



# Generic Superstore Travel Plan

Generic Superstores

Solihull MBC Consultants



# 1. Executive Summary

## 1.1 *Foreword*

This travel plan has been produced by SMBC Consultants on behalf of the new Generic Superstore in Solihull.

Generic Superstore has a travel plans policy and the majority of the new stores are required to adopt formal travel plans in order to meet planning requirements, although several stores have done this on a voluntary basis.

## 1.2 *Introduction*

This travel plan has been produced in accordance with the planning obligations outlined for the development of the new Generic Superstore store on Made Up Lane, Solihull. This is in accordance with Planning Application number: 2013/3010. The site development is due for completion in October 2014.

The main purpose of this travel plan is to set out a long-term collection of measures, which are aimed at reducing employees' dependence and reliance on travel by single-occupancy car. The travel plan is not an anti-car policy. The travel plan also aims to promote the use of more sustainable modes of transport for travel both to and from the store site.

Measures include:

- Increasing employee understanding and awareness of travel by more sustainable transport modes
- A package of both hard and soft measures with the aim of promoting and enhancing more environmentally friendly travel to the store.
- Consistent and regular communication with local authorities and public transport providers to facilitate improvements to existing infrastructure.

As stated earlier, the Travel Plan is not an anti-car policy; its main objective is to implement a modal shift away from single occupancy car use and towards more sustainable travel modes, simply by raising awareness of and facilitating travel by sustainable travel modes. This approach reflects current Government policy objectives, in relation to transport.

This is a 5 year Travel Plan; it will be reviewed on years 1, 3 and 5 after the opening date of the new store. This document does not build upon or replace an existing Travel Plan, nor does it act as a Travel Plan for any of the other Generic Superstore sites. This Travel Plan and its commitments are specific to the company Generic Superstore and its implementation will become effective within one month of its formal approval by Solihull Metropolitan Borough Council or their agents.

### 1.3 **Existing Travel Situation**

The Generic Superstore site is located on Made Up Lane, Solihull, which is approximately 1.3 miles north east of Solihull town centre. The store is just off of Damson Parkway, in Solihull, West Midlands. Current public transport links are considered good, although a lack of adequate cycle and pedestrian routes to and from the site pose safety concerns, which will in theory implicate the rate of uptake.

### 1.4 **Objectives**

The main objectives are:

- To improve modal choice and accessibility to the site for staff, customers and other visitors.
- To increase awareness of all sustainable transport opportunities to the site.
- To improve local infrastructure where necessary.

### 1.5 **Travel Plan Targets**

In summary the targets are as follows:

- To achieve less than 50% of staff commuting to work by single occupancy car.
- To achieve 10% of staff commuting to work on foot.
- To achieve 10% of staff commuting to work by bicycle.
- To achieve 20% of staff commuting to work by public transport.
- To achieve 5% of staff commuting to work by car sharing.
- To achieve 5% of staff commuting to work by motorcycle or moped.

## **2. Introduction**

### 2.1 **Introduction**

A Travel Plan is a long term management strategy for an organisation that seeks to promote sustainable transport objectives through action and is articulated in a document that is regularly reviewed. A Travel Plan involves developing an appropriate set of measures that are aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car use.

Travel Plans can also give aid to increasing accessibility to specific sites whilst reducing congestion, local air pollution, greenhouse gas emissions and local noise pollution. A Travel Plan can also increase and improve business efficiency and equality, which is why an increasing number of organisations are deciding to produce travel plans.

A well designed Travel plan can mitigate against the adverse traffic impacts of a development and the Government recognises their importance in achieving improvements in transport conditions at the local level. It is also important to note that a well designed and well implemented Travel Plan can help to improve employee health and fitness, and as evidence suggests people who are physically active in their day to day lives are more productive and have good attendance records, with less sick days.

The metropolitan borough councils of the West Midlands are promoting the development and implementation of Travel Plans. They are working closely with Centro (the West Midlands Passenger Transport Executive and Authority), in order to effectively promote this.

### 3. Existing Travel Situation

#### 3.1 Introduction

This section provides an overview of the store and the current travel and transport situation surrounding the site. It is based upon evidence from a site assessment, meetings with representatives from the local authority and public transport operators.

#### 3.2 Organisation and Site Activities

The Generic Superstore in Solihull sells a multitude of products ranging from high end clothing to electronics and household goods. It caters for a large varying audience, from the occasional shopper to the serious homemaker. The store will look to employ approximately 90 staff, 30 full time and 60 part time.

The store opening hours are as follows: Monday to Saturday 08:00am to 18:00pm and Sunday 10:00am to 16:00pm.

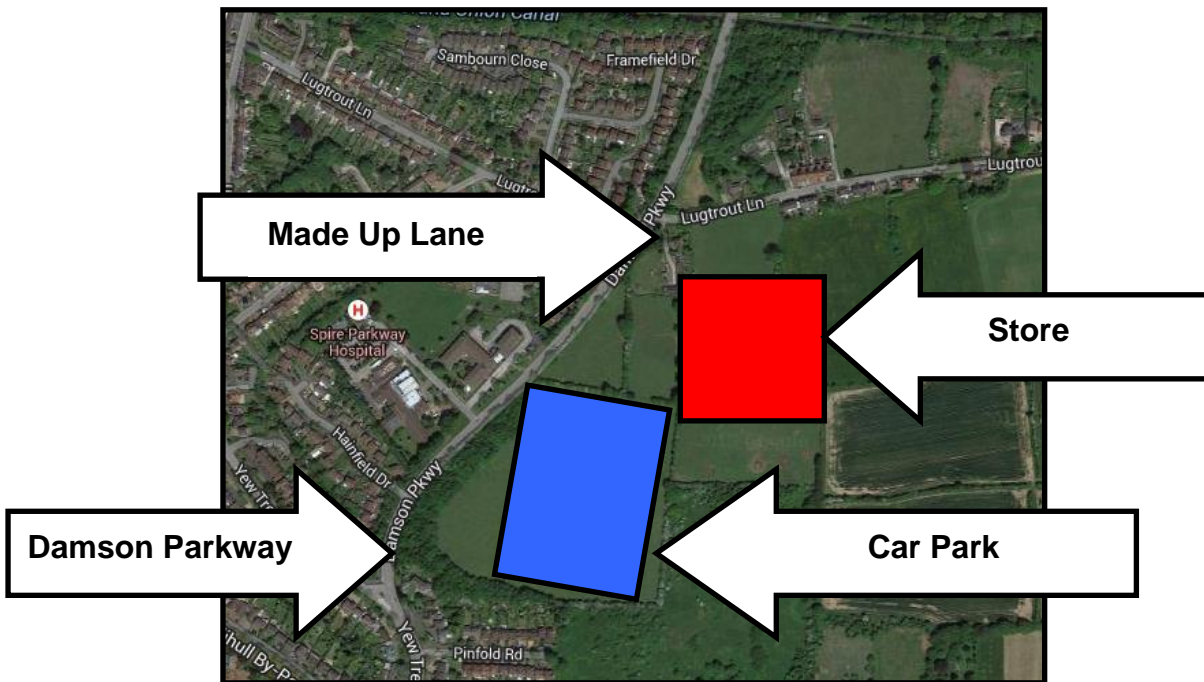
#### 3.3 Site Location

The Generic Superstore site is located on Made Up Lane, Solihull, which is approximately 1.3 miles north east of Solihull town centre. The store is on the A41 close to the junction with Hampton Lane, in Solihull, West Midlands. Current public transport links are considered good, although a lack of adequate cycle and pedestrian routes to and from the site pose safety concerns, which will no doubt implicate the rate of uptake.

Figure 1.1: Store Location



Source: Google Maps  
Figure 1.2: Aerial Photograph



Source: Google Maps

The proposed site will be a single occupancy site, so there will be no provision for working with surrounding businesses. This does however make it much easier for Generic Superstore to manage the travel plan, and ensure effective implementation is happening.

### 3.4 **Site Assessment**

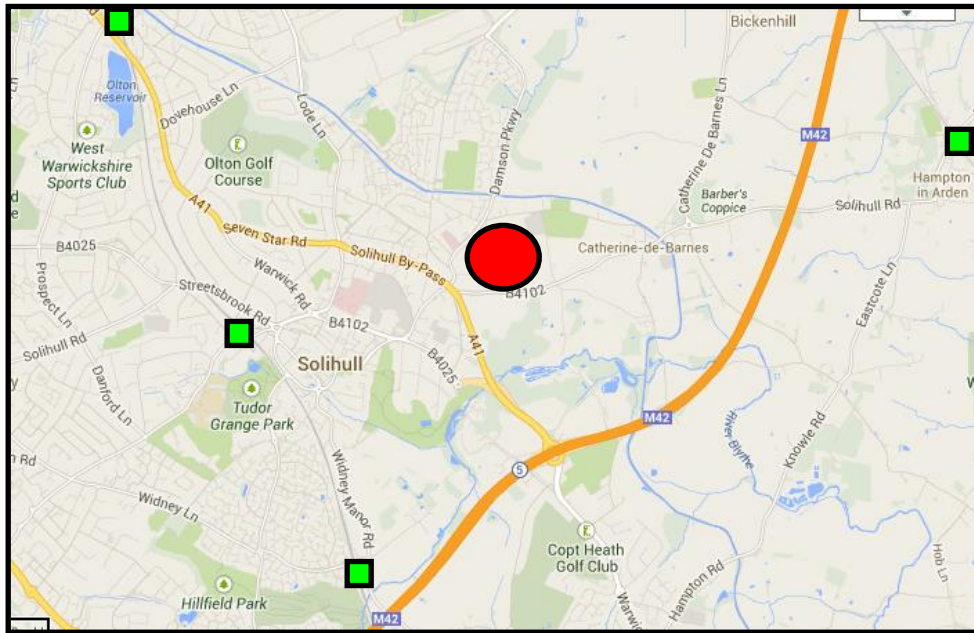
The store is situated on a plot of land on Made Up Lane, just off of Damson Parkway, Solihull, West Midlands. The store can be accessed easily from Damson Parkway (see Figure 1.2). The sites access and exit points are parallel to one another for ease of access.

The car park is planned to have spaces for 300 cars, this will include staff parking spaces which consist of 30 spaces for full time staff and 30 spaces for part time staff. A provisional 2% (6) of these staff spaces will be set aside for car sharing spaces. This will leave a following 234 free car spaces for visitors and/or customers. A provisional 10% (23) of these spaces will be marked as disabled only spaces; these are likely to be spaces that are the closest to the store entrance. There will be a set area for motorcycle parking as well as both covered and uncovered bicycle storage facilities in place for both staff and customer use.

There is provision in place to facilitate a number of cyclists to the site. The area surrounding the site is considered to have a good level of cycle paths, although there is currently no cycle paths straight up to the site there is provision for the installation of new paths prior to the opening of the site, as discussed with the local authority.

There are several bus stops located within a 5-10 minute walk of the site, on both Damson Parkway and Made Up Lane. Solihull Rail Station is located approximately 1.5 miles south west of the Generic Superstore site.

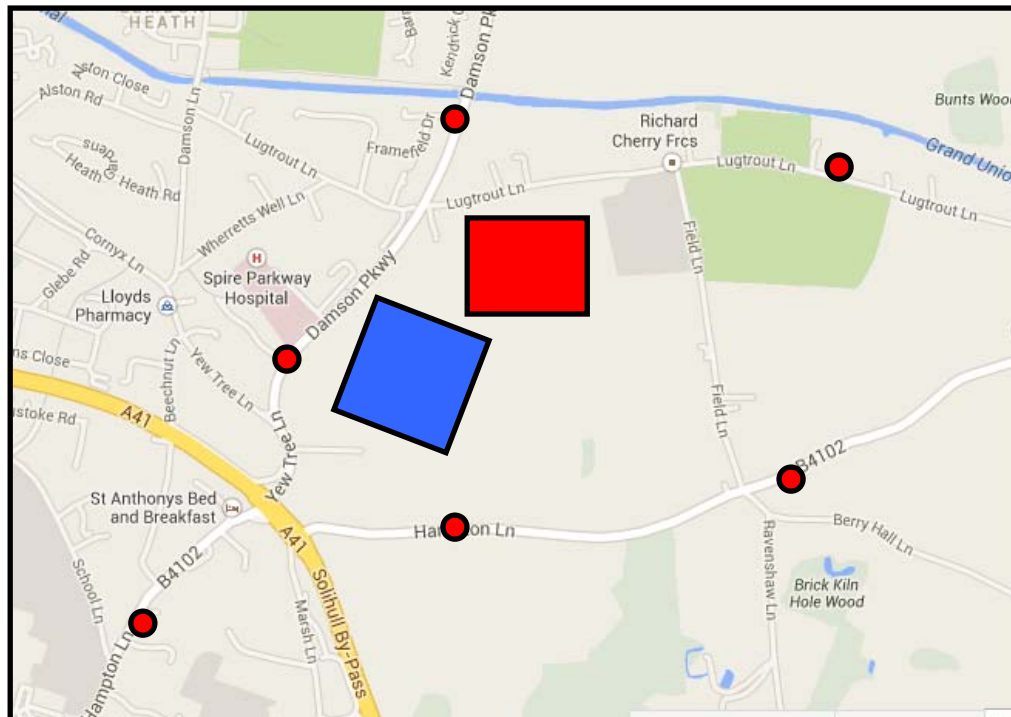
**Figure 1.3: Rail Station Locations**



 **Rail Station Locations** Source: SMBC GIS Labs

Buses in the area are operated by Centro. There are several bus stops within 500m of the site (see Figure 1.4). Services which serve these bus stops are 7; 17; 23 and 69. The bus stops within this area are all sheltered, clean, well lit and have seated areas (see Figure 1.5).

**Figure 1.4: Bus Stop Locations**



 **Bus Stop Locations** Source: SMBC GIS Labs



Figure 1.5: Bus Stop



Source: Solihull MBC

## **4. Objectives, Targets and Indicators**

### **4.1 Introduction**

Objectives are deemed as the high-level aims of a travel plan, they give the travel plan focus and provide direction. Targets are goals that are used to measure and assess the progress of the travel plan. Throughout the process we will use aspects dubbed as 'indicators', as a method of measuring the progress to meeting the interim and final targets.

### **4.2 Objectives**

The main objectives are:

- To improve modal choice and accessibility to the site for staff, customers and other visitors.
- To increase awareness of all sustainable transport opportunities to the site.
- To improve local infrastructure where necessary.

### **4.3 Targets and Indicators**

The targets and indicators are set out in tables 1 and 2.

- Table 1 shows the 'outcome' targets, in other words what we are aiming to achieve through the implementation of the travel plan.
- Table 2 shows the Action Plan for the implementation of the travel plan. It includes our 'Action' targets, relating to actions that will be undertaken by specified dates.

**Table 1: Summary of Outcome targets**

<b>Target</b>	<b>Comment</b>	<b>Indicator</b>	<b>Target %</b>	<b>Measured by</b>
To achieve less than 50% of staff commuting to work by SOV (Single Occupancy Vehicle).	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work by SOV.	<50	Travel Survey
To achieve 20% of staff commuting to work by public transport modes.	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work by public transport.	20	Travel Survey
To achieve 10% of staff commuting to work on foot.	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work on foot.	10	Travel Survey
To achieve 10% of staff commuting to work by bicycle.	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work by bicycle.	10	Travel Survey
To achieve 5% of staff commuting to work by car sharing.	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work by car sharing.	5	Travel Survey
To achieve 5% of staff commuting to work by motorcycle or moped.	To reduce the impact of travel on congestion and the environment.	Number of staff travelling to work by motorcycle or moped.	5	Travel Survey

**Table 2: Action Plan**

The action plan is split into 4 key areas, which will then be split into a further 4 areas (Short, Medium, Long and Ongoing) depending on the length of time they will take to complete. The action plan will be reviewed following each annual survey.

Short (S) = can be achieved within 6 months of site occupation

Medium (M) = can be achieved within 18 months of site occupation

Long (L) = can be achieved within 2-3 years of site occupation

Ongoing (O) = no set timescale as they will be expected to be an ongoing process



<b>General</b>	<ul style="list-style-type: none"> <li>• The introduction of a Travel Plan Co-ordinator, who will develop, supervise and lead the travel plan. (S)</li> <li>• Development of a marketing plan, to promote the travel plan and to ensure continuous development. (S)</li> <li>• The collection of staff post code data, which will then be put into a database to form the basis of a car sharing scheme. (S)</li> <li>• Investigation into staff travel modes, and the development of interest groups to promote staff modal shift towards sustainable transport modes. (M)</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• A localised official launch of the travel plan. (S)</li> <li>• The introduction of travel notice boards, detailing aspects of the travel plan. (S) (O)</li> <li>• Regular travel plan and modal shift discussions in staff meetings. (S) (O)</li> <li>• Make staff aware of sustainable transport information sources eg: websites and telephone numbers of local authorities. (S) (O)</li> <li>• Participation in Bike Week. (O)</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>• Provision of secure cycle storage for both staff and customers. (S)</li> <li>• Provision of shower and changing facilities for staff. (S)</li> <li>• Consideration of setting up a pool cycles scheme. (M)</li> <li>• Identify priority car parking spaces as car share only spaces. (S)</li> <li>• Development of a 'guaranteed ride home' scheme. (S)</li> </ul>
<b>Monitoring</b>	<ul style="list-style-type: none"> <li>• Undertake an annual staff survey on years 1,3 and 5 and present the results in an annual monitoring report. (M) (O)</li> <li>• Provision of an annual visitor's survey. (O)</li> </ul>

## 5. Travel Plan Strategy

### 5.1 *Introduction*

A travel plan strategy is a plan that sets out clearly the stages by which the travel plan will be developed and implemented. Aspects of the travel plan strategy are as follows:

- Securing the resources that are necessary to develop and implement the travel plan.
- Identifying and engaging with any partners.
- Educating staff.
- How the travel plan will be managed and marketed.

The travel plan strategy is set out within the remainder of this section. It looks at how the plan will be managed and marketed, as well as outlining who the key partners of the plan will be.

## **5.2 *Managing the Plan: Roles and Responsibilities***

Generic Superstores has a strong environmentally friendly ethos that is implemented by Head Office. This means that this travel plan has full head office support.

To ensure the travel plan meets its full potential a travel plan co-ordinator will need to be appointed. Due to the size of the site this is likely to be an additional role for one of the management staff. The role must be undertaken by an enthusiastic individual with outstanding communication skills, as this will be needed in order to promote the necessary measures that will encourage employees to think about going to and from work using a mode other than single occupancy car use.

The roles and responsibilities of the travel plan co-ordinator are listed below. The majority of these tasks will be carried out directly by the travel plan co-ordinator, although some might be carried out by independent consultancy firms.

Travel Plan Co-ordinators roles and responsibilities:

- To promote the objectives and benefits of the travel plan across the business, on all levels.
- To lead by example and be the main focal point for the implementation of the travel plan.
- To obtain support from all levels of employment within the business.
- To make sure the travel plan meets the conditions set out in the planning agreement by the local authority.
- To be responsible for, and give guidance on the travel plan.
- To promote and support national campaigns across the UK in relation to the travel plan.
- To regularly liaise with the local authority in order to measure and develop the travel plan.
- To obtain survey data from staff and analyse it to see if there are opportunities to promote and implement a transport modal shift.
- To set up procedures to monitor and maintain the achievements of the travel plan.
- To seek and obtain the appropriate budget needed to implement the travel plan.

The travel plan co-ordinator has not yet been appointed. Someone will be appointed as the travel plan co-ordinator prior to the opening of the site. The name and contact details of this person will be presented to the local authority.

## **6. Package of Measures**

### **6.1 *General Marketing and Promotion***

The following measures have been outlined as ways to promote and market the travel plan.

There will be a localised launch of the travel plan organised by the travel plan co-ordinator on receipt of the local authority's approval of the plan. This will act as the

first visible measure of the implementation of the travel plan. It is likely to take the form of a travel information stand and a short presentation by the travel plan co-ordinator.

There will be travel information notice boards provided to the store, in time to aid the launch of the travel plan. After the initial launch these notice boards will be utilised as a promotional tool for the travel plan. They will be regularly updated by the travel plan co-ordinator and act as a device to inform staff of the progress through the travel plan.

The travel plan co-ordinator will regularly attend staff meetings to ensure that travel plan news and developments are discussed.

After a six month period of the site opening a brief survey will be carried out to see what members of staff currently use sustainable transport. These staff will then be encouraged to start up interest groups in an attempt to promote their chosen travel mode. The travel plan co-ordinator will then analyse the response to these interest groups and use them to assess and monitor the general uptake/ interest in each sustainable transport mode.

The travel plan co-ordinator will provide access to travel information websites and telephone numbers that the local authorities provide in order to encourage staff to research more sustainable transport methods.

## 7. Monitoring and Review

### 7.1 Introduction

This travel plan is a continuous process for improvement. It will require consistent monitoring, reviewing and revising in order to ensure that it maintains relevant and up to date with the needs of the organisation and the local authority. The travel plan will be monitored and reviewed over the course of five years, with a monitoring report being submitted to the local authority on years one, three and five. It is important to acknowledge that staff levels may fluctuate greatly in this time, so the provision to revise and address certain targets set out within the travel plan must be put in place.

### 7.2 Monitoring Plan

The following table summarises the travel plans monitoring plan. The table outlines what data collection activities will be undertaken, as well as when they will occur. The monitoring tasks will be carried out by the travel plan co-ordinator. (See table 3).

**Table 3: Monitoring Plan**

<b>Data Collection Exercise</b>	<b>Key Information</b>	<b>Frequency/ When</b>	<b>By whom</b>	<b>Comments</b>
Baseline staff survey	The results will inform the development of the plan, targets and measures.	Within 1 month of occupation.	TPC	High response rate targeted.
Staff focus group session	Attendees will represent each mode of commuting to the store. Information	Every 6 months, starting the date of the baseline survey submission.	TPC/ General staff.	Information will be gathered.

	gathered will aid the development of the plan.			
Annual monitoring survey	Staffs travel information.	On years 1,3 and 5 after initial occupation of the site.	TPC/ General staff.	Results will be assessed in conjunction with the set targets.
Stocking and displaying travel information boards	Will contain data from a variety of sources.	Will be regularly checked, re-stocked as and when required.	TPC	The frequency of re-stocking will determine levels of interest in specific travel modes.
Staff involvement in travel plan related events	Interest and involvement in events.	During planning and implementation of events.	TPC/ General staff.	Level of involvement will help to determine the level of interest in sustainable transport modes.
The level of interest in establishing user groups		Ongoing.	TPC/ General staff.	Level of interest will help to determine the level of interest in sustainable transport modes.

### 7.3 **Reporting**

The results of the travel surveys, along with any review of the travel plan, will be made available to the local authority, available on request. Where appropriate, certain survey and/or monitoring findings will be presented to the members of staff.

### **Disclaimer:**

**Please note that the entire contents of this travel plan is fictional and the plan itself should only be used as a representation of the style and presentation of a travel plan, as suggested by Solihull MBC.**