



**ALDI STORES LTD.
PROPOSED DISCOUNT FOODSTORE
GLEN STREET, HEBBURN**

DRAFT TRAVEL PLAN

AUGUST 2015



the journey is the reward

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1 Introduction

Preamble

- 1.1 Mayer Brown has been instructed by Aldi Stores Ltd. to develop this Travel Plan for the proposed Aldi store at Glen Street, Hebburn.
- 1.2 It should be noted that since the store is not in place, the Travel Plan will need to be updated post build out (subject to planning approval) to reflect actual travel conditions / modal splits at the store.
- 1.3 It is likely that a Planning Condition will be attached to a planning approval which will require development of a final Travel Plan.
- 1.4 With the above in mind, it is proposed that:
 - Travel Surveys will be undertaken within 3 months of the store opening
 - Within 1 month of the Travel Surveys, the final Travel Plan and modal split targets will be submitted to South Tyneside Council
- 1.5 Measures within the Travel Plan will focus primarily on staff travel as there is a greater potential to influence how staff travel to the store than customers. The measures will also be promoted to customers where possible but the store's location in itself has the greatest influence upon customer travel characteristics.

The Development

- 1.6 The proposed development will consist of an Aldi store with a Gross Floor Area (GFA) of 1,659 sqm. A total of 70 car parking spaces, including 4 disabled parking spaces and 7 parent and child spaces are proposed. 4 Sheffield cycle stands, to provide secure parking for up to 8 cycles are proposed in a prominent position near to the entrance to the store. A site layout plan is provided in **Appendix A**.

Aldi Stores Limited

- 1.7 Aldi are one of the world's biggest grocery retailers, with over 7,000 stores across Europe, North America and Australia. Aldi aim to provide consumers with the highest quality at the lowest possible prices. Therefore efficiency is at the heart of all of Aldi's operations.
- 1.8 In comparison to other larger supermarkets, an Aldi store provides a carefully chosen selection of goods. At an Aldi around 1,000 products are on offer compared to around 30,000 in larger supermarkets.

- 1.9 The delivery requirements of an Aldi store have been rationalised to maximise efficiency. This means that there is usually only one delivery from a dedicated Aldi articulated vehicle to the store each day to deliver a load of mixed goods assembled at a centralised distribution depot. Additional deliveries of bread and milk are usually made in smaller vehicles prior to the store opening.
- 1.10 The no-fuss layout of an Aldi store also means products can be brought straight from the warehouse onto the shop floor. The style of layout also avoids the need for expensive displays and signage. These measures again help to maximise efficiency of Aldi operations.
- 1.11 The efficient operation also means that relatively low levels of staff are required to run the store in comparison to other retailers. The number of employees present within the store at any one point in time is dependent upon the trading pattern and flow of customers, but typically ranges between 2 to 5 at maximum.
- 1.12 It should also be noted that the low level of staff will have an obvious limiting effect on types of measures that can be considered in the Travel Plan.

Objectives of the Travel Plan

- 1.13 The Travel Plan is a long-term strategy for reducing the dependence of single occupancy private car travel to the store. The aims of the strategy are:
- To increase the awareness of the advantages and potential for travel using sustainable travel modes
 - To introduce a package of physical and management measures that will facilitate travel on sustainable modes to access the store
- 1.14 These objectives reflect, and intended to achieve, current Government policy in respect of transport.

Means of Achieving Objectives

- 1.15 The Travel Plan is a strategy for encouraging change in staff transport patterns. The objective of the Travel Plan reflects, and is intended to achieve, current Government and local policy in respect of transport and a reduction in non customer car park demand.
- 1.16 Whilst customers will be considered within the Travel Plan, their travel behaviour is difficult to influence through a Travel Plan as the nature of food shopping trips often means that customers' travel characteristics are inherently affected by the store's location and their own requirements. The majority of Aldi Stores across the country are

in or at the edge of town or neighbourhood centre locations, meaning that most stores are accessible to a large residential catchment. Thus at most Aldi stores located close to residential areas there is a predominant mix of both car borne and walk based trips. Therefore no targets for customers will be set.

- 1.17 Whilst this document provides necessary guidelines for the operators of the Travel Plan, the success of the strategy will depend upon the co-operation and enthusiasm of staff as much as on the tasks defined herein.
- 1.18 The Travel Plan, with its obligations, is specific to the Aldi store at Glen Street, Hebburn.

2 Aldi Travel Characteristics

Customer Travel Patterns

- 2.1 Aldi Stores are typically a modest sized local store with a carefully selected and limited range of good quality exclusive own labels at heavily discounted prices. Stores are complimentary to the existing pattern of trade both in terms of small independent shops and larger superstores.
- 2.2 Experience from existing Aldi stores reveal that a significant proportion of the customers regularly walk from the surrounding residential areas to purchase a carrier bag of food as opposed to large weekly purchases at food superstores that normally involve bulk purchases to be taken away by car. Customers often also visit other shops or facilities as part of their shopping trip which may include visiting local specialist retailers such as a newsagents, butchers, etc. Thus making linked trips on foot or by car and as such Aldi can promote sustainable travel in line with government policy.
- 2.3 Consideration of the multi-modal surveys in the TRICS database show that 65% of trips to discount food stores are made in vehicles (cars / vans). Out of the 35% that are made sustainably, 31% are made on foot, 3% are made using public transport and 1% are made by cycle. We propose that a survey of how customers are travelling to the store will be undertaken following opening of the store in order to establish a baseline for the purposes of setting targets.
- 2.4 In survey data that we have available from other Aldi stores, it can be seen that only 30% of car trips to a store were by single occupancy vehicles. It therefore appears that there is a reasonable element of car sharing taking place in terms of trips to Aldi stores.
- 2.5 In order to establish customer travel patterns to this store, a survey of a random sample of customers will be undertaken across a day following the opening of the store. The survey, to be approved by South Tyneside Council, will be undertaken at the checkout and will comprise the following questions:
- How did you travel to the store today? (with a list of options to choose from - Car (as driver by self), Car (as driver with passengers), Car (as a passenger), Bus, Taxi, Walk, Cycle, Motorcycle.
 - Is your journey to the store today: a) solely to visit Aldi (including the other local shops) b) part of another journey (e.g. journey to work)?

Staff Travel Patterns

- 2.6 Aldi Stores typically employ up to 30 employees at each store. All employees are part time working on a shift pattern except for the Store Manager. The number of employees present within the store at any one point in time is dependant upon the trading pattern and flow of customers, but typically ranges between two to five. Aldi stores have advised that the majority of store staff tend to live locally to the store they work at.
- 2.7 In order to establish the travel patterns of staff at the time of the introduction of the Plan, a Staff Travel Survey (included in **Appendix B**) will be undertaken after opening of the store.

- 3.3 To the south of the site a car park exists. This serves the Town Centre, including the recently opened community Centre, Hebburn Central, which provides community facilities, including a library, swimming pool and a gym.
- 3.4 To the north of Glen Street, the Glen Primary Care Centre and Victoria Medical Centre are located opposite the site. Parking provision is provided to the rear of the Glen Primary Care Centre.
- 3.5 A car park no longer in use also exists to the rear of the Victoria Medical Centre. Following a recent planning application, this area forms part of a site (incorporating the former Tharsus Engineering Works) approved for the residential development of 31 dwellings, with access onto Glen Street being shared with vehicles using the Glen Primary Care Centre.
- 3.6 Further to the west, residential development predominates along Glen Street.
- 3.7 To the north of this area, the Tyne and Wear Metro line is located, with the Hebburn Metro station being located adjacent to Station Road.
- 3.8 To the north of the Metro line residential development predominates, with this also being the case to the east of the site. Indeed, beyond the immediate surroundings of the Town Centre, residential development predominates in all directions.

Accessibility on Foot

- 3.9 The Institution of Highways and Transportation guidance document '*Guidelines for Providing for Journeys on Foot*' [2000] states that:
- "walking accounts for over a quarter of all journeys and four fifths of journeys of less than one mile"*
- 3.10 Around one third of all shopping journeys are made on foot and are an essential part of many public transport trips. Promoting sustainable, integrated transport involves providing good pedestrian links to public transport facilities.
- 3.11 Walking is important to the many people but particularly the young, older people, those without access to a car and those who are not the main driver within a household.
- 3.12 There are various guidelines relating to journey distances which people are prepared to make on foot;
- 3.13 '*IHT Guidelines for Providing Journeys on Foot*' states:
- "The average length of a walk journey is 1km. This differs little by age or sex and has remained constant since 1975/76."*

- 3.14 The document '*Planning Policy Guidance Note 13 – Transport*' [2011] has now been superseded by NPPF, however the following extracts are considered to be an appropriate reference in terms of walking distances:

“walking offers the greatest potential to replace short car trips, particularly under 2km”;
and

‘it is not unreasonable for shoppers to walk 1 mile (1.8km) and cycle 5 miles (8km) between homes and shops.’

- 3.15 Based on the above and given the nature of the proposed development, it would be reasonable to assume that journeys on foot to the store would be made up to 1km, which includes a significant number of households within nearby residential areas. Consideration needs to be given to the possibility of walking not just by shoppers but also by employees at the proposed Aldi store.
- 3.16 On the basis of the guidance provided above, the Figure below provides an illustration of a walking catchment based upon a distance of 1km and 2km. It can be seen that the area covers a substantial amount of residential areas.



Figure 3.2: Approximate 1km and 2km Walking Catchment for Built Up Areas

3.17 Overall, the site is considered to be highly accessible by pedestrian means.

Accessibility by Cycle

3.18 The document '*Planning Policy Guidance Note 13 – Transport*' [2011] has now been superseded by NPPF, however the following extract is considered to be an appropriate reference in terms of cycling distances:

“cycling has the potential to act as a substitute for shorter car journeys in urban or rural areas, or form part of a longer journey when combined with public transport.”

and

“cycling also has the potential to substitute for short car trips, particularly those under 5km”.

3.19 The IHT and Department for Transport document ‘*Cycle Friendly Infrastructure – Guidelines for Planning and Design 1996*’ gives the following cycling classifications of cyclist speeds:

- i) Vulnerable children, inexperienced adults, elderly people and those with some form of disability such as deafness. Speed usually below 15mph. Predominantly short trips
- ii) *Commuter adults reasonably confident in traffic, valuing speed and directness;* speed typically 10-20mph. Medium length trips
- iii) *Sports adults often travelling above 20mph and prepared to claim their road space.* Longer trips.

3.20 Using the assumption that a cyclist would travel at the lower speed of 10mph (16 kph) to cover a 5km distance would mean that they would be cycling for approximately 20 minutes.

3.21 The Figure below shows an approximate 5km cycle catchment area.



Figure 3.3: Approximate 5km Cycle Catchment Area

- 3.22 The Figure above indicates the extent to which local areas lie within the 5km cycle catchment area. In addition to Hebburn, it extends to Jarrow, Felling and parts of South Shields and indeed to North Tyneside.
- 3.23 The likelihood of travelling by cycle will be determined by distance, with cycle use over longer distances more likely to be undertaken by staff.
- 3.24 Designated cycle routes also lie in close proximity to the Hebburn area, as shown on the Figure below, which provides an extract from South Tyneside Council's cycling map.
- 3.25 National Cycle Route 14 (Three Rivers Cycle Route) runs along the south side of the River Tyne. This has connections with the local cycle routes which are a combination of advisory cycle routes and traffic free routes.



Figure 3.4 - Cycle Routes in Proximity to Proposed Store (Source: South Tyneside Council)

3.26 Overall the site is considered to provide good opportunities for cycle access

Public Transport Accessibility

Buses

3.27 The Institution of Highways and Transportation (IHT) document 'Guidance for Planning for Public Transport in Developments' [1999] states that:

"New developments should be located so that public transport trips involve a walking distance of less than 400m from the nearest bus stop."

3.28 The nearest bus stops are located on Station Road, north of the junction with Glen Street and Hedgeley Road. Both a northbound and southbound bus stop are in place with both of these being located approximately 90m from the location of the proposed pedestrian entrance to the store.

3.29 Additional bus stops are located on Station Road, with the northbound and southbound bus stops being located approximately 115m and 135m walking distance respectively from the location of the proposed pedestrian entrance to the store.

3.30 Bus stops are also located on Victoria Road and Hedgeley Road, the nearest ones being 210m (Hedgeley Road) and 345m (Victoria Road) respectively of the proposed pedestrian entrance to the store.

3.31 In terms of walk access distances to bus stops, the proposed store is within convenient walking distance of bus stops and therefore there is a good potential for access by this mode of transport, with this accessibility being enhanced by the proposed pedestrian access points along the site boundary.

3.32 A summary of bus services and frequencies at the Station Road bus stops is provided in the Table below:

Stand No.	Service No.	Route	Frequency (min)			
			Mon-Fri	Sat	Sun	Eve
D	27	Hebburn – Jarrow – Tyne Dock – Chichester – South Shields	10	10	20	30
B&D	88	Hebburn – Jarrow – West Harton – Chichester – South Shields	30	30	30	30
B&D	88A	Hebburn – Jarrow – West Harton – West Park – Chichester – South Shields	30	30	-	-
D	TB529	Hebburn – Bill Quay – Pelaw – Heworth Metro	60	60	-	-
C	27	Hebburn – Minkton Lane Est – Pelaw – Heworth I/C – Felling Metro – Gateshead I/C – Newcastle	12	12	20	30
A&C	88	Hebburn – Monkton Lane Est – Lukes Lane Est	30	30	30	30
A&C	88A	Hebburn – Lukes Lane Est	30	30	-	-
A&C	515	Hebburn – Pelaw – Heworth Metro	60	60	-	-
C	TB529	Hebburn – Lukes Lane Est	60	60	-	-
C	927	Hebburn – Monkton Business Park	1/day	-	-	-

Table 3.1 – Bus Service Frequencies for Station Road

3.33 The Table above demonstrates a good level of frequency of bus services in close and convenient proximity to the store location. There are approximately 22 buses per hour along Station Road during the day, Monday to Saturday which approximates to a bus every 3 minutes on average.

3.34 On an evening there are approximately 8 buses per hour, approximating to a bus every 8 minutes on average. On a Sunday there are approximately 10 buses per hour during the day, which is a bus every 6 minutes on average.

3.35 The frequency of bus services and the destinations served provide for a very high level of bus accessibility.

3.36 Bus shelters, seating, lighting and timetable information are provided at the bus stops on Station Road and indeed at the stops on Victoria Road and Hedgeley Road.

Metro

- 3.37 In addition to the bus stops, Hebburn Metro Station is located just north of the site on Station Road. Platform 1 – To Jarrow and South Shields is a walking distance of approximately 250m from the station entrance to the proposed store and Platform 2 – To St James via the Coast (including Newcastle and Gateshead) is approximately 185m walking distance.
- 3.38 The Institution of Highways and Transportation document ‘Guidance for Planning for Public Transport in Developments’ [1999] in paragraph 5.21 states that:
 “New developments should be located so that public transport trips involve a walking distance of less than 800m from the nearest railway station.”
- 3.39 Therefore based upon the guidance, access to rail services is within a convenient walking distance of the site, allowing for both employees and visitors to access the development.
- 3.40 Hebburn Station lies on the South Shields to St James line, however, interchange to the Airport to South Hylton line is possible at the adjacent station at Pelaw as shown in the Figure below.

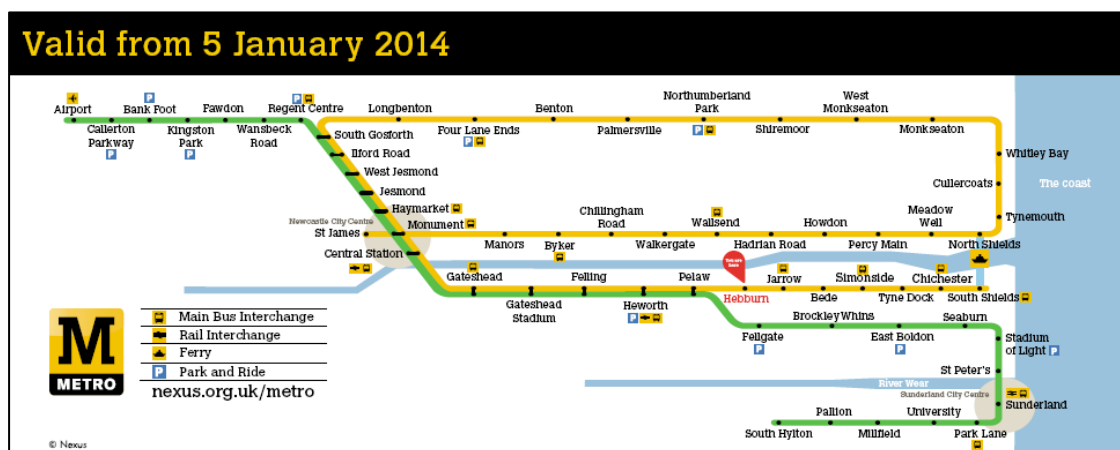


Figure 3.5 – Metro Map (Source: Nexus)

- 3.41 The Metro provides a fast and efficient means of public transport around Tyne and Wear with services in each direction every 12 minutes Monday to Saturday and every 15 minutes on a Sunday from early morning to late in the evening as shown below.

Platform 1 - To South Shields			
Frequency	Mon-Fri	Sat	Sun
Peak (am/pm)	every 12 mins	every 12 mins	every 15 mins
Daytime	every 12 mins	every 12 mins	every 15 mins
Evenings	every 15 mins	every 15 mins	every 15 mins
First trains to			
	Mon-Fri	Sat	Sun
South Shields	0527	0533	0647
Last trains to			
	Mon-Fri	Sat	Sun
South Shields	2339	2339	2339
Platform 2 - To St James via the coast			
Frequency	Mon-Fri	Sat	Sun
Peak (am/pm)	every 12 mins	every 12 mins	every 15 mins
Daytime	every 12 mins	every 12 mins	every 15 mins
Evenings	every 15 mins	every 15 mins	every 15 mins
First trains to			
	Mon-Fri	Sat	Sun
St James	0558	0603	0716
Last trains to			
	Mon-Fri	Sat	Sun
St James	2224	2224	2224
Manors	2324	2324	2324
Benton	0008	0008	0008

Table 3.2: Metro Service Frequencies for Hebburn (Source: Nexus)

Sustainable Accessibility Summary

3.42 The Figure below provides an illustrative summary of the sustainable travel facilities in the vicinity of the site of the proposed Aldi store, including the bus stops and Metro station, pedestrian connections to local residential areas and other parts of the Town Centre, as well as cycle routes.

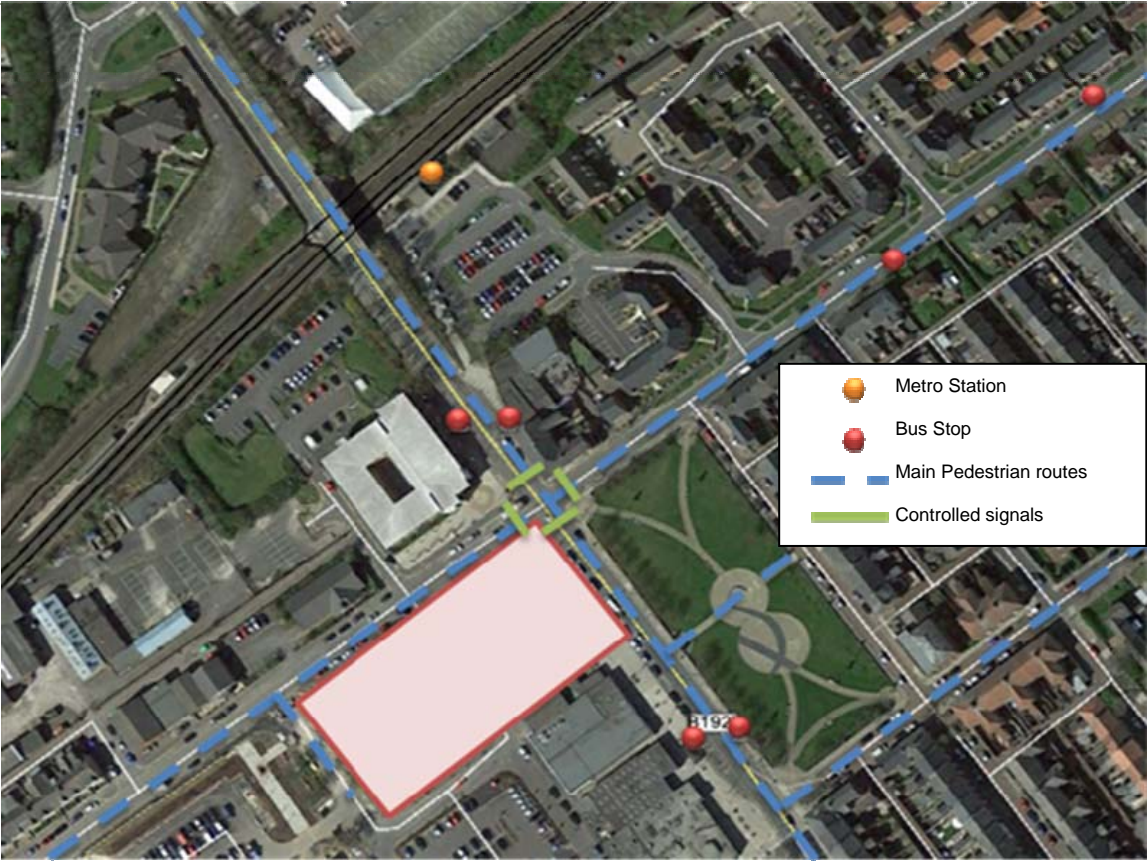


Figure 3.6: Summary of Sustainable Transport Facilities

4 Operation of the Travel Plan

- 4.1 Aldi Stores Limited will appoint a member of staff as Travel Co-ordinator to implement and administer the Travel Plan.
- 4.2 Administration of the Travel Plan involves the maintenance of the necessary systems, data and paperwork, consultation and promotion. The duties are permanent and regular updating of the Plan document is part of the responsibility of the nominated person.
- 4.3 The Travel Co-ordinator will be responsible for the administration of the Plan, the implementation of the Plan measures, the initial staff and customer travel surveys and for on-going monitoring and review of the Plan.
- 4.4 The Full Travel Plan will mainly focus on measures relating to staff travel as there is a good potential for a high proportion of staff to travel to the store using sustainable modes. It may also be likely that there is greater potential in achieving a mode shift in promoting sustainable modes to staff as compared to customers, because as discussed, the nature of food retailing is that the vast majority of trips to food stores by customers are made in cars.
- 4.5 However, this does not necessarily mean that all car trips are unsustainable – as also discussed, the nature of an Aldi store means that there is potential for linked trips with other retail and shared car trips to Aldi stores can also take place. Aldi will take some actions to promote sustainable access for customers but in reality, the effectiveness in terms of achieving a large modal shift will probably be limited.
- 4.6 A filing system will be established and maintained, for recording all correspondence relating to the Full Travel Plan, the results of periodic monitoring and the results of each annual review. The Store Travel Co-ordinator will be responsible for this system.
- 4.7 It is proposed that a Staff Travel Survey and a Customer Travel Survey will be undertaken annually, in order to inform the annual monitoring and review of the Full Travel Plan (discussed later in this document).

5 Travel Plan Targets

- 5.1 Appropriate SMART targets will be set within the Full Travel Plan for the site (in discussion with South Tyneside Council) based upon the initial staff and customer travel surveys. The targets will be monitored and reviewed annually following the annual monitoring survey.
- 5.2 The major objective of the Travel Plan is to effect a reduction in the use of private cars for single occupancy trips. A suitable indicator of the success of the Plan is therefore the modal split of travel.
- 5.3 At an Aldi store it should be noted that the small number of employees makes it possible that there could be significant bias in any survey results and therefore setting an appropriate mode split target could be difficult and also subject to large variations on a daily basis. However, an appropriate target will be set in the Full Travel Plan, based upon staff travel survey results.
- 5.4 In terms of customer trips, then it is known that the majority of trips to the store are likely to be made using a car. Aldi will promote the use of sustainable modes through measures such as those described above, but in reality Aldi will only be able to have a limited effect on how people travel. For this reason, we do not propose setting a target for the mode share of customer trips.
- 5.5 Other less direct objectives of the Plan are to increase the awareness of staff about the environmental implications of travel mode choice. Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the Plan, measured by the volume and type of feedback from staff members, both at the outset and as the strategy evolves.
- 5.6 Consideration of the initial travel surveys and discussion with North Tyneside Council will inform the setting of targets for inclusion within the Full Travel Plan.
- 5.7 However, at this stage and to provide an initial estimate only, reference has been made to the staff and customer travel surveys undertaken in March 2014 at the existing Aldi store at Palmersville, North Tyneside.
- 5.8 The Table below provides the indicative 'existing' staff modal split for the proposed Hebburn store as well as appropriate targets to achieve reductions in staff driving alone within 5 years.

Type of Transport	Existing Percentage (Aldi, Palmersville store)	Target Percentage
Car Driver Alone	64%	28%
Car Driver with Passengers	0%	18%
Car Passenger	0%	0%
Bus	9%	18%
Other Public Transport	0%	0%
Walk	27%	27%
Bicycle	0%	9%
Motorcycle	0%	0%
Other	0%	0%
Total	100%	100%

Table 5.1: Staff Modal Split & Targets, based on existing surveys at Aldi, Palmersville

- 5.9 The results show that 36% of the employees already make their journey to work using a sustainable mode, whilst the remaining 64% use a car for their journey to work.
- 5.10 It is worth reiterating that the percentages are related to relatively low employee numbers and therefore any change in absolute terms is magnified in percentage terms, hence the high percentage difference in terms of the indicative targets being set.
- 5.11 In terms of providing an initial estimate for customer modal splits, reference has been made to the 150 customers surveyed at the Palmersville store, the results of which are shown below in **Table 5.2**.

Type of Transport	Totals	Percentage
Car Driver Alone	63	42%
Car Driver with Passengers	45	30%
Car Passenger	6	4%
Bus	1	0.7%
Other Public Transport	1	0.7%
Walk	32	21%
Bicycle	1	0.7%
Motorcycle	1	0.7%
Other	0	0%
Total	150	100%

Table 5.2: Customer Modal Split, based on existing surveys at Aldi, Palmersville

- 5.12 Analysis of the customer responses show that 76% of customers travel by car, less than 1% by bus and 21% by walking. This is very much in line with other discount stores and locations and similar to the TRICS information reported above.
- 5.13 It is also noted from the customer surveys that although 76% of customers travel to the store by car just 42% are single occupancy car drivers. The remaining 24% either travel as a car driver with a passenger or as a car passenger. It therefore appears that there is a reasonable element of car sharing taking place already in terms of customer trips to Aldi stores. However, it is accepted that a proportion of these “car sharing” trips are likely to be members of one household, rather than two separate users.

6 Travel Plan Measures

Introduction

- 6.1 This section of the Interim Travel Plan considers the potential that there is for promoting various sustainable modes and outlines the specific physical and management measures to be undertaken as part of the Full Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Plan.
- 6.2 As far as possible, the obligations outlined below are designed to be suitable for review and monitoring. The list, however, is not exhaustive and the Travel Co-ordinator will be free to investigate other potential initiatives in light of particular circumstances when the store opens and the results of staff and customer travel surveys.

Walking

- 6.3 There is great potential for promoting walking as a means of accessing the store. This could include new trips to the store, but there is also potential for linked trips with other retail premises nearby.
- 6.4 In terms of promoting walking as a means of accessing the store, then the following measures would be considered.
- Displaying information and advice concerning pedestrian routes to the store within the store in a location accessible to staff and customers
 - The staff toilet and/or staff room will be provided with coat hooks and a seat to enable staff to get changed
 - Staff lockers for the storage of clothing and personal belongings

Cycling

- 6.5 Consideration of the multi-modal surveys in the TRICS database and with reference to the existing surveys undertaken at the Palmersville store show approximately 1% of trips to Aldi store are likely to be made by cycle.
- 6.6 In terms of promoting cycling as a means of accessing the store, then the following measures would be considered:
- Displaying information and advice concerning cycle routes within the store in a location accessible to staff and customers
 - Advertising the store's cycle parking facilities to customers through signage

- The staff toilet and/or staff room will be provided with coat hooks and a seat to enable staff to get changed
- Staff that cycle to work will be able to store their cycles in the store's storage area providing a secure environment
- Staff lockers for the storage of clothing and personal belongings

Public Transport

- 6.7 Consideration of the multi-modal surveys in the TRICS database and with reference to the existing surveys undertaken at the Palmersville store show approximately 1 – 3% of trips to Aldi are made using public transport.
- 6.8 Therefore, despite the fact that the store is located in an area that is particularly accessible using public transport (both bus and Metro), we do not envisage a significant level of public transport use by either staff or customers at the store.
- 6.9 Nevertheless, Aldi will look to promote the use of public transport for accessing the store through measures such as:
- Displaying up-to-date details of bus services, including bus stop locations, route information and service frequencies, within the store in a location accessible to staff and customers
 - Providing details of ticketing options to both staff and customers

Taxis

- 6.10 Taxis have an important role in providing for staff trips when other modes of transport may not be available. It is also usual practice for a store to provide a free phone service to enable customers to call a taxi when leaving the store. This enables the use of a sustainable mode for at least part of the journey. This facility could also be used by staff if necessary.
- Access to telephone will be provided (free of charge) for those wishing to contact the nominated taxi or private hire operator

Car Sharing

- 6.11 As described earlier, a significant amount of customers already car share for their trips to Aldi stores. However, this obviously occurs on an informal basis and in reality, there is little that Aldi are able to do to promote this to customers.
- 6.12 For staff however, car sharing represents a relatively convenient alternative form of travel. An Aldi Store typically employs up to 20 employees at each store. The number of employees present within the store at any point in time is dependant upon the

trading pattern and customers, but typically ranges between two to five, as staff work to a shift pattern during the working day. Therefore there is probably limited potential for promoting car sharing, but where feasible the store's Travel Coordinator will promote it.

Servicing and Deliveries

- 6.13 Aldi operate a closely managed servicing arrangement for each of its stores. One daily articulated vehicle arrives at each store to deliver a load of mixed goods assembled at a centralised distribution depot. During unloading, the back of the vehicle is at floor level, enabling the driver to unload the goods quickly into the dedicated storage area. The delivery has previously been pre-packed onto pallets.
- 6.14 Stores are constructed with a delivery ramp, sheltered canopy and dock leveller system which means products can be unloaded without any external activity, such as forklift trucks, scissor lifts or cages, and in less than half the time. The delivery system is unique to Aldi and extremely efficient compared to other food retailers.
- 6.15 Aldi are now rationalising the delivery of frozen goods, with the introduction of articulated vehicles able to carry frozen, chilled and mixed goods simultaneously, further enabling the potential to reduce deliveries. Thus the single daily articulated vehicle will usually be the only vehicle of this type visiting each store.
- 6.16 Deliveries from other suppliers, in small to medium sized rigid vehicles, are confined to one daily vehicle bringing fresh bread, and one daily vehicle bringing milk supplies. These vehicles normally arrive prior to the commencement of trading each day.

Action Plan of Measures

- 6.17 The Full Travel Plan will include an Action Plan of measures. This will include a list of proposed promotional measures, a timescale for their delivery as well as details of the frequency with which such measures will be implemented, monitored and reviewed. This Action Plan may include additional measures to those outlined above, depending on the results of the staff and customer travel surveys, and may change over time.

7 Monitoring and Review

Monitoring

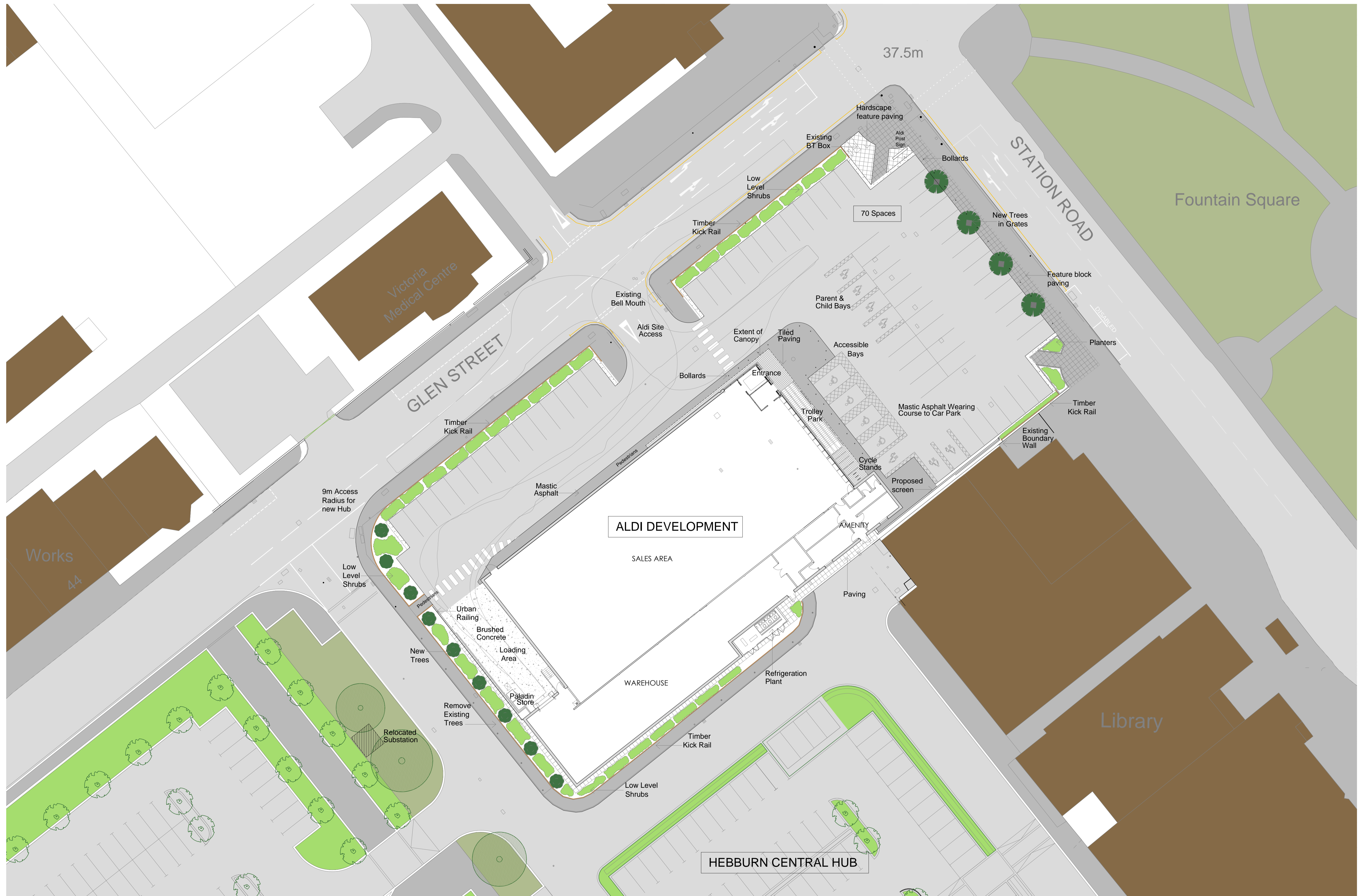
- 7.1 A programme of monitoring and review has been designed to generate information to evaluate the Travel Plan. Monitoring and review will be the responsibility of the Travel Co-ordinator.
- 7.2 The monitoring measures outlined below incorporate both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence.
- Monitor the level of usage of staff cycling and motorcycling parking
 - Monitor the level of staff car parking and car sharing
 - Monitor demand for additional cycle and motorcycle parking for staff
 - Record comments received from store management and from staff relating to the operation and implications of the Plan
- 7.3 Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to the Planning Authority.

Annual Review

- 7.4 Each year, on or about the anniversary of the introduction of the Travel Plan, the Travel Co-ordinator will review the Plan. The objective of the review will be to assess the success of the Plan and to identify the potential for future refinement of the details of the Plan.
- 7.5 The major element of the review will involve the re-issue of the staff and customer travel surveys. The re-issue of the surveys offers the opportunity to gather new information about wider staff attitudes to travel. Analysis will also yield updated modal split information for comparison with data derived at the introduction of the Plan, free of seasonal bias.
- 7.6 The Travel Co-ordinator will compile a Review Report outlining the results of the annual review. The report will also incorporate the results of ongoing monitoring throughout the preceding period. The report will be filed for record, with copies provided to the Planning Authority.
- 7.7 A consideration of how the Travel Plan has performed in relation to set targets will be made. The Review of the Travel Plan will then be undertaken based upon this and will

seek to build upon areas that have been successful and also consider whether there is any room for improvement within the Travel Plan.

APPENDIX A: Site Layout Plan

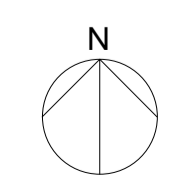


ALDI DEVELOPMENT

HEBBURN CENTRAL HUB

Note: Internal store layout for indicative purposes only.

The user of this plan is to be used for the purposes of the following information:
 1. To provide a general overview of the site and its surroundings.
 2. To provide a general overview of the site and its surroundings.
 3. To provide a general overview of the site and its surroundings.
 4. To provide a general overview of the site and its surroundings.
 5. To provide a general overview of the site and its surroundings.
 6. To provide a general overview of the site and its surroundings.
 7. To provide a general overview of the site and its surroundings.
 8. To provide a general overview of the site and its surroundings.
 9. To provide a general overview of the site and its surroundings.
 10. To provide a general overview of the site and its surroundings.



Client	Aldi Stores Ltd	Project	Aldi - Hebburn
Project Address	Station Road, Hebburn	Drawing Title	Proposed Site Plan
Drawn	JWC	Checked by	
Date	14.08.15	Scale	1:250 @ A1
		Drawing Number	0268 - PL(0)04

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APPENDIX B: Sample Staff Travel Survey

COLLEAGUE TRAVEL TO WORK SURVEY

"Hello – Aldi are developing Travel Plans for its employees. A new Travel Co-ordinator will be appointed who will be helping staff to arrange their travel to and from work, looking at the potential for things such as better bus services, facilities for cyclists and car sharing.

To help get us started, can you find a few minutes to complete this questionnaire.

Just return to me, or place the completed questionnaire in one of the Travel Plan boxes

Thanks – **Name of Travel Co-ordinator** - ask me all about it "

1. Your Name

2. Gender

Male Female

3. What time do you usually start and finish work? (Please indicate whether it's am or pm)

Start Time am/pm

Finish Time am/pm

If you work any additional shifts (e.g. weekends) please indicate the start / finish times and days of these below.

.....

4. Please tick if you know about any of the following:-

a) Bus routes to your workplace

b) Cycle Routes to your workplace

c) Pedestrian routes to your workplace

d) Other (please specify)

.....

5. Does your mode of travel vary on a daily basis?

Yes No

6. How do you usually travel to work and approximately how long does the journey take? (please mark only one answer)

Mins

a) Car driver on your own

b) Car with other

c) Motorbike

d) Bicycle

e) Walk

f) Bus

g) Train

h) Other (please specify)

.....

7. Which do you occasionally use instead of your usual form of transport?

Mins:

a) Car driver on your own

b) Car with other

c) Motorbike

d) Bicycle

e) Walk

f) Bus

g) Train

h) Other (please specify)

.....

8. If you use a car to get to work, what are the main reasons? Please mark a '1' for highest priority and '2' for second highest priority (mark no more than two answers).

a) Car essential to job *please explain below*

b) Dropping/collecting children

c) Guaranteed/ flexible journey

d) Health reasons

e) Personal security

f) Lack of alternative

g) Cost of other travel

i) Don't like using public transport

h) Other (please specify)

.....

.....

continued overleaf

COLLEAGUE TRAVEL TO WORK SURVEY

9. Which of the following changes would most encourage you to car share? (tick no more than two)

N.B. If you already car share, which would you most like to see?

- a) Help finding a car share partner
 - b) Free taxi home in the event of an emergency
 - c) Assistance in getting home if let down by partner
 - d) Reserved car parking for car sharers
 - e) Would not be willing to car share
 - f) Other (please specify)
-

10. Which of the following changes would most encourage you to use public transport for your journey to work? (tick no more than two)

N.B. If you already use public transport, which would you most like to see?

- a) More accessible bus routes
 - b) More frequent services
 - c) Discount tickets/travel passes available from work
 - d) More convenient bus stop locations
 - e) Better connections with bus/train stations
 - f) Easier timetable/route information
 - g) Would not be willing to use public transport
 - h) Other (please specify)
-
-

11. Which of the following changes would most encourage you to cycle to work? (tick no more than two)

N.B. If you already cycle, which would you most like to see?

- a) The provision of safe, well lit, cycle paths
 - b) Improvements to existing cycle paths
 - c) More information about local cycle paths
 - d) Improved cycle parking
 - e) Improved changing facilities and lockers at work
 - f) Having a Bicycle User Group at work
 - g) Would not be willing to cycle to work
 - h) Other (please specify)
-

12. Which of the following changes would most encourage you to walk to work? (tick no more than two)

N.B. If you already walk, which would you most like to see?

- a) Better lighting & security
 - b) Safer crossings / pedestrian priority on journey to work
 - c) Would not be willing to walk to work
 - d) Other (please specify)
-
-

13. Please list any incentives that may encourage you to walk, cycle or use public transport for your journey to work:-

.....

.....

14. Have you any other comments you wish to make?

.....

.....

.....

15. Full Home Postcode

16. Age (please tick one only)

- a) Less than 25 b) 25-34
- c) 35-44 d) 45-54
- e) Greater than 55

17. Do you have a disability that affects your travel arrangements?

Yes No

18. How does your disability affect your choice of mode of transport?

.....

.....

END OF QUESTIONNAIRE – THANK YOU

Thanks for Completing the Questionnaire

All information will remain confidential

