

hayle harbour :: regeneration South Quay

Development Proposal for South Quay/Foundry Yard Hayle Harbour

December 2010



Foodstore Travel Plan



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1 INTRODUCTION

Background

- 1.1 This Travel Plan Framework has been produced by Savell Bird and Axon on behalf of ING Real Estate Development (RED) to support the Transport Assessment (Report Ref: W04184-TA2-R05, December 2010) which has been submitted as part of the planning application.
- 1.2 This Travel Plan Framework has been prepared in accordance with Travel Plan guidance issued by the Department for Transport and will provide the strategy from which the final Travel Plan, which will include modal shift targets (based on the results of the travel surveys).
- 1.3 The intention of this Travel Plan framework is to provide an overview of the Travel Planning issues and opportunities for the proposed foodstore in Hayle.
- 1.4 We would expect, and it is normal, that the full and detailed Travel Plan is a condition of the planning consent and provided prior to, with modifications post, delivery of the scheme. This provides the opportunity for detailed surveys and local behaviours to be included and allowed for once the proposed foodstore and residential development are constructed.

The Development

- 1.5 The development consists of constructing a new 5,230 Sqm foodstore within a mixed use development at South Quay, Hayle. The store will have 276 new parking spaces, of which 16 will be allocated for disabled users and 16 will be allocated for parent & child spaces. In addition, there will be 4 trolley bays provided.

Travel Plan Scope

- 1.6 This Travel Plan Framework is primarily directed at reducing unnecessary or unsustainable car travel made by staff to the site. This includes staff at all levels including management.



- 1.7 However, an effort will also be made to encourage customers to access the site using sustainable modes of transport, appreciating that this may more difficult to achieve due to the weight of groceries for customer trips.

This Document

- 1.8 This Travel Plan Framework has been written as a stand alone document and contains all the relevant information needed to effectively implement and monitor a Travel Plan itself. Detailed development and accessibility information, which is included in the Transport Assessment, is not relevant for this document.

- 1.9 The remainder of this document is structured as follows:

- **Section 2:** outlines local and national policy
- **Section 3:** will outline the accessibility of the site, relevant policy and how staff travel patterns and customer travel patterns will be recorded;
- **Section 4:** sets out the objectives and targets of the Travel Plan Framework;
- **Section 5:** outlines the Travel Plan Framework process including how it will be managed, and marketing and consultation strategies;
- **Section 6:** sets out the sustainable transport measures for staff and customers that will be implemented to help achieve the objectives and targets of the Travel Plan. It will also outline measures which could be adopted once travel patterns are known and specific targets are set;
- **Section 7:** outlines the monitoring and review programme that will ensure the Travel Plan continues to progress; and
- **Section 8:** summarises the actions that need to be undertaken to ensure successful implementation of the Travel Plan.



2 RELEVANT LOCAL AND NATIONAL POLICY

Planning Policy Guidance 13 – Transport

2.1 The objectives of this guidance are to integrate planning and transport at the national, regional, strategic and local level to:

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

2.2 PPG 13 also states that statutory bodies and developers should seek to promote the vitality and viability of existing town centres, which should be the preferred locations for new retail and leisure developments.

Cornwall Structure Plan

2.3 The Cornwall County Structure Plan was adopted in September 2004 and sets out a strategy for development up to 2016. Transport policies and proposals are identified in Section 3 of the document.

Policy 27 sets out the transport approach to supporting the spatial strategy and states that:

- Integrated strategies for the key towns where development will be focussed. There will be an emphasis on an enhanced role for public transport, walking and cycling, and network management including parking, park and ride and consistency of charges;
- An integrated public transport system, linking the main settlements based upon the SPTN [Strategic Public Transport Network] comprising the rail network, bus branch lines, core bus corridors (an hourly weekday service) and waterborne transport;
- Major scheme proposals to improve links between the County's main towns, along with maintenance of the highway infrastructure for safety and environmental reasons.



2.4 Policy27 also identifies the reduction in car parking as a key part of the transport strategy. The policy contains the County Parking Guidelines referred to later in this document.

Policy 28 relates to accessibility and requires new development to ensure:

- Opportunities to optimise walking, cycling and public transport are reflected in the scale, location and form of proposals;

The effective management and safe movement of traffic.

DfT Circular 02/2007 – Planning and the Strategic Highway Network

2.5 This circular explains how the Highways Agency (the Agency), on behalf of the Secretary of State for Transport, will participate in all stages of the planning process with Government Offices, regional and local planning authorities, local highway/transport authorities, public transport providers and developers to ensure national and regional aims and objectives can be aligned and met.

2.6 The Circular summaries both government policy and the Regional Spatial Strategies.

Summary

2.7 The proposed development is located in a sustainable town centre location which is easily accessible by a wide variety of travel modes. As such it complies with the national and regional sustainable transport and land-use policies summarised within this section.

3 ACCESSIBILITY

Location

- 3.1 The site is located in the coastal town of Hayle, just to the north of Hayle Town Centre and is known as 'South Quay'. South Quay is bounded to the north and east by the Penpol Creek, to the south by the B3301 (Carnsew Road) and a railway viaduct, and to the west by the Jewson's store.

Local Highway Network

- 3.2 The Town Centre is extremely well served by road with direct connections to the A30 Trunk Road, giving access to the regional and strategic highway network. There are two A30 junctions associated with access to Hayle, the eastern junction is known as Loggens Moor and the western junction is known as the St Erth's gyratory.
- 3.3 South Quay will be accessed from the B3301 (Carnsew Road) which connects the area to Hayle Town Centre in the east and St. Ives and Carbis Bay in west.
- 3.4 The Foundry Square mini-roundabout in Hayle Town Centre facilitates vehicular movement from Carnsew Road to Foundry Hill and Penpol Terrace, providing access from the south and east of Hayle.





Existing Vehicular Access

- 3.5 There is currently no formal vehicular access to the site, although informal access is taken by local fishermen to access their vessels alongside the quay.

Travel by Rail

- 3.6 The nearest rail halt to South Quay and The Foundry is Hayle station, located on Station Hill, approximately 200m to the east. Hayle is served by First Great Western trains which travel along the Cornish Main Line between Bristol Temple Meads and Penzance.
- 3.7 There is an approximate daytime frequency of one train per direction every hour on a weekday and Saturday and every ninety minutes on a Sunday. This represents a reasonable level of public transport provision for Hayle which is considered to be a small coastal town.

Travel by Bus

- 3.8 The nearest bus stops to the site are located around the Foundry Square roundabout approximately 100m to the south of the site. Three bus stops are located on Foundry Square, Foundry Hill and Penpol Terrace.
- 3.9 The most frequent existing bus service in Hayle is service number 14 /18, which is operated by First Bus. Service 14 begins at St Ives and service 18 begins at Penzance, with their routes merging at Hayle. From Hayle both services continue on to Redruth and Truro. These routes offer a daytime service frequency of one bus every thirty minutes during Monday to Saturday and one bus per hour on a Sunday. This is considered to be a good level of public transport provision for a town the size of Hayle and offers excellent connections not only to local destinations, but also to important regional towns.

Travel by bicycle

- 3.10 National Cycle Network route number 3 passes directly alongside the southern edge of the B3301 (Carnsew Road), in between South Quay and The Foundry. Within the vicinity of South Quay and The Foundry, the route is traffic-free and follows the alignment of a disused railway line. The route connects the local area with Penzance in the south and



St Austell in the north, from which other route connections can be made. Outside of the urban areas through which the route passes, much of the route is considered as 'on-road' and not traffic free. However these are generally on quieter 'B' roads and not the main through routes.

- 3.11 Cycle parking facilities (Sheffield stands) are currently provided at Foundry Square within the Town Centre and at Hayle Railway Station.

The pedestrian environment

- 3.12 Pedestrian infrastructure is generally provided in the form of footways at the side of the local highway network and within the vicinity of the town centre, benefits from street lighting and signage.
- 3.13 South Quay and The Foundry are located directly to the north of Hayle Town Centre and are connected via a footway that extends from Foundry Square along the southern edge of Carnsew Road. Beyond the railway viaduct the footway stops and the footway along the northern edge of Carnsew Road begins.
- 3.14 A signalised pedestrian crossing is located on Carnsew Road to the west of South Quay and The Foundry, just beyond the Jewson's site entrance. There are footways on either side of the road in this location and this crossing facilitates the safe movement of pedestrian and cyclists, allowing the continuation of a traffic free section of NCN 3.
- 3.15 The southern section of Penpol Terrace benefits from footways on either side of the road and a signalised pedestrian crossing just to the south of the bus stop.

Proposed Improvements - Vehicular Access

- 3.16 The main access to the foodstore is proposed via a new signal-controlled junction with Carnsew Road. This junction will provide access for store patrons and service vehicles.
- 3.17 A public realm improvement scheme is proposed for Carnsew Road, between the existing Foundry Square junction and the proposed site access. This scheme will include widened footways, signal controlled pedestrian crossings as well as high quality surface treatment for the road. These proposed changes will have the effect of slowing down traffic on this part of the road, which will further benefit pedestrians at the junction. The highway



network in this location will be less 'highway dominated' compared to the existing arrangement and will provide an improved connection to the town centre.

Car Parking Provision

- 3.18 The proposed foodstore will provide 276 car parking spaces including 16 for disabled users and 16 for parent & child spaces. These spaces will be located to the north of the store, at-grade.
- 3.19 PPG 13 refers to maximum parking provision of 1 space per 14 Sqm of food retailing floorspace, which, based on a GFA of 5230 Sqm would equate to some 374 parking spaces. Therefore the proposal for 276 spaces (equates to 1 space per 19 Sqm) is in accordance with policy, being well within the maximum parking guidelines, reflecting the central location and sustainable linkages to the site.

Pedestrian Accessibility

- 3.20 Pedestrian linkages and permeability are key to integration between this development and other parts of the town centre. Strong pedestrian linkages have been created which are direct and legible for pedestrians coming from all boundaries. The key linkage from the town centre is Carnsew Road, which currently has sub-standard footways and forms a physical barrier to pedestrian movement.
- 3.21 New signal controlled pedestrian crossings are proposed as part of the site access junction and the Carnsew Road public realm improvements. This new crossing will improve the accessibility of the proposed foodstore for pedestrians whilst strengthening the connectivity of the site with the existing town centre. The existing uncontrolled pedestrian crossing on the Carnsew Road arm of the Foundry Square mini-roundabout will also be enhanced through a new pedestrian connection to the store via Isis Gardens and underneath the viaduct.
- 3.22 Disabled and vulnerable road users will have the benefit of the new pedestrian crossing which will feature both audible and visual aspects to improve safety and usability.
- 3.23 In addition, the proposals involve creating a strong pedestrian/cycle link between the store entrance and the existing footway/cycleway.



- 3.24 In addition to the Carnsew Road public realm improvement scheme, a new 3 m wide pedestrian / cycle bridge is to be provided across Penpol Creek, facilitating safe movement to South Quay from Penpol Terrace. This will provide a new link between the site and the northern retail and residential areas of Hayle, thereby further integrating the development with the local communities. This is a significant enhancement to the local area will create a strong and sustainable linkage between South Quay, The Foundry Yard and other parts of the town. This is also a significant advantage of this site in comparison with other current foodstore sites or proposals within Hayle. The new bridge will enhance the attractiveness of the foodstore and associated land uses.
- 3.25 The footbridge connection on Penpol Terrace will be located within the existing grassed area. There will be a new footway that will connect with the existing bus stop, located approximately 50 m further south. A further controlled pedestrian crossing facility will also be introduced in this location to aid the safe movement of pedestrians across Penpol Terrace.
- 3.26 A further access through Isis gardens will also improve penetration through the existing railway viaduct. A narrowing of the road lanes through the viaduct to increase the existing footway width will also act as a natural traffic calming feature which will have a beneficial impact upon the local environment by reducing vehicular speeds and thereby improving safety for both vulnerable road users and motorists alike.
- 3.27 Pedestrian links to the south of Hayle will be improved through the introduction of a new route through the Foundry Yard site and through an existing gap in the viaduct. This will create an important link for residents of this area, as it will be a quick and direct route to the development.
- 3.28 The development will be within 200m walking distance of Hayle Railway Station and 100m of the local bus stops, which accords with the recommended walking distance to public transport.

Cycle Parking Provision

- 3.29 ING RED are committed in terms of their sustainability agenda and the store will provide sheltered cycling parking for both staff and patrons. In addition, shower and locker facilities will be provided within the foodstore for staff.



Servicing Arrangements

- 3.30 Servicing of the foodstore will be achieved from the main store access the internal access road, which adjoins the site access junction.
- 3.31 Servicing will be managed. However, in the unusual event that more service vehicles arrive than can be accommodated in the service yard, this layout provides sufficient space to stack a HGV on the service access road, without blocking traffic accessing the development.

Existing Travel Patterns

- 3.32 An initial survey of staff travel patterns will be undertaken by the Travel Plan Co-ordinator (discussed further in Section 5) after 3 months of occupation to avoid unsustainable travel patterns forming. The survey will cover at least the following aspects:
 - Home location;
 - Main mode of transport to work;
 - Occasional modes of transport used;
 - Work patterns;
 - Existing travel patterns / existing parking patterns;
 - Attitudes to use of non-car modes;
 - Measures that would encourage use of public transport, cycling and walking;
 - and
 - Need for car use on company business.
- 3.33 An example 'staff' travel survey can be found in **Appendix A**.
- 3.34 A customer travel survey will also be undertaken, and example of which can be found in **Appendix B**.
- 3.35 These surveys will give baseline information on modal split for the site. Knowledge of existing travel behaviour will allow the setting of realistic targets for modal shift. The survey may also help identify which of the proposed measures could be most successful in influencing travel behaviour.



4 OBJECTIVES AND TARGETS

Objectives

4.1 This Travel Plan Framework is primarily aimed at reducing the dependence of staff on travel by car for the journey to work. Therefore the main objectives of this Travel Plan are to:

- increase staff awareness of the advantages and availability of sustainable modes and highlight the alternative modes of transport available to them;
- introduce a package of physical and management measures that will facilitate staff travel by sustainable modes; and therefore
- reduce unnecessary or unsustainable use of the car for the journey to work by staff.

4.2 The Travel Plan will also aim to encourage customers to adopt more sustainable travel patterns.

Targets

4.3 It is difficult or often not possible to set definite targets for staff travel to the site before staff travel patterns are known, as in this case.

4.4 Once the staff travel survey results have been analysed, targets will be set according to the monitoring programme set out in Section 6. These targets will be set for the first 12 months until the first monitoring survey is undertaken. Targets will then be set every two years after that and revised where necessary once the third and fifth monitoring surveys are undertaken. Shorter, snapshot survey will also be undertaken during this time. The main target will be to reduce dependency on the private car. Other targets will include increasing levels of public transport patronage, and increasing walking and cycling modal splits.

4.5 All targets will be set and revised in consultation with Cornwall's Travel Plan Officers and the Highways Agency (HA).



5 TRAVEL PLAN FRAMEWORK

Management

- 5.1 The appointment of a Travel Plan Coordinator (TPC) is one of the most important aspects of any Travel Plan. The store operator will be required to appoint a full-time TPC to manage the Travel Plan. The TPC will be nominated once the store has opened.
- 5.2 The TPC will be responsible for all aspects of the Travel Plan. His or her primary functions will be as follows:
- Liaison with the local planning and highway authority;
 - Liaison with local bus companies with a view to maintenance and possible enhancement of services;
 - Setting up the car sharing scheme
 - Organisation of travel surveys;
 - Investigate, develop and promote sustainable transport measures to staff and customers;
 - Monitoring of car park capacity and any car park management schemes
 - Monitor and review progress of the Travel Plan and produce associated reports; and
 - Maintenance of all necessary systems, data and paperwork.
- 5.3 Increasing the travel awareness of staff and customers so that they can make informed travel choices is seen as a key role of the TPC. This may be achieved through means such as publicity information, staff' workshops and other suitable media. The TPC will be given sufficient time and resources to effectively undertake their duties and implement the Travel Plan. The TPC should work closely with Travel Plan Officers at Cornwall and the HA and seek to promote council supported initiatives.
- 5.4 The TPC will be appointed upon the occupation of the site by the future operator. His/her contact details will be passed to Cornwall's Officers / HA upon their appointment.



Marketing and Consultation

- 5.5 All staff will be made aware of the existence of the Travel Plan Framework on the commencement of their employment on the site and during their induction. The details of the Travel Plan Framework, its objectives in enhancing the environment and the role of individuals in achieving these objectives will be explained.
- 5.6 A Staff Induction Pack will be introduced. This will contain Travel Plan and sustainable transport information and any other relevant transport information.
- 5.7 In addition if there is an induction session that staff attend upon their employment, the Travel Plan will be discussed then. This event will also be used as an opportunity for new staff to discuss with the TPC their individual transport needs for the journey to work and the sustainable options available to them.
- 5.8 Contact details of the TPC will be advertised in the event that staff or customers wish to discuss specific matters directly.
- 5.9 The following could be used as a means of disseminating information to staff to promote events/campaigns/promotions/services/initiatives:
- Staff notice boards;
 - Staff Newsletters;
 - Induction packs;
 - Leaflet drops in staff pigeon holes or lockers (where applicable); and
 - Internet / Intranet (where applicable)
- 5.10 Information will also be posted in prominent locations to increase customer awareness of the Travel Plan and the initiatives contained within it.

Area-wide Travel Plan Forum

- 5.11 It may be possible for new businesses, residents and other interested local groups to form a Travel Plan Forum in Hayle. Setting up this forum would allow all parties to discuss which area-wide measures they feel would be most effective in achieving a modal shift towards sustainable travel. Such a forum would require the support of Cornwall County Council and Hayle Town Council.



6 TRAVEL PLAN MEASURES

6.1 This section has been divided into two. The first section covers the measures which will be put in place before the site is occupied. The second section outlines measures which the store operator may wish to adopt as part of their own Travel Plan once existing travel patterns have been established.

6.2 This list is by no means exhaustive, but represents those measures which, at this stage, are seen as most applicable to this site and most likely to achieve success.

MEASURES – Pre-occupation

6.3 A copy of the Travel Plan Framework and a travel information noticeboard will be placed within the staff areas. The noticeboard will contain information regarding the Travel Plan Framework and the TPCs contact details. It will also provide accessibility information for the site as discussed below.

- Timetables and route maps for public transport, particularly buses. This should include isochrone maps showing schedules journey times and timetable information which correspond to store opening hours;
- Contact numbers (including text code to relevant bus stops) for public transport operators;
- Local taxi company details;
- Cycling and walking maps for the local area and the contact details of local and national cycling organisations, such as Sustrans;
- Web details for any community travel sites and community forum sites; and
- Details of car share websites such as www.cornwallcarshare.com.

6.4 This list is not exhaustive and any information within reason which the council requests can be accommodated.

Walking

6.5 There are a number of inherent advantages that will encourage staff to walk to work. In summary, these are:



- A number of people live within walking distance of their work place; and
- There will be improved routes to neighbouring facilities and the town centre.

6.6 Improved pedestrian will be provided as part of the proposals which allow the safe movement of pedestrians.

Cycling

6.7 Cycle parking will be provided on site. It should be convenient, secure and covered. Cycle parking provision will be kept under review, and increased if it does not meet demand.

6.8 The information pack will provide information to staff on safe cycle routes in the area and promote the use of cycling.

6.9 The development will also provide staff changing, lockers and shower facilities to encourage cycling and walking to work.

Car Sharing

6.10 Information on the notice boards will encourage the use of car sharing. It will promote www.cornwallcarshare.com, which is part of the national liftshare network and supported by Cornwall Council. Further details of car sharing are set out below.

MEASURES – Store Operator

Induction Pack

6.11 A colleague's induction pack will be produced. This will highlight the aims of the Travel Plan and publicise the various transport options available to staff, similar to the information contained on the notice boards. The TPC will assist colleague's members in planning their non-car journey to work. This should include measures to assist shift workers.



Cycling

- 6.12 The TPC will identify, through discussion with staff, problems with cycle routes and discuss possible improvements with the local authority and highway authority. Cycle information will be provided on travel notice boards in prominent areas.
- 6.13 The TPC will also investigate the feasibility of adult cycle training classes, the organisation of which will be largely dependent on demand. The TPC will also look to promote bike purchase schemes.

Walking

- 6.14 The site benefits from being within easy walking distance of residential areas, Hayle Town Centre and public transport facilities.
- 6.15 The TPC will monitor and encourage maintenance of all pedestrian routes to a high standard and discuss with the local planning authority any further improvements to pedestrian routes and linkages. For example, they will seek to identify any particular safety hazards, poorly lit areas, "missing links" etc.
- 6.16 A walking "buddy" system could be introduced to make walking safer, more attractive and more appealing to site users.

Car Sharing Scheme

- 6.17 The car sharing scheme www.cornwallcarshare.com, is open to all members of the public. There is an option to establish a private group which can only be accessed through a password. This may be attractive to individual organisations concerned about security or privacy. However, the initiation of a private group may reduce the chances of a match.
- 6.18 Under a car sharing scheme, details of members are kept on a database which records where they live, car availability, shift pattern, required time of travel etc. This then allows suggestions for car sharing to be put forward.
- 6.19 Signing up to an already well established Car Share Scheme not only takes away the problem of keeping databases up to date and secure, but also sources car share



companions from a wider pool, therefore increasing the likelihood of a match. The TPC will be responsible for encouraging people to join www.cornwallcarshare.com.

- 6.20 If patronage of the Car Share Scheme is lower than anticipated the TPC will investigate possible reasons for this. The TPC may find that Car Share Scheme patronage could be increased through the adjustment of shift patterns or the establishment of a Guaranteed Ride Home scheme.

Public Transport

- 6.21 The nearest bus stops to the site are located on Penpol Terrace and Foundry Square.
- 6.22 The TPC will encourage the bus operator to provide and maintain clear service information for staff and customers at bus stops. This is a great benefit for existing and potential bus passengers. Clearly displaying the Traveline telephone number and website information in relevant locations will help inform staff and customers of the public transport options available to them.
- 6.23 As part of an initial travel questionnaire, the TPC will determine where staff live and the nearest bus stop to their home. This information may be used to publicise to staff the convenience of the bus.
- 6.24 The TPC could also enter into negotiations with local bus companies and Cornwall Council based on the results of the Staff Travel Survey and the Customer Travel Survey. Postcodes could be analysed to see if any extra services, route extensions or adjustments to timetables are viable.
- 6.25 Local bus companies, in partnership with Cornwall Council, may wish to offer subsidised public transport tickets or “free weekly trial” passes to try and instil in staff the habit of using public transport.

Staff Parking

- 6.26 A further sustainable commitment will be made by the future store operator, whereby a limited number of staff parking spaces will be provided in the South Quay car Park. This will be strictly enforced as part of the Travel Plan process acknowledging the sustainable location of the site. This is not an unusual policy to adopt as typically most staff would



live within Hayle and would be able to travel by sustainable modes, as described previously. This assist with reducing the parking demand for the South Quay car park, as staff vehicles would occupy spaces for the entire shift of the workers.



7 MONITORING AND REVIEW

7.1 The Travel Plan and staff and customer travel will be monitored on a five year cycle. The first three monitoring surveys will be undertaken at Years 1, 3 and 5, on the first, third and fifth anniversaries of the initial baseline travel survey.

7.2 As noted in Section 2, the baseline travel survey will be undertaken 3 months after occupation. This baseline survey represents the start of the travel plan for monitoring purposes and is known as Year 0.

7.3 If targets are not being met the Travel Plan will continue to be monitored for a further 4 years, i.e. Year 7 and Year 9, bringing the total monitoring period to 9 years. However it is envisioned that the monitoring programme will help to identify what is causing the target to not be met. Rectifying problems could involve implementing more or different measures or adjusting targets to more realistic levels.

7.4 The monitoring will be undertaken in-house by the TPC using an approved questionnaire. The exact requirements for the monitoring and baseline surveys will be finalised with Cornwall Council and the HA.

7.5 Additional monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. These factors should be monitored on a constant basis.

- Monitor the level and usage of parking spaces and the level of any overspill parking in the surrounding area;
- Monitor the level of usage of cycle stands;
- Monitor the take up of the car sharing scheme; and
- Record comments received from staff and customers relating to the operation and implications of the Travel Plan.

7.6 Annual snapshot surveys will also be undertaken to avoid survey fatigue.



Review

- 7.7 The Travel Plan Review will involve two stages. The first is a basic review of targets and measures at Years 1 and 3. The first two monitoring surveys will show whether targets are being met and whether the measures implemented are having the desired effect on staff and customer travel. These reviews can highlight areas which need to be addressed before the fuller 5 year review.
- 7.8 Specific attention will be paid to the level of parking both on and off site. If there are problems in this area the scope and strength of parking related measures will be reviewed.
- 7.9 The second stage involves the TPC undertaking a full and comprehensive review of the Travel Plan at Year 5 once the third monitoring survey has been undertaken and the results analysed. This review will involve completely updating the Travel Plan document to take into account changes to transport availability, staff changes, changes in travel patterns, and revisions to targets and measures.
- 7.10 Any on-going monitoring of measure uptake, for example use of the car share scheme, will be included within the review.

Reporting

- 7.11 The TPC will compile a Monitoring Report at Years 1, 3 and 5 outlining the results of the monitoring survey and review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be issued to Cornwall Council and retained for record.
- 7.12 The monitoring report will include the following aspects:
- Site name and address;
 - A summary of the Travel Plan;
 - How and when monitoring information was gathered;
 - Whether travel patterns are meeting objectives and targets; and
 - Proposals to further develop the Travel Plan and make revisions to measures and targets if targets are not being met.



8 ACTION PLAN

Action Type	Action	Responsibility	Timeframe	Notes
Management	Appointment of Travel Plan Coordinator (TPC)	Occupier	Prior to the store becoming occupied	This is preferable to be completed as soon as possible as the TPC will need to undertake baseline travel surveys.
Baseline Travel Patterns	Baseline staff travel survey (in-house)	TPC	Within 3 months of store becoming occupied (Year 0).	Survey results will need to be reported back to Cornwall Council so targets can be set. The baseline survey represents the Travel Plans Year 0 start point, i.e. the point that implementation occurs.
Travel Plan Document Progression	Finalisation of measures to be implemented	TPC and Planning Authority officers	Within 3 months of baseline survey.	The measures should be agreed with the Local Planning Authority and should be organisation specific.
	Target setting	TPC and Planning Authority officers	Within 3 months of the completion the baseline survey.	Targets will need to be agreed with Planning Authority.



Action Type	Action	Responsibility	Timeframe	Notes
	Travel Plan document completion	TPC	Within 3 months of the completion of the baseline survey.	This should be completed well before Travel Plan launch.
Monitoring, Review & Reporting	Monitoring of measures and initiative take-up	TPC	On-going	This will involve regular monitoring of vehicle and cycle parking use, car share scheme use, and uptake of other measures implemented.
	First monitoring staff travel survey	TPC (in-house)	At Year 1	On the first anniversary of the completion of the baseline survey. This will be completed in-house
	Partial targets and measure review and reporting 1	TPC and Planning Authority	Following Year 1 snapshot survey result analysis	This will be a partial review focusing on revision of targets and measures where necessary.



Action Type	Action	Responsibility	Timeframe	Notes
	Second staff travel survey	TPC (in-house)	At Year 3	On the third anniversary of the completion of the baseline survey. This will be completed in-house.
	Partial target and measure review and reporting 2	TPC and Planning Authority	Following Year 3 monitoring survey result analysis	This will be a partial review focusing on revision of targets and measures where necessary.
	Third monitoring survey	TPC (in-house)	At Year 5	On the fifth anniversary of the completion of the baseline survey.
	Full review and reporting	TPC and Planning Authority	Following Year 5 monitoring survey results analysis	This will be a full review at the end of the 5 year monitoring and review period. The Travel Plan document will be reviewed and revised if necessary. Monitoring will continue for an additional 4 years if targets are not being met.



Action Type	Action	Responsibility	Timeframe	Notes
Implementation	Implementation of measures	TPC with liaison with Store Management	From the start of construction and on-going	Dependent on the nature of the measure. Physical measures such as cycle stands, showers and changing facilities will be implemented during construction. Other measures will be implemented on an on-going basis. The TPC will need to create a detailed implementation timetable.

APPENDIX A

Example Employee Travel Survey

Employee Travel Survey

All information provided is anonymous. Thank you for your cooperation.

Q1 Full home postcode:

Q2 Gender:

Male

Female

Q3 Are you:

Full Time

Part Time

Q4 Age:

Under 25

25 -34

35 – 44

45 – 54

55 or over

Q5 Do you have any disability which affects your travel arrangements?

Yes

No

Q6 How do you usually travel to the Store?

Bus

Bicycle

Car driver (on your own)

Car driver (with a passenger)

Car passenger

Walk

Motorcycle / Moped / Scooter

Train

Other

Q7 If you drive to the store where do you normally park?

	Site	Street	Other Car park
Free parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charged parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7 Which of the following do you occasionally use instead of your usual form of transport?

- Bus
- Bicycle
- Car driver (on your own)
- Car driver (with a passenger)
- Car passenger
- Walk
- Motorcycle / Moped / Scooter
- Train
- Other
- No alternative used

Q8 How long does it usually take for you to travel to and from the store?

	To work	From work
0 – 15 min	<input type="checkbox"/>	<input type="checkbox"/>
16 – 30 min	<input type="checkbox"/>	<input type="checkbox"/>
31 – 60 min	<input type="checkbox"/>	<input type="checkbox"/>
61 – 90 min	<input type="checkbox"/>	<input type="checkbox"/>
Over 90 min	<input type="checkbox"/>	<input type="checkbox"/>

Q9 If you regularly come to the store by car what is your main reason?

- Get a lift
- Health reasons
- Lack of an alternative
- Convenience
- Car essential to perform job
- Dropping off / collecting children

Q10 Are you prepared to car share?

- Yes, using sswitch2share (or already do)
- Yes, independently (or already do)
- No

Q14 Are you aware of the Cornwall car-sharing scheme?

- Yes
- No

Q11 Which of the following changes would encourage you to cycle to the store? (If you already do cycle which would you most like to see?)

- Safer, better lit cycle routes

- Improved cycle parking on site
- Improved showers on site
- Discount or loan to buy a bike
- Cycle training to improve skills
- Other
- Nothing

Q12 Which of the following would encourage you to use the bus to travel to the store? (If you already use the bus which would you most like to see?)

- More frequent services
- More reliable services
- Improved public transport information
- Improved pedestrian conditions around bus station
- Bus stops within closer proximity of home / work
- Cleaner and more comfortable buses
- Improved facilities at bus stops
- Cheaper / subsidised fares
- Other
- None

Q13 Which of the following would encourage you to use the train to travel to the store? (If you already use the train which would you most like to see?)

- More frequent services
- More reliable services
- Improved public transport information
- Improved pedestrian conditions around train station
- Train stations within closer proximity of home
- Cleaner and more comfortable trains
- Improved facilities at train stations
- Cheaper / subsidised fares
- Other
- None

Q14 Do you have any comments about your travel to the store?

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APPENDIX B

Example Customer Travel Survey

Customer Travel Survey

All information provided is anonymous. Thank you for your cooperation.

Q1 Full home postcode:

Q2 Gender:

Male

Female

Q3 Age:

Under 25

25 -34

35 – 44

45 – 54

55 or over

Q4 Do you have any disability which affects your travel arrangements?

Yes

No

Q5 How do you usually travel to the store?

Bus

Bicycle

Car driver (on your own)

Car driver (with a passenger)

Car passenger

Walk

Motorcycle / Moped / Scooter

Train

Other

Q6 If you drive to where do you normally park?

	Site	Street	Other Car park
Free parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7 Which of the following do you occasionally use instead of your usual form of transport?

Bus

Bicycle

Car driver (on your own)

Car driver (with a passenger)

Car passenger

Walk

Motorcycle / Moped / Scooter

- Train
- Other
- No alternative used

Q8 How long does it usually take for you to travel to and from the store?

- | | To | From |
|-------------|--------------------------|--------------------------|
| 0 – 15 min | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 – 30 min | <input type="checkbox"/> | <input type="checkbox"/> |
| 31 – 60 min | <input type="checkbox"/> | <input type="checkbox"/> |
| 61 – 90 min | <input type="checkbox"/> | <input type="checkbox"/> |
| Over 90 min | <input type="checkbox"/> | <input type="checkbox"/> |

Q9 If you regularly come to the store by car what is your main reason?

- Get a lift
- Health reasons
- Lack of an alternative
- Convenience

Q10 Are you prepared to car share?

- Yes
- No

Q11 Which of the following changes would encourage you to cycle to the Store? (If you already do cycle which would you most like to see?)

- Safer, better lit cycle routes
- Improved cycle parking on site
- Improved showers on site
- Discount or loan to buy a bike
- Cycle training to improve skills
- Other
- Nothing

Q12 Which of the following would encourage you to use the bus to travel to the Store? (If you already use the bus which would you most like to see?)

- More frequent services
- More reliable services
- Improved public transport information
- Improved pedestrian conditions around bus station
- Bus stops within closer proximity of home / work
- Cleaner and more comfortable buses
- Improved facilities at bus stops
- Cheaper / subsidised fares

Other
None

Q13 Which of the following would encourage you to use the train to travel to the store? (If you already use the train which would you most like to see?)

- More frequent services
- More reliable services
- Improved public transport information
- Improved pedestrian conditions around train station
- Train stations within closer proximity of home
- Cleaner and more comfortable trains
- Improved facilities at train stations
- Cheaper / subsidised fares
- Other
- None

Q14 Do you have any comments about your travel to the store?

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