



PROPOSED ALDI FOODSTORE, WYNDHAM PLACE, EGREMONT

INTERIM TRAVEL PLAN

JANUARY 2024

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INTERIM TRAVEL PLAN

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1 INTRODUCTION

1.1 OVERVIEW

- 1.1.1 Andrew Moseley Associates (AMA) has been commissioned by Aldi (UK) to prepare a Transport Assessment (TA) and Interim Travel Plan (ITP) in support of a full planning application for an Aldi foodstore.
- 1.1.2 The Local Planning Authority (LPA) and the Local Highway Authority (LHA) is Copeland Council (CC).
- 1.1.3 The existing site consists of brownfield land, historically used as a petrol filling station (PFS) and car dealership, which therefore does not currently generate any traffic. The site is situated on land to the southeast of the East Road / A595 Egremont Bypass roundabout, located within the settlement of Egremont. The location of the site is illustrated in **Figure 1**.
- 1.1.4 The site will be accessed by all modes of transport, including deliveries, via an upgraded priority-controlled T-junction from Wyndham Place. In addition to the vehicular access, the development also proposes a non-motorised user (NMU) access to the south-west which will provide a more direct route for pedestrians accessing the site. A detailed site layout plan is attached at **Appendix A**.
- 1.1.5 A TA has been prepared for the proposals and will be submitted alongside the ITP in support of the planning application. The TA concludes that the site can be appropriately accessed by all modes and that there are no significant highway impacts associated with the proposals.
- 1.1.6 Successful Travel Plans contain a variety of targeted measures which are communicated effectively to ensure people are made aware of the range of travel options available to them. This ITP outlines the measures to be implemented by Aldi and discusses the way in which travel by each mode of transport will be supported and encouraged through promotion of existing opportunities.
- 1.1.7 Measures within the Travel Plan will focus primarily on staff travel because, as will be discussed later, there is the potential for the majority of staff to commute by sustainable modes. Customer travel is considered in this Travel Plan; however, it does need to be noted that customer travel behaviour is more difficult to influence through a Travel Plan, as the very nature of food shopping often means that customers would choose to use a car in order to carry their shopping home. However, not all car trips to the store will be unsustainable, as customer car sharing will take place and there is the potential for linked trips with surrounding retail and leisure facilities.

1.2 REPORT STRUCTURE

1.2.1 The structure of the report is set out as follows;

- ▶ **Section 2** – The aims and objectives of the Travel Plan are outlined;
- ▶ **Section 3** – Details of the development proposals including site location, proposed vehicle and pedestrian access and parking provision;
- ▶ **Section 4** – The accessibility of the site is assessed including details of existing facilities near to the site such as walk, cycle and public transport routes;
- ▶ **Section 5** – Outlines the existing travel patterns for staff and customers at other Aldi stores across the UK;
- ▶ **Section 6** – Details the means of achieving the Travel Plan objectives and the roles of the TPC who will implement and administer the Travel Plan;
- ▶ **Section 7** – The proposed Travel Plan measures are outlined including the proposed measures to encourage travel by walking, cycling and public transport; and
- ▶ **Section 8** - Details of the proposed Travel Plan monitoring process are included along with details of timescales.

2 TRAVEL PLAN AIMS AND OBJECTIVES

2.1 INTRODUCTION

2.1.1 This section sets out the objectives that will guide the development and implementation of this Travel Plan.

2.2 AIMS AND OBJECTIVES

2.2.1 This Travel Plan aims to reduce the number of trips made to and from the development by the private car. This will be achieved by promoting a variety of practical and realistic measures which maximise the use of sustainable modes.

2.2.2 In order to ensure that the measures contained within this Travel Plan are capable of delivering a sustainable travel pattern at the development, it is important to identify some key objectives. These objectives focus on reducing trips made by the private car.

2.2.3 The objectives of this ITP are:

- ▶ To support modal shift away from single occupancy car journeys to alternative sustainable modes of travel, including increased multi-occupancy vehicle trips for both staff and customers; and
- ▶ To promote walking, cycling and public transport as the primary modes of travel to the site for staff and customers.

2.3 TRAVEL PLAN BENEFITS

2.3.1 There are significant benefits to be derived from the successful implementation of this Travel Plan for staff, customers, and the wider community.

2.3.2 Staff and customers of the proposed development could expect to enjoy:

- ▶ Improved health and fitness through increased levels of walking and cycling;
- ▶ Increased flexibility offered through wider travel choices;
- ▶ The social aspects of sharing transport with others; and
- ▶ A better environment within the site and its immediate environs as vehicular movements are minimised.

2.3.3 In terms of the wider community, the successful implementation of this Travel Plan will lead to reduced traffic impact as a result of the reduction in car use as well as improved environmental conditions.

2.3.4 The overall Travel Plan strategy will include physical measures designed to enhance the sustainable transport linkages at the site, travel awareness initiatives and other measures to assist in the achievement of the objectives of the plan.

2.3.5 The proposed monitoring strategy that will be adopted for the site to determine how the Travel Plan is performing against these objectives is set out later in this report.

2.4 TRAVEL PLAN TARGETS

- 2.4.1 This Travel Plan aims to promote travel choice for employees and customers of the development, and hence to increase the use of sustainable transport modes. Appropriate targets for the development are to be set once the first year's travel surveys have been carried out, within three months of the store opening.
- 2.4.2 However, any targets will need to be 'SMART' i.e., they must be: -
- ▶ Site-specific;
 - ▶ Measurable;
 - ▶ Achievable;
 - ▶ Realistic; and
 - ▶ Time related.
- 2.4.3 Retail developments employ both full and part-time staff, many of whom work a variety of shift patterns. Employees at retail stores typically include a significant number of young workers who do not always have access to a car. In general, retail store staff are less reliant on the private car and generate a small proportion of vehicular trips in the typical AM, PM and Weekend peak hours when compared to other large employers.
- 2.4.4 Given the range of measures proposed later in this report, the initial targets are considered realistic and achievable. However, these targets will need to be reviewed once actual mode share data is available from travel surveys. Any changes to the proposed targets will be agreed with the local planning and highway authorities as part of the monitoring process.
- 2.4.5 The travel plan targets are set out at **Section 6.6** of this report.

3 DEVELOPMENT PROPOSALS

3.1 DEVELOPMENT PROPOSAL AND SITE LAYOUT

- 3.1.1 The development proposals are for a 1,390m² Retail Floor Area (RFA) Aldi retail unit with associated site access, servicing arrangements and parking. It is proposed that a delivery area will be situated to the west of the building via a separate dedicated access point from general traffic.
- 3.1.2 The proposed site layout is attached at **Appendix A**.

3.2 PROPOSED ACCESS AND SERVICING ARRANGEMENTS

- 3.2.1 Customer vehicular, walking and cycling access is provided at the north-eastern extent of the site via Wyndham Place. The proposed junction provides an upgrade to the existing arrangement, details of the access arrangements are shown on the proposed site layout plan at **Appendix A**.
- 3.2.2 In addition to the north-eastern access, the development also proposes a dedicated non-motorised user (NMU) footpath to the south-west of the application site. As detailed in the proposed site layout plan at **Appendix A**, the development proposes that a new NMU link will connect the application site to the existing footway provision on the A595 roundabout junction. The NMU link will provide a more direct and shorter walking route for both customers and staff when walking to / from Egremont town centre via the A595 (S) subway connection.
- 3.2.3 The new footway connection between the application site and the existing footway provision on the A595 roundabout junction is currently undergoing scoping discussions with National Highways.
- 3.2.4 In addition to the site access upgrades, the development also proposed upgrades to the carriageway width of Wyndham Place along with the formalisation and upgrades to the Wyndham Place / Wyndham Terrace junction and the Wyndham Place / East Road junction.
- 3.2.5 As detailed in **Appendix A**, the scheme proposes the improvements to the Wyndham Place / East Road junction arrangement including the realignment of the minor arm to provide a new dedicated footway. As part of these proposals the scheme will consequently require the relocation of two informal parking spaces which currently park on the road adjacent to the gable end of East Road terrace. These two parking spaces will be provided like-for-like as part of the development plans into a more formal arrangement providing a more secure off-road provision.
- 3.2.6 The realignment of Wyndham Place will also reduce the width of the access mouth and in turn will create a shorter walking distance for pedestrians walking along East Road. Dropped kerbs and tactile paving will be provided across the Wyndham Place arm to provide a safer route for pedestrians when crossing.

3.3 PARKING

- 3.3.1 Based on the Gross External Area (GEA) of 1,933m², a total of 86 parking spaces are required in line with Aldi's operational requirements.
- 3.3.2 A review of Cumberland Council adopted parking standards "Cumbria County Council, Development Design Guide, Appendix 1-Parking" states that Food Supermarkets up to 2,000m² require a total of 1 space per 15m². Based on the proposed 1,933m² GEA, the development requires 129 spaces.

- 3.3.3 The above adopted CC parking design standards are considered to be overly excessive for a foodstore of this type, this would be more akin to a Tesco Extra etc. whereby customers typically spend over an hour in the store.
- 3.3.4 It is proposed that a total of 86 parking spaces are provided on site, including; nine Parent and Child (P&C) spaces, five disabled spaces, four active Electric Vehicle Charging Points (EVCP) and 20% passive EVCPs. The proposed level of parking provision is considered to be acceptable for the development as based on the operation of existing stores and are in line with Aldi's operational requirements.
- 3.3.5 A review of recently surveyed car parking accumulation analysis for an existing Aldi foodstore with a similar quantum of parking provision (89 spaces), across a three-day period of assessment (Friday, Saturday and Sunday), received a maximum occupancy level of 88% on a Friday, 86% on a Saturday and 82% on a Sunday. This identifies that a similar quantum of parking provision at the Egremont store will provide a sufficient level to meet the operational requirements of Aldi whilst also supplying a 12% to 18% spare capacity to accommodate busier periods of the year e.g. Christmas.
- 3.3.6 Based on the evidence from the operational requirements of other Aldi food stores in the UK, along with the short stay nature of shopping trips typically taking c. 30minutes, the close proximity to Egremont town centre and a higher proportion of trips being undertaken by sustainable modes of transport. The proposed level of parking provision is considered to be acceptable for the development as based on the operation of existing stores and are in line with Aldi's operational requirements.
- 3.3.7 Aldi provide larger than standard bays with dimensions of 2.5m x 5m in order to enhance the operation of the car park for customers. The level of parking proposed is based on Aldi's operational requirements through their experience at other stores of comparable size in similar locations.
- 3.3.8 The scheme proposes eight cycle spaces in the form of four 'Sheffield' cycle hoops for short stay spaces which are located within close proximity to the stores entrance. In addition, long-stay cycle parking is provided within the warehouse for staff to use, this is provided in the form of four semi-vertical bike racks.
- 3.3.9 As detailed on the site layout plan attached at **Appendix A**, the disabled parking, P&C and cycle spaces are located within close proximity to the Aldi main building entrance.

4 EXISTING SUSTAINABLE TRANSPORT PROVISION

4.1 INTRODUCTION

- 4.1.1 The Government's objectives set out in the NPPF are to ensure that new developments are provided in sustainable locations, where the need to travel is minimised and the use of sustainable modes can be maximised.
- 4.1.2 The site has a good level of accessibility by sustainable modes of transport which will encourage the use of alternative modes of travel.
- 4.1.3 This section outlines the existing walking, cycling and public transport facilities within the vicinity of the development site and describes the accessibility of the site in terms of its proximity to key services and destinations.

4.2 WALKING ACCESSIBILITY

- 4.2.1 Whilst superseded by the NPPF, the transport policies in the former PPG13 set out specific guidance related to walking:

"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" (Para 74)

- 4.2.2 Walking is recognised as the most important mode of travel at a local level in that it offers the greatest potential to replace short car trips, particularly those under two kilometres. As such, consideration has been given to the existing pedestrian facilities in the vicinity of the proposed development. A plan showing the 2km walking catchment from the centre of the site is attached in **Figure 2**.
- 4.2.3 The plan attached at **Figure 2** shows that areas within the 2km catchment area includes the entirety of Egremont. The 2km catchment area provides access to a large residential catchment, providing a feasible means of access by foot for both employees and customers. Within the catchment, there are also a number of public transport services that are accessible by foot.
- 4.2.4 Footways are provided within the vicinity of the application site, with a footway present along the south-western side of Wyndham Place and along both sides of East Road. The main walking route would see the majority of pedestrian journeys made to / from the south of the A595 Egremont Bypass and using the pedestrian underpass which is present with both via both steps and accessible ramps.
- 4.2.5 As detailed in **Section 3**, the development proposes to improve the existing pedestrian infrastructure and crossing facilities at the Wyndham Place / East Road junction.
- 4.2.6 The development proposes a new NMU link to the south-west of the application site, providing a shorter and more direct route for both customers and staff when walking between the Aldi foodstore and the A595 (S) subway path. Details of the proposed new footway connection is provided in the Site Layout Plan, attached at **Appendix A**.

4.3 CYCLING ACCESSIBILITY

4.3.1 Whilst superseded by the NPPF, the transport policies in the former PPG13 set out specific guidance related to cycling:

“Cycling also has potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport” (Para 77)

4.3.2 Cycling has the potential to substitute for short car trips, particularly less than five kilometres. As such, those areas and facilities within a reasonable walking distance can also be considered to be within a reasonable cycling distance. The plan attached at **Figure 3** shows the 5km cycling catchment from the site. The plan identifies that the surrounding areas of Thornhill, Bigrigg, Nethertown, and Cleator Moor are situated within a 5km catchment area of the proposed development.

4.3.3 A review of the Sustrans National Cycle Network (NCN) interactive map identifies that NCN Route 72 runs along the northern boundary of the application site, with on-road sections present along Wyndham Place. To the south of the application site, the NCN Route 72 passes under the A595 via a traffic-free path later providing access to Main Street and a direct route through the town centre of Egremont. To the north of the application site, the NCN Route 72 provides a traffic-free and later a lightly trafficked route to the residential settlement of Cleaton Moor.

4.3.4 Details of the Sustrans NCN cycle routes are set out in **Figure 4**.

4.4 PUBLIC TRANSPORT

4.4.1 A total of four bus stops are situated within an acceptable 400m walking distance of the application site; two bus stops are situated on Main Street (a walking distance of 270m and 350m) to the south-west of the site, two bus stops are situated on the A595 (N) (a walking distance of 300m and 400m).

4.4.2 The bus stops are accessible via the existing pedestrian infrastructure present along Wyndham Place, East Road, Main Street and the A595 Egremont Bypass (N). An uncontrolled pedestrian crossing is present across the southern arm of the A595 roundabout junction, providing a safe route for pedestrians accessing the bus stop facilities.

4.4.3 A plan showing the bus stops set out above is provided at **Figure 5**. The buses that serve the stops and the frequencies of the buses are summarised in **Table 4-1**.

Table 4-1 Local Bus Services

Service	Route	Monday – Friday	Saturday	Sunday
30	Maryport - Thornhill	Every 30 minutes (05:49 to 23:24)	Every 30 minutes (05:49 to 23:24)	Every hour (09:27 to 18:32)

4.4.4 **Table 4-1** sets out that the bus stop provides a combined frequency of two services per hour on Weekdays, two services per hour on Saturdays and one service per hour on Sundays, providing access to Thornhill in the south and to Maryport in the north.

4.5 SUMMARY

4.5.1 A review of the existing facilities for access to the site by a range of non-car modes has been carried out. It is considered that the existing pedestrian facilities within the vicinity of the site are of a high quality. There are also good quality public transport links within the vicinity of the site.

- 4.5.2 The site is considered to be located within a sustainable location and the surrounding transport links are of good quality. The site is therefore considered to be in a sustainable location for access by non-car modes and in line with local and national planning policy.

5 ALDI TRAVEL CHARACTERISTICS

5.1 STAFF TRAVEL PATTERNS

- 5.1.1 Aldi foodstores typically employ 30 to 40 employees, working on a shift pattern. 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 four and ten. Aldi have advised that many staff live locally to the store they work at, which is verified through travel plan monitoring undertaken at Aldi's across the region.
- 5.1.2 In order to establish the travel patterns of staff at the time of the introduction of the Plan, a Staff Travel Survey will be undertaken after opening of the store.

5.2 CUSTOMER TRAVEL PATTERNS

- 5.2.1 Aldi stores are typically modest in size 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.
- 5.2.2 Experience from existing Aldi stores reveals that a significant proportion of the customers regularly walk from the surrounding residential areas. Customers often also visit other shops or facilities as part of their shopping trip, which may include visiting local specialist retailers such as newsagents, butchers, etc, thus, making linked trips on foot or by car. As such, Aldi can promote sustainable travel in line with government policy.
- 5.2.3 Consideration of multi-modal surveys in the TRICS database show that 61% of trips to discount food stores in edge of town centre / suburban area locations are made in vehicles (cars / vans). Out of the 39% that are made sustainably, 34% are made on foot, 4% are made using public transport and 1% are made by cycle.

6 MANAGEMENT AND IMPLEMENTATION OF THE TRAVEL PLAN

6.1 MANAGEMENT

6.1.1 The Travel Plan Coordinator (TPC) will be the Store Manager, who will have overall responsibility for the development, implementation, and management of the Travel Plan strategy at the site. The name, job title and contact details of the TPC will be made available once they are known. The TPC

6.1.2 The TPC will be responsible for:

- ▶ The overall management of the Travel Plan;
- ▶ The implementation of the Travel Plan measures;
- ▶ Promoting sustainable travel amongst staff and customers and distributing sustainable travel related information; and
- ▶ The ongoing monitoring and review of the Plan.

6.1.3 AMA will assist with the initial staff travel survey.

6.1.4 A filing system will be established and maintained by the TPC for recording all correspondence relating to the Travel Plan as well as the results of annual monitoring, and the results of each annual review.

6.2 IMPLEMENTATION

6.2.1 All staff, including new employees, will be made aware of the existence of the Travel Plan at the point of commencement of employment and will be provided with information for sustainable travel, including personalised travel planning.

6.3 TRAVEL PLAN TARGETS

6.3.1 This Travel Plan sets initial mode share targets for the maximum percentage of employees travelling alone by car to the development.

6.3.2 The most recent Method of Travel to Work data was collected following the impact of the COVID-19 pandemic, which led to some major behavioural changes in the ways in which people travel to work. Since the 2021 Census, attitudes towards traveling to work have continued to adapt, with many workers adopting a hybrid way of working between their home and their place of work, suggesting that the 2021 Census is not the most representative dataset in showing current modal splits for the region.

6.3.3 Therefore, both 2011 and 2021 Census Method of Travel to Work Data for Copeland 006 MSOA have been considered. The mode split data is presented below in **Table 6-1**.

Table 6-1 Census Method of Travel to Work Data for Copeland 006 MSOA

Mode of Travel	2011 Census Data	2021 Census Data
Car Driver (alone)	76%	74%
Passenger	7%	8%
Taxi	1%	0%
Public Transport	4%	6%
Walk	10%	8%
Bicycle	1%	2%
Motorcycle	1%	1%
Other	0%	1%
Total	100%	100%

Note: Table subject to rounding error

- 6.3.4 It is anticipated that the actual modal split of the development would be a combination of both datasets, however, for the purpose of this FTP, it is assumed that the baseline car driver mode share is an average of the two, which equates to 75%.
- 6.3.5 It is proposed, as a minimum, that a 10% reduction target in single occupancy car trips is achieved over the five-year TP monitoring period. The target will, therefore, be considered to be met if the percentage of journeys to work made by car drivers is 67.5% or less. The appropriateness of the targets will be assessed following the baseline travel survey, and if necessary, amended targets will be discussed with the LHA.
- 6.3.6 A travel survey response rate has been set at 70%. This is considered to provide a statistically reliable sample, and to try and achieve this, a prize draw incentive will be considered by the TPC to encourage staff to complete the survey.
- 6.3.7 Should the response rate not be met, the TPC will liaise with the Council to determine an appropriate target for the remainder of the TP monitoring period (5 years in total). This could include targets based on the TRICS assessment included within the accompanying Transport Assessment. TRICS data would be validated by classified traffic counts.
- 6.3.8 In terms of customer trips, 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 but in reality, Aldi will only be able to have a limited effect on how people travel. For this reason, it is not proposed to set a target for the mode share of customer trips. However, customer travel surveys will be undertaken at the same time as staff travel surveys to better understand customer travel behaviour. Further detail on customer travel surveys is provided in the following sections.

7 TRAVEL PLAN MEASURES

7.1 INTRODUCTION

7.1.1 This section of the Travel Plan considers the potential that there is for promoting various sustainable modes and outlines the specific physical and management measures to be undertaken. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Plan.

7.1.2 As far as possible, the measures outlined below are designed to be suitable for review and monitoring. The list, however, is not exhaustive and the TPC will be free to investigate other potential measures in light of particular circumstances when the store opens, as well as the results of the staff and customer travel surveys.

7.2 MEASURES

PROMOTIONAL STRATEGY 1: TRAVEL INFORMATION PACK

7.2.1 A travel information pack will be prepared and distributed to all staff at the point of starting employment at the Wyndam Place store.

7.2.2 The travel guide should include, but not be limited to:

- ▶ A summary of the range of sustainable travel options available;
- ▶ A map detailing key walking and cycling routes, the location of bus stops and key amenities that may attract linked trips;
- ▶ A summary of relevant bus services, timetables, ticketing options and routes via www.cumberland.gov.uk/parking-roads-and-transport/bus-services and www.stagecoachbus.com ;
- ▶ Details of online public transport journey planning tools including www.stagecoachbus.com and www.northernrailway.co.uk ; and
- ▶ Links to further useful sources of information and advice on sustainable travel in Cumbria including www.activecumbria.org/behealthybeactive/active-travel1 .

7.2.3 The content of the travel guide will be reviewed regularly, and re-printed to reflect any changes to local travel options.

PROMOTIONAL STRATEGY 2: SUSTAINABLE TRAVEL NOTICEBOARDS

7.2.4 Given the nature of the development, staff are unlikely to be desk based or have regular access to emails. It is, therefore, important to provide information that is readily accessible to encourage employees to commute to work by means other than the private car. To this end, the TPC will provide noticeboards within staff areas, which display up to date travel information including key walking, cycling, public transport and sustainable car use information.

PROMOTIONAL STRATEGY 3: TRAVEL INFO ON WEBSITE

7.2.5 The TPC will ensure that up to date travel information, including how to travel to the store by public transport, is provided online for access by staff and customers where appropriate.

PROMOTIONAL STRATEGY 4: OFFER PERSONAL JOURNEY PLANS TO STAFF

- 7.2.6 The TPC will offer a 'personal journey plan' to all staff to inform them of the journey options available for their commute to and from work. This is particularly important given that staff may not know the options available to them.

ACTIVE TRAVEL

- 7.2.7 In addition to the measures set out above, a number of initiatives could be implemented to encourage walking and cycling, including:
- ▶ Ensure cycle parking is regularly inspected and maintained;
 - ▶ Consider the provision of a bike pump and bike repair kit for use by all staff members;
 - ▶ The staff toilet and / or staff room will be provided with coat hooks and a seat to enable staff to get changed, where possible;
 - ▶ Lockers will be provided in the Staff Room;
 - ▶ Promote local / national walking and cycling initiatives via the aforementioned methods of communication;
 - ▶ Sign up to and encourage staff to buy a bike / bike related equipment through a salary sacrifice arrangement via www.cycle2work.info/ or similar;
 - ▶ Develop walking and cycling user groups if demand arises; and
 - ▶ Consider the provision of cycle training through local providers.

PUBLIC TRANSPORT

- 7.2.8 As set out in previous sections of this TP, travel to the site by bus is both practical and convenient, with a high frequency route operating within a short walk from the site. Travel by rail is less likely but will be promoted as part of a multi-modal journey. The following measures could be implemented to promote travel by public transport:
- ▶ Promote relevant public transport services, timetables, ticketing options and journey planning software (including relevant travel apps);
 - ▶ Provision of personalised journey planning;
 - ▶ Consideration of a salary sacrifice scheme for the purchase of bus / rail season tickets.

LIFT SHARING

- 7.2.9 It is recognised that travelling by car is sometimes the only realistic option for certain journeys, or for those who live in rural locations.
- 7.2.10 For staff, lift sharing represents a practical and convenient alternative form of travel. Each Aldi store typically employs up to 50 employees. The number of employees present within the store at any one point in time is dependent upon the trading pattern and customers, but typically ranges between four and ten, as staff work to a shift pattern during the working day.
- 7.2.11 To encourage lift sharing amongst employees, the following measures could be employed at the site:
- ▶ Promote the Liftshare website via liftshare.com, which provides details on car sharing in Cumbria;
 - ▶ Provide practical advice on lift sharing via the aforementioned methods of communication;
 - ▶ Generate an internal database using staff post code data, which could be used to identify where car sharing may be a feasible option; and
 - ▶ Consider allocating the most convenient spaces in the car park for use by those lift sharing.

OPERATIONAL MEASURES

- 7.2.12 Managing servicing and deliveries can be an effective way to reduce the overall business mileage and fuel usage at a site. Measures can include:
- ▶ Provision of electric vehicle charging facilities to ensure those trips undertaken by car are as sustainable as possible;
 - ▶ Provision of pool cars / bikes to reduce the requirement for staff to drive their own cars, where appropriate;
 - ▶ Review of company car policy – this can ensure vehicles used for business purposes are efficient and well maintained, where appropriate;
 - ▶ Use of biofuels to ensure a reduction in emissions from greenhouse gases;
 - ▶ Operating flexible working practices;
 - ▶ Local recruitment of staff;
 - ▶ Local sourcing of produce; and
 - ▶ Coordination of deliveries and route planning.
- 7.2.13 Aldi have now rationalised 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 number of deliveries by Aldi’s articulated vehicles is reduced as far as possible.

8 MONITORING AND REVIEW

8.1 MONITORING

- 8.1.1 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 TPC.
- 8.1.2 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 staff cycling;
 - ▶ Monitor the level of staff car parking and lift sharing;
 - ▶ Monitor demand for additional cycle and motorcycle parking for staff; and
 - ▶ Record comments received from staff in relation to the implementation of the Travel Plan as part of annual staff meetings. This will include consideration of and demand for Electrical Vehicle Charging Points (EVCPs).
- 8.1.3 Information gathered through the monitoring process will be recorded for input to the Annual Monitoring Report. The information will be made available to the Council.

8.2 ANNUAL REVIEW

- 8.2.1 Each year, on or about the anniversary of the introduction of the Travel Plan, the Travel Plan 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.
- 8.2.2 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.
- 8.2.3 The Travel Plan Co-ordinator will compile the Annual Monitoring Report. 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 Local Planning Authority.
- 8.2.4 The Travel Plan is an ongoing working document and therefore the proposals and measures are not exhaustive. It will be developed and shaped by the specific travel characteristics for the store in this location.
- 8.2.5 A consideration of how the Travel Plan has performed in relation to:
- ▶ Set Targets
 - ▶ Measures undertaken
 - ▶ Further remedial actions to be undertaken should targets not be met.
- 8.2.6 The Table below provides a proposed schedule for ongoing monitoring and review of the Travel Plan.

Table 8-1 Proposed Schedule for Implementing Measures, Monitoring and Review

Measures / Action	Timescale	Responsibility
Issue customer travel survey	Within 3 months of store opening	TPC
Issue staff travel survey	Within 3 months of store opening	TPC
Promote staff car sharing	Within 3 months of store opening	TPC
Provide pedestrian route information to staff	On store opening	TPC
Provide cycle route information to staff	On store opening	TPC
Provide public transport information to staff	On store opening	TPC
Provide sustainable transport information to staff	Within 1 month of store opening	TPC
Set up Travel Plan filling system (continuous)	Within 1 month of store opening	TPC
Monitor level of cycle parking	Within 1 month of store opening	TPC
Monitor level of staff car parking and car sharing	Within 1 month of store opening	TPC
Record staff / management comments about Travel Plan operation	Within 1 month of store opening	TPC
Travel Plan Review	1 year after initial surveys	TPC

FIGURES

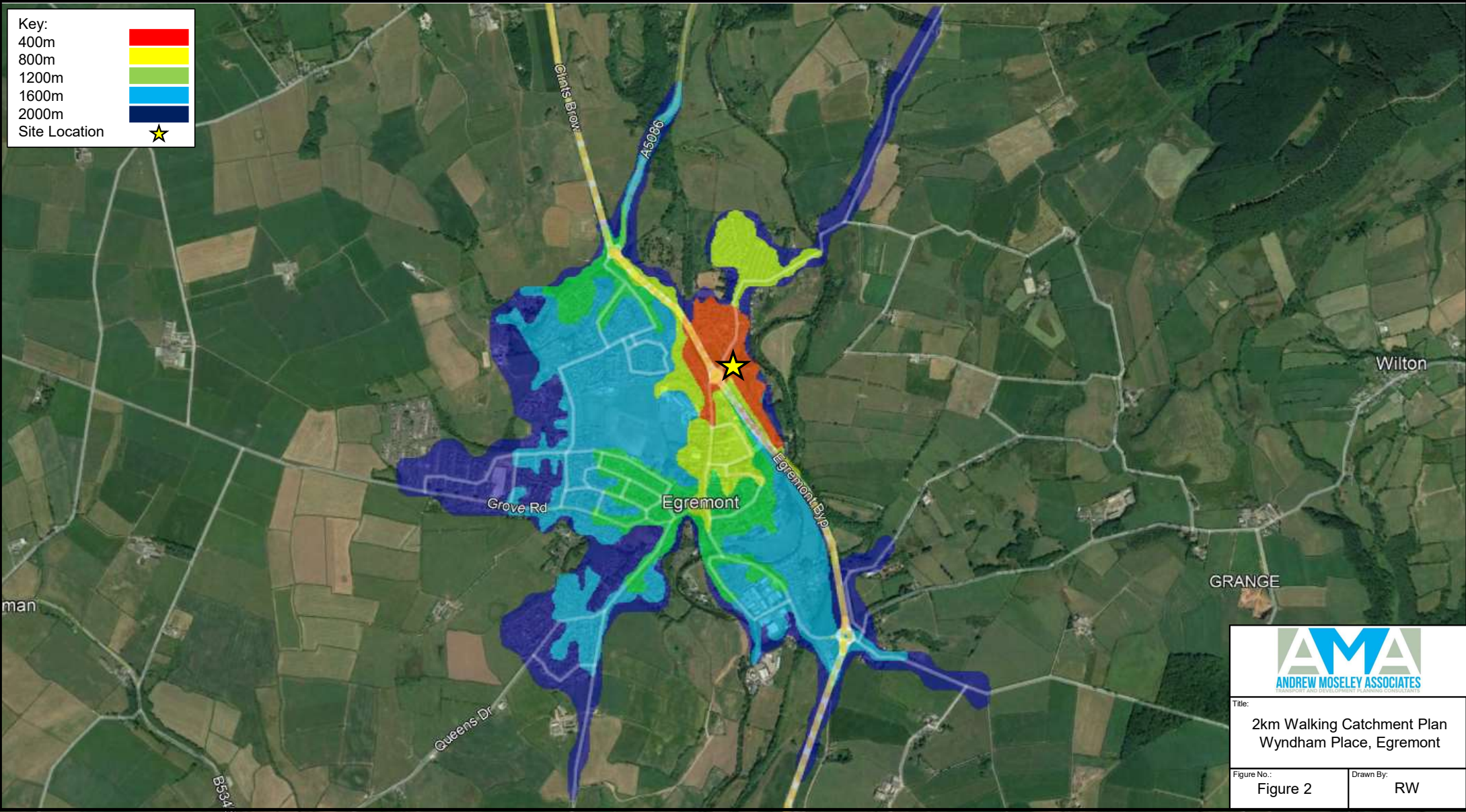
Figure 1 - Site Location Plan

Figure 2 - 2km Walking Isochrone

Figure 3 - 5km Cycling Isochrone


Figure 4 - Local Cycle Network Map

Figure 5 - Bus Stop Location Plan



Key:

- 400m
- 800m
- 1200m
- 1600m
- 2000m
- Site Location



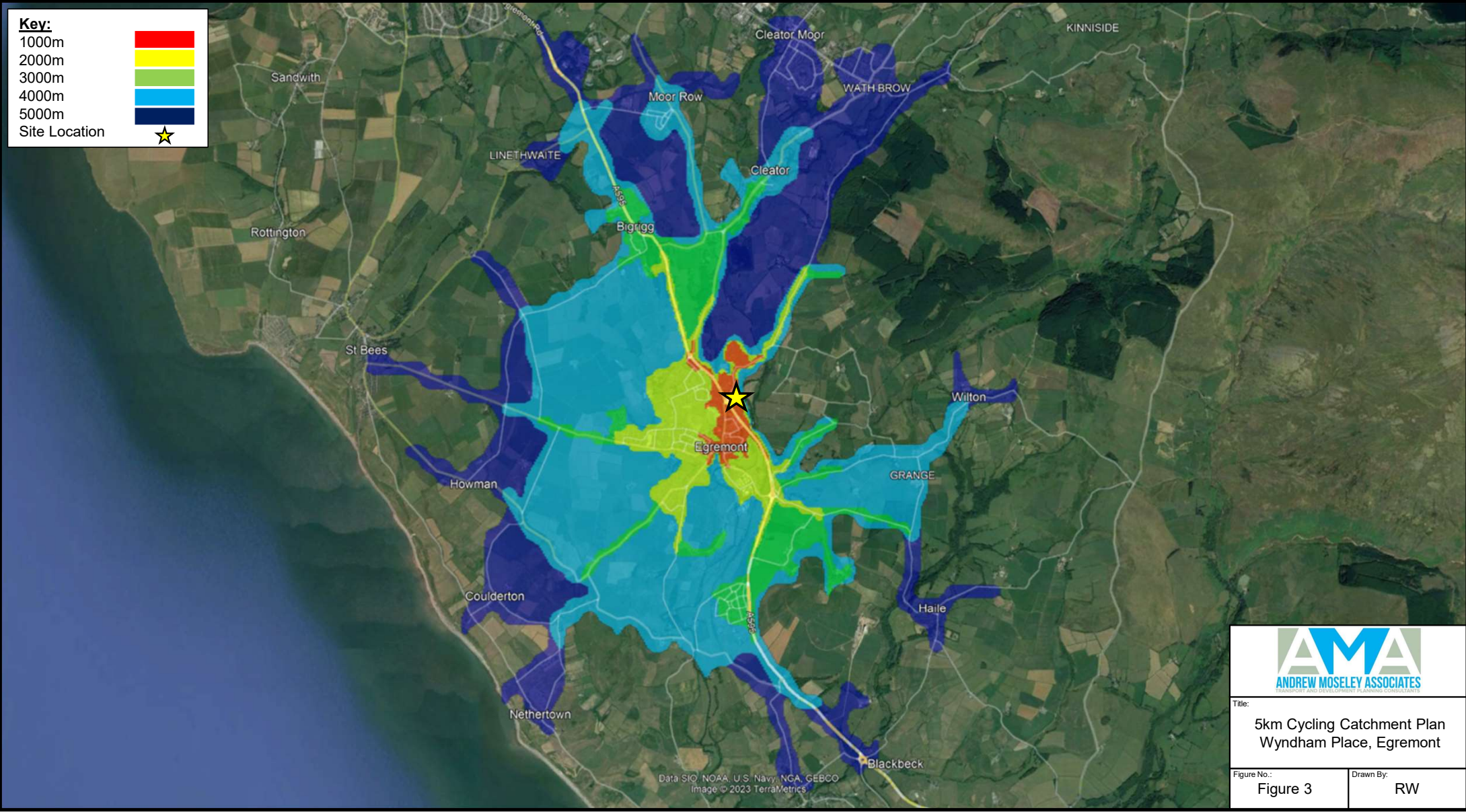
TRANSPORT AND DEVELOPMENT PLANNING CONSULTANTS

Title:

2km Walking Catchment Plan
Wyndham Place, Egremont

Figure No.:	Drawn By:
Figure 2	RW

Key:
 1000m
 2000m
 3000m
 4000m
 5000m
 Site Location

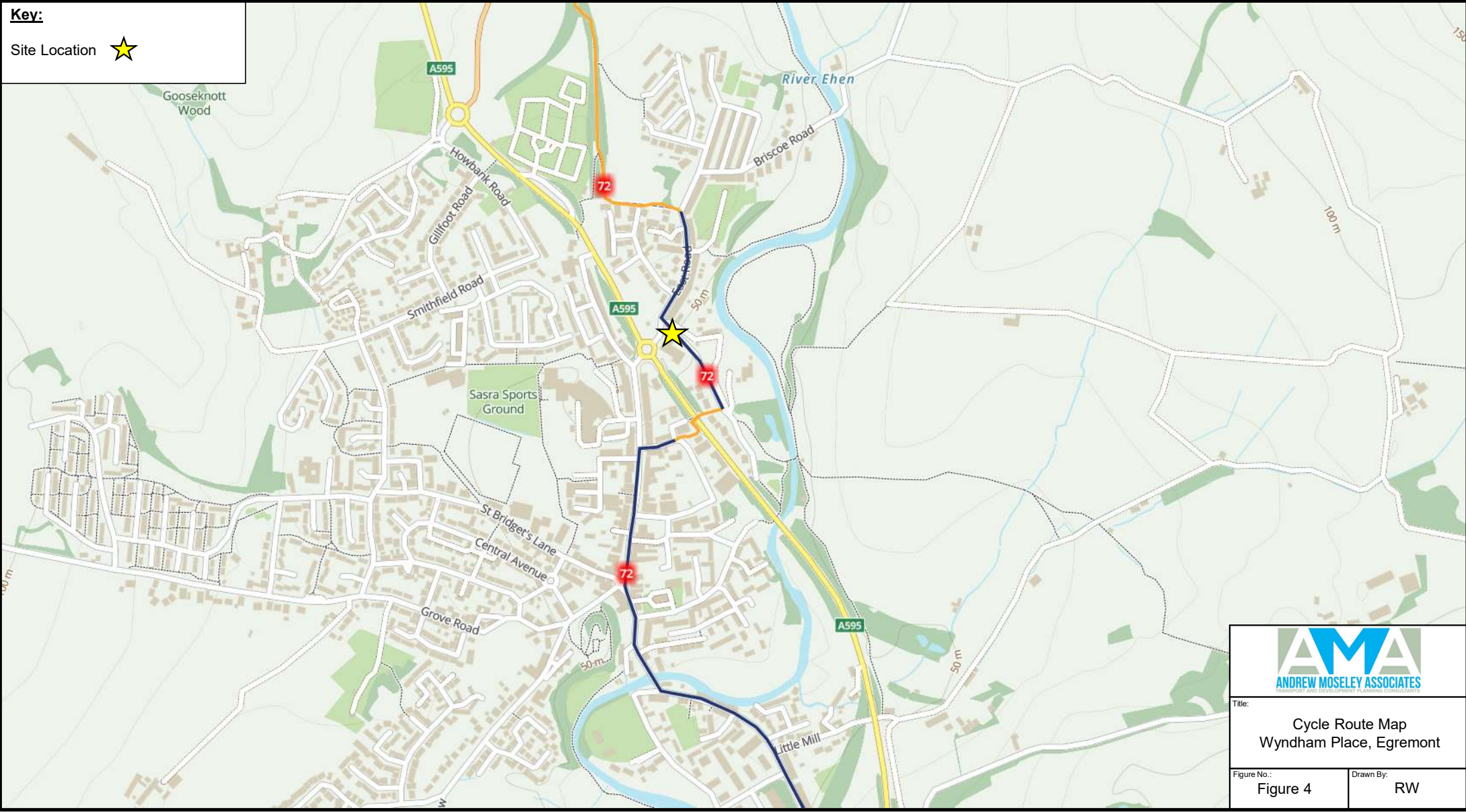



Data SIO, NOAA, U.S. Navy, NGA, GEBCO
 Image © 2023 TerraMetrics



Title: 5km Cycling Catchment Plan Wyndham Place, Egremont	
Figure No.: Figure 3	Drawn By: RW

Key:
Site Location ★



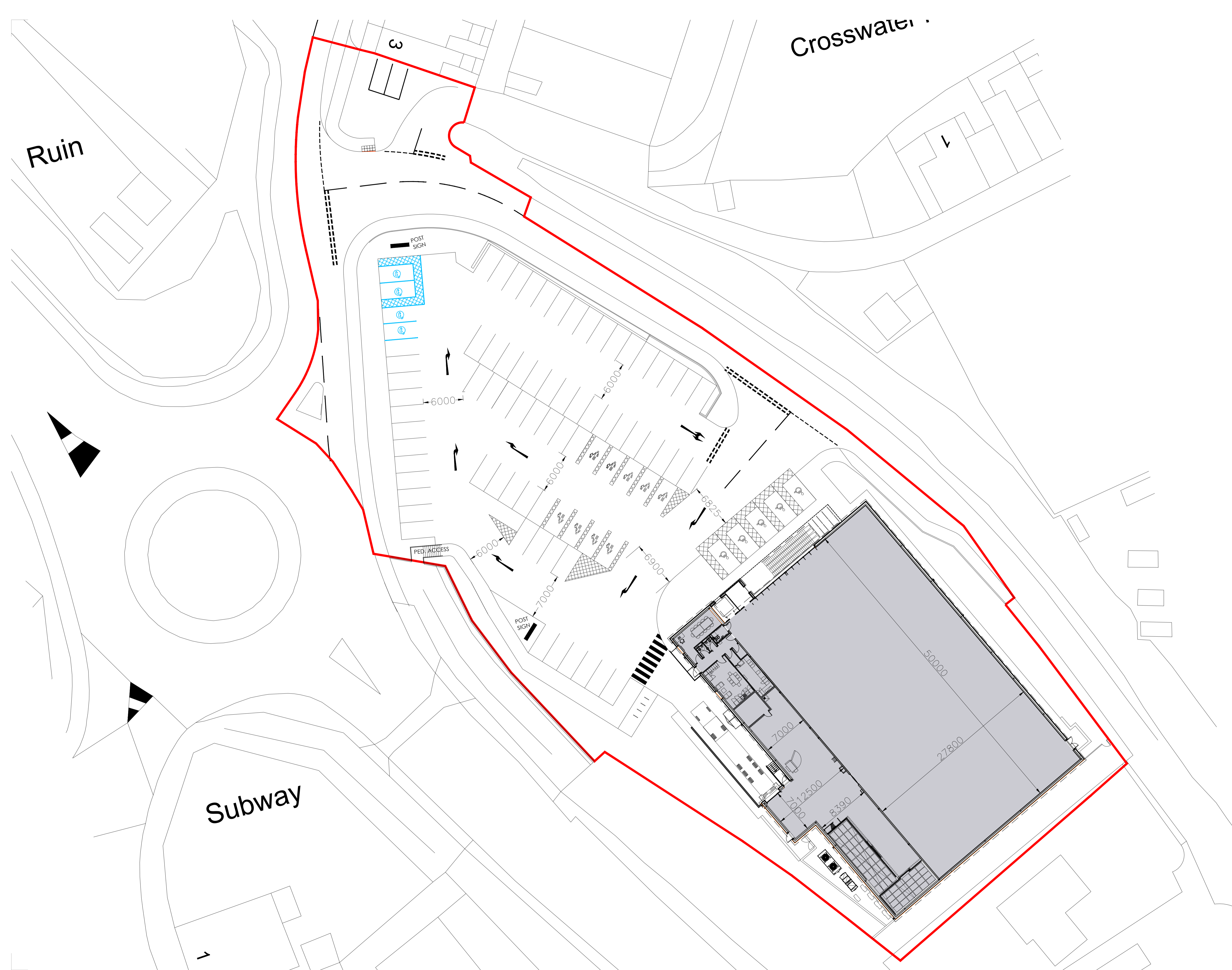
Title: Cycle Route Map Wyndham Place, Egremont	
Figure No.: Figure 4	Drawn By: RW

APPENDICES

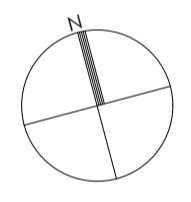
Appendix A – Proposed Site Layout

Appendix A

PROPOSED SITE LAYOUT



DRAFT
2024.01.11



SITE AREA (Store Plot)	6,512 sq m	1.6 ac
STANDARD PARKING BAYS	2.5 x 5.0m	68
ACCESSIBLE PARKING BAYS	3.7 x 6.2m	5
PARENT & CHILD PARKING BAYS	3.0 x 5.0m	9
TOTAL PARKING BAYS		86

ALDI Building	
GROSS EXTERNAL FLOOR AREA (incl. loading bay, lobby, canopy)	1933 sq m
GROSS INTERNAL AREA (incl. loading bay & lobby)	1855 sq m
NET SALES AREA	1390 sq m

Client
Aldi Stores Ltd.

Project Title
Aldi - Egremont

Project Address
**Wyndham Terrace
Egremont**



Drawing Title
Proposed Site Plan

Job No.	Originator	Zone	Level	Type	Role
0541	PA	XX	00	DR	A
System Classification	Drawing No.	Subability	Revision		
PM_40_50_21-0002	S3	P01			

Drawn	Checked	Date	Scale	Size
JP	Adel	2023-09-22	1:250	A1

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