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Proposed Asda Store at Former Hayle Rugby Club Ground, Marsh Lane, Hayle

Travel Plan

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for

ASDA Stores Ltd

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1.0 Introduction and Background Information

1.1 Introduction

1.1.1 This Travel Plan has been prepared by Hydrock Byways & Highways Ltd on behalf of Asda Stores Ltd. The Travel Plan is intended to influence colleagues and customers at the proposed Asda store to be constructed on the former Hayle Rugby Football Club ground at Marsh Lane, Hayle, Cornwall. This Travel Plan recognises that food retail developments are often major trip attractors with relatively high staffing levels.

1.1.2 The measures and targets discussed and adopted in this Travel Plan accept and reflect the strengths, weaknesses, opportunities and threats inherent in the proposed site location and development land use. The proposed site location, as will be explored more fully in the following section, is edge of town but with a significant intervening barrier to easy permeability for sustainable modes, particularly for less physically able users, from the nearest significant population centre of Hayle. This peculiar circumstance requires that this Travel Plan is an effective hybrid, as the proposal is more sustainable than a typical “Edge of Town” supermarket, but not so obviously sustainable as a similar facility in the heart of a town area.

1.2 Background

1.2.1 The proposed development is to be constructed on a brownfield site separated from the nearest significant settlement of Hayle by the carriageway of the A30 Trunk Road. The A30 (T) is the strategic route between Penzance and Exeter in East Devon. Exeter is the nearest location where the Strategic Road Network (SRN) is carried by a full motorway.

1.2.2 The proposed development will be accessed off Marsh Lane. Marsh Lane was formally a typical rural route connecting the village of Angarrack with Hayle. In the last couple of decades the north eastern end of Marsh Lane has undergone significant changes. These changes are associated with the placing of a large roundabout junction, known as Loggans Moor, this junction provides for efficient movement between the A30 (T) and local roads towards Hayle in the west and Connor Downs in the east.

1.2.3 Along with the changes associated with the A30(T) there has been strictly local development growth in and around Hayle that over the past decade or so has significantly altered the nature of Hayle as an attractor.

1.2.4 Perhaps the most significant recent development in the Hayle area is the West Cornwall Shopping Park (WCSP). This retail development houses mid to high prestige brand names that may not have been attracted to high street locations in the centre of Hayle itself. The existence of the WCSP ensures that Hayle has a year round attraction for residents of west Cornwall as well as tourists during the tourist season. To the east of the WCSP there is a relatively recent Pub / Motel development and drive thru’ fast food restaurant, clearly these facilities relate to the location of the SRN as much as they do the proximity of Hayle.

1.2.5 The main challenges presented by the proposed Asda store in sustainable travel terms relate to:-



- the obvious functionality of a motor car, both as a commuter choice and as a carrier for a weekly shopping trip;
- Relatively poor **existing** road based public transport (PT) provision;
- The site location relative to the main residential areas of Hayle, this factor is complicated by the minimal pedestrian / cycle accessibility from Hayle.

1.2.6 It should be noted that the potential for a significant development of the same type within the built area of Hayle, whilst benefiting from obvious advantages in terms of purely pedestrian / cycle access, is almost certainly going to generate a level of vehicular traffic that will be extremely difficult for the existing highway infrastructure to accommodate. This is especially so when consideration is given to the consented regeneration of the Hayle harbour area.



2.0 Existing Conditions

2.1 Proposed Development Site

- 2.1.1 As stated, the proposed development site is considered brownfield being the existing Hayle Rugby Football Club ground. The site is aligned north / south and covers an area of approximately 4.0 ha (9.88 acres) bounded on its western side by the carriageway of the A30 (T) and the access road to the WCSP to the immediate north. The eastern boundary is formed by the mainline rail line and on the east by an established industrial estate.
- 2.1.2 The Hayle Rugby Football Club site is currently still operating. In terms of vehicle attraction the home matches and training sessions are not significant generators. Home matches will generate an average of 55 one way vehicular movements, therefore a total of 110 two way movements is obviously anticipated. Other rugby associated activities at the site, training, junior league matches, maintenance activities occur throughout the week. Vehicular movements associated with these activities rarely exceed 40 one way trips (80 two way), maintenance will generally generate a maximum of 4 two way trips.
- 2.1.3 Every Sunday morning throughout the year there is a 200 pitch car boot sale held at the ground, which at its peak can attract up to 800 vehicles but has parking for 1200 vehicles. This can cause parking to occur on the highway verge along Marsh Lane and on the eastern arm of Carwin Rise. It should be noted that this activity will not continue at the Rugby Club relocation site.

2.2 Surrounding Highway Network

- 2.2.1 As outlined in the background information, any consideration of the proposed development requires consideration of both the local highway network and the Strategic Road Network. The proposed development site relates most obviously to Hayle, however its geographic range of attraction extends well beyond this. It is certain that residents of the Camborne Pool and Redruth (CPR) conurbation would find an Asda store at Hayle more attractive than their current nearest Asda, located at Penryn in south Cornwall. The residents of towns such as St Ives and Penzance, to the north and west of the site respectively would also find an Asda at Hayle attractive.
- 2.2.2 Residents of the CPR conurbation have a choice of two road routes to the site. The most direct route would be to utilise the A30 (T). There is an alternative route carried by the A3047 / C750 which extends between the CPR conurbation and Hayle via Connor Downs. This route used to carry the A30 and is therefore of relatively high quality compared to many roads in Cornwall. This route can be more convenient, particularly in the peak tourist season when the A30 (T) can become congested.
- 2.2.3 Residents coming from St Ives or its surrounding environs are limited to local road routes in and around St Ives although once at St Erth a choice of a local road route or use of the SRN does present itself. Residents coming from the Penzance area are effectively restricted to utilising the A30 between Penzance and St Erth. Coming from the west or north of Penzance one is restricted to the local road network as the SRN terminates at Penzance.



- 2.2.4 Consideration of Marsh Lane, the road from which the site is directly accessed, requires that the road be viewed as having two quite distinct functions. Between the Loggans Moor Roundabout and Marsh Lane roundabout the road is clearly designed to accommodate relatively high traffic volumes. The current proposal will include further widening of this section which will naturally increase the capacity further still. Turning east at the Marsh Lane roundabout, towards Angarrack the carriageway gradually alters in character.
- 2.2.5 Initially, covering a stretch of about 90 metres from the Marsh Lane roundabout, the carriageway is similar to the north / south aligned carriageway, this 90 metre stretch serves the industrial estate to the east of the proposed development site. Following the industrial estate access Marsh Lane returns to its previous rural road layout, i.e. narrow, varying alignment and no footway provision for most of its length.



3.0 Proposed Development

3.1 The Asda Store

- 3.1.1 The proposed Asda store, parking and petrol filling station curtilage will utilise approximately 3.1ha (7.7 acres) of the overall development site whilst the remaining 2.17 acres is intended for use as a small industrial park. This Travel Plan is only concerned with influencing the Asda element of the land use.
- 3.1.2 The proposed Site Plan is shown on **DWG No. HBH10093/D05** and can be found in **Appendix A** to the rear of this document.
- 3.1.3 The actual store will provide approximately 2787 sqm (30,000 sqft) of food store sales area within a total store size of 5057 sqm (57,857 sqft). The site will provide 344 standard parking bays, 18 Parent & Child bays and 19 suitably marked and located Disabled Parking Spaces making a total of 381 parking bays which is in strict compliance with the Cornwall Council maximum parking standard for this land use.
- 3.1.4 The site will be designed to be easily traversed by pedestrians who can enter the site at two locations. There will be footway and pedestrian crossing points associated with the main vehicular access of the Marsh Lane roundabout and there will also be a pedestrian link towards the WCSP at the sites north western most corner. This second pedestrian access point will also be provided with appropriate footway and pedestrian crossing points.

3.2 Highway Improvements

- 3.2.1 The most significant alteration to the highway network associated with the proposal is a major redesign of the Loggans Moor roundabout. The alteration involves the signalisation of this junction and the construction of a through route that negates the need for A30 (T) westbound traffic accessing Hayle to negotiate the circulatory lanes of the roundabout. This alteration will ensure that the Loggans Moor roundabout remains capacity efficient with the Asda food store being operational. For ease of reference this design is referred to as a "Throughabout".
- 3.2.2 The Throughabout will also deliver at grade pedestrian / cyclist crossing facilities, in the form of Toucan crossings, that will provide safe links to and from the proposed development site to Hayle and also to the attractors on the eastern arm of Carwin Rise. There will be a staggered Toucan on the A30 (T) carriageway that extends between Loggans Moor and the St Erth gyratory. A single Toucan will be located on Marsh Lane.
- 3.2.3 Marsh Lane will undergo some carriageway widening, specifically on the approach to the Marsh Lane roundabout. Footway will also be provided on the carriageway eastern edge, this, in conjunction with the previously described Toucan crossings, will provide a clearly defined route for vulnerable users to safely access the proposed development site.



3.3 Internal Highway Layout

- 3.3.1 The proposed development will be accessed off the to be improved southern side of the Marsh Lane roundabout. On entering the site curtilage drivers will be presented with a highway layout constructed to adoptable standard. Approximately 60 metres south of the Marsh Lane roundabout a new 3 arm roundabout will be constructed.
- 3.3.2 A southern arm on this roundabout will provide an access route for vehicles supplying / servicing the Asda store and also to access the small industrial park to be constructed at the southern extreme of the site curtilage. The roundabout will have an arm on its western side providing access to the PFS and the Asda store main car park.
- 3.3.3 The access road for the Asda site will be aligned south east to north west from the new roundabout. The PFS will be located on the carriageways north eastern edge, approximately 40 metres from the new roundabout. To ease vehicle movement in to the PFS a right turn facility in the form of a ghost island will be implemented. Vehicles entering the site solely to purchase fuel will be able to achieve this aim without entering too far in to the Asda site. Having passed the PFS the access road alignment changes quite sharply to due south. Immediately after this turn, vehicles enter the car park.
- 3.3.4 The car park layout is conventional, providing rows of parking spaces generally at right angles to the carriageway. Two way traffic movement is provided for throughout the car park with suitable lining, i.e. direction arrows and give way lines at appropriate locations. There are two junction points within the car park that allow direct access / egress from the main ASDA access road.



4.0 **Objectives and Scope**

4.1 **Objectives**

4.1.1 The primary purpose of any travel plan is to reduce negative impacts associated with fossil fuelled transportation. These impacts include the production of emissions that contribute to climate change, emissions that adversely affect human health, unsustainable increases in traffic volume that will cause congestion which in turn increases emissions and reduces the quality of the built and natural environment.

4.1.2 In order to ensure that this Travel Plan provides robust and deliverable targets reference has been made to the current national planning policy guidance as set out in the document PPG13: Transport (paragraphs 87-91).

4.1.3 Paragraph 88 of PPG13 outlines the main purpose of Travel Plans is to deliver sustainable transport objectives through:

- *“reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;*
- *reduced traffic speeds and improved road safety and personal security, particularly for pedestrians and cyclists; and*
- *More environmentally friendly delivery and freight movements, including home delivery services”.*

4.1.4 Paragraph 90 of PPG13 goes on to state that Travel Plans:-

4.1.4“...should have measurable outputs which might relate to targets in the Local Transport Plan (LTP), and should set out the arrangements for monitoring the process of the Plan, as well as arrangements for enforcement in the event that the agreed objectives are not met”.

Translation to Site Specific Objectives

- To minimise the need to travel by the private car, particularly as a single occupant.
- A partnership approach between the Travel Plan management team and the Planning Authority (Cornwall Council), to influence the travel behaviours of colleagues and as far as possible shoppers utilising the proposed development.
- Encourage safe and viable alternatives to single occupant vehicles for access to the proposed development.
- Identify pragmatic travel initiatives to encourage non-car modes of travel and car-sharing, based on a continual appraisal of travel patterns to the site.
- Fewer vehicle trips than would otherwise have been the case thereby reducing the potential for congestion, particularly important given the sites position relative to the SRN.



- A reduction in overall vehicle mileage and an associated reduction in environmental pollution, particularly greenhouse gas emissions, such as CO₂.
- Improved safety for vulnerable road users such as pedestrians and cyclists.
- To comply with government and LHA guidance to reduce traffic emissions and congestion and promote sustainable travel within new development and between new development and its surrounding environs.
- To promote healthy lifestyles and generate and maintain a vibrant community.

4.1.5 In order to achieve the objectives, aims and targets of the this Travel Plan it will be necessary to identify measures, both to incentivise modal change and where necessary provide disincentives to car use, particularly as a single occupant. As previously stated, the measures will be predicated on the need to achieve SMART targets, that is targets that are:-

- Specific
- Measurable
- Appropriate
- Realistic
- Timed

4.2 Global Benefits

4.2.1 At a global level, the reduction in private car use translates into a reduction in emissions that contribute to Climate Change. Whilst any given individual's contribution may be negligible, the adoption of sustainable travel choices by a significant proportion of the UK population for at least some trips would, in tandem with other actions, such as energy efficient homes, renewable energy generation etc., go a considerable way to meeting the UK commitment to reducing CO₂ and other greenhouse gas emissions.

4.2.2 A reduction in car use would also result in a reduction of natural resource usage. Whilst oil is a significant carbon reservoir, it remains a useful source of energy and an important constituent of many products for the foreseeable future. Other resources, such as metalliferous ores are also finite resources that should be conserved for future generations.

4.2.3 Clearly, a full list of global benefits is beyond the scope of this Travel Plan. It is sufficient to say that reduced car usage will benefit us all at a very fundamental level, i.e. contributing to our survival and the survival of many species currently threatened by deforestation, sea level rise and poorly planned urbanisation, largely facilitated by unrestrained car use.



National Benefits

4.2.4 A reduction in car use benefits the nation in many ways other than in those identified as Global Benefits. Britain is an island of modest proportions and whilst much of the land is still green, there are few places that cannot be accessed in the private motor car. This is generally considered as a good thing, however, there is now a general understanding that unrestrained road building inevitably leads to seemingly unrestrained car ownership and it would appear car ownership outstrips road building resulting in congestion, even in some parts of rural counties like Cornwall.

4.2.5 Therefore, road building can no longer be the automatic answer to congestion. Traffic Management has become the favoured way of reducing congestion and Travel Planning is rapidly becoming a major part of the traffic manager's toolkit. By reducing congestion, many sectors of our nation's endeavours become more readily achieved:-

- Commerce is facilitated by improved, reliable delivery times
- Air quality is improved
- Noise and light pollution associated with transport reduces
- Road safety is improved
- Public Transport is able to operate more reliably
- Promoted effectively, health benefits associated with reduced car use can be gained by the whole population.

4.2.6 As with the Global Benefits, there are myriad benefits that could be listed, but again the purpose of this list is to identify obvious examples and give an indication of the types of benefits gained.

Community Benefits

4.2.7 The benefits to any given community are likely to be very similar to those listed above as national benefits; the difference is the perception of those benefits is clearer and more obvious. An effective travel plan, delivered through cooperation between site users, the Local Planning and Local Highway Authority, together with other stake holders, can facilitate the realisation of such sustainable travel benefits.

Individual Benefits

4.2.8 Again, all the preceding benefits are experienced at the individual level. The individual can appreciate all of these benefits but is also likely to benefit from a number of more personally relevant factors.



- An individual can benefit from health benefits provided by increased walking or cycling
- An individual can benefit from reduced travelling times and reduced stress by utilising an efficient public transport service that moves freely along un-congested routes.
- An individual can benefit from a reduced need to travel through the delivery of mixed use developments where they can live and work.
- An individual can benefit from more quality time spent with their family rather than travelling to and from their place of employment.
- An individual can benefit from reduced travel costs if the services and facilities they wish to access are within the reach of attractive sustainable modal options.
- An individual can benefit from an improved quality of life as a result of the benefits listed above.
- It is also entirely possible for an individual to save money by adopting modes such as walking and cycling to access employment and leisure opportunities.
- An individual can benefit from cost savings associated with having to run a single family vehicle.

4.2.1 It may be that no Travel Plan can deliver all of the benefits listed above, but an effective Travel Plan can provide many of these benefits and should aim at achieving all of them to the extent possible.

4.3 Summary

4.3.1 As a retail Travel Plan this document has two distinct “audiences”. The first and most readily influenced of these will be the colleagues (staff) of the proposed development. For this group the Travel Plan operates as a work place travel plan. This type of travel planning is relatively simple in that the destination is fixed, consequently having identified the various origin locations of the colleagues the Travel Plan Coordinator (TPC) / Travel Plan Management Team can identify the most sustainable travel options available for individuals / groups from specific locations or areas. A sub group commonly covered in work place travel plans are the servicing and delivery trips associated with the operation of the work place. Consequently this document will identify certain measures and modal shift targets that are typically found in work place travel plans.

4.3.2 The second group who can be influenced by a retail travel plan are the shoppers accessing the store. The potential for influencing shoppers is not as great as for those who are employed at the site, but quite clearly there are steps that can be taken that can encourage some shoppers to utilise sustainable travel choices to access the proposed development. Whilst as a proportion of shoppers this will be a relatively modest figure, due to the high numbers of shoppers involved its overall impact will be worthwhile.

4.3.3 This document will present a number of measures aimed at encouraging shoppers to adopt more sustainable modes to access the Asda store and in some instances avoid the need to



physically visit the site at all, whilst still benefitting from the stores presence for their shopping needs.



5.0 Implementing a Travel Plan

5.1 The Travel Plan Coordinator

- 5.1.1 A nominated colleague, holding a position of sufficient authority will be appointed to implement and manage this Travel Plan. The appropriate Sustainable Travel Officer of Cornwall Council will be informed of who the responsible person appointed as TPC is. The role of the TPC will include:-
- 5.1.2 Overall responsibility for the day to day effectiveness of the Travel Plan;
- 5.1.3 the process of identifying, developing, assessing and reviewing measures and targets of the Travel Plan;
- 5.1.4 to encourage and develop colleague understanding and cooperation regarding the Travel Plan;
- 5.1.5 to maintain relationships with the local highway authority and to liaise with local public transport providers;
- 5.1.6 to identify means of communication appropriate for disseminating information regarding sustainable travel in terms of environmental and health benefits, both to colleagues and to members of the public wishing to utilise the facility provided by the proposed development.
- 5.1.7 The TPC will be a member of the Colleague Circle at the store. This body reports to management on a weekly basis, so consequently any travel planning issues will be able to be addressed on a frequent basis as a matter of course. Notwithstanding this, the store management will be made fully aware from the outset of the stores operation, that the encouragement of sustainable travel is a major priority for management and consequently the TPC will have direct access to the store manager as required.

5.2 Basic Initial Measures

- 5.2.1 It is apparent that for a truly effective Travel Plan it is necessary to know the existing modes of travel available to access the work place / attractor. One of the first priorities for the TPC will be gather this data by way of a travel survey issued to colleagues at the earliest opportunity. Ideally this will be prior to the commencement of their employment, i.e. at the time of the offer of employment, but certainly as soon as possible after the commencement of the colleagues employment.
- 5.2.2 At the time of receiving an offer of employment all new colleagues will be reminded of the potential to access the proposed site by sustainable modes. Walking, cycling and public transport are all realistic options from Hayle. Cycling and public transport would be realistic from locations in the east, Connor Downs and Angarrack being the most obvious population centres to the east of the store location. Persons travelling from Angarrack live within walking distance.



- 5.2.3 As part of a welcome pack new colleagues will receive basic information on the available sustainable travel modes from the most likely population centres from which the store colleagues will be drawn.



6.0 Travel Plan Measures

6.1 Encouraging Walking

- 6.1.1 Walking is the most sustainable travel mode and given the stores location relative to the easternmost residential areas of Hayle, there is potential for some colleague “travel to work” trips and perhaps some customer trips to be undertaken by foot. PPG13 states that:-

“Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres.”

A 2 km distance from the store site covers much of Hayle, as far as the North Quay area, encompasses all of Angarrack and reaches into the heart of Connor Downs. It is reasonable to anticipate that some store colleagues are likely to be drawn from these residential areas.

- 6.1.2 In order to aid pedestrian access to the store safely the TPC will arrange for walking maps to be produced, these will show appropriate routes, utilising footway where ever possible and giving advice regarding pedestrians taking proactive steps to enhance their safety. This will include such things as facing oncoming traffic if forced to walk on the carriageway, identify appropriate, well lit routes that benefit from good surveillance from overlooking properties etc if the walker is coming from an area not covered in a specific walking route.

- 6.1.3 A further factor worth considering with walking is the benefit to personal health. The TPC will ensure that information relating to the health benefits of regular walking and cycling is on display in appropriate areas of the store.

6.2 Encouraging Cycling

- 6.2.1 Cycling is also very sustainable and has the advantage of being a realistic option for longer trips. It is certainly considered a very good option as travel to work transport. Unless suitably equipped it may not be appropriate as shopping transport. PPG13 states:-

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

A distance of 5 km covers all of the Hayle built area, extending to much of St Erth and Lelant in the west, Fraddam in the south and covers all of the built area of Connor Downs in the east.

- 6.2.2 As with walking the TPC will ensure that suitable advice and information is on display in appropriate areas of the store.

6.3 Encouraging Multi-Occupancy Vehicles

- 6.3.1 The TPC will aim to encourage colleagues who travel by motor vehicle to access the site to consider the benefits of car sharing. Car sharing generates several benefits both for the individual and for the wider community. A car with multiple occupants is clearly more sustainable than a car with a single occupant. In many cases a car with a driver and two passengers would be more sustainable than any other form of public transport.



- 6.3.2 In order to encourage car sharing the TPC will be able to incentivise the behaviour through priority colleague parking provision for High Occupancy Vehicles (HOV). The benefit of this will be magnified by the colleague car parking restraint in place at the store. That is to say, colleague parking spaces will be strictly limited to discourage the adoption of single occupancy cars as the primary travel to work modal choice.
- 6.3.3 A further measure that the TPC will instigate is a guaranteed lift home for any colleagues who opt to car share. Through the operation of this guarantee, colleagues can feel assured that if they choose to car share as a passenger, the store management will provide a timely alternative for their home trip should, for what ever reason, the car share vehicle anticipated for their homeward trip be unavailable.
- 6.3.4 The TPC will collect data that will enable them to generate a car share database. This data will include such information as, a colleagues willingness to car share, home location and work patterns. The TPC will have sufficient influence within the management of the store to ensure that work patterns are arranged so as to facilitate colleagues who are willing to car share are on similar work patterns.

6.4 Encouraging Public Transport

- 6.4.1 The Asda store will operate a regular free bus service from the centre of Hayle in to the curtilage of the Asda store and return. This service is clearly primarily aimed at attracting shoppers to the store however it will also be an absolutely legitimate use of the service as a colleague travel to work option. This option will only be suitable for colleagues on certain work patterns, particularly if they intend to use it for their homeward bound journey.
- 6.4.2 Existing services operating from locations such as Penzance, St Ives, Helston and Camborne, Pool and Redruth are not anticipated to enter the Asda site but this is not to say that the services would be discouraged from doing so. There are several bus stops in close proximity to the Asda site, utilised by a number of services, that in combination with the proposed pedestrian facilities delivered with the store could readily accommodate colleagues travelling to and from work from wider afield, i.e. any of the towns listed above or many other settlements in west Cornwall.

6.5 Identifying further areas for Increasing Transport Sustainability

- 6.5.1 The TPC will endeavour to identify other potential areas for increasing the stores sustainability in relation to transportation. This will involve regular reviews and workshops with colleagues at the store and with appropriate outside agencies, i.e. the sustainable travel officer of the Cornwall Council.
- 6.5.2 An obvious area where increased sustainability will benefit both the store and the wider community is in the management of deliveries to the store. It is the case that the Asda delivery fleet has been subject to an ongoing analysis of its efficiency and this has been followed by the identification of measures to improve the fleets fuel consumption, thereby reducing the CO2 emissions associated with each vehicle. These measures include the adoption of SaFED (Safe and Fuel Efficient Driving) techniques and the rationalisation of delivery routes. Through these measures and others the fleet has increased fuel efficiency



by a margin of at least 5% whilst reducing delivery times by 25%. In the period 2005 – 2008 the scheme has resulted in the saving of 18,000,000 road miles, 28,000 tonnes of CO2 and a fuel saving of 23%.



7.0 Targets and Review

7.1 **Colleague Targets**

7.1.1 As an initial Travel Plan this document can only identify “aspirational” targets, but in line with the SMART philosophy outlined in section 4.1.5 the initial targets need to be realistic, in order to generate these initial targets it is necessary to identify a body of evidence that can be used as a baseline. In this case reference has been made to the office of National Statistics Neighbourhood Statistics for the ward of Hayle Gwinear, Gwithian and Hayle East. This data is based on the 2001 Census, this particular ward is considered to cover a representative mix of urban and rural population in reasonable proximity to the site.

7.1.2 It is apparent that there is significant potential for modal shift for colleagues accessing the site. This assertion is based on the relatively high number of Single Occupancy Vehicle (SOV) trips recorded in the neighbourhood statistics for the Hayle Gwinear, Gwithian and Hayle East ward compared to the average across Cornwall and even more so compared to the average across the UK. The relevant figures are:-

Hayle Gwinear, Gwithian and Hayle East = 70%

Whole of Cornwall average = 60%

Whole of UK average = 54%.

7.1.3 The reason for the notably higher SOV trip rates in Cornwall are considered to relate to the largely rural nature of the county. This requires that many people who live outside of the main population centres have to travel to areas such as, the CPR conurbation, Penzance, Truro and Falmouth, many without the benefit of a suitable local bus service. The Hayle Gwinear, Gwithian and Hayle East ward exemplifies this commuting model.

7.1.4 Whilst it may be unrealistic to anticipate the Asda store experiencing colleague SOV trip rates in line with the UK average, it would seem reasonable to aim at achieving a SOV rate at least as low as the Cornwall average. This is based on the belief that this travel plan, in conjunction with an affective TPC will identify and incentivise such modal choices as car sharing, cycling and public transport / link trips.

7.1.5 Another factor to be considered is the proposed free Asda bus operating to and from the heart of Hayle. This service will be within 400m of the vast majority of the residential areas of Hayle and so falls within the “walkable neighbourhood” identified in the DfT “Manual for Streets” (MfS). The MfS states that walkable neighbourhoods are “typically characterised by having a range of facilities within 10 minutes’ (up to about 800m) walking distance of residential areas.”

7.1.6 The Asda store, located as it is on the eastern edge of the Hayle built area relates well to such settlements as Angarrack and Connor Downs. Given that some of the colleagues working at the site are likely to be entering the employment market for the first time, cycling to the store from the more rural areas may well be an attractive modal choice for some of them.



- 7.1.7 Having considered the differences between the varying travel patterns across the UK suggested by the 2001 census data, it is considered that a realistic starting point for this Travel Plan is a 15% reduction in SOV car trips from the Neighbourhood Statistics figures for the Hayle Gwinear, Gwithian and Hayle East ward, within the first 12 months of the travel plans implementation. That would equate to 55% of colleagues accessing the site by SOV at the end of the identified period. Clearly such a target is a significant reduction assuming that the store reflects the modal choices of the examined ward.
- 7.1.8 In the eventuality that the store generates a smaller proportion of SOV trips from initial operation of the store site, it will be necessary for the TPC to identify the SOV trip rate and a new reduction target. The TPC will need to ensure that the identified modal shift target is of similar impact to the 15% reduction identified above.
- 7.1.9 The majority of the target reduction is anticipated to come from the effective operation of a colleague car share scheme. The TPC will have the ability to match colleagues who are willing to car share and also to use the established car share Cornwall scheme (www.carsharecornwall.com) for at least some of those colleagues whose home locations cannot readily be incorporated in to the stores own car share database. The target for car sharing will be an absolute 9% from the assumed SOV figure of 70%. It should be noted that the Hayle Gwinear, Gwithian and Hayle East ward data indicates that car sharing accounts for approximately 8% of all trips, this equates to approximately 9.5% of all car trips.
- 7.1.10 The next highest modal shift target will fall to walking and / or cycling. The Asda development will deliver improved facilities for crossing the A30 (T), these will be at grade, making them more readily negotiated than the existing footbridge over the trunk road. Due to the stores location, a significant proportion of the resident population of Hayle is within the 2km distance identified within PPG13 as being appropriate for walking. Angarrack and most of Connor Downs are also within 2km of the site. Walking from Connor Downs may not be overly attractive due to the high speed road which has no footway provision. All of Hayle is within the 5km distance identified in PPG13 as suitable for cycling. Given these factors, walking and cycling will be assigned an increase target of 6%, again this is an absolute figure for all modes.
- 7.1.11 The modal shift target identified is 15% and it has been suggested that car sharing, walking and cycling can between them account for 14%, i.e. the vast majority of the required shift in the first 12 months. However, PT is also considered to be an attractive sustainable modal choice for colleagues accessing the site. It is apparent that a realistic target for PT use, particularly considering the Asda free bus service from Hayle, is higher than the remaining 1%. A realistic target for PT is, at least 4%. Therefore, the total modal shift that would be achieved, if all the above identified colleague targets were met, the modal shift would be 19%.
- 7.1.12 Such a shift, particularly in the initial 12 month period of the stores operation, is very challenging and failure to reach such a high target might de-motivate both the TPC and the colleagues whose enthusiasm and cooperation are vital for ensuring a successful Travel Plan. For this reason the 15% target is considered a reasonable starting point. This target is applied specifically to colleague commuting trips.



7.2 Sustainable Shopping Trips

- 7.2.1 It is apparent that the proposed store location is likely to attract shoppers from much of west Cornwall and that many of these trips by their very nature, will be undertaken in a private motor car. Many families do a weekly shop as a family activity, often linked to other trips. To some extent these trips are considered sustainable. However, it is equally true that a significant number of trips to the store will not be undertaken in a sustainable manner. The TPC will ensure that shoppers are made aware of the sustainable options available to them.
- 7.2.2 The TPC will ensure a public notice board is located at a prominent position, this will display details relating to the Asda Free bus service, details of the internet based shop and drop service and information relating to the health benefits of walking and cycling. In the first 12 months of the stores operation an important consideration for the TPC will be gathering information from shoppers relating to their modal choices and what factors would make them consider adopting more sustainable modes.
- 7.2.3 The close proximity of the West Cornwall Shopping Park (WCSP) is likely to generate a number of linked shopping trips and to encourage this, as well as providing access to the pedestrian over bridge, a segregated pedestrian route will be provided that links the Asda site to the WCSP.
- 7.2.4 Another area where the TPC will have a potential influence in generating additional link trips is in regard to the Petrol Filling Station (PFS) to be delivered with the store. Asda have conducted their own research into the level of linked trips between on site PFS and shopping trips which indicates that approximately 70% of fuel purchases are associated with shopping trips to the store. Any measures / incentives that can be introduced to increase this linking of trips will be explored by the TPC. There will clearly be a crossover between the incentivisation of the Travel Plan and other marketing programmes.
- 7.2.5 Identifying modal shift targets for shoppers will require site specific data and the TPC will generate this data as a matter of high priority following the opening of the store. Prior to such data being available the TPC will aim to ensure that information relating to the free bus service is disseminated throughout Hayle. The use of this service and a steady increase in passenger numbers will be one of the main focuses of the TPC.
- 7.2.6 The internet based shop and drop service will also be advertised throughout the delivery area of the store, anticipated to cover the region from the CPR conurbation westwards. Recent research indicates that 16% of UK households have used online services for grocery shopping and this market is expected to continue growing. As a factor aimed at increasing sustainability of both a given store relative to its catchment area and individual households, it is clear that online shopping has a far greater potential than has yet been realised. Whilst the TPC will have limited scope in affecting a switch from footfall at the site to an on line shopping visit, the TPC will ensure that the benefits of on line shopping are clearly displayed and explained at the site. As with the free bus service the TPC will be aiming to increase the level of on line shopping associated with the store.
- 7.2.7 It is apparent that large food retail developments on out of town or edge of town locations are going to generate relatively large numbers of vehicular trips, the TPC will aim to encourage



shoppers to consider their shopping trips in a wider context of a sustainable household minimising the ecological footprint associated with day to day living.

- 7.2.8 To suggest a target for reducing trips to the store is counter to the commercial basis of retail development, so it is more appropriate to consider the potential for increasing a stores local market share with a similar or better yet, greater proportional increase in accessing the store by sustainable means, such as the free bus, on line shopping, planned link trips etc.

7.3 Review Process

- 7.3.1 It is clear that for the Travel Plan to be effective it will be necessary to review the measures and targets outlined in the Travel Plan and identify the level of success or failure of the various elements of the plan. This is particularly so during the operational period of this first, somewhat tentative Travel Plan. It is anticipated that the TPC will be able to initiate a second stage Travel Plan that is more effectively focussed and with measures and targets that reflect the experience of the TPC.
- 7.3.2 The TPC will be required to carry out a number of surveys over the initial 12 month period of the stores operation. The surveys are envisaged to cover such things as, staff travel to work questionnaires, number of vehicles in the car park, number of shoppers arriving by the free bus, shoppers views and understanding of sustainability etc. A draft Questionnaire Survey can found to the rear of this document in **Appendix B**.
- 7.3.3 The TPC will collate the information gathered and produce a summary of the Travel Plans effectiveness, This report will than be issued to the appropriate sustainable travel officer of Cornwall Council. Following the issuing of the review report and in liaison with the appropriate sustainable travel officer of Cornwall Council, and if requested the equivalent HA officer, a revised Travel Plan with measures and targets informed by the review process will be drafted.
- 7.3.4 Whilst it is anticipated that the review report will be available within a short time of the first anniversary of the stores opening, there will be no bar to either the Cornwall Council or the HA requesting an interim report at any time during the first 12 months of the Travel Plans operation.
- 7.3.5 The draft contact list attached at **Appendix C** includes the names, addresses and telephone numbers of representatives of the Cornwall Council. The list will be amended or added to as necessary.



8.0 Summary of Measures

8.1 Colleague Measures

- 8.1.1 The TPC will ensure that all colleagues are made aware of the Travel Plan and how this relates to the wider sustainable philosophy adopted by Asda Ltd.
- 8.1.2 The TPC will ensure that all colleagues are informed of the various sustainable travel modes available to them to access their work place. The sustainable travel modes will be presented in terms of their relative ecological and health benefits, thereby generating a hierarchy of sustainable transport.
- 8.1.3 The primary sustainable modal choice is walking. This will be encouraged through provision of safe walking route maps that also contain other useful information, such as health benefits and highway code guidance.
- 8.1.4 The next mode in terms of sustainability is cycling, this is closely related to walking having very limited negative environmental impacts, mostly associated with manufacturing, and cycling provides a significant increase in range and potentially greater health benefits. The TPC will provide cycle route maps that also contain other useful information, such as health benefits and highway code guidance. The store will be constructed with facilities to facilitate cycling by colleagues, such as secure covered cycle stands, shower and changing facilities. The TPC will investigate the setting up of a site Bicycle User Group (BUG).
- 8.1.5 The next level within the hierarchy is less easily identified. Public transport is, assuming a minimum number of passengers, certainly more sustainable than an SOV car trip. The relative levels of sustainability become more confused as the number of passengers in a private car increases. It is assumed for the sake of argument, that road based public transport is generally more sustainable than a car with one or two occupants, but this is not indisputable and there are factors, such as the lack of an appropriate local service, that make HOV car use a more realistic option that can compare very favourably with public transport.
- 8.1.6 A factor that will make public transport more attractive to those colleagues travelling from Hayle is the availability of a free bus service. This service in conjunction with walking is a very sustainable modal choice for accessing employment. The local services operating in and around Hayle, in conjunction with the improved, at grade pedestrian / cycle facilities crossing the A30 (T) provide options for colleagues to access the site.
- 8.1.7 Consequently, the TPC will provide details of local bus services, including time tabling and stop locations to enable colleagues to identify appropriate services. The TPC will also ascertain the costs of travel from the main population centres in west Cornwall to and from the site.
- 8.1.8 The TPC will investigate the willingness of colleagues to car share. In order to match drivers and passengers the TPC will generate a database of potential car sharers. The car share database need not be restricted to colleagues of the Asda store but through liaison with the appropriate person(s) at the WCSP and the adjacent industrial estate. The TPC will also be



able to utilise existing the countywide car share database operated by www.carsharecornwall.com.

- 8.1.9 Within the first 12 months of operation the TPC will conduct regular surgeries, open to all colleagues aimed at identifying personal travel planning options. This process should be conducted at the earliest possible opportunity. It should be apart of a colleagues induction process but due to the relatively high numbers of new colleagues at the time of initial opening the TPC will address this issue as expediently as possible.

8.2 Shopper Measures

- 8.2.1 The main shopper measure is the provision of the free bus service from Hayle to the site. It is anticipated that this service will cater for the resident population of Hayle who do not have access to a car or those whose shopping habits are more traditional than the “weekly shop” that has evolved with the development of the out of town supermarket. The details of this service are yet to be finalised but it is anticipated that the service will run at least Monday to Friday and on a regular reasonably frequent time table.
- 8.2.2 The TPC will ensure that the bus service is well advertised and make it a primary goal to increase the use of the bus service on a continuing basis.
- 8.2.3 The TPC will ensure that information relating to walking and cycling to the site is on prominent display, along with details of the health and environmental benefits to be gained by shoppers choosing more sustainable modes to access the site.

8.3 Measures Summary

- 8.3.1 The measures outlined above, for colleagues and for shoppers, do not represent an exhaustive list of available measures. The TPC must be able to identify opportunities and adapt to change circumstances in operating the Travel Plan. Measures may come and go. The TPC will be open to comment and suggestion from colleagues and the general public. It should also be borne in mind that the TPC of an Asda store can benefit from a relatively long history and wide experience base generated from other TPC’s from Asda stores across the country.



9.0 MEASURES AND TIMETABLE

Below in tabulated form is a summary of the operation of this Travel Plan.

Table 8.1: The Overall Travel Plan

Item	Responsibility	Timescale	Cost
General Measures and Management of the Travel Plan			
<p>Appoint a Travel Plan Coordinator (TPC) A TPC will be in post at the time of initial occupation. The TPC will be part of the existing colleague circle.</p>	Retail management team.	At initial occupation.	<p>Cost of TPC post incorporated within salary of employee.</p> <p>Cost of operating the Travel Plan potentially offset by financial savings generated by the Travel Plan.</p>
<p>Surveys At the time of their initial employment staff will be made aware of the Travel Plan and its aims. The TPC will ensure that staff are aware of the sustainable modes available to them to access employment from the outset. A staff survey will be conducted within 12 months of the retail developments initial operation.</p>	TPC	The staff will be surveyed within 12 months of initial occupation. The TPC will assess this information and revise Travel Plan targets to reflect the survey results.	Administration costs.
<p>Travel Planning News Letter. A quarterly newsletter will be generated by the TPC aimed at updating sustainable travel information and encouraging modal shift through education and occasional competitions.</p>	TPC	From initial operation.	Administrative and postal costs.
<p>Maintaining an Issues Log. The TPC will make it known to all staff on site that they can raise any issues or concerns with the TPC and these will be logged and where possible action taken to address these issues. The Issues Log will be made available to the local planning authority as part of the annual review process.</p>	TPC	From initial operation.	Administrative cost.
<p>Preparing a report for Annual Travel Plan review. The TPC will prepare a report for issue to the relevant local authorities and stake holders.</p>	TPC	Annually	Administrative cost £400.00 p.a.
<p>Actions following Travel Plan Review. Following the Travel Plan Review it will be necessary to liaise with relevant authorities to identify any</p>	TPC / Staff / relevant Authorities	Annually	Dependant on Travel Plan Review outcomes.



areas in which the Travel Plan can be improved / rectified. For instance it may be that improvements to surrounding infra-structure will improve modal choice and should therefore be incorporated in to the Travel Plan; or it may be that some measures are not reaching the anticipated potential and further investment in time / money may be required.			
Pedestrians			
Provide walking Information Pack. As part of staff personal Travel Planning, staff will be provided with a travel pack to include walking route maps, information on health benefits of walking, information regarding relevant websites and literature promoting travel awareness.	Staff / TPC	At initiation of employment.	£10 - £15 per colleague at initial occupation with on going annual cost of £10 per staff.
Notice Boards Will be placed at a prominent location within the staff and public areas of the retail store. Boards will contain local Public Transport information, walking and cycling information, health information and other relevant sustainable travel information.	Developer to install boards, TPC responsible for posting and maintaining information.	During construction and on going through lifetime of development	£500.00 at construction and £100 p.a.
Cycling			
Provide Cycling Information Pack. As part of staff personal Travel Planning, staff will be provided with travel pack to include cycling route maps, information on health benefits of cycling, information regarding relevant websites and literature promoting travel awareness.	Occupier / TPC	At initiation of employment.	£10 - £15 per colleague at initial occupation with on going annual cost of £10 per staff.
Cycle to Work initiative The TPC will provide information regarding the Government Cycle to Work initiative.	Occupier / TPC	After appointment of TPC.	Salary sacrifice by employee, tax advantage to employer.
Establish a Bicycle User Group (BUG) Establishing a BUG will encourage the adoption of cycling and can be used as leverage in negotiations with outside agencies.	TPC	After appointment of TPC.	Administration costs only
Provide secure cycle parking.	Developer / TPC /	During construction	Within design and to be



Secure cycle parking will be provided on site from the outset, the TPC will review this provision and when necessary ensure more secure cycling parking is provided.	Staff	and on going throughout lifetime of development	funded as necessary by occupiers.
Linked trip routes to be identified. The TPC will identify and publish and promote linked trip routes utilising local bus and train services.	TPC	After appointment of TPC.	Administration costs only
Public Transport			
Provide Public Transport Information Pack. As part of staff personal Travel Planning, staff will be provided with travel pack to include Public Transport route maps, timetables, information regarding relevant websites and literature promoting travel awareness.	Staff / TPC	At initiation of employment.	£10 - £15 per colleague at initial occupation with on going annual cost of £10 per colleague.
Provide Free Bus Service. A regular free bus service from the centre of Hayle into the cartilage of the Asda store will be provided for staff and shoppers.	Retail Management Team	From initial operation	Asda committed to funding as required.
Cars			
Provide Car Driver Information Pack. As part of staff personal Travel Planning, staff will be provided with a travel pack to include information on car sharing, economical driving techniques, importance of car maintenance, relevant websites and literature promoting travel awareness.	TPC	After appointment of TPC.	To be ascertained.
Encourage Car Sharing. The TPC will compile and maintain a database of staff willing and able to car share. All staff will be made aware of car share internet sites such as:- www.carsharecornwall.com	TPC	After appointment of TPC.	To be ascertained.
Staff Car Park Restraint. The mainstay of this Retail Travel Plan will be a limited staff parking, with priority given to High Occupancy Vehicles.	Local Authority / TPC	On-going from initial operation.	Delivered as part of consented design.
Summary			
Purpose of the Travel Plan.	TPC	On going from	Dependant on actions



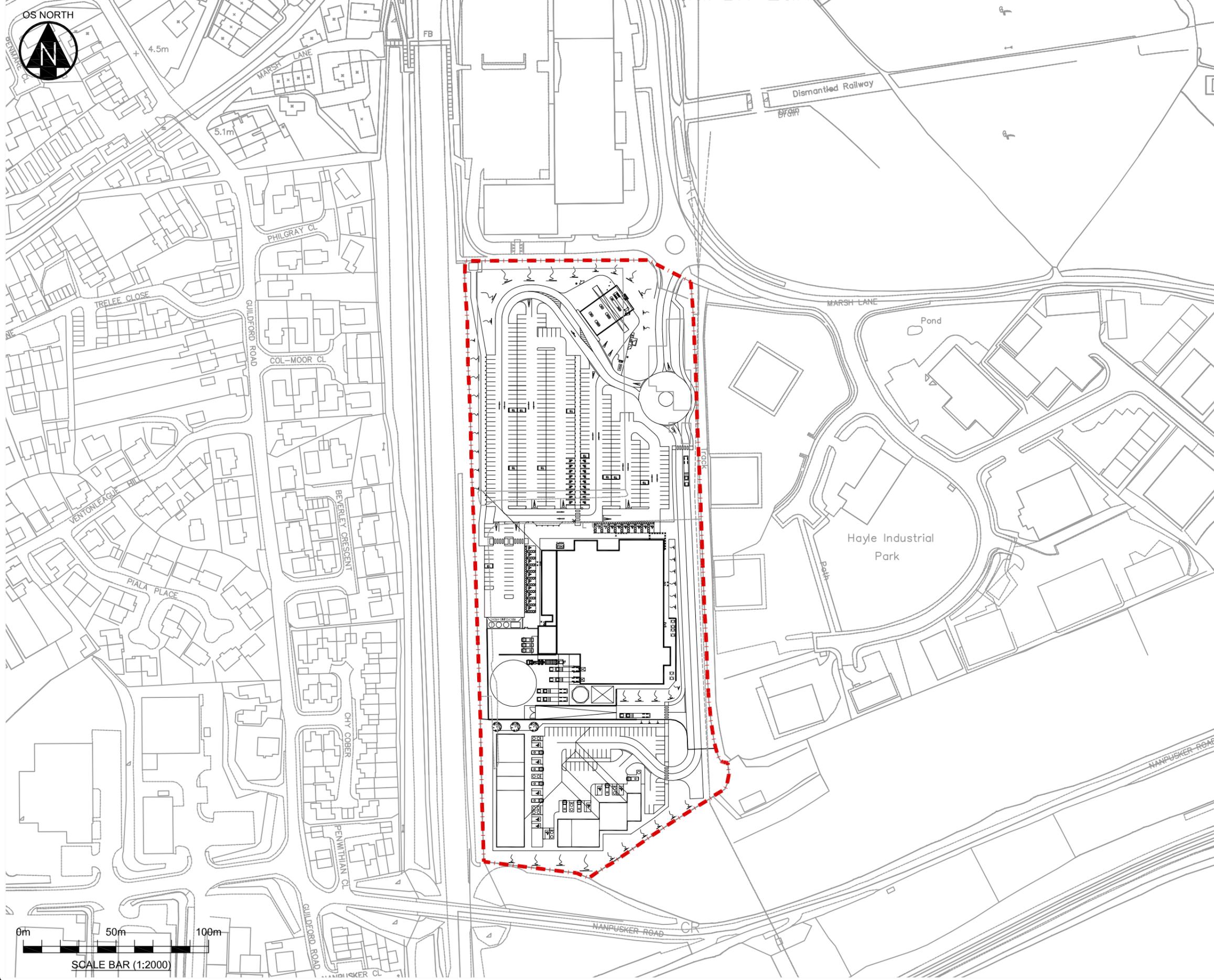
<p>The purpose of this Travel Plan is to reduce reliance on the private car, particularly as a Single Occupant. The TPC will constantly monitor the effectiveness of the Travel Plan in order to achieve a meaningful reduction in single occupancy car use.</p>		<p>initial occupation.</p>	<p>necessary.</p>
<p>Anticipated Measures effectiveness by Rank.</p> <p>It is anticipated that the most effective measure will be:-</p> <ul style="list-style-type: none"> (1) Walking (2) Cycling (3) Public Transport (4) Car sharing 			

Hydrock Byways & Highways Limited



APPENDIX A
Proposed Site Layout – DWG No. HBH10093/D05

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NOTE

- APPLICATION AREA/ BOUNDARY IS BASED ON DRAWING TITLED: SITE LAYOUT AS PROPOSED JOB NUMBER: AAR4807 DRAWING NUMBER: PL38 REV - PRODUCED BY: RPS PLANNING & DEVELOPMENT

KEY

— — — — — DEVELOPMENT BOUNDARY

Rev	Date	Description	By	Ckd

Hydrock
Byways & Highways

2 East Pool,
Tolvaddon Energy Park, Camborne,
TR14 0HX
Tel: +44 (0) 1209 719037
Fax: 0870 838 1078
Camborne@hydrockbh.com
www.hydrockbywaysandhighways.co.uk

Client

ASDA STORES LTD

Project

**PROPOSED FOODSTORE,
HAYLE**

Title

**PROPOSED SITE
LAYOUT PLAN**

Drawing Status

INFORMATION

Job No. **HBH10093**

Drawn	Checked	Approved	Scale at A3	Date
SCJ	RP	TGJ	1:2000	07/10/10

Drawing No.	Revision
HBH10093/D05	-



APPENDIX B
Draft Questionnaire Survey

Workplace Travel Plan Survey

About You

1. Your place of work

2. Your home postcode

3. Your house name / number

4. Gender Male Female

5. Age Group

Under 18 18 - 34 35 - 44 45 - 60 60 +

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

Yes No

About your job

7. Do you work? 1 – 3 days 4 days Full time Shifts

Other, please specify

8. What hours do you normally work? Regular Office Flexi

Other (please specify)

9. Are there any aspects of your job that require you to have the use of a car?

None Attend meetings Visit site / clients Other

Travel to work

10. How do you normally travel to work?

Walk/jog Bicycle Bus Train Taxi Motorbike

Car on own Car Share

Other (please specify)

11. What alternatives do you occasionally use?

Walk/jog Bicycle Bus Train Taxi Motorbike

Car on own Car Share

Other (please specify)

12. How far do you travel to work? (one way)

Up to 1 mile 1 – 3 miles 3 – 10 miles 10 – 20 miles

Over 20 miles

13. How long does it normally take you to get to work? (one way)

0 – 15 mins 16 – 30 mins 31 – 60 mins 60 mins+

14. If walking or cycling are a practical alternative for you, what would encourage you to do so? (select up to 2 answers)

Free transport home in an emergency Covered and secure cycle parking

Changing / locker facilities Pool car available for business use

Other (please specify)

For drivers only

15. Is a car share a possibility if a suitable sharer/s was found?

Yes No I already car share

16. Which of the following would most encourage you to car share? (select up to 3 answers)

Help in finding a car share partner Financial incentives for car shares

Free transport home in an emergency Pool car available for business use

Priority parking for car sharers

Other, please specify

17. Is bus or train travel a possibility?

Yes No Both

Which is most convenient?

Bus Train

18. What would encourage you to use the bus or train more frequently to commute? (select up to 3 answers)

More direct train/bus route Pool car available for business use

More frequent services More reliable services

Better information on times and fares

Regular link between station/bus stop and place of work

Other, please specify

19. If you never require a car for business travel select the box below and go straight to question 24

I never travel for work purposes

Travel for work purposes

20. Approximately how many business miles do you drive a month (number please)

21. Do you ever car share for business trips?

Yes No

22. Do you ever use a pool car for business trips?

Yes No

23. Do you ever use public transport for business trips?

Out of County

Yes No

Within County

Yes No

Your personal opinion of travel planning

24. How do you feel about your employer seeking to address the issues of parking, congestion and pollution by promoting walking, cycling, public transport and car sharing initiatives?

This information is collected in accordance with the Data Protection Act 1998.

The data has been collected for the purposes of:-

- establishing travel patterns to the site;
- to assist with setting objectives for the Travel Plan which may be implemented in the future;
- to monitor travel patterns at the site over set periods of time to quantify modal shift.



APPENDIX C
Draft Contacts List

Draft Contacts List

Travel Plan Coordinator

Contact: *To be advised*

#####

#####

#####

(Tel: ##### #### ####)

(E-mail: #####@#####)

Cornwall Council

Contact: *Melissa Burrow*

Travel Plan Support Officer

Transportation

Room A3.08, Carrick House

Pydar Street

Truro

Cornwall

TR1 3EB

(Tel: 01872 322000)

(Email: mburrow@cornwall.gov.uk)