

PROPOSED STORE AND WAREHOUSE
EXTENSION TO
MORRISONS SUPERSTORE
NEWCASTLE ROAD/JUNCTION ROAD,
LEEK

ON BEHALF OF WM MORRISONS SUPERMARKETS PLC

TRAVEL PLAN



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Travel Plan V2

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1.0 INTRODUCTION

1.1 Wm Morrison Supermarkets plc is the UK's fourth largest food retailer and, as such, takes its responsibilities to the environment very seriously. In terms of energy saving, the company has already reduced its overall energy consumption by over 25% since 2005 with a target of 36% cumulative reduction by 2010.

1.2 Transport accounts for some 15% of the company's carbon footprint comprising:

haulage	12.0%
staff travel to work	2.5%
business miles	0.5%

1.3 In this Travel Plan, the continuing progress in reducing the company's transport energy consumption will be described but the main emphasis will be on reducing car travel by staff with the joint aims of reducing environmental impact and traffic congestion.

1.4 This Travel Plan forms part of the planning application by Wm Morrison Supermarkets plc to increase the existing gross floor area of the Leek store from 3,562 square metres to some 5,610 square metres (an additional 2,048 square metres) to provide for:

§ new café/sales area extension/public facilities,

§ sales area extension,

§ warehouse extension,

In addition, the car parking area is to be increased by some 46 spaces from 281 to 327. The reconfigured car park will be served by the existing site access off Junction Road and a new priority access onto the A53 Newcastle Road in the form of a staggered junction with Woodcroft Road opposite. The site layout plan is shown attached at **Appendix TP1**.

- 1.5 The main purpose of the Travel Plan is to set out a long-term strategy for reducing employees' dependence on travel by private car. Its objective is to reduce private car mileage in favour of more sustainable modes of travel.
- 1.6 The primary aims of the Travel Plan are:
- To increase employee and customer awareness of travel by more environmentally friendly modes and;
 - To introduce a package of physical and management measures that will encourage travel by other modes.
- 1.7 A survey of existing staff travel patterns will be carried out when trade at the extended store has stabilised following the opening of the extension. The employee information obtained from the survey will define a starting point against which the plan's success will be measured.
- 1.8 Morrisons will ensure that employees are encouraged to come forward with their own views/initiatives which may be incorporated into the Travel Plan as it develops.

2.0 TYPICAL TRAVEL CHARACTERISTICS OF WM MORRISON EMPLOYEES

- 2.1 Within three months of the opening of the proposed store, a staff travel questionnaire will be completed by employees to establish current travel patterns. The staff travel survey will be required to be completed by a minimum of 35% of all staff. A copy of a typical questionnaire is attached at **Appendix TP2**.
- 2.2 Once the results have been obtained and analysed they will form the basis of the draft Travel Plan which will be submitted to Staffordshire County Council (SCC) within six months of the store opening for agreement.
- 2.3 Previous historical surveys of employee travel to work have been undertaken at a number of other Morrison stores throughout the country. The surveys were undertaken prior to a Travel Plan being implemented at the respective stores. The supermarkets are based in the following geographical areas:
- Berwick-upon-Tweed,
 - Harrogate,
 - Rowthwell, Leeds,
 - Wetherby.
- 2.4 Results of typical employee travel to work by mode at the four stores demonstrated that on average some 56% of employees travelled to work via that of the private car. The next most common mode of travel was on foot, with an average of some 20% of employees commuting in this manner across the four supermarkets. This represents a high proportion, suggesting that most employees live within reasonable walking distance of the supermarkets. 'PPG13' advises 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 2.0 kilometres. The remaining modes are car passenger (12%), followed by bus (11%) and bicycle (9%).

- 2.5 These stores share similar levels of public transport provisions as those available at the proposed Leek development. It is expected due to the proposed stores location in relation to adjacent bus stops that the stores 'Public Transport Accessibility Level' (PTAL rating) would be good. It would be expected therefore that the modal split for employee travel would be below or equal to that highlighted above in paragraph 2.4.
- 2.6 In addition and in common with other food retailers, the company employs full and part-time staff, many of whom work a variety of shift patterns and employs a significant number of young workers who do not have access to a car. Morrisons staff are therefore less reliant on the private car and typically generates a small proportion of trips in the congested peak hours compared to other companies.
- 2.7 It is expected that these patterns/assumptions will be confirmed on completion of the employee travel survey.

3.0 THE PROPOSED DEVELOPMENT

3.1 The proposals seek to increase the existing gross floor area from 3,562 square metres to some 5,610 square metres (an additional 2,048 square metres) to provide for:

- § new café/sales area extension/public facilities,
- § sales area extension,
- § warehouse extension.

In addition, the car parking area is to be increased by some 46 spaces from 281 to 327.

3.2 PPG13 recommends a maximum car parking provision for food stores of one space per 14 square metres, this is also in line with local standards set by SCC. The development, based on some 5,610 square metres could therefore provide a maximum of some 401 spaces however only some 327 spaces will be provided (some 74 spaces under the maximum) thus ensuring that the level of parking provision is consistent with both national and local recommendations.

3.3 The reconfigured car park will be served by the existing site access off Junction Road and a new priority access onto the A53 Newcastle Road in the form of a staggered junction with Woodcroft Road opposite.

3.4 The existing pedestrian access to the store will not be altered. Pedestrian access to the site is currently taken from Newcastle Road and Barnfield Road, linking into the facilities internally within the development.

3.5 Some 12 cycle spaces will also be provided within the development to encourage the aims and objectives of the store Travel Plan and encourage shoppers and employees to cycle to and from the development.

3.6 A full site audit assessment for public transport users, cyclists and pedestrians has been undertaken within the accompanying Transport Assessment.

- 3.7 Morrison typical shift patterns start and finish outside the typical morning and evening peak periods, usually from 7:00am and 8:00am in the morning peak and 3:00pm to 4:00pm in the evening peak. It is therefore expected that employee travel is unlikely to impact on existing congestion problems experienced on the local highway network.

4.0 TRAVEL PLAN ADMINISTRATION AND PROMOTION

- 4.1 The store personnel officer is the designated Travel Plan Co-ordinator for the Leek store. Contact details will be provided in writing to the travel plan team at SCC, and should the Travel Plan Co-ordinator change the contact details for the new post holder will be passed to the Local Authority.
- 4.2 The Travel Plan Co-ordinator's primary responsibilities will be:
- To promote and guide the development of the Travel Plan.
 - To assemble and maintain current public transport timetable and fare information and ensure this is made readily available to staff.
 - To establish an informal car sharing scheme and encourage staff to use it in the absence of a formal car sharing scheme in the Leek area.
 - To promote cycle discount scheme to staff.
 - To promote a taxi free-phone service.
 - To promote the online walking journey planner www.walkit.com.
 - To undertake annual employee travel surveys.
- 4.3 The Travel Plan Co-ordinator will ensure that all of the necessary systems relating to the Travel Plan, eg data collection and recording, employee travel database, travel questionnaires, etc, are established, maintained and regularly updated.
- 4.4 In the private sector, Corporate Social Responsibility (CSR) has grown in importance in recent years. This has been driven by increased demands from customers, employees, statutory bodies and the general public for detailed information about whether companies are meeting acceptable standards. Increasingly companies have to take account of how their actions impact on society. Wm Morrisons are no different in this respect and take their impact and how to manage these very seriously indeed. The company CSR report which outlines their corporate stance has been incorporated into the aims and objectives of this Travel Plan.

- 4.5 Effective travel planning requires ready access to accurate and current travel information. The Travel Plan Co-ordinator will produce a sustainable travel pack with the assistance of the travel plan team at SCC. This will include all pertinent information on sustainable modes of travel to the store (bus, rail, cycling, walking and car sharing etc) and promote the benefits to employees, in the main, and customers. Notice boards will be provided in the staff canteen and close to the store entrance (for customers) specifically for sustainable travel information. Local public transport operators can provide up to date leaflets and posters for display on the notice boards.
- 4.6 In addition to Wm Morrisons promoting measures to its staff and customers, it will also consider involvement and be aware of the national programme 'Travel Wise'. This seeks to promote sustainable transport measures and reduce the reliance on the private car.
- 4.7 The Travel Plan Co-ordinator will also encourage and oversee an informal employee car share scheme in the absence of a formal organisation in the Leek area. This will provide not only the opportunity to share daily commuting journeys but also longer distance work journeys.
- 4.8 The Travel Plan Co-ordinator will enable access to journey planning websites (as below) for staff that do not have internet access at home.
<http://www.travelinemidlands.co.uk/>
<http://www.transportdirect.info/web2/home.aspx?repeatingloop=Y>
- 4.9 The Travel Plan Co-ordinator will ensure up to date information on walking and cycling in the Leek area is obtained and sourced from SCC. This will be made available to employees via the communal notice boards and within the employee sustainable travel packs.
- 4.10 In order to fulfil the above responsibilities and produce an effective Travel Plan the Travel Plan Co-ordinator will work closely with the SCC and the transport service providers.

- 4.11 The following sections outline the specific measures that Morrisons will introduce as part of the Travel Plan. Implementation of the listed measures, which include awareness initiatives and infrastructure provision, is at the core of the Travel Plan proposals.

5.0 PUBLIC TRANSPORT MEASURES

5.1 In conjunction with limiting the proposed car parking on the site, the provision of good quality public transport alternatives is also considered to be one of the most effective means of encouraging less use of the private car.

5.2 An objective of the Travel Plan is to maximise the use of the existing public transport services to and from the site. Bus Stops are located within 400.0 metres of the superstore customer access on Junction Road and Broad Street. These stops are serviced by the by the 18, 118, 166 and 493 services which have a typical daily frequency of one bus per hour in each direction on a weekday and on a Saturday. These services visit the outlying areas of Buxton, Newcastle, Endon and Leek. A full summary of these services is shown at **Appendix TP3**. The Travel Plan Co-ordinator will be able to access full details of the current local bus services at the following websites:-

<http://www.rmltravel.co.uk/>

<http://www.dgbus.co.uk/>

and on the following hotline numbers:-

RML Travel – 07500 661200

D & G Coach and Bus - 01782 332337

Clowes Coaches - 01298 83292

5.3 Morrisons will provide its employees with all service information as necessary and display this information in the staff canteen. This will be updated on a bi-monthly basis and will include specific information on public transport over seasonal holidays, such as Christmas and Easter.

5.4 The Travel Plan Co-ordinator will keep staff and customers informed regarding the free public transport journey planner websites (as below) The Travel Plan Co-ordinator will ensure that he/she can assist staff/customers if they do not have access to this website.

<http://www.travelinemidlands.co.uk/>

<http://www.transportdirect.info/web2/home.aspx?repeatingloop=Y>

- 5.5 Morrisons will also consider negotiating staff discounts on annual public transport passes. The viability of such a scheme will be considered after the results of the initial staff travel survey have been collated.
- 5.6 Wm Morrisons is also willing to consider a contribution towards the upgrade of the two closest local bus stops located adjacent to the store on the Junction Road/A53 roundabout. This is to be agreed with the local Authority and again secured as part of the Section 106 agreement mechanisms.
- 5.7 A link to the public transport journey planner will be added to the Morrisons store finder website for use by employees and customers. Store services on the website will be expanded to include details of secure cycle parking, taxi free-phone service, etc.
- 5.8 In addition, the Travel Plan Co-ordinator will encourage employees to use public transport in the following ways, by:
- Being a dedicated point of contact for any information relating to public transport.
 - Regularly updating and displaying public transport information for all employees,
 - Seeking information from employees using public transport on ways in which services may be improved and by passing this information on to local public transport service providers.

6.0 WALKING

- 6.1 Morrisons are encouraging employees living within a reasonable distance of the site to walk to and from work, by providing facilities as part of the new development, including hanging space for wet clothes, umbrellas, etc and lockers for the storage of personal possessions.
- 6.2 Morrisons will promote on the public notice boards the online walking journey planner, www.walkit.com.
- 6.3 The Institution of Highways and Transportation publication [2000] 'Guidelines for providing for Journeys on Foot' notes that walking accounts for over a quarter of all journeys and four-fifths of journeys less than one mile (1.6 kilometres). Walking is also an essential part of public transport travel, bus stops usually being accessed on foot.
- 6.4 The IHT Guidelines also describe 'acceptable' walking distances for pedestrians without mobility impairment. They suggest that, for commuting, up to 500 metres is the desirable distance, up to 1000 metres is an acceptable distance and 2000 metres is the preferred maximum.
- 6.5 The Department of the Environment publication [1996] 'PPG13 A Guide to Better Practice' states that distances under 1.6 kilometres are suited to journeys on foot. There is a large residential catchment within the maximum recommended walking distance of 1.6–2.0 kilometres, as shown on the plan attached at **Appendix TP4**. Within this catchment is a large and gradually increasing population of potential employees, all of whom are within easy walking distance of the site.
- 6.6 The health benefits of walking will be promoted by the Travel Plan Co-ordinator.

- 6.7 Given Morrisons policy of recruiting locally, there is a good prospect that a number of employees working at the store are able to travel to and from the workplace on foot, particularly as there is a good network of footways between it and the surrounding residential areas.

7.0 CYCLING

7.1 Morrisons are encouraging staff living within a reasonable distance of the store to cycle to and from work, by:

- Providing 12 sheltered cycle hoops near the store entrance.
- Providing changing and showering facilities including the provision of lockers within the store.
- Providing staff with information concerning cycle routes to and from the workplace.
- Making employees aware of the benefits of cycling within the workplace through poster campaigns,
- Negotiating discounts for the purchase of bicycles with the local retailers. This shall be undertaken following the initial survey as it will enable the Travel Plan Co-ordinator to establish both current cycle use and those employees interested in cycling to work in the future. This information will enable larger discounts to be negotiated benefiting employees at the store.
- Information on bicycle discounts will be prominently displayed on the staff notice board. In addition, Wm Morrison Supermarkets plc will look to join 'Wise Moves', the TravelWise club that provides support to organisations involved in producing Travel Plans. Membership of the club automatically entitles organisations to be involved in the Cycle Discount Scheme on production of their staff identity card.

7.2 Morrisons are currently examining the practicalities of setting up a company-wide cycle to work scheme to enable staff to access a tax exempt loan for the purchase of bicycles and safety equipment, available at the following:-
www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732.

7.3 The Department of the Environment publication [1996] 'PPG13 A Guide to Better Practice' states that the bicycle is an ideal mode of transport for journeys under 8 kilometres. PPG13 [March 2001] states that cycling "has clear potential to substitute for short car trips, particularly those under 5km,

and to form part of a longer journey by public transport.” Again, within this cycle catchment is a large and growing population of potential employees, all of whom are within easy cycling distance of the site, as shown on the plan attached at **Appendix TP5**.

- 7.4 A plan highlighting cycle routes in the area to and from the store is attached at **Appendix TP6**. This plan will be made available to both employees and customers via the methods described previously and will be regularly updated by the Travel Plan Co-ordinator.
- 7.5 Reference will be made on staff and customer notice boards and leaflets to the website below. Again the Travel Plan Co-ordinator will ensure that he/she can assist staff/customers if they do not have access to this website:-
<http://www.cycle-route.com/>
- 7.6 The health benefits of cycling will be promoted on notice boards and leaflets.
- 7.7 Given Morrisons policy of recruiting locally, there is a reasonable prospect that, in the future, a number of new employees that may work at the enlarged store will be able to travel to and from the workplace by cycle, particularly as there are good cycle links between it and the surrounding residential areas.

8.0 CAR SHARING & CAR CLUBS

- 8.1 As identified earlier, car sharing represents a relatively convenient form of travel whilst offering a significant potential to reduce overall private mileage of employees.
- 8.2 From the travel questionnaire distributed to employees, it is anticipated that some will be receptive to car sharing. Furthermore, from the postal addresses of employees it is expected that there will be a number of area groupings of employees that could make the principle of car sharing a reasonable prospect of being successful.
- 8.3 In the absence of a formal car sharing organisation within the Leek area, the Travel Plan Co-ordinator will assist those employees wishing to car share by establishing an informal car sharing scheme and encourage employees to embrace it where practically possible.
- 8.4 Car sharing will be promoted at the recruitment stage and will be continually marketed to all employees and customers.
- 8.5 There are currently no plans for a local Car Club within the Leek area. If in the future a club is to locate in Leek, then the Travel Plan Co-ordinator will ensure that the Car Club is promoted to staff and customers.

9.0 MONITORING, REVIEW AND TARGETS

- 9.1 A programme of monitoring and review will be implemented by the Travel Plan Co-ordinator to generate information by which the success of the Travel Plan can be evaluated. This will include the distribution of annual travel questionnaires to all employees. Upon completion this information will be sent to SCC within 3 months.
- 9.2 The major objective of the Travel Plan will be to effect a reduction in the use of private cars (particularly single occupancy journeys) for work based trips. An initial maximum target of 50% of staff to arrive to work by single car occupancy is suggested. This target is lower than the typical modal splits as experienced at other Morrison stores. This is to be achieved within 3 years of the store becoming fully occupied. However it is unrealistic to set firm targets at this stage without the benefit of raw travel data. A base line will be established once these surveys have been undertaken and from this a set of targets and timescales will be set and agreed by the Travel Plan Co-ordinator and SCC.
- 9.3 A less direct objective of the Travel Plan will be to increase employee awareness of the environmental implications of travel mode choice. An annual marketing campaign will be produced by the Travel Plan Co-ordinator in conjunction with SCC and promoted to staff and customers alike.
- 9.4 As part of the travel plan measures, Wm Morrisons will contribute a one off payment some of £2,100 towards monitoring of the plan. As agreed with the Local Authority this is to be secured via the Section 106 agreement mechanisms.
- 9.5 Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the Travel Plan, measured by direct feedback from the employees to the Travel Plan Co-ordinator as the strategy evolves.

- 9.6 The aims and benefits of the store's travel plan will be promoted to new staff through the company's recruitment procedures.
- 9.7 Monitoring will involve the regular collection of analytical 'hard' data and 'soft' data in the form of employee feedback. The Travel Plan Co-ordinator will:
- Monitor the take up of any car-sharing scheme,
 - Record comments made by management and employees on the operation of the Travel Plan,
 - Distribute annual travel questionnaires to all employees, gather responses and compare these against previous questionnaires and targets.
- 9.8 Information gathered annually through the monitoring process will be provided within 3 months of collection for inspection by the planning authority.
- 9.9 The Travel Plan will be reviewed annually in consultation with SCC if required. If targets are not met/on track, then remedial measures to ensure targets are achieved will be put in place at the store. Ideas will be sought from staff/customers and agreed with SCC.
- 9.10 A Travel Plan Action Plan has been produced to aid the Travel Plan Co-ordinator with monitoring and reviews and a copy is attached at **Appendix TP7**. This outlines the commitments and sets out timescales for undertaking each task. It provides a useful checklist to ensure that the Travel Plan is being fully implemented. This action plan will be reviewed annually by the Travel Plan Co-ordinator and in conjunction with the local planning authority.

10.0 TRANSPORT EFFICIENCY

10.1 The company's targets and progress in achieving significant reductions in transport related energy consumption are set out in Table 1 below.

Target	Progress to Date	Future Plans
Plans to save 8% of our haulage CO ₂ emissions by 2010 through mileage reductions and increased efficiencies (2005 baseline is 158,184 tonnes of CO ₂)	Achieved 85% of target (reduction of 10,818 tonnes)	Continue to save emissions through mileage reductions and efficiencies
Reduce road miles travelled per pallet of stock by 6% by 2010 and achieve an 8% reduction in total empty road miles travelled.	Achieved 58% of pallet target and 35% of road miles target	Continually reassess and adjust our transport planning system to meet our 2010 target. Continue to reduce empty road miles through route planning and efficiency and increased back-haul
Enhance transport planning systems to achieve a 10% increase in trailer utilisation by 2010	Achieved 49% of target	Continue to explore maximising the efficiency of our transport planning systems to meet our 2010 target
Introduce cleaner Euro5 engines to 15% of fleet by end of 2007 and 80% of fleet by 2010 (based on 2005 baseline)	More than trebled our 2007 target by introducing Euro5 engines to 58% of our fleet	Continue programme to introduce cleaner Euro5 engines to reach 2010 target
Extend availability of BioEthanol E85 fuel on forecourts	Increased availability by 50% from 14 to 21 of our petrol station forecourts in 2007/08	Continue to extend availability through new store openings

Table 1: Increasing Transport Efficiency

APPENDIX TP 1

...the ... of ...

CAR PARK SPACES:

TOTAL: 330
INCLUDING:
DISABLED: 20
PARENT & CHILD: 15
280 EXISTING SPACES

**THIS DRAWING IS
TO BE READ IN
CONJUNCTION
WITH STORE
PLANS PL 04 & 05**

No.	Date	Description	Price/Weight
1	10/10/80	RECEIVED TWO POUNDS, FORTY OUNCES OF WHITE, EXTRA, EXTRA, EXTRA CANDY, IN TWO 1/2 GALLON CANS, FROM THE STATE OF TEXAS AND ONE POUND OF CANDY.	
2	10/13/80	RECEIVED TWO POUNDS, FORTY OUNCES OF WHITE, EXTRA, EXTRA, EXTRA CANDY, IN TWO 1/2 GALLON CANS, FROM THE STATE OF TEXAS.	

CLIENT

M

MORRISONS

PROJECT

Wm MORRISON
EXTENSION
LEEK

TITLE
PROPOSED SITE PLAN
SALES, CAFE AND
WAREHOUSE EXTENSION

DRAWING STATUS
PLANNING

DRAWN	CH	CHECKED
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SCALE 1:500

DATE 01.07.08

WCEC

JOB NO.	DRAWING NUMBER	REV
05.164	PL 03	B



APPENDIX TP 2

TRAVEL PLAN – EMPLOYEE TRAVEL QUESTIONNAIRE

Morrisons have been asked by ... to carry out a survey amongst all employees in the ... store to gain an understanding of current employee travel patterns.

Please complete the questionnaire based upon your typical travel to work habits on a normal working day. The information provided will be treated confidentially and at no stage will individuals be identified.

Please complete all sections of the questionnaire, **giving only one answer to each question** and return it to the store personnel manager by _____.

Thank you for your co-operation.

Q1 What is your home postcode?

Q2 Which main mode of travel do you typically use to get to and from work? (please tick appropriate box below).

- | | | |
|----|--------------------------|---|
| 1 | <input type="checkbox"/> | Car driver |
| 2 | <input type="checkbox"/> | Car passenger (car share with other employee) |
| 3 | <input type="checkbox"/> | Car passenger (drop off/pick up by non-employee) |
| 4 | <input type="checkbox"/> | Bus |
| 5 | <input type="checkbox"/> | Train |
| 6 | <input type="checkbox"/> | Motorcycle driver |
| 7 | <input type="checkbox"/> | Motorcycle passenger (shared with other employee) |
| 8 | <input type="checkbox"/> | Motorcycle passenger (drop off/pick up by non employee) |
| 9 | <input type="checkbox"/> | Bicycle |
| 10 | <input type="checkbox"/> | Walk |
| 11 | <input type="checkbox"/> | Other (please specify) _____ |

Q3 Approximately how far do you travel to work? (please tick appropriate box below).

- | | | |
|---|--------------------------|-------------------------|
| 1 | <input type="checkbox"/> | Less than 1 mile |
| 2 | <input type="checkbox"/> | Between 1 and 2 miles |
| 3 | <input type="checkbox"/> | Between 2 and 5 miles |
| 4 | <input type="checkbox"/> | Between 5 and 10 miles |
| 5 | <input type="checkbox"/> | Between 10 and 20 miles |
| 6 | <input type="checkbox"/> | Greater than 20 miles |

Q4 Do you use any other mode of travel (in addition to your main mode in Q2)?

☐ Yes (proceed to Q5) ☐ No (proceed to Q6)

Q5 Which other mode of travel do you use to get to and from work? (please tick appropriate box below).

- | | | |
|----|--------------------------|---|
| 1 | <input type="checkbox"/> | Car driver |
| 2 | <input type="checkbox"/> | Car passenger (car share with other employee) |
| 3 | <input type="checkbox"/> | Car passenger (drop off/pick up by non-employee) |
| 4 | <input type="checkbox"/> | Bus |
| 5 | <input type="checkbox"/> | Train |
| 6 | <input type="checkbox"/> | Motorcycle driver |
| 7 | <input type="checkbox"/> | Motorcycle passenger (shared with other employee) |
| 8 | <input type="checkbox"/> | Motorcycle passenger (drop off/pick up by non employee) |
| 9 | <input type="checkbox"/> | Bicycle |
| 10 | <input type="checkbox"/> | Walk |
| 11 | <input type="checkbox"/> | Other (please specify)_____ |

Q6 Do you normally travel home directly after work?

☐ Yes ☐ No ☐ Usually

Q7 How long does it normally take to travel to work?

- | | | |
|---|--------------------------|---------------------------|
| 1 | <input type="checkbox"/> | Less than 10 minutes |
| 2 | <input type="checkbox"/> | Between 10 and 20 minutes |
| 3 | <input type="checkbox"/> | Between 20 and 30 minutes |
| 4 | <input type="checkbox"/> | Between 30 and 40 minutes |
| 5 | <input type="checkbox"/> | Greater than 40 minutes |

Questions 8 to 13 to be completed by car drivers and passengers only

Q8 Why do you normally travel to and from work by car? (tick the appropriate box below)

- | | |
|--|--------------------------|
| Door to door convenience | <input type="checkbox"/> |
| Cheaper than public transport | <input type="checkbox"/> |
| Quicker than public transport | <input type="checkbox"/> |
| Company car available | <input type="checkbox"/> |
| Company car parking available | <input type="checkbox"/> |
| Fuel assistance from company | <input type="checkbox"/> |
| Need car for business journeys | <input type="checkbox"/> |
| Need car for private journeys | <input type="checkbox"/> |
| Public transport not readily available at normal work start/finish times | <input type="checkbox"/> |
| Public transport overcrowded/uncomfortable | <input type="checkbox"/> |
| Public transport unreliable or infrequent | <input type="checkbox"/> |
| I don't like using public transport | <input type="checkbox"/> |
| It is too far to walk/cycle | <input type="checkbox"/> |
| It is too dangerous to walk/cycle | <input type="checkbox"/> |
| Drop off / pick up children on the way to/from work | <input type="checkbox"/> |
| Other reason (please specify)_____ | <input type="checkbox"/> |

Q9 If a car sharing scheme was available with other employees would you be willing to join it?

☐ Yes (proceed to Q11) ☐ No (proceed to Q10)

Q10 If no, what would be your primary reason for not joining a car sharing scheme?

- 1 ☐ Car share already
- 2 ☐ Prefer the privacy of driving alone
- 3 ☐ Hours of work vary too much
- 4 ☐ Drop off/pick up children on the way to/from work
- 5 ☐ Often travel on business during the working day
- 6 ☐ Do not travel directly to/from work
- 7 ☐ Do not know how to register
- 8 ☐ Other (please specify) _____

Q11 Which of the following ideas would encourage you to use public transport as an alternative to the car when travelling to/from work?

- 1 ☐ More direct routes
- 2 ☐ More frequent services
- 3 ☐ Better public transport information on site
- 4 ☐ Discounted tickets for travel to work
- 5 ☐ Cheaper fares in general
- 6 ☐ Guaranteed public transport at night/early morning
- 7 ☐ Guaranteed transport for personal emergencies when at work
- 8 ☐ Improved security on buses and in waiting areas
- 9 ☐ Other reason (please specify) _____

Q12 Which of the following ideas would encourage you to cycle or walk to work as an alternative to using the car?

- 1 ☐ Better lit cycle/walking routes
- 2 ☐ Better information on cycle/walk routes
- 3 ☐ Improved cycle storage/changing/showers/locker facilities at work
- 4 ☐ Would never consider cycling/walking

Q13 If you could not use your car to travel to work what other mode of travel would you use? (please tick appropriate box).

- 1 ☐ Public transport
- 2 ☐ Cycle
- 3 ☐ Walk
- 4 ☐ No satisfactory alternatives
- 5 ☐ Other (please specify) _____

Thank you

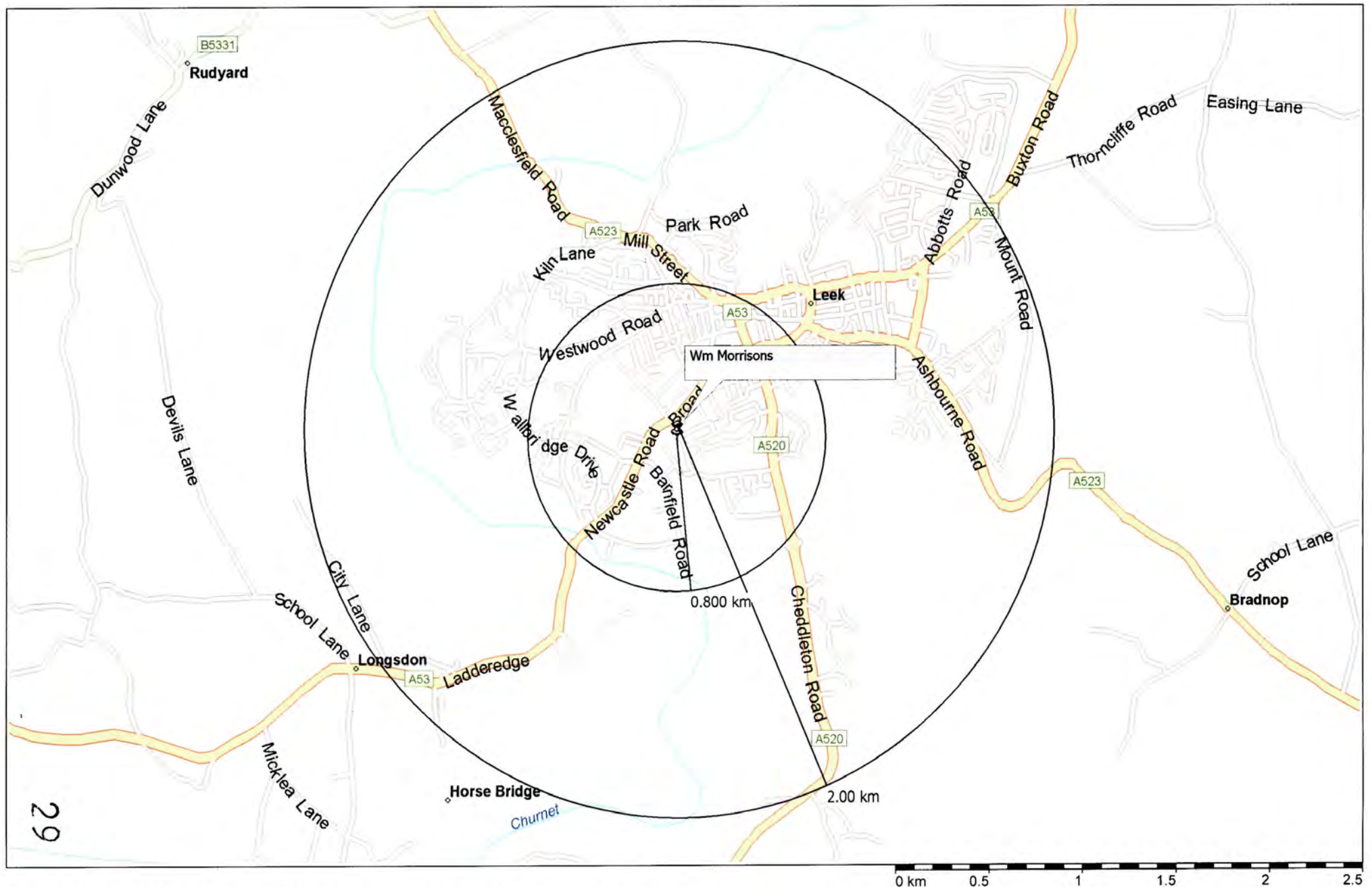
APPENDIX TP 3

SUMMARY OF EXISTING BUS SERVICES LEEK

Bus	Geographical Areas Covered	Operator	Frequency
18	Newcastle - Basford - Hanley - Sneyd Green - Baddeley Green -	RML Travel	Twice Daily
118	Buxton - Quarnford - Blackshaw Moor - Leek - Endon - Baddeley -	D & G Coach and Bus	Every 3 Hours
166 (Leek Circular)	Leek (Junction Road) - Westwood - Haregate - Leek	Clowes	Every 60 mins
493	Brown Edge - Endon - Leek	D & G Coach and Bus	1 Daily
493	Burslem - Norton in the Moors - Brown Edge - Endon - Leek	D & G Coach and Bus	Twice Daily

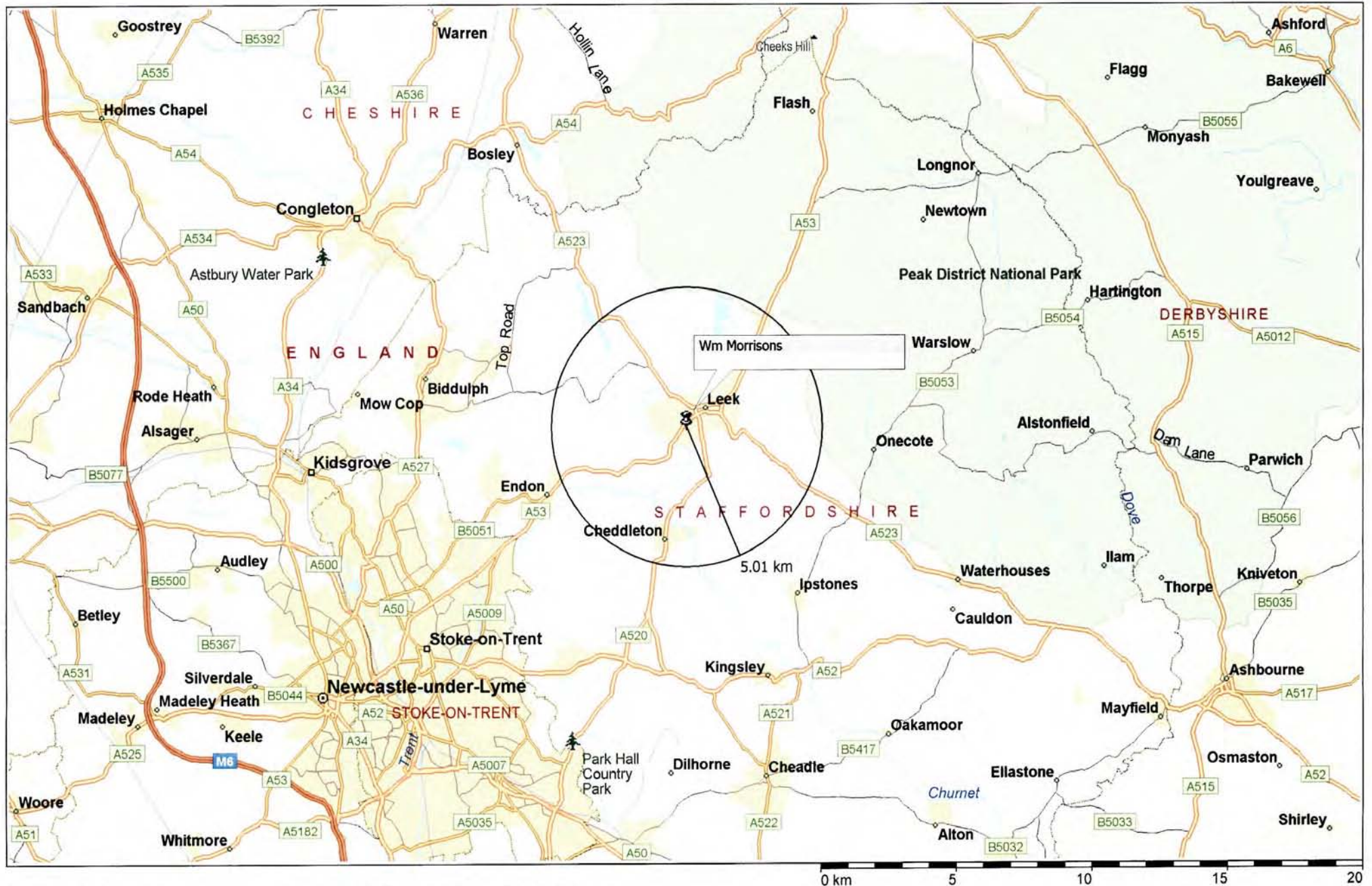
APPENDIX TP 4

06-441 BGH12



APPENDIX TP 5

06-441 BGH13



APPENDIX TP 6

APPENDIX TP 7

**WM MORRISON SUPERMARKETS PLC
TRAVEL PLAN ACTION PLAN – LEEK STORE**

ACTION	TIMESCALE
Letter from Travel Plan Co-ordinator to all staff informing them of the Travel Plan and point of contact	Within three months of opening
Distribute Staff Travel Questionnaire	
Draw up Staff 'Sustainable' Travel Pack with aid from BGH and Local Authority	
Collate travel information for display on staff and customer notice boards	Within six months of opening
Establish informal Car Sharing Scheme	
Set Up Bicycle User Group	
Arrange cycle discount with local store	
Obtain Copies of Local Authorities Cycle Maps	
Obtain staff feedback on Travel Plan	Annually
Agree targets with Local Authority	
Distribute travel questionnaires within twelve months of previous survey and yearly thereafter. Results to Local Authority within three months of undertaking the survey	