²) with associated parking.
- 2.6 The foodstore will provide parking for shoppers through a two level decked car park, which will result in a total parking provision of 209 spaces. Based on the current provision of 108 spaces, the new development results in a net gain of 101 spaces.
- 2.7 Secure and sheltered cycle parking for 16 cyclists will be provided adjacent to the proposed foodstore. Cycle parking for staff will be provided at a rate of one cycle parking space per seven members of staff based on the maximum number of staff generally on site at any one time. This equates to XXYY spaces..
- 2.8 A separate service yard access will be provided for the store at the northern end of the site. A turntable will be provided within the service yard to cater for large articulated delivery vehicles. This will enable vehicles to enter and leave the service yard in a forwards direction.
- 2.9 To avoid blocking through traffic along Station Road the development proposals will include the installation of two right turn ghost islands, one each for the main car park and service yard accesses. In order for these to be provided, some local carriageway widening will be required.
- 2.10 In addition to these works the conditions of the planning approval require that a range of pedestrian and public transport enhancements are also implemented prior to the new foodstore commencing trading. These works include the following:
- Provision of new uncontrolled pedestrian crossing facilities, including pedestrian refuges, across Albert Road, east of its junction with Station Road.

4. The retail store shall not commence trading until;

a) The role of the Travel Plan Co-ordinator referred to in (b) below has been prescribed in a Brief of Appointment, to be prepared by the applicant and submitted for the written approval of the Local Planning Authority. The key responsibilities of the Travel Plan Co-ordinator shall include :

- i) The encouragement and promotion of non-car (and car share) travel journeys to and from work undertaken by employees of the approved development;
- ii) The preparation and submission for the approval of the local planning authority of an annual Green Travel Plan;
- iii) Implementation of the Green Travel Plan which shall be revised on an annual basis and any revisions should be agreed in writing with the Local Planning Authority; and
- iv) The implementation and maintenance of the car park monitoring/management regime required by condition no. 4.

b) The applicant has, in accordance with the Brief of Appointment and in agreement with the Local Planning Authority, secured the appointment of a suitable qualified and experienced person or organisation to act as Travel Plan Co-ordinator. The position of Travel Plan Co-ordinator shall be maintained for a period of 5 years from the commencement of trading of the retail store hereby approved.

Reason 1. In order to promote sustainable travel modes, and thereby minimise car travel and maintain the safety and efficiency of the highway network.

5. Within three calendar months of the occupation of any part of the development by employees of the retail store the first Travel Plan shall be submitted for approval to the Local Planning Authority.

Reason 1. In order to promote sustainable travel modes, and thereby minimise car travel and maintain the safety and efficiency of the highway network.

6. No development shall commence until full technical details of the site access points to Station Road shown on submitted plan 030804 / 03 Rev B have been submitted to and approved in writing by the Local Planning Authority. The development shall not be occupied for trading until the works have been completed and brought into use in accordance with the approved details.

Reason: In the interests of highway operation and safety.

7. No part of the site shall drain onto the public highway.

Reason: In the interests of highway safety.

8. Development on site shall not commence until full technical details of the the car park, on site footpaths, internal access roads, ramps, cycle parking and service yard facilities shown on submitted plan 113-357-P31E have been submitted to and approved in writing by the Local Planning Authority. The development shall not be occupied for trading until the the car park, on site footpaths, internal access roads, ramps, cycle parking and service yard facilities have been constructed and brought into use in accordance with the approved details. The car park, on site footpaths, internal access roads, ramps, cycle parking and service yard facilities shall be maintained in accordance with the approved plan thereafter.

Reason: In the interests of highway operation and safety.

9. In the event of the malfunction or non-operation of the service yard turn-table for whatever reason no further deliveries shall be accepted by the store until the turn-table is returned to full working condition.

Reason: In the interests of highway safety.

10. The service yard gates shall be maintained in a locked open position during the hours of 0800-1800 Monday to Sunday or, on a Sunday, during trading hours if that period is less than 0800-1800.

Reason: In the interests of highway operation and safety and pedestrian amenity.

11. The signage indicated on the submitted plan 113-357-P31E to the south of the customer site access obstructs a public right of way and is not approved as part of this consent.

Reason: In the interests of pedestrian safety and amenity.

- Provision of new uncontrolled pedestrian crossing facilities, excluding central refuges, at various locations along recognised pedestrian routes.
- Upgrading existing controlled Pelican crossings to Puffin crossings at three locations along Station Road.
- Replace existing uncontrolled pedestrian crossing with a Puffin crossing.
- Improve existing bus stop facilities along Albert Road to Quality Bus Corridor Standard.

Document Context

- 2.11 Any development, not least a major retail facility, is required to adhere closely to planning policy guidance. Therefore, to place this document within its planning context, paragraph 4 of PPG13 (Transport) sets out the objectives of the policy as being to:

- *Promote more sustainable transport choices for both people and freight;*
- *Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling;*
- *Reduce the need to travel especially by car.*

This Travel Plan will therefore work closely towards achieving these objectives in a cohesive manner.

- 2.12 The Travel Plan comprises a series of integrated measures that aim to achieve a change in the perception of and encourage the use of, alternative transport modes. This document describes how Waitrose, Cheadle Hulme will attempt to manage individual user groups on site in terms of transport and in turn increase the accessibility of the site, thus reducing the number of single occupancy car journeys.
- 2.13 In keeping with the nature of a retail development, the site will accommodate a range of user groups. Provision must therefore be made, within the local infrastructure and on-site, to accommodate the wide variety of needs that the different sectors of the community will require.
- 2.14 Waitrose's approach to travel management is forward looking. In keeping with this, the Travel Plan attempts to cater for the needs of all existing and future site users. It attempts to ensure that public transport provision, facilities for cyclists, pedestrians and those who need to travel by car are in line with the scale and operational realities of the development.

3.0 UNDERSTANDING THE TRANSPORT ISSUES ARISING FROM WAITROSE ACTIVITIES

3.1 As part of the process of formulating the Waitrose Sustainable Transport Policy, Waitrose undertook a series of sustainable transport audits at a representative cross-section of branches (eg. town centre, edge-of-town, branches with good and poor public transport links, etc), in order to identify common operational trends, gain a better understanding of the nature of the transport impacts arising from Waitrose operations and to help identify appropriate ways to deal with them.

3.2 The audits looked at issues such as how far away staff and customers lived from branches, what mode of transport they used to access branches, what measures might have encouraged them not to travel by car and how deliveries were made. As part of the audit exercise, Local Authorities were interviewed to seek their views about future developments in transport policy and measures that Waitrose might be expected to support with a view to contributing to the Government's strategy for sustainable transport.

3.3 While these audits were based on a limited sample (seven branches in total), they have revealed issues that Waitrose need to consider now and in the future.

3.4 Key pointers for new sustainable transport measures at Waitrose branches arising from the audits are as follows:

Staff

3.5 The Waitrose branches audited employ up to 250 staff each. Of these only 40% are on site at any time. On average, around 50% of staff drive to work, although the audits showed this figure can range from 10% for branches located in town centres to 86% for branches located in more rural areas.

3.6 The majority of branch staff are part-time or work shifts which means that they travel outside peak hours at times when there is less potential to add to congestion and traffic-related environmental impacts.

3.7 Around 50% of branch staff respondents expressed an interest in a car share database that could find share partners on similar shifts. Smaller but still notable percentages of branch staff respondents said they would use public transport more often to travel to work if more direct routes and more frequent / reliable bus services were available.

Customers

3.8 The audits showed that although customers generally lived within one or two miles of a branch, most chose to use their car for shopping trips. However, it was also apparent that in cases where a branch was located in a town centre with a good mix of residential, work and retail land uses, car use could be virtually zero throughout the day.

3.9 It was found that on average around 25% of customers walk to branches, while only around 1% cycle.

- 3.10** Many customers showed an unwillingness to change their travel behaviour (ie. to use their cars less). An average of 42% indicated that they would not change their travel behaviour in response to measures put forward, although an average of 16% would change travel behaviour if more direct public transport routes were available. On average, 17% would change travel behaviour if more frequent / reliable bus services were provided.

Deliveries

- 3.11** Branches receive deliveries on a daily basis. These are relatively few in number and managed by Waitrose.

General Comment

- 3.12** While it is clear from the audits that most customers choose to drive to branches, it is important to be aware that:

- a) Food shopping is generally heavy and bulky and completed by one member of the household for the benefit of others. Using a car is often the only practical option. This is in contrast to commuting, school runs and leisure activities, for instance.
- b) The large assortment of goods offered within branches, linked with good facilities to help customers complete a full food shop in one visit, helps to reduce the number of shopping trips required to fulfil the food shopping requirements for a household. This can therefore reduce the total number of miles driven.
- c) Traffic accessing branches is sometimes already on the road network for other reasons (ie. people 'drop in' at branches on their way to other destinations). Likewise, customers visiting Waitrose often link the trip to visit other local shops and services.

- 3.13** Waitrose recognise that in reality there is often no obvious alternative to using a car when customers need to transport heavy loads of shopping. This is against a backdrop of a large proportion of customers suggesting that there is little that would get them to change their travel behaviour. That said, Waitrose is keen to minimise impacts arising from traffic generated by its branches and has developed a range of measures accordingly which are detailed in Section 4.0. Waitrose offer a number of ways to make it easier for customers to obtain a wide range of products without always having to rely on a car to get both them and their shopping home.

4.0 MEASURES WAITROSE IS TAKING TO SUPPORT SUSTAINABLE TRANSPORT

- 4.1 Having gained a clear understanding of the transport issues at Waitrose branches through the audit process, Waitrose were able to examine the effectiveness of the sustainable transport measures already in place and consider what further measures might need to be implemented in order to support sustainable transport across the business. The measures already in place and those planned in the future are described below.

Car Share

- 4.2 Flexible working hours and shift patterns at Waitrose branches (and Waitrose Head Office and distribution centres) has the effect of reducing concentrations of traffic on the road network at peak times of the day. However, Waitrose are keen to minimise the impacts of staff travel further and, given that branch audits revealed a clear interest among staff in car sharing, Waitrose offer staff at all branches an opportunity to become involved in a car share scheme.
- 4.3 Computer software used in the Head Office car share scheme is also available for branch use. With access to the company intranet available to all branches, staff are able to participate in car share schemes throughout Waitrose.

E-shopping – Waitrose Deliver and Ocado

- 4.4 Waitrose has developed Internet shopping services, using two distinct methods of access. The new services enable customers to order a wide range of Waitrose products via the Internet and to have those delivered without any recourse to their cars.
- 4.5 The first, known as 'Waitrose Deliver' (www.waitrose.com), is a branch-based home delivery service. This service is offered at a number of branches and is planned to be introduced at all new branches where the catchment is not covered by Ocado.
- 4.6 The second is Ocado (www.ocado.com), a warehouse-based Internet home delivery service. Waitrose has taken a 40% stake in Ocado, a company with a 1.2 million square feet warehouse, the largest of its type in the world, in Hertfordshire. The warehouse serves customers in London and the South East, employs up to 700 staff and will ultimately process sales equivalent to that of 20 large supermarkets. For the future, it is proposed that further warehouses will be opened to extend the service to large conurbations nation-wide.
- 4.7 The highly advanced software systems have been designed so that delivery rounds for e-shopping orders can be undertaken in an efficient and economical way. When the system is fully operational, Ocado vans, by making deliveries to several homes in a particular area on one round trip, will be able to deliver shopping with fewer total vehicle miles than if customers were to drive to branches individually to get their shopping. The system will allow prediction of the timing of delivery drop-offs with considerable accuracy. It also offers customers the opportunity to make a specific choice to choose a 'greener' delivery slot. This gives Ocado the opportunity to encourage customers to choose the delivery slot that better fits in with other local deliveries to further reduce travel distance.

- 4.8 By offering customers alternatives to travelling to branches by car, it is envisaged that the new services will have considerable scope for Waitrose to reduce traffic generated by its branches. It is hoped that the new services will make further contributions to sustainable transport by attracting customers from those retailers who currently rely to a greater extent on their customers driving to stores.

- 4.9 It is Waitrose policy to offer a full e-shopping service on the Internet as soon as reasonably practicable. A business plan has been developed for the roll out of this service and resources allocated. To date 36 branches offer Waitrose Deliver.

Cycling

- 4.10 Waitrose have negotiated an arrangement with Raleigh UK such that staff are entitled to a 35% discount off the full range of Raleigh, Diamondback and Univega bikes.
- 4.11 Waitrose's audits suggested that relatively few customers cycle to branches, although many customers live within only one or two miles.
- 4.12 Although many of those surveyed felt that they would never be likely to cycle to and from Waitrose branches, it is considered that there is scope to provide good cycle facilities for the small, but still notable, proportion of those who responded positively to suggested improvements for cyclists. Such improvements may also make it easier to use the home delivery service without recourse to a car. The Cambridge branch has trialled covered racks for a large number of cycles. Although this achieved only limited success, Waitrose will consider introducing this facility at other branches where there is likely to be a demand.
- 4.13 The South Woodford and West Ealing branches offer customers the free loan of bicycle-compatible shopping trailers. This gives the customer the opportunity to complete a full shop and transport it home safely using the cycle trailer. The trailer loan service will be extended to other branches, where there is demand for it.

Public Transport

- 4.14 It was apparent from the audit results that there is a significant interest in more direct, frequent and reliable public transport services among customers and staff. Waitrose encourage bus operators to introduce more direct and frequent services between areas where people live and Waitrose branches.

Taxis

- 4.15 The audits revealed that taxi waiting areas at branches were often empty. It is considered that taxis waiting at the pick up point or other waiting areas offer the customer a good level of service and make it more convenient / feasible to access branches by a non-car mode since the return leg (with shopping) can be made by taxi. While taxi freephones are widely available in Waitrose branches, during busy periods Waitrose encourage operators to have taxis waiting.

Deliveries

- 4.16 Waitrose recognise that goods deliveries to branches by lorry need to be carefully managed. There is a range of further measures Waitrose operate to ensure that deliveries are made to branches with minimum disruption and that pollutant emissions and noise from delivery vehicles in transit is minimised.

4.17 Reduction In Lorry Movements – Waitrose is seeking to reduce goods delivery mileage through:

- a) Centralising deliveries into larger but less frequent loads.
- b) Consolidating loads from small suppliers to increase vehicle-fill levels.
- c) Using computer-optimised route planning.
- d) Using emptied vehicles to collect stock from suppliers (known as back hauling).
- e) Encouraging suppliers to take a delivery to one of Waitrose branches after delivering to Waitrose Regional Distribution Centres (forward hauling).

4.18 Waitrose operates a centralised distribution system from Regional Distribution Centres (RDCs) at Bracknell, Bardon and Milton Keynes. A centralised system enables Waitrose to deliver its goods while travelling fewer miles than would otherwise be the case, with consequent environmental benefits. Suppliers and some vehicles returning from Waitrose branches deliver into these RDCs. In addition, smaller warehouses are sometimes used as load assembly points by local suppliers for onward delivery of larger loads to an RDC, thereby minimising mileage. Using emptied vehicles to collect stock from suppliers has proved a particularly successful measure. Currently, Bracknell RDC vehicles make 146 collections of stock per week from suppliers.

4.19 Vehicle efficiency – Second to reducing mileage is efficiency:

- a) Maintenance standards are high. Waitrose lorry trailers are designed to minimise wind resistance with features such as rounded front corners and aerodynamic skirts. The majority of the Waitrose lorry tractors which pull the trailers are fitted with at least 'Euro 2' engines, featuring continuous regeneration traps (CRTs) to reduce pollutant emissions. Since mid 2001, Waitrose new delivery vehicles have been fitted with even lower emission 'Euro 3' engines with CRT.
- b) CRTs clean vehicle exhausts by, for example, reducing particulate emissions by 90% to only 1kg per 100,000 miles and carbon dioxide from 81kg to 4kg over the same. These emissions are a tenth of the maximum allowed for a diesel car. Particulate emissions are a pollutant which the Government is particularly concerned about in its Air Quality Strategy. Euro 3 engines will also help to address this concern.
- c) In recent years, Waitrose has examined the potential for using alternative and/or complementary fuels such as ultra-low sulphur diesel, compressed natural gas and water injection in order to reduce pollutant emissions. As a result of these trials, ultra-low sulphur diesel is in use throughout Waitrose delivery fleet.
- d) Despite increased fuel consumption (measured over the period 1994 to 1999), arising from heavier loads, the use of cleaner fuels and CRTs, Waitrose have managed to make improvements in the number of cases of stock delivered per litre of fuel consumed. In 1994, the number of cases moved per litre was 13.5. In 1999, this figure was 16.8, representing an improvement in efficiency of 24%.

Delivery Times and Lorry Noise

- 4.20 Waitrose deliveries operate under the constraint that fresh food needs to arrive at branches as close to its time of sale as possible. Wherever it is practical do to so, delivering at night or in the early morning reduces the impact on other road users. In addition, because roads are less congested at such times, lorries can be driven with less stopping and starting, which means better fuel consumption performance. To this end, Waitrose endeavour to extend delivery times outside peak congestion periods where local conditions permit. Lorries inevitably pass by houses situated next to roads at 'quiet times' and thus, Waitrose seek to minimise any noise disturbance in three ways. All Waitrose lorries are fitted with "hush" kits; all lorries use quiet air suspension and the refrigeration systems are virtually silent.

Driver Training and Route Planning

- 4.21 Waitrose adopts a responsible stance toward minimising the environmental impact of their lorries in urban areas. Routes are selected to minimise intrusion. Drivers of all company vehicles are trained to drive for economy in accordance with the principle of 'defensive' driving (eg. avoiding hard acceleration and braking wherever possible).
- 4.22 Waitrose believe firmly in the principle that improvements in efficiency go hand in hand with good environmental management. Waitrose policy is to achieve even greater efficiencies in how they deliver goods to branches and customers wherever practicable.

Cars

- 4.23 It is Waitrose policy that staff should not park in branch customer car parks. It is recognised that the majority of staff live within the vicinity of the branch and thus, often are able to access via alternative modes. Where staff spaces are provided these can be prioritised to encourage car sharing.
- 4.24 Although few company cars are used at branches, Waitrose is committed towards more efficient vehicles including the use of LPG where feasible. Across the business Waitrose have increased the proportion of diesel cars to petrol cars.

Reducing Staff Travel

- 4.25 Waitrose provides support for home working where appropriate.
- 4.26 Waitrose offers relocation packages to staff who move to new areas of the country. The size of the company means that staff sometimes have to move to take up jobs which advance their careers or which the company is unable to fill locally. Waitrose will meet essential expenses involved in such a move if it is in the interest of the business.

General Branch Facilities

- 4.27 Staff cloakrooms are provided with secure lockers for each employee and hanging rails for outdoor clothing. In addition, facilities for washing and changing in privacy are provided.

- 4.28 The nature of Waitrose business enables them to provide staff with a subsidised restaurant and supermarket along with facilities for staff shopping. This reduces the need for staff to make additional journeys from the branch and separate shopping trips at other times.

5.0 EXISTING TRANSPORT FACILITIES IN CHEADLE HULME

- 5.1 In order to develop the most effective travel management mechanisms for the branch, it is important to have a thorough understanding of the existing transport facilities within the vicinity of the site. As such the existing transport facilities were audited and are outlined within this section.

Pedestrians

- 5.2 The Government's guidance contained in PPG13 is that 2 kilometres is considered to be an acceptable distance for pedestrians to walk to work or nearby facilities and amenities. As such, Figure 5.1 illustrates an indicative 2 kilometre radius drawn around the site highlighting in broad terms the areas and facilities within walking distance of the site. The drawing illustrates that many residential areas, the local primary shopping areas and local bus stops are within 2 kilometres of the branch. This serves to illustrate the branch's easy accessibility by foot from the whole of Cheadle Hulme.
- 5.3 Footways are provided alongside roads throughout the area and are of an urban nature with little overhanging foliage to restrict their use. They are adequate, generally in good condition and well lit. Uncontrolled crossings in the area comprise a variety of designs, incorporating features such as tactile paving, dropped kerbs, bollards and pedestrian islands.
- 5.4 Controlled Pelican crossing facilities with tactile paving and dropped kerbs are provided at two locations close to the site, one approximately 100 metres to the north-west with the other approximately 50 metres to the south-east. Both crossings provide pedestrians with a safer route across Station Road.
- 5.5 Such facilities support walking as a safe and viable option for travel to and from the branch.

Cyclists

- 5.6 In a similar manner to the guidance provided in PPG13 for pedestrians, the Government also offers guidance as to acceptable cycling distances to work, local amenities and facilities. This is generally regarded as being 5 kilometres. As such Figure 5.2 also illustrates the indicative cycling catchment of the store using the standards set in PPG13, and shows the on-road cycle routes within this area. This demonstrates that residential areas as far as Gatley, Cheadle, Woodford, Bramhall and Handforth are within the cycling catchment area of the site. The cycle catchment area also includes part of the town of Stockport along with its own amenities and facilities.
- 5.7 Station Road and nearby Albert Road are both moderately trafficked during off-peak periods but are busy during peak periods. As a consequence, these roads present a relatively unattractive environment for cyclists. Local residential roads are quieter and more conducive to cycling but do not provide continuous alternative routes to the site since few are linked with each other. Cyclists must therefore use Station Road for at least part of the journey when travelling to the site via this mode.
- 5.8 Some measures to improve the safety of cyclists and encourage the use of cycles as a mode of transport have been introduced at the junction of Station Road / Albert Road. These generally comprise advance stop lines and waiting areas.

- 5.9 Secure and sheltered cycle parking for customers will be located adjacent to the proposed foodstore and provides for 16 cyclists. Cycle parking for staff will be provided at a rate of 1 space per 7 staff.

Public Transport

- 5.10 Rail and bus services locally form part of a comprehensive and extensive network providing opportunity for easy access by public transport to the store from a huge variety of destinations within reasonable travelling time.

Rail

- 5.11 Cheadle Hulme Station, east of the site, is the closest mainline railway station to the site. The station lies on the Stoke-on-Trent to Manchester Piccadilly line, which is operated by Northern Trains. Trains run throughout the day, on an hourly basis, Monday to Saturdays. On Sundays trains run every two hours. The rail network is illustrated on Figure 5.3.
- 5.12 The train station, although being on a busy commuter route, has relatively limited facilities. The station has a staffed ticket office, which is open Monday to Saturday 06.00 to 23.45 hours and Sunday 08.40 to 23.00 hours.
- 5.13 The station cannot be accessed by wheelchairs.

Buses

- 5.14 Local bus provision in the vicinity of the new store is good and Table 5.1 following, describes all bus services which pass the site. Most buses operated on local routes, incorporate a low floor design, which allows pushchairs and wheelchairs to be rolled straight on and off without the need for folding up. Buses which pass the site do not have this facility. The local bus routes are illustrated on Figure 5.4.
- 5.15 The nearest bus stops to the site are located along Station Road approximately 70 metres to the north-west.

Table 5.1: Bus Services Summary

Service No.	Route Description	Frequency		Operator
		Weekdays	Weekend	
157	Woodford - Cheadle Hulme - Manchester	Every 30-40 minutes commencing at 07.03 until 19.14, then hourly until 23.14 and finishing at 23.44	Every 60 minutes commencing at 08.46 until 18.46 then hourly from 18.14 until 22.14 and finishing at 23.44. 3 trips on Sundays.	R Bullock Buses
307/308	Stockport - Cheadle Hulme - Hazel Grove	08.18 and 08.42 then hourly until 17.42	09.42 then hourly until 16.42. No service on Sundays	Speedwell Private Hire
310	Cheadle Hulme - Stockport	One bus at 08.45	No service on Saturday or Sundays	R Bullock Buses
313	Cheadle Hulme - Stockport	Every 12-15 minutes commencing at 06.55 until 19.46, then hourly until 23.46	Every 15-20 minutes commencing at 08.05 until 19.46, then hourly until 23.36	Stagecoach Manchester

12. No development on site shall commence (with the exception of demolition if agreed as part of the construction Method Statement) until the car park approved under planning consent DC20473 has been constructed, laid out and made available for public use in accordance with agreed details unless agreed otherwise in writing by the Local Planning Authority.

Reason: In the interests of highway safety and public amenity.

CHECKED AND SIGNED OFF BY:-

DATE:-

On-site Operational Information

- 5.14 As it is with existing transport facilities, it is also important to consider the parameters of the operation for which travel initiatives have to cater. This is examined briefly below.
- 5.15 The Branch Manager will lead a team of about XXYY staff in the branch. Typically, 30% of staff will be full time working approximately 39 hours per week and the remaining will be part time. Staffing is phased to cover the twenty four hour operation of the branch. The peak number of staff on site at any time is 40%. This is typically some time during the trading period between Friday and Saturday. Consequentially, the majority of staff travel outside normal peak traffic times and when alternative transport modes can be less attractive for security reasons or simply due to lack of availability.
- 5.16 The branch trading hours are likely to be as follows;

Sunday	10:00 - 16:00 hrs
Monday	08:30 - 20:00 hrs
Tuesday	08:30 - 20:00 hrs
Wednesday	08:30 - 20:00 hrs
Thursday	08:30 - 20:00 hrs
Friday	08:30 - 21:00 hrs
Saturday	08:30 - 20:00 hrs

The trading hours are longer than the standard town centre retail hours. This gives customers greater flexibility to visit the shop at off peak times or as part of a linked trip.

- 5.17 Deliveries to the Waitrose store are made on a daily basis. They operate under the constraint that fresh food needs to arrive at the branch as close to the time of sale as possible. They are managed by Waitrose and are expected to total about 32 each week. Recycling and refuse collections are made in addition to these deliveries.

6.0 TRAVEL MANAGEMENT AT WAITROSE, CHEADLE HULME

- 6.1 This Travel Plan is designed to deliver an effective and tangible shift in travel behaviour that accommodates the travel needs of all users of the development, whilst ensuring that operational efficiency is maintained.
- 6.2 There is potential for work related walking, cycling and bus use within Cheadle Hulme and from some of the outlying areas, particularly Cheadle, Gatley, Bramhall and parts of Stockport.
- 6.3 Nevertheless, following both National and Regional policy guidance, this Travel Plan includes achievable but challenging *Objectives* and *Targets* designed to deliver a realistic mode shift within a set timescale through targeted *Initiatives*. It aims to reduce unnecessary travel by car associated with the Waitrose store and an increase in the number of journeys made using alternative modes, by those staff and customers who are able to consider alternative modes.
- 6.4 In order for the *Objectives* to be achieved, *Initiatives* will be implemented in stages over a five year period. Progress of the TP towards meeting the *Objectives* will be assessed against *Targets*, set to be achieved within specified timescales. *Indicators* provide a means of monitoring the extent to which *Targets* have been met.

Key Objectives

- 6.5 In light of the audit of local transport facilities and in the context of the branch's operational characteristics, Local Government Transport Policies and Plans, as well as Waitrose's own policies, the key objectives of the Travel Plan have been identified as:
- a) To reduce the level of unnecessary single occupancy work related car use by:
 - Education and promotion of Travel Plan initiatives.
 - Encouragement and support for staff to increase the use of transport modes other than single occupancy car use for travel to and from work.
 - b) To reduce the impact of work related travel, associated with the proposed development upon the local environment.
 - c) To promote the choice of sustainable travel options generally to staff and customers as part of an action plan to persuade them to choose a healthier, active lifestyle for all travel wherever practical.
 - d) To be complementary to the efficient operation of the store
 - e) To be complementary to the vitality and viability of Cheadle Hulme.
 - f) To be acceptable to the Local Authority, to Waitrose staff and customers.
 - g) To be largely self-funding after initial implementation.
 - h) To be ongoing and adaptive, monitoring impacts and learning from experience.

Initiatives to Promote Sustainable Travel

- 6.6 It is acknowledged that different people will respond to different measures, and some may not react to any. Therefore, a number of Initiatives and travel management mechanisms have been identified to contribute towards achieving the target modal split, these are highlighted in the following sections. It is proposed that these measures would be phased and introduced as required and altered, as necessary, in response to the results of monitoring travel behaviour and in consultation with the local authority.
- 6.7 There are a number of transport initiatives that cannot be solely promoted by Waitrose. Developing constructive and supportive partnerships between the local authorities and transport providers would allow the development of a range of feasible transport options which are sustainable. It is essential for the success of this Travel Plan for the Local Authority to work in partnership with Waitrose providing positive and constructive support as required.
- 6.9 The Travel Plan Initiatives are designed to be introduced in three overlapping phases, spread over 5 years. The nature of the initiatives to be introduced in each phase and their envisaged commencement timings are shown below:
- **Phase 1 - (Year 0 - Year 2) High Profile Initiatives**
Initiatives designed to deliver rapid shifts in mode share.
 - **Phase 2 - (Year 1 - Year 4) More Complex Initiatives**
Initiatives typically involving changes to company organisation and working practices. Mode shift not immediate, but % shift is greater and more permanent.
 - **Phase 3 - (Year 2 - Year 5) Potentially Challenging Initiatives**
Initiatives typically involving changes to working conditions that require periods of staff consultation. Mode shift returns are high and sustainable in the long term.
- 6.10 The phased approach to the introduction of Travel Plan Initiatives is flexible and capable of being modified at any stage in response to operational experience. Therefore, Initiatives that are highlighted in this version of the Travel Plan actively seek to achieve the desired mode shift at Waitrose, Cheadle Hulme and would be regularly monitored and appraised to assess their effectiveness. As it is difficult at this stage to highlight precise initiatives and timings beyond those contained in Phase 1, the Travel Plan should be considered a 'living document'; those initiatives included in Phase 2 and beyond would be largely reactive to the effects of the initiatives in Phase 1.
- 6.11 The audit of local transport provision, site facilities and the results of the travel survey questionnaire will provide a firm foundation upon which to develop the Travel Plan. Future monitoring in the form of snapshot staff travel surveys and other data gathering (see Section 9.0) will provide further information upon which to focus further travel management initiatives, in the regular review and update of the Travel Plan in consultation with the local authority.

- 6.12 The following initiatives have already been identified to assist staff and also customer travel. A nominated member of staff who will fulfil the role of a Travel Co-ordinator (TC) will introduce these at the branch in a phased manner. Additional detail regarding the TC is given in Section 8.0.

Cycling and Walking

- 6.13 Walking and cycling are healthy, sustainable and socially inclusive modes of transport, that create no pollution and have little environmental impact compared with other modes.
- 6.12 Waitrose will promote walking and cycling to and from the store. This will emphasise that walking and cycling all or even part of a journey is the easiest way to build activity into busy, time-pressured lives.
- 6.13 A "Travel Buddy" system will be set up whereby help will be available to find a colleague with whom to walk or cycle from a mutually agreed meeting point.
- 6.14 Staff can also get at 35% discount off the full range of Raleigh Diamondback and Univega bikes exclusively through Raleigh UK. Details can be found within the PartnerChoice scheme on JLPnet. The TC will contact local suppliers to see if further discounts can be negotiated.
- 6.15 In addition to the individual lockers provided to all staff, Waitrose will provide large lockers for staff who cycle to work. These will be available from when the store opens.
- 6.16 Personal Attack Alarms are available to staff at a discounted price.
- 6.17 During the first year of trading, loan bikes can be made available for a temporary period for staff to borrow and try out. This can be repeated on future occasions to promote cycling in the branch. The on-site Travel Co-ordinator will co-ordinate this with Head Office as necessary.
- 6.18 Waitrose will display details of the Local Authority network of cycle routes.
- 6.19 In addition to the ongoing trials of the loan of cycle trailers at Waitrose South Woodford and West Ealing, Waitrose will consider offering trailers to customers in Cheadle Hulme and seek Local Authority support similar to London Borough of Redbridge at South Woodford.

Car Sharing

- 6.20 Waitrose has set up a "Private Group" on Liftshare.com. Liftshare.com is a public website which can be accessed either from home or through the company intranet. Further information to help staff who want to car share is included in Appendix B.
- 6.21 Taxis will be provided for staff who use a sustainable transport mode to guarantee a ride home in the event of an emergency or when car share arrangements cannot be honoured through unforeseen circumstances.

- 6.22 It is Waitrose policy to discourage staff from parking in branch car parks as it recognises that the majority of staff live in the vicinity of the branch and that many branches are in town centre locations. Waitrose does not provide staff car parking facilities except for those with special needs, which will be considered in individual cases on merit. Staff are reminded that taking a parking space for themselves reduces the availability for customers. This affects the income of the branch, which, in turn, reduces the staff member's Partnership Bonus.
- 6.23 Where possible, taking account of business needs, Waitrose will aim to accommodate requests from staff to change working times to help with car sharing.
- 6.24 Waitrose will consider appropriate opportunities with Local Authorities and other local groups, to reduce reliance on the private car.

Public Transport

- 6.25 Waitrose offer low interest rate loans for the purchase of public transport season tickets. Further information on this scheme as it currently operates is given in Appendix C.
- 6.26 Where possible, taking account of business needs, Waitrose will aim to accommodate requests from staff to change working times to help the use of public transport.
- 6.27 Waitrose will encourage the local authority to support more local bus services that link the branch with areas where people live. The TC will keep them informed of the branch trading hours and any suggestions to help improve the services.
- 6.28 Waitrose will encourage local transport operators to provide discounts for season ticket purchases.
- 6.29 Waitrose will share their experience with the Travel Plan with local businesses and help the development of a Travel Plan cluster within the Cheadle Hulme area.
- 6.30 The TC will monitor the conditions of nearby bus stops and Cheadle Hulme Station and where necessary, liaise with the local authority, bus companies and Northern Trains to rectify defects.

E-Retailing and Home Delivery

- 6.31 In line with Waitrose policy, the Cheadle Hulme branch will be provided with the facilities to offer both of these services. However, Waitrose will assess the branch performance, the local market and likely take up before making a business decision to offer the services to customers. A decision is likely within around a year of the store opening. Furthermore, the long term maintenance of these services will also need to be commercially justified. If a home delivery service is offered it will be actively marketed to attract and retain users. Home delivery offers shoppers the ability to walk, cycle or take public transport to the site and arrange for their goods to be delivered rather than having to carry bulking shopping home themselves. This helps overcome one of the main barriers to the use of alternative modes of transport for food shopping.

General

- 6.32 Waitrose provide staff with a subsidised staff restaurant and supermarket along with storage facilities for staff shopping. This helps reduce the need for staff to make additional journeys from the branch.
- 6.33 The wide product range available within the branch will strengthen the retail facilities in Cheadle Hulme, giving more shoppers the opportunity to complete their weekly shopping needs locally and in one trip, without the need to travel further afield.

Promotion and Monitoring

- 6.34 For the Travel Plan to be a success it is important that it is not viewed as anti-car and thus it will be promoted as broadening travel choices and awareness of sustainable travel.
- 6.35 Travel notice boards will be set up in the branch to increase customer and staff awareness of the travel plan, local transport services, cycle and pedestrian routes to the branch.
- 6.36 A Travel Co-ordinator (see Section 8.0) will be nominated to implement the Travel Plan, monitor travel issues and provide advice to staff on travel options on a day to day basis. The TC will be part of the branch management team and will be supported by the Branch Manager and Head Office Travel Co-ordinator to co-ordinate the Travel Plan.
- 6.37 Current public transport timetable information will be made available for staff and customer reference.
- 6.38 Public transport, pedestrian and cycle route maps will be displayed on the travel notice board to help staff identify a local service convenient to them and advise customers if asked.
- 6.39 Information will be posted giving details of local taxi services and a public telephone is also provided close to the checkouts for customers to use to call for a taxi.
- 6.40 The Travel Plan will be launched at the branch with an event that will highlight sustainable transport initiatives and promote staff ownership of the plan. Follow on promotion of the plan will occur at branch meetings or by other positive means on a regular basis.
- 6.41 Response will be given to suggestions made to assist staff and customer travel.
- 6.42 All future new recruits to the branch will be informed of the Travel Plan and will be issued with travel packs promoting alternative transport modes and encouraged to support the travel plan.

Staff and Customer Surveys

- 6.43 A snapshot mode-share survey will be undertaken annually by means of a short, simple staff questionnaire. The results will be made available to the local authority and will serve as an indicator of the progress of the Travel Plan initiatives towards target.

- 6.44 A comprehensive travel survey amongst existing staff similar to the one to be undertaken within six months of the store opening will be undertaken at the store after 5 years to understand better the travel trends and attitudes of those travelling to the branch. The results will allow Waitrose to identify changes in travel patterns, demand corridors and modal split and thus this will allow the travel management mechanisms and initiatives highlighted within this document, to be focused more towards specific needs. The survey results will therefore facilitate more targeted and defined mechanisms to be identified in the future.
- 6.45 The following information will be sought from staff:
- a) Primary and secondary mode of travel taken to work.
 - b) Home address (by postcode).
 - c) Indication of measures that would encourage use of non-car alternatives.
- 6.46 The surveys (an example of which is included in Appendix A) will include all permanent and temporary employees at the branch.
- 6.47 Within a year of opening a similar customer survey will be carried out by sample interview of customers spread over all the full trading hours on a typical weekday and a Saturday to determine where they travel from, method of transport, their use (if any) of other methods of grocery shopping and their attitude towards travel alternatives and different ways to receive goods.

7.0 TARGETS

7.1 To enable assessment to be made as to whether the Objectives have been met, time based targets have been set as follows:

Initiatives	Target	Timescale	Responsibility
Nominate member of staff to fulfil role of Travel Co-ordinator	Appoint Travel Co-ordinator	Within six months of opening	Store Manager
Review measures to encourage staff to travel to the store by alternative modes	Undertake staff travel survey	Within six months of opening	Travel Co-ordinator
Actively seek out potential local partners in order to promote the travel plan	Play a role in a local partnership	Within one year of opening	Travel Co-ordinator
<u>Walking and Cycling</u>			
Encourage staff to walk or cycle to work.	Increase percentage of staff cycling or walking to work by 2%.	Within five years of opening.	Travel Co-ordinator.
Loan bikes to staff wishing to try cycling	Make loan bikes temporarily available to staff	Withing six months and ongoing	Travel Co-ordinator
Set up "Travel Buddy" system	Identify and encourage volunteers and 'novices'.	Ongoing	Travel Co-ordinator
Promote staff discount (35%) on Raleigh Diamondback and Univega bikes	Secure average staff take up of at least 1 per year	Within five years of opening	Travel Co-ordinator
Provide facilities to assist those who cycle to the store	Provide adequate, secure cycle parking	Ongoing	Travel Co-ordinator
	Provide lockers for staff who cycle to work	Ongoing	
	Ensure personal attack alarms are available at discounted prices on request	Ongoing	Travel Co-ordinator
Provide information on cycling	Display details of the Local Authority network of cycle routes	Ongoing	Travel Co-ordinator

Initiatives	Target	Timescale	Responsibility
<u>Public Transport</u>			
Encourage staff to use public transport to travel to work	Increase percentage of staff using public transport to work by 2%	Within five years of opening	Travel Co-ordinator
Set up 'Travel Buddy' system	Identify and encourage volunteers and 'novices'.	Ongoing	Travel Co-ordinator
Provide information on public transport.	Display information on local public transport network and make timetables available	Ongoing	Travel Co-ordinator
Monitor local public transport conditions	Alert those responsible for the upkeep of public transport facilities where necessary.	Ongoing	Travel Co-ordinator
<u>Driving</u>			
Encourage staff not to drive alone to work	Decrease single occupancy car use for work journeys by 2%	Within five years of opening	Travel Co-ordinator
Encourage car sharing to existing car drivers	Display publicity material for car sharing. Make staff aware of Liftshare.com and provide internet access if required.	Ongoing	Travel Co-ordinator
Start accident book detailing all on site accidents.	Identify potential accident black spots for both staff and customers.	Ongoing	Travel Co-ordinator
<u>Customers</u>			
Promote Waitrose and / or Ocado internet home shopping	Increase by 5% the percentage of customers who use Waitrose internet home shopping services at least occasionally	Within five years of opening	Waitrose
Review measures to encourage customers to travel to the store by alternative modes	Undertake customer travel survey	Within twelve months of opening	Travel Co-ordinator

Indicators

- 7.2 To provide a measure of the extent to which the initiatives are contributing towards achieving the targets, Indicators have been specified as follows:
- 7.3 A full survey questionnaire, as included in Appendix A, will be undertaken within six months of opening and repeated every 5 years.
- 7.4 Annual snapshot mode share assessment based on a short interview survey, as included in Appendix D, will provide indication of the rate of progress towards achieving the targeted reduction in single occupancy car trips.
- 7.5 Results taken from the initial full survey questionnaire will aid the travel plans implementation and annual snap shot surveys will allow the travel plan the flexibility it requires to adjust to meet new targets and overcome specific barriers identified in the future.

PLANNING AND HIGHWAYS REGULATION COMMITTEE

Meeting: 16 February 2006.

Report of Visiting Team

Monday, 13 February 2006 at 9.30 am

PRESENT

Councillor Kevin Hogg (Lead Councillor); Councillors Walter Brett, Christine Corris, Phillip Harding, Anthony O'Neill, Paul Porgess, Maureen Walsh, Roy Weaver and Derek Whitehead.

1. DECLARATIONS OF INTEREST.

Councillors and officers were invited to declare any interests in any of the sites to be visited.

The following declaration was made.

<u>Councillor</u>	<u>Interest</u>
Philip Harding	Plan no. 21669 for the change of use to a restaurant at 1 Moorside Road, Heaton Moor, as the applicant was known to him. Councillor Harding took no part in the discussion or vote on this item.

2. SITE VISITS

Councillors visited the following sites and made recommendations for consideration by the Planning and Highways Regulation Committee. Councillors are requested to refer to the plans list for a full report on the applications and details of objections and observations received.

(i) Station Road, Cheadle Hulme - Waitrose Supermarket (plan no. 20374)

In connection with the demolition of an office building and the erection of single/two storey foodstore with decked car park and new vehicular accesses to Station Road and the construction of off-site highway works on Station and Ladybridge Roads.

RECOMMENDED - (4 For, 4 Against). The recommendation was approved on the casting vote of the chair subject to the following conditions:

- The Albert Road/Cheadle Road traffic signal junction should be equipped with a MOVA signal controller (including provision of all necessary ducting, detection and signal equipment) and be linked to the Ladybridge Road/Station Road junction.

8.0 THE TRAVEL CO-ORDINATOR

- 8.1** As with any plan, the key to its success is in the implementation. In order to ensure that the mechanisms highlighted within this document are put into practice in a manner befitting the proposed development, it is important that the role of a Travel Co-ordinator is fulfilled on site. The role is very much one that requires acting as a lynch pin, drawing all the facets of the TMP together to ensure a successful outcome.
- 8.2** The TC will be part of the branch management team and will be supported by the Branch Manager and Head Office Travel Co-ordinator who will help to co-ordinate the travel plan at Cheadle Hulme.
- 8.3** The TC will liaise closely with Stockport Metropolitan Borough Council regarding the implementation of the plan. Acting as the main point of contact at the branch for transport matters the TC will ensure the continued transport proficiency of the site. The TC will also liaise closely with staff and customers to obtain first hand feedback and comments on transport arrangements at the store.
- 8.4** The TC will become the repository of advice on a range of transport issues from local bus routes and times to local cycle routes as well as helping with personal travel planning for those staff and customers wanting to use alternative travel modes. A key role however will be that of promoting alternative and sustainable travel as well as talking to site users about how transport facilities can be enhanced on a site-specific basis.
- 8.5** In essence, the TC's role is one that will ensure the functionality of the site is maintained within the local environment, its efficiency with regard to transport issues is maintained and above all, its attractiveness as a work environment for staff and shopping environment for customers is maintained.

9.0 TRAVEL PLAN MONITORING AND APPRAISAL

- 9.1** The successful operation of the Travel Plan will be judged in terms of the influence the proposed measures have on the selection of travel mode. The objective of the monitoring programme will be to assess changing patterns in travel, in particular, the numbers of staff choosing to travel to work by means other than single occupancy cars.
- 9.2** Monitoring activity over the first 5 years of the new store being open will comprise the following:
- a)** It is proposed to undertake annual snapshot staff mode-share questionnaire surveys after initial opening store and a comprehensive travel questionnaire every 5 years.
 - b)** The Travel Co-ordinator will regularly monitor customer comments on transport initiatives. These comments and information received from the staff surveys will be used to improve the Travel Plan where necessary to encourage both staff and customers to use alternative modes of transport to the car.
 - c)** The Travel Plan will be reviewed on an annual basis to establish the extent to which the Plan is effective. It will then be updated, as necessary, in consultation with the local authority. Information gathered as part of the routine day to day management will provide an important input into the annual review. The review will:
 - i)** evaluate whether publicity materials are up to date;
 - ii)** evaluate whether car share schemes are effective;
 - iii)** evaluate whether the key objectives in paragraph 6.5 are being met; and
 - iv)** produce an action plan.
- 9.3** The annual review will make comparisons with previous years, with the datum provided by the initial on-site evaluations and objectives. The information received from staff will also be used to help influence visitor and customer travel modes.

10.0 SUMMARY AND CONCLUSIONS

10.1 Waitrose is one of the UK's leading food supermarket retailers and as part of the John Lewis Partnership, takes an innovative approach to its corporate business. Most Waitrose shops are located in district or town centres, close to where people live. As a consequence, almost all are well served by public transport, accessible on foot and by cycle. However, Waitrose acknowledges that its operations, like those of most large retailers, attract car users which in turn can add to congestion and other environmental impacts.

10.2 It is Waitrose policy to recognise and take measures to alleviate environmental impacts arising from their operations. In addition, Waitrose also realise that they have an important role to play in contributing to the fulfilment of the Government's national strategy for integrated and sustainable transport. This is reflected in Waitrose corporate Sustainable Transport Policy and their definition of sustainable transport:

'Achieving sustained business improvement while at the same time ensuring that access to our branches and the movement of our goods are undertaken in a way which does not unduly affect the environment'

10.3 The main components of this Travel Plan include:

- a) Member of staff to be designated as Travel Co-ordinator to oversee implementation of the Travel Plan.
- b) Survey staff to understand existing travel issues.
- c) Promotion of the Travel Plan to help create joint ownership and make staff aware of the benefits of the Travel Plan to them and the environment.
- d) Travel awareness information for staff and customers to enable them to plan their journeys to visit Waitrose by public transport or other non-car modes.
- e) Facilities for staff and customers to encourage walk and cycle trips.
- f) Facilities to promote staff car sharing.
- g) Consultation with local transport operators, Local Authority officers and other local travel groups to develop initiatives to encourage use of alternative staff travel modes other than single occupancy cars.
- h) Monitoring arrangements.

10.4 The successful operation of the Travel Plan will be judged in terms of the influence the proposed measures have on the selection of travel mode. The objective of the monitoring programme will be to assess changing patterns in travel, in particular, the numbers of staff choosing to travel to work by means other than single occupancy cars.

- 10.5 There is no quick fix solution to bringing about the modal shift objectives of this plan. The plan involves many measures under the control/influence of many agencies, with varying implementation timescales. The plans proposals need to be considered within the context of emerging central and local government transport policies and plans as well as the operational needs of the branch.
- 10.6 Any approach to travel management must be adaptive and incremental. Waitrose have already undertaken a number of initiatives as the first steps towards increased sustainable integration. The Travel Plan seeks to pull together the various options for travel into an integrated strategy for staff and customers. The strategy will however have to adjust overtime reflecting the changing context of the branch and the monitoring of the effectiveness or otherwise of the implementation of elements in the plan.

REFERENCES

Waitrose Ltd – Corporate Social Responsibility, 2004

Waitrose Ltd – Sustainable Transport Policy, August 2001

Waitrose Head Office Green Travel Plan

Department of Transport – Making Travel Plans Work

FIGURES

Note:

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Item	Description	Date	Drawn
Glanville Commercial House 82 Fenchell Road, Didsbury Chert, Cheshire, M20 1AD Tel: 0161 275 6155 Fax: 0161 275 6177 info@glanville.co.uk www.glanville.co.uk			
Client:	Waitrose		
Project:	Waitrose, Cheshire M20		
Site:	Site Location Plan		
Project Engineer:	J. Campbell	Scale:	As Shown @ A3
Project Manager:	P. Widdowson	Date:	June 2005
Drawn:	P. Widdowson		
Check:	P. Widdowson		
Approved:	P. Widdowson		
Drawing No.	Figure 2.1		

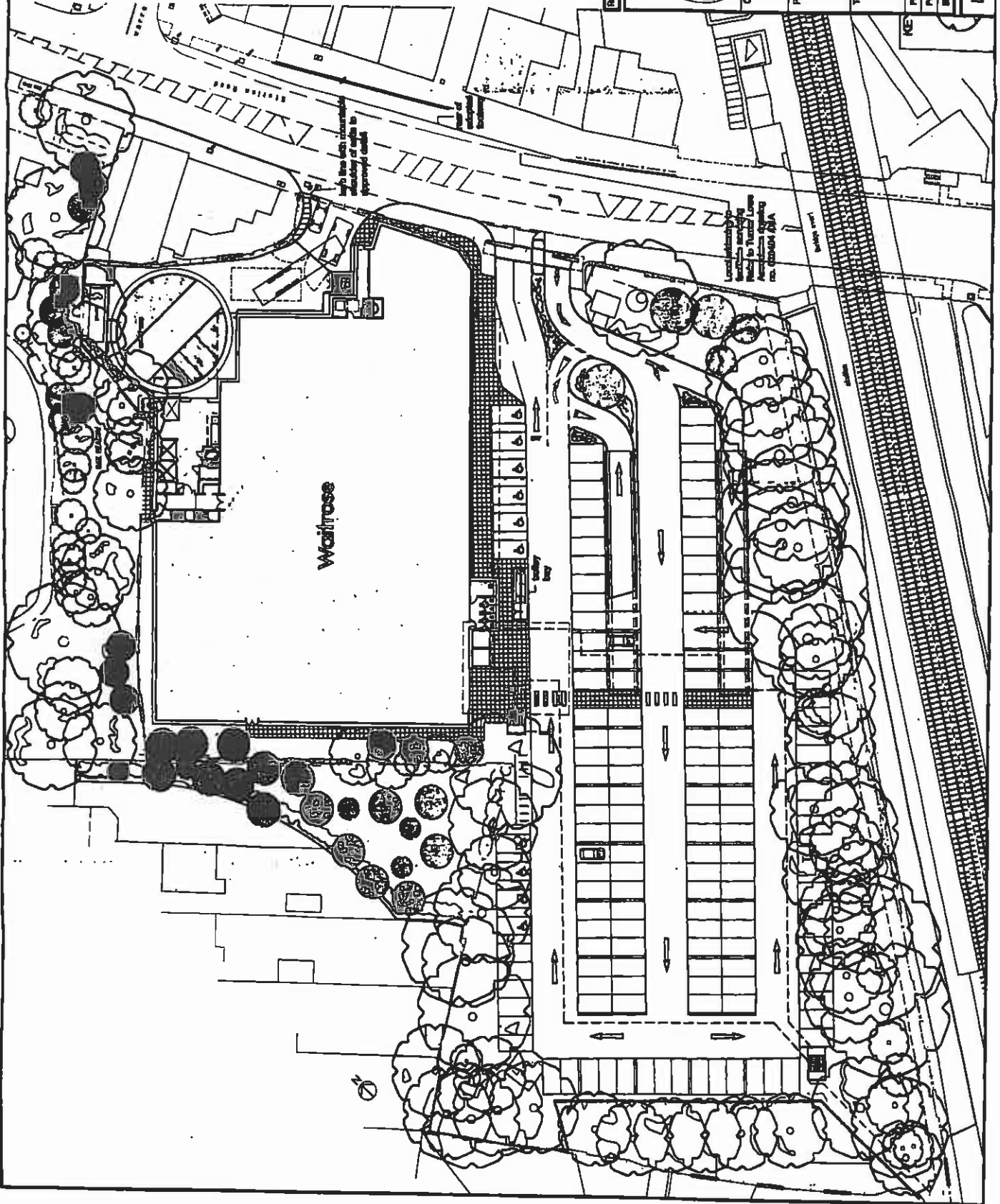
1KM

NOTES

1. This drawing to be read in conjunction with all other drawings and specifications.
2. Dimensions not to be scaled.



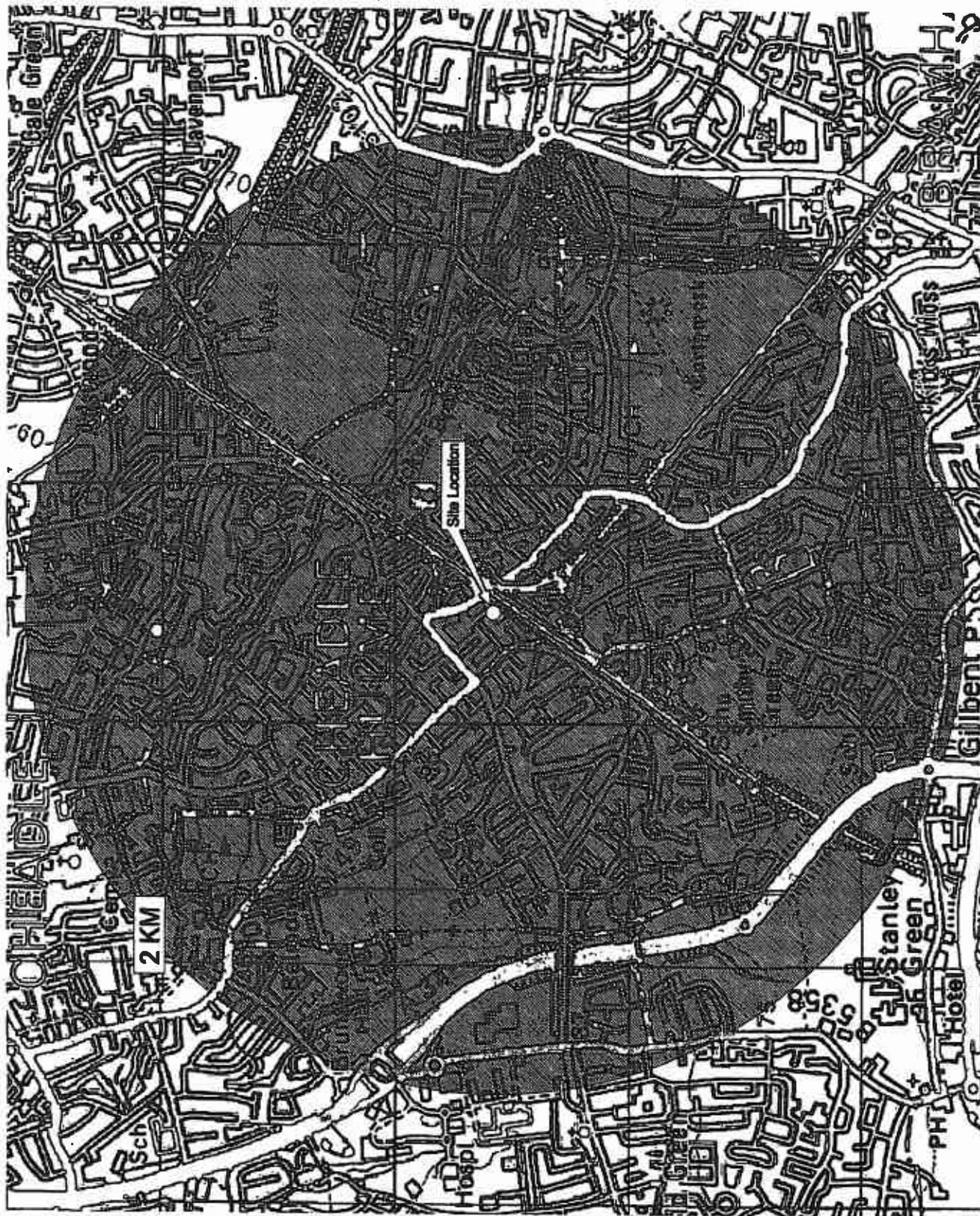
Rev	Description	Date	Drawn
Glanville Commercial House 62 Fenchell Road, Oxford OX4 11 7AD The project is a new 100,000 sq ft retail unit for Waitrose.			
Waitrose Client: Waitrose, Cheshire Home			
Project: Waitrose, Cheshire Home			
Title: Proposed Site Layout			
Project Engineer: J. Campbell		Date: 15/01/03	Drawn: J.A.S.
Project Director: P. Whitford		Date: June 2003	Drawn: J.A.S.
Status: PRELIMINARY			
Drawing No. Figure 2.3			Rev




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Approximate area within acceptable welding distance in accordance with PPG-13



Plan	Description	Date	Scale
			
Glanville Constructors House 82 Ocean Road, District Ocean, OX11 7AD Tel: 0203 333333 Fax: 0203 333333 info@glanvilleconstructors.co.uk			
Client:	Waitrose		
Project:	Waitrose, Chichester Hulme		
Title:	Potential Waiting Cabment		
Project Engineer:	A. Campbell	Scale:	A4 Sheet @ A3
Project Manager:	P. Whitford	Date:	June 2020
Block:	FREE LAMPARY		
Drawing No.		Figure 5.1	

NAME

RECOMMENDED - (1) That the application be granted subject to a condition requiring the installation of cowlings on the lighting columns.

(2) That the applicant be requested to introduce any necessary improvements to the drainage of the site as part of these works.

The visit ended at 1 45 pm.

g:\reports\Plan and High 13 Feb

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KEY

- Approximate area within acceptable cycling
 distances in accordance with PPG13
- National Cycle Network on-road route
 - Other signed on-road cycle route
 - National Cycle Network traffic-free route
 - Other traffic-free cycle route



Glanville

Comarsons House
 82 Fochail Road, Dillal
 Oasen, OX11 7AD
 Tel: 01235 888888 Fax: 01235 888889
 email: glanville@comarsons.co.uk

Waitrose

Waitrose, Cheshire Holmes

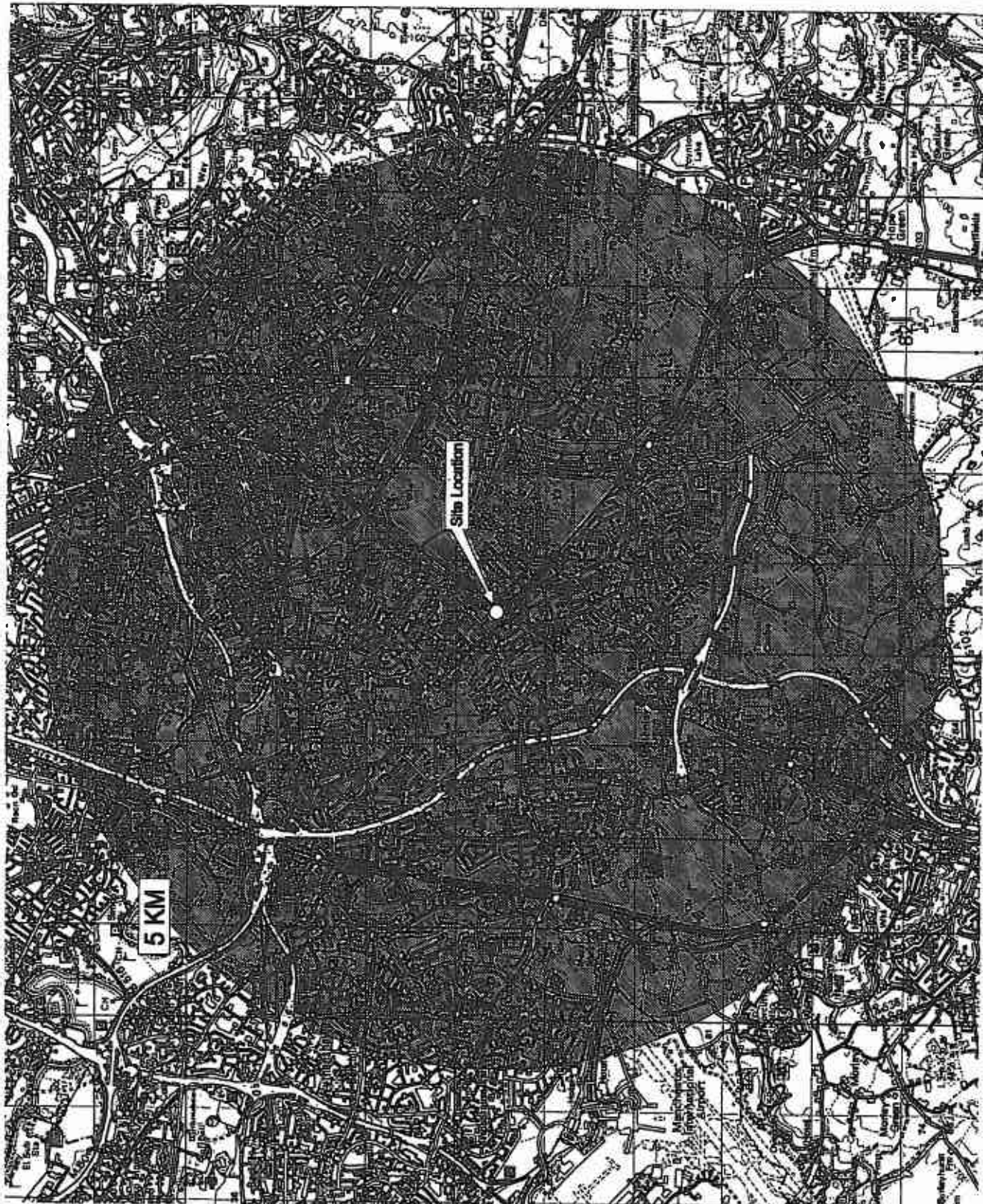
Waitrose

Waitrose, Cheshire Holmes

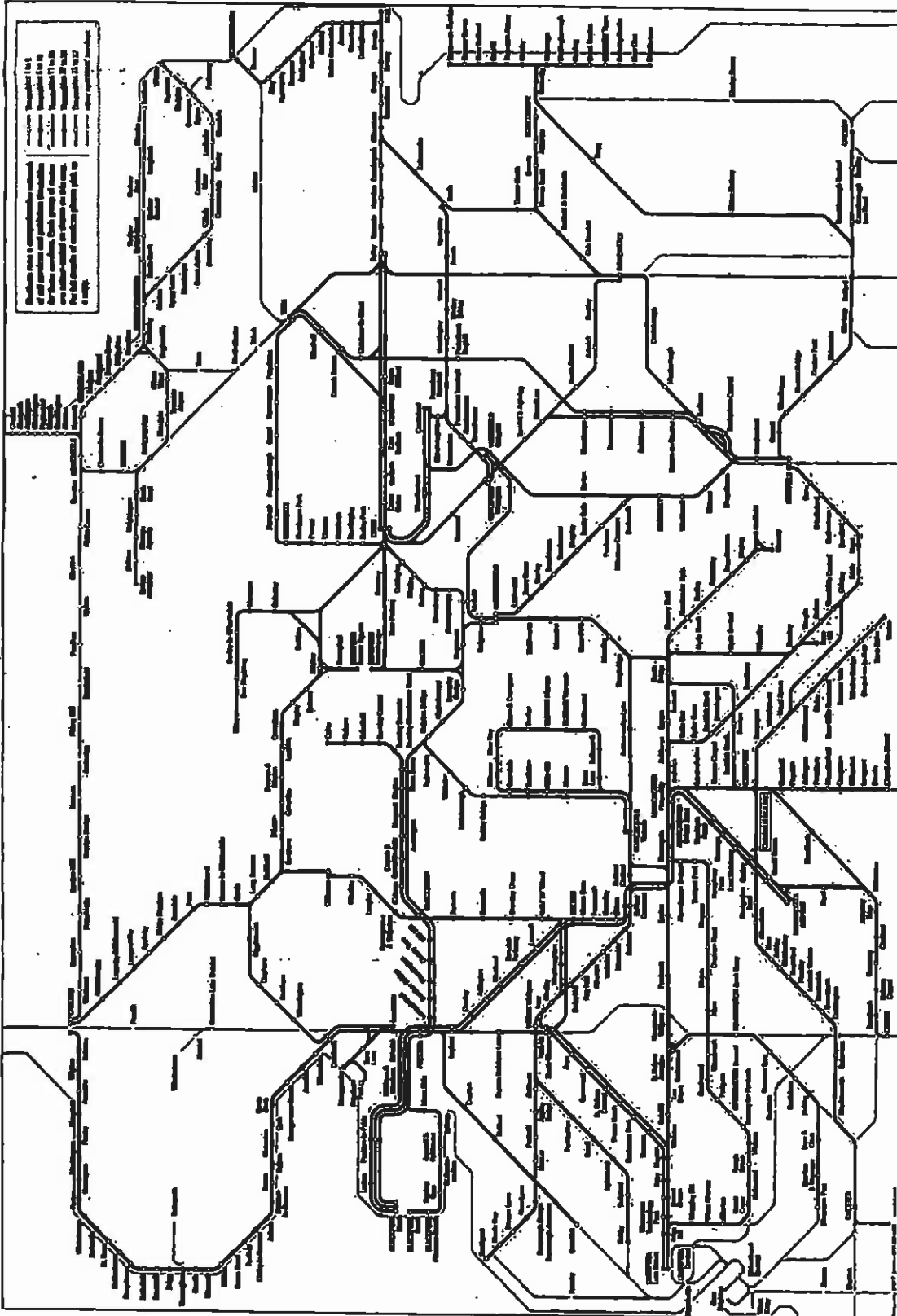
Potential Cycling Catchment

Project Engineer: J. Campbell
 Project Designer: P. Whitland
 Date: June 2008
 Status: PRELIMINARY

Drawing No. Figure 5.2



5KM




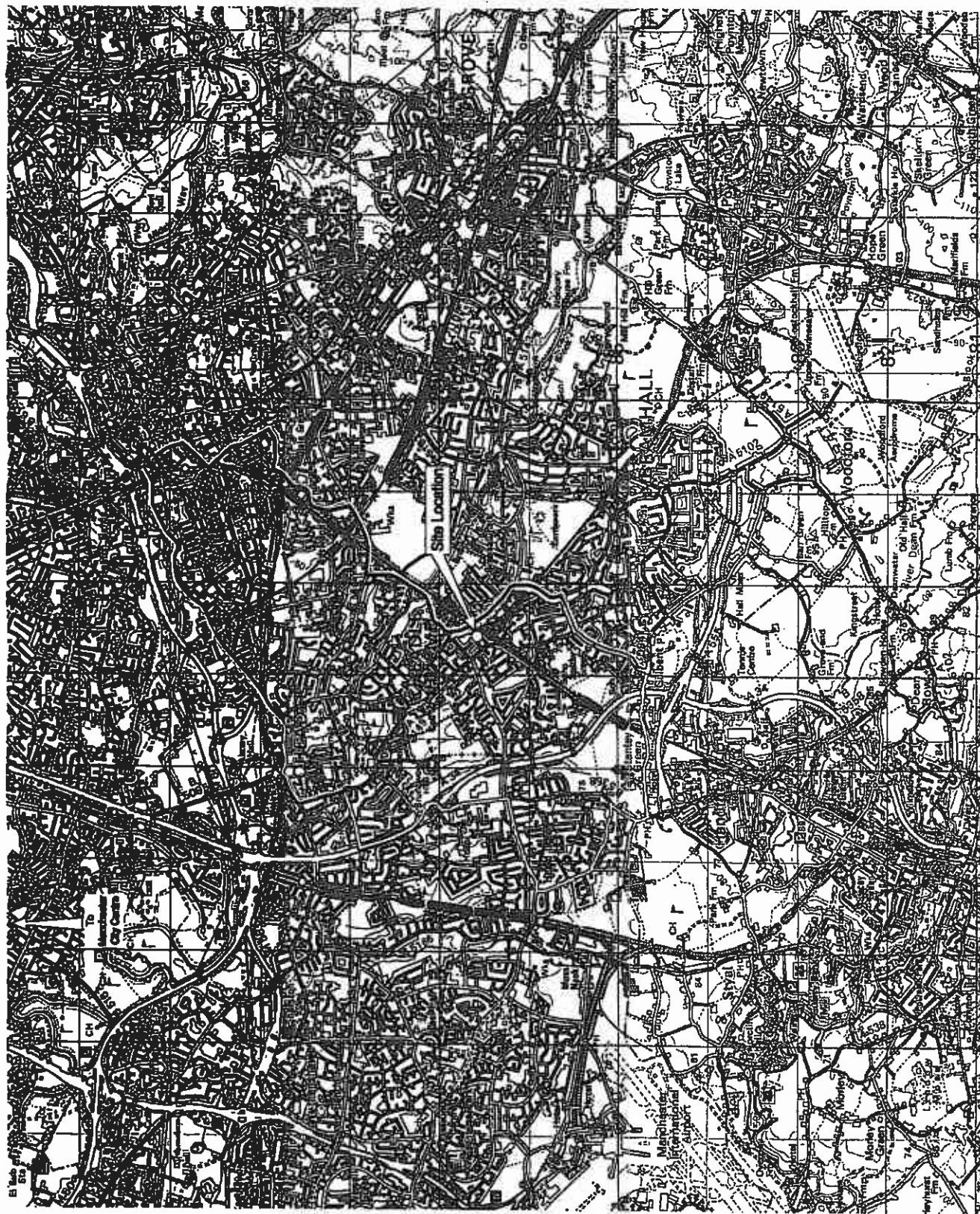
Ref	Description	Date	Chief
Glanville Commendation House 62 Fochall Road, Diddot Oron, OK11 7AD The project is for the proposed light rail route from the station to the			
Client:	Waitrose		
Project:	Waitrose, Cheshire Hulme		
Title:	Local Rail Routes		
Project Engineer:	J. Campbell	Scale:	As shown @ A3
Project Director:	P. Whitfield	Date:	June 2008
Status:	PRELIMINARY		
Drawing No.	Figure 5.3		

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KEY	Route No.	Operator
_____	157	R. Bullock Buses
_____	307/308	Speedwell Private Hire
_____	310	R. Bullock Buses
_____	313	Stagecoach Manchester

Item	Description	Date	Cost
 <div style="float: right; text-align: right;"> <p>Glennville Commissioners House 82 Frontal Road, Detroit Orem, ON11 7AD Tel: 01832 85224 Fax: 01832 85776 info@glennville.com www.glennville.com</p> </div>			
Client:	Waitrose		
Project:	Watson, Charlotte Holmes		
Title:	Local Bus Routes		
Project Engineer:	J. Campbell	Scale:	A4 Sheet 0 A3
Project Director:	P. Whitaker	Date:	June 2008
Status:	PRELIMINARY		
Drawing No.	Figure 5A		



MSM

Figure 54

APPENDICES

APPENDIX A
SAMPLE QUESTIONNAIRE

GREEN TRAVEL PLAN

STAFF SURVEY FOR BRANCH : NAME AND NUMBER

Please answer the following questions and return the form to your Section Manager Personnel as soon as possible.

Surname		First Name	
Section			
Home Postcode:			
I am:	Full Time	Part Time	(please tick as applicable)

1. Please indicate how you normally travel to work (Please tick one of the following in the first column) and any other travel modes you use (columns 2 or 3 below):

Travel Mode	Normal	Other	
	Travel Mode	Once or twice a week	Occasionally
Walk			
Cycle			
Car (single occupancy)			
Car share			
Lift (car proceeding elsewhere)			
Bus			
Motor cycle			
Train			
Taxi			
Other (please state)			

2. If you drive a car to work alone, what would encourage you to use an alternative mode of transport other than your car?

Car-sharing Scheme		Employer to provide bikes/equipment	
Cheaper public transport / Discounts		More cycle lanes	
More reliable public transport		Safer / lit pedestrian routes	
More frequent public transport		Bigger lockers to store uniforms etc.	
Better public transport information		Other (Please specify)	

GREEN TRAVEL PLAN

3. If you travel to work by car, what is the main reason for doing so?

Its flexibility		Its quickest by car	
I cannot make my journey by any other means		I need my car for business travel during the day	
It provide greater personal security		I am disabled / have restricted mobility	
Its cheaper		Its suits my lifestyle	
I drop off or pick up children from school		Other (Please specify)	

4. Which of the following might prevent you from using more sustainable transport?

Public transport is too expensive		Do not own a bicycle	
Public transport takes too long		Cycling is too dangerous	
Public transport is unreliable		Too far to cycle	
No public transport service available		Too far to walk	
Not enough information about public transport		No one to car share with	
Personal safety concerns		Other (Please specify)	

5. If you travel by car, where do you usually park?

6. Would you be interested in taking part in a car sharing scheme with other Partners?

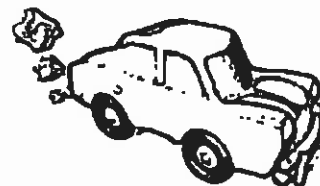
Thank you for taking part in this survey, which will be used for the future development of our Green Travel Plan.

APPENDIX B
CAR SHARE INFORMATION

CAR SHARING

1. Car sharing is an easy way to reduce travel costs and make a contribution to reducing the amount of traffic congestion.

Remember - you do not have to share every day to make an impact - if you share once a week you will be making a personal contribution of 20% reduction in car use.



If we can achieve a 20% reduction overall this will be more of an impact than the school holidays which is estimated to skim off approximately 10% of traffic both from the reduction in "school run" traffic and in the increased number of people taking annual leave.

Liftshare.com

2. Following a "Good Suggestion", Waitrose has chosen to fund the set-up of a "Private Group" on Liftshare.com. Liftshare.com is a public website which has government support and covers the whole of Great Britain. As a Partner you may wish to register with our Private Group (at no cost to yourself) through the JLP Net, or if you prefer, you may still register on the wider Public Site free of charge on the Internet if that suits you better. Alternatively you may choose to register on both.
3. Access to the Waitrose Private Group can be found through a link on the JLP Net. Your Section Manager Personnel can help you register. Once registered, ongoing access can be achieved through the intranet or from home via the public website www.liftshare.com.

Top tips for car sharers!

4. It is mostly common sense but some of the below may mean the difference between a successful car share and avoidable misunderstandings.
 - (a) Meet your partners BEFORE you start car sharing. Talk about insurance, communication and personal preferences.
 - (b) Discuss your route and schedule. Establish your pick up places and times for the morning and evening journeys.
 - (c) Establish the ground rules at the outset. Agree on maximum waiting times and whether you like music/talking/smoking in the car.
 - (d) Be punctual. Decide how long the driver should wait.
 - (e) Be courteous. Don't sound your horn whilst waiting. Inform other people if you are ill or on leave.

- (f) Establish a chain of communication
- (g) Respect individual preferences
- (h) Consider starting out as a trial and arrange a review.
- (i) Keep your car reasonably clean and in good condition

Frequently asked questions

5. Is car sharing allowed by law?

Yes, however according to the Road Traffic Act 1988, the vehicle should not be adapted to carry more than eight passengers if it is used for car sharing.

6. What is the Insurance position?

Obviously all cars used must be taxed and have a valid MOT and you must be fully insured. Providing that costs are shared and no profit is made most insurance policies are unaffected by car sharing schemes. It is advisable to check your policy and inform your insurance company, but no additional charges should be incurred. Car passengers are automatically covered under the driver's car insurance policy in respect of any negligence on the part of the driver.

7. How much should I charge/expect to pay?

The Road Traffic Act 1988 allows a contribution to be made to the driver, but states that the total sum received should not generate a profit. Individual sharers can decide between them how they wish to split the cost of a journey. In many cases the sharing arrangement will simply be alternating between different cars, however it is quite acceptable to charge per mile.

8. What happens if I have an accident whilst car sharing?

The situation is exactly the same as if you have an accident with any other passengers in the car. You should always let your insurance company know if you car share but it will not make any difference should you be unfortunate enough to have an accident.

9. What if I am a car sharer and have to leave work suddenly?

If for genuine, unexpected reasons you have to leave suddenly and are a passenger Waitrose will pay for a taxi to your home. This is also the case for any passenger whose driver has to leave unexpectedly.