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PROPOSED ALDI FOODSTORE
FLEET STREET, HOLBEACH

INTERIM TRAVEL PLAN

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PROPOSED ALDI FOODSTORE FLEET STREET, HOLBEACH

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 on land located to the south of B1515 Fleet Street, Holbeach. The proposed site layout plan is attached at **Appendix A**.

1.1.2 The Local Planning Authority (LPA) is South Holland District Council (SHDC) and the Local Highway Authority (LHA) is Lincolnshire County Council (LCC).

1.1.3 The site currently consists of industrial sheds that are accessed via an existing access with B1515 Fleet Street to the north of the site. The site is situated on land to the south of B1515 Fleet Street and is approximately 500m to the east of the centre of Holbeach. The location of the site is illustrated in **Figure 1**.

1.1.4 The proposed site is bound to the north by B1515 Fleet Street; and to the east, south and west by residential dwellings.

1.1.5 The application site will be accessed by all modes of transport, including deliveries, via a new priority-controlled T-junction with B1515 Fleet Street. The access be located slightly east of the existing access location and would see the provision of a formalised site access junction, providing a betterment over the existing site access arrangement. A detailed site layout plan is attached at **Appendix A**.

1.1.6 A Transport Assessment (TA) has been prepared for the proposals and will also be submitted in support of the planning application. The TA concludes that the site can be appropriately accessed, there are no significant highway impacts and that the site is located in a sustainable location, with access to a variety of key facilities and services via sustainable modes of transport such as walking, cycling and public transport.

1.1.7 This ITP summarises the accessibility of the site and outlines a range of Travel Plan measures which will be promoted to employees to encourage sustainable travel patterns at the site. This document provides an outline of the proposed measures and monitoring strategy, which will be implemented at this site.

1.1.8 Measures within the Travel Plan will focus primarily on staff travel because, as will be discussed later, there is a good potential for a high level of staff trips to the store to be made using sustainable modes.

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 OBJECTIVES AND OBJECTIVES

2.1 INTRODUCTION

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

2.1.2 This Travel Plan seeks to outline a range of potential measures which encourage sustainable travel patterns at the site and achieves the objectives and subsequent benefits outlined below.

2.2 OBJECTIVES

2.2.1 This Travel Plan shall, by containing appropriate measures, assist in reducing the number of trips made to and from the development by private car. Employees and customers shall be made aware of the measures included within the Travel Plan in order that positive benefits can be delivered and the number of trips undertaken by public transport, walking or cycling increased.

2.2.2 In order to ensure that the measures contained within the Travel Plan are capable of delivering a sustainable travel demand pattern for the development it is important to identify some key objectives.

2.2.3 Travel management objectives for the proposed development focus on reducing staff and customer trips made by car.

2.2.4 The overall travel management objectives for the development are:

- To deliver modal shift from single occupancy car journeys to alternative modes including increased multi-occupancy vehicle trips for staff and customers; and
- Promoting walking, cycling and public transport as the primary modes of travel to the site for staff and visitors.

2.3 TRAVEL PLAN BENEFITS

2.3.1 There are a large number of benefits that will be derived from the successful implementation of a Travel Plan at the development for staff and visitors as well as the wider community.

2.3.2 The employees and visitors 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 a Travel Plan will lead to reduced traffic impact as a result of the reduction in car use.

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 interim 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: -

- **S**ite-specific;
- **M**easurable;
- **A**chievable;
- **R**ealistic; and
- **T**ime 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 congested peak hours when compared to other large employers.

2.4.4 Given the range of measures proposed later in the report to promote sustainable modes the initial targets set out in **Section 6.6** are considered realistic and achievable. However, these targets will need to be reviewed once actual information on mode splits is available from travel surveys. Any changes to the proposed mode split targets will be agreed with both the highway and local planning authority as part of the monitoring process.

2.4.5 Further details of monitoring and measures should the targets not be reached within these timescales are provided in **Section 8** of the report.

3 DEVELOPMENT PROPOSALS

3.1 DEVELOPMENT PROPOSAL AND SITE LAYOUT

3.1.1 The development proposals are for a 1,315m^2 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 east of the building via the same site access point for 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 northern extent of the site via a new access point, forming a priority-controlled with B1515 Fleet Street. The site access would be located approximately 10m to the east of the existing access that serves existing industrial site. The access arrangements are shown on the proposed site layout plan at Appendix A.

3.2.2 The proposed T-junction access arrangements will include a 7.4m wide carriageway and 6m radii's. For pedestrian access, dropped kerb and tactile paving facilities will be provided at the new site access to facilitate pedestrian crossing across the site access. The pedestrian footway bounding the eastern access radii will not be continued into the site, ensuring no conflicting pedestrian movements with the vehicles accessing / egressing the car parking area.

3.2.3 A pedestrian footpath will connect with the existing pedestrian footway to the west of the proposed site access location, continuing south towards the foodstore, with a zebra crossing connecting to the site frontage.

3.2.4 The proposed development would be served by a dedicated servicing area to the west of the store accessed via the customer car park, sharing the proposed site access with the turning area provided within the staff parking area. The delivery area has been assessed to ensure suitability of servicing and accommodation of a UK maximum standard (16.5m) articulated HGV and private refuse collection vehicle.

3.3 PARKING

3.3.1 Based on the Gross External Area (GIA) of 1,805m2, a total of 127 parking spaces are required in line with Aldi's operational requirements.

3.3.2 It is proposed that a total of 127 parking spaces are provided on site, including; six Parent and Child (P&C) spaces and six disabled spaces. There are four active Electric Vehicle Charging Points (EVCP) of which two are accessible bays. A further twenty-two passive EVCP bays have been designed into the scheme for use in the future. Seventeen of the parking spaces are for staff parking and will be provided to the south of the foodstore in a designated parking area.

3.3.3 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.

3.3.4 The scheme proposes eight cycle spaces in the form of four 'Sheffield' cycle hoops.

3.3.5 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 Holbeach with the exception of a small number of residential dwellings to the western extent of the town. 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 present along both sides of the B1515 Fleet Street carriageway from which the site would be accessed, with footways bounding both sides of the proposed access carriageway. The footway network continues into Holbeach and provides access to the residential areas within the vicinity of the site.

4.2.5 There are also Public Rights of Way (PRoW) within the vicinity of the site throughout Holbeach and connecting to the nearby residential areas. The PRoW's located within the vicinity of the application site providing safe off-road options for pedestrians as set out in **Figure 3**.

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 4** shows the 5km cycling catchment from the site. The plan identifies the entirety of Horncastle as well as the surrounding residential settlements of; Fleet Hargate. Whaplode, Gedney, and Saracen's Head are situated within a 5km catchment area of the proposed development.

4.3.3 Within the vicinity of the site frontage, B1515 Fleet Street forms part of the National Cycle Route EV121. Locally, this provides a cycle route through the centre of Holbeach as well as east towards Fleet Hargate and Gedney. The route therefore provides a cycle connection to a number of residential areas. The cycle routes are set out in **Figure 5**.

4.4 PUBLIC TRANSPORT

4.4.1 The proposed development site is located within proximity of the bus facilities situated either side of the site on B1515 Fleet Street The bus stops are accessible via the existing pedestrian infrastructure and are set out in further detail below.

Bus Services

4.4.2 There are bus stops located approximately 110m to the east of the site and 230m to the west of the site access junction with B1515 Fleet Street. The stops are located on either side of the carriageway and are provided as simple flag and post stops with raised boarding kerbs and timetabling information to the east of the site. To the west of the site, the stops are provided with sheltered seating and timetabling information as well as a bus layby for the westbound stop.

4.4.3 The stops are accessible via the existing pedestrian infrastructure and are set out within **Figure 6** as well as walking routes from the site to each stop. 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
505	Kings Lynn – Spalding	Every 30 mins 06:22 – 20:05	Every 30 mins 07:22 – 20:05	Every 60 mins 09:08 – 19:05
505H	Holbeach Callconnect	Every 60 mins 08:00 – 19:00	Every 60 mins 08:00 – 18:00	-
NG1	Sutton Bridge – Spalding	One AM and on PM service	-	-
S125S	Weston – Boston	One AM and on PM service	-	-

4.4.4 **Table 4-1** sets out that the bus stop provides access to four services which provide services towards Kings Lynn, Spalding, Long Sutton and Whaplode at a regular frequency of approximately three buses per hour Monday – Saturday and one bus per hour on Sundays.

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, albeit not within the recommended 400m walking catchment.

4.5.2 It is considered that the sustainable 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 employs 30–35 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 stores have advised that many store staff tend to live locally to the store they work at.

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 a modest sized local store with a carefully selected and limited range of good quality exclusive own labels at heavily discounted prices. Stores are complimentary to the existing pattern of trade both in terms of small independent shops and larger superstores.

5.2.2 Experience from existing Aldi stores reveal 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 and as such Aldi can promote sustainable travel in line with government policy.

5.2.3 Consideration of the multi-modal surveys in the TRICS database show that with stores in edge of town centre/suburban area locations 61% of trips to discount food stores 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 OPERATION OF THE TRAVEL PLAN

6.1 OBJECTIVES OF THE TRAVEL PLAN

6.1.1 This Travel Plan is a long-term strategy for reducing the dependence on single occupancy car travel and to encourage a sustainable modal shift. The overall objectives of the Travel Plan are:

- To increase the awareness of the advantages and potential for travel by more environmentally-friendly modes of transport; and
- To introduce a package of physical and management measures that will facilitate travel to the site by sustainable transport modes.

6.1.2 These objectives reflect, and are intended to achieve, current local and national transport policy.

6.2 MEANS OF ACHIEVING OBJECTIVES

6.2.1 This Travel Plan has been prepared to focus on travel by employees because the travel characteristics of the proposed retail development are such that there is greater potential for influencing how staff travel to the site compared to customers, although where appropriate, customers will also be included within Travel Plan measures.

6.2.2 Customer travel is considered in this Travel Plan; however, it does need to be noted that their travel behaviour is more difficult to influence through a Travel Plan as the nature of food shopping trips often means that customers would choose to use a car in order to carry their shopping home, and as discussed earlier, survey data shows this to be the case. However, it should also be noted that not all car trips to the development are unsustainable, as customer car sharing takes place and there is potential for linked trips with the surrounding retail facilities.

6.3 ADMINISTRATION

6.3.1 The Travel Plan Coordinator (TPC) will be the Store Manager who will implement and administer the Travel Plan, whilst the Travel Plan will secure management support from Aldi. The name, job title and contact details of the TPC will be made available once they are known.

6.3.2 Administration of the Travel Plan involves the maintenance of the necessary systems, data and paperwork, consultation and promotion. The duties are permanent and together with regular monitoring and updating of the Plan document is part of the responsibility of the nominated person.

6.3.3 The TPC will be responsible for:

- The administration of the Plan;
- The implementation of the Plan measures;
- Personalised travel planning for staff upon commencement of employment; and
- The on-going monitoring and review of the Plan.

6.3.4 AMA will assist with the initial staff and customer travel surveys.

6.3.5 A filing system will be established and maintained, for recording all correspondence relating to the Travel Plan, the results of periodic monitoring and the results of each annual review. The Store Travel Coordinator will be responsible for this system.

6.3.6 It is proposed that a Staff Travel Survey and a Customer Travel Survey will be undertaken annually, in order to inform the annual monitoring and review of the Travel Plan (discussed later in this document).

6.4 IMPLEMENTATION

6.4.1 This Travel Plan mainly focuses on measures relating to staff travel as there is a good potential for a high proportion of staff to travel to the proposed development using sustainable modes. It may also be likely that there is greater potential in achieving a mode shift in promoting sustainable modes to staff as compared to customers, because as discussed, the nature of food retailing is that the vast majority of trips to food stores by customers are made in cars.

6.4.2 However, this does not necessarily mean that all car trips are unsustainable – as also discussed earlier, the nature of food retail means that there is potential for linked trips with other retail and it can also be seen that there is a significant number of shared trips within retail parks.

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

6.5 MONITORING AND REVIEW

6.5.1 The Travel Plan will be a 'living document' and as such will evolve over time. The ongoing monitoring programmes and in particular the review, will provide updated information that will allow the Travel Plan to be revised, refined and improved.

6.5.2 It is proposed that a Staff Travel Survey and a Customer Travel Survey will be undertaken within 3 months of opening to establish a baseline and annually thereafter, in order to inform the annual monitoring and review of the Travel Plan. The surveys will also provide an insight to determining which measures would be most successful and therefore should be implemented.

6.6 TRAVEL PLAN TARGETS

6.6.1 Appropriate SMART targets are discussed below, although the initial staff and customer travel surveys will help in refining this process. The targets will be monitored and reviewed annually following the annual monitoring survey.

6.6.2 The major objective of the Travel Plan is to affect a reduction in the use of private cars for single occupancy trips. A suitable indicator of the success of the Plan is therefore the modal split of travel.

6.6.3 At an Aldi store it should be noted that the small number of employees makes it possible that there could be significant bias in any survey results and therefore setting an appropriate mode split target could be difficult and also subject to large variations on a daily basis. However, an appropriate target will be set based upon staff travel survey results.

6.6.4 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, we do not propose setting a target for the mode share of customer trips.

6.6.5 Other less direct objectives of the Plan are to increase the awareness of staff about the environmental implications of travel mode choice. Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the Plan, measured by the volume and type of feedback from staff members, both at the outset and as the strategy evolves.

6.6.6 By way of an example only at this stage to help in defining SMART targets for the proposed store at Fleet Street, Holbeach; AMA have referenced staff travel patterns undertaken as part of the NOMIS ONS 2011 Journey to Work data for South Holland 003 MSOA, in which the site is situated. SMART targets have been set to reduce 'Car Driver Alone' to 69%, whilst correspondingly increasing the use of other modes of travel.

Table 6-1 – 5-year Indicative Target for Staff Modal Split (Based on NOMIS Data)

Mode of Travel	'Existing' Nomis 2011	Five Year Projection to 2027
Car Drive Alone	74%	69%
Car Share / Passengers	5%	6%
Public Transport	2%	3%
Walk	13%	15%
Bicycle	5%	9%
Motorcycle	1%	1%
Other	**100%**	**100%**

6.6.7 Thus a 5% reduction in the car driver split whilst correspondingly increasing the use of more sustainable modes of travel is to be used. Consideration of the initial travel surveys and discussion with SHDC will enable the further review of SMART targets at an early stage.

6.6.8 To ensure the maximum possible reduction in 'car driver alone' trips, this travel plan targets 100% awareness among staff. This would be achieved through the travel to work survey that will be conducted annually as well as through communication, both when staff join the site as well as with the provision of information throughout staff areas encouraging sustainable travel to and from the site.

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 as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Plan.

7.1.2 A Travel Plan Information Pack will be provided to all new staff. A Travel Plan poster will also be displayed on the staff notice board and the TPC will be available to assist staff as part of personalised travel planning.

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

7.2 WALKING

7.2.1 There is great potential for promoting walking as a means of accessing the store. This could include new trips to the proposed development, but as discussed there is potential for a significant number of linked trips. The amount of residential properties within the area will increase the propensity to travel by foot.

7.2.2 Staff will be made aware of the Council's walking information as part of their Information Pack for https://www.lincolnshire.gov.uk/coast-countryside/walking-cycling-horse-riding as part of new staff introduction to the Travel Plan which provides information on walking and cycling in the area and the health benefits of such forms of transport.

7.2.3 Material relating to pedestrian footways and Public Rights of Way will be provided to ensure staff are informed of the pedestrian infrastructure in the area.

7.2.4 In terms of promoting walking as a means of accessing the store, then the following measures would be considered.

- Displaying information and advice concerning safe pedestrian routes to the store within the store in a location accessible to staff and customers;
- Walking maps will be produced and made available to staff;
- Information will be provided on the nearby amenities available to employees;
- The staff toilet and/or staff room will be provided with coat hooks and a seat to enable staff to get changed, where possible; and
- Lockers will be provided in the Staff Room.

7.3 CYCLING

7.3.1 Staff will be made aware of the Council's cycling information for Lincolnshire as part of new staff introduction to the Travel Plan.

7.3.2 In addition, the following websites will be referenced as part of the staff Travel Plan Information Pack:

- www.sustrans.org – details of the National Cycle Network;
- https://www.lincolnshire.gov.uk/coast-countryside/cycle-routes-lincolnshire and https://www.visitlincolnshire.com/cycle-lincolnshire/ - for local cycling information;
- www.lovetoride.net – for cycling rewards and incentives; and
- www.bikeweek.org.uk – for details of the national cycling focus week.

7.3.3 The following measures to promote cycling as a means of accessing the site could be promoted through following measures:

- Displaying information and advice concerning safe cycle routes within the store in a location accessible to staff and customers;
- The staff toilets and/or staff rooms will be provided with coat hooks and a seat to enable staff to get changed;
- Lockers will be provided in the Staff Room; and
- Staff that cycle to work will be able to store their cycles in the store's storage area providing a secure environment.

7.4 PUBLIC TRANSPORT

7.4.1 Public transport will be promoted where possible via the following measures:

- Displaying up-to-date details of bus services, including bus stop locations, route information and service frequencies, within the store in a location accessible to staff and customers; and
- Providing details of ticketing options to both staff and customers.

7.4.2 In addition, the following websites will be referenced as part of the Staff Travel Plan Information Pack;

- https://www.traveline.info/ - for assistance with travel planning;
- https://www.lincolnshire.gov.uk/public-transport and https://lincsbus.info/ - for county wide public transport information; and
- https://www.stagecoachbus.com/ - for specific bus service information that serve the local bus stops.

7.5 CAR SHARING

7.5.1 For staff, car sharing represents a relatively convenient alternative form of travel. An Aldi Store typically employs 30 – 35 employees at each store. 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.

7.5.2 Therefore, whilst car sharing may be limited, the TPC will promote car sharing through matching potential car sharers as part of personalised travel planning.

7.5.3 The websites https://www.gocarshare.com and https://www.liftshare.com will be promoted as a database for potential car sharers. This website contains details of people who live and work in Holbeach and the wider area and therefore maximises the opportunity for potential matches to be made. This facility will be particularly promoted to employees. https://choosehowyoumove.co.uk will also be promoted which acts as a journey planner for walking, cycling and public transport trips.

7.5.4 Consideration will be given to providing an emergency ride home and to allowing flexible shift patterns to ensure staff are able to car share.

7.5.5 The feasibility of having a private site account on https://liftshare.com or other such sites will be explored as part of the first annual survey.

7.6 SERVICING AND DELIVERIES

7.6.1 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 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 usage of staff cycling and motorcycling;
- Monitor the level of staff car parking and car sharing;
- Monitor demand for additional cycle and motorcycle parking for staff; and
- Record comments received from store management and from staff in relation to the operation and implications of the Plan as part of the regular staff meetings. This will include consideration of and demand for Electrical Vehicle Charing Points (EVCP) and setting up an employee group for walking, cycling and sustainable travel.

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 Local Planning Authority.

8.2 ANNUAL REVIEW

8.2.1 Each year, on or about the anniversary of the introduction of the Travel Plan, the TPC 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 TPC 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; and
- Further remedial actions to be undertaken should targets not be met.

Table 8-1 – Proposed Schedule for Monitoring and Review of Travel Plan

Measures / Action	First Occurrence	Frequency	Responsibility
Issue customer travel survey	Within 3 months of store opening	Annually (for min of 5 years)	TPC
Issue staff travel survey	Within 3 months of store opening	Annually (for min of 5 years)	TPC
Promote staff car sharing	Within 3 months of store opening	Continuous	TPC
Provide pedestrian route information to staff	On store opening	Review annually	TPC
Provide cycle route information to staff	On store opening	Review annually	TPC
Provide public transport information to staff	On store opening	Review every 6 months	TPC
Provide sustainable transport information to staff	Within 1 month of store opening	Review every 6 months	TPC
Set up Travel Plan filling system (continuous)	Within 1 month of store opening	Review annually	TPC
Monitor level of cycle parking	Within 1 month of store opening	Monthly	TPC
Monitor level of staff car parking and car sharing	Within 1 month of store opening	Monthly	TPC
Record staff / management comments about Travel Plan operation	Within 1 month of store opening	Ongoing	TPC
Travel Plan Review	1 year after initial surveys	Annually (for min of 5 years)	TPC

FIGURES

Figure 1 – Site Location Plan

Figure 2 – 2km Walking Isochrone

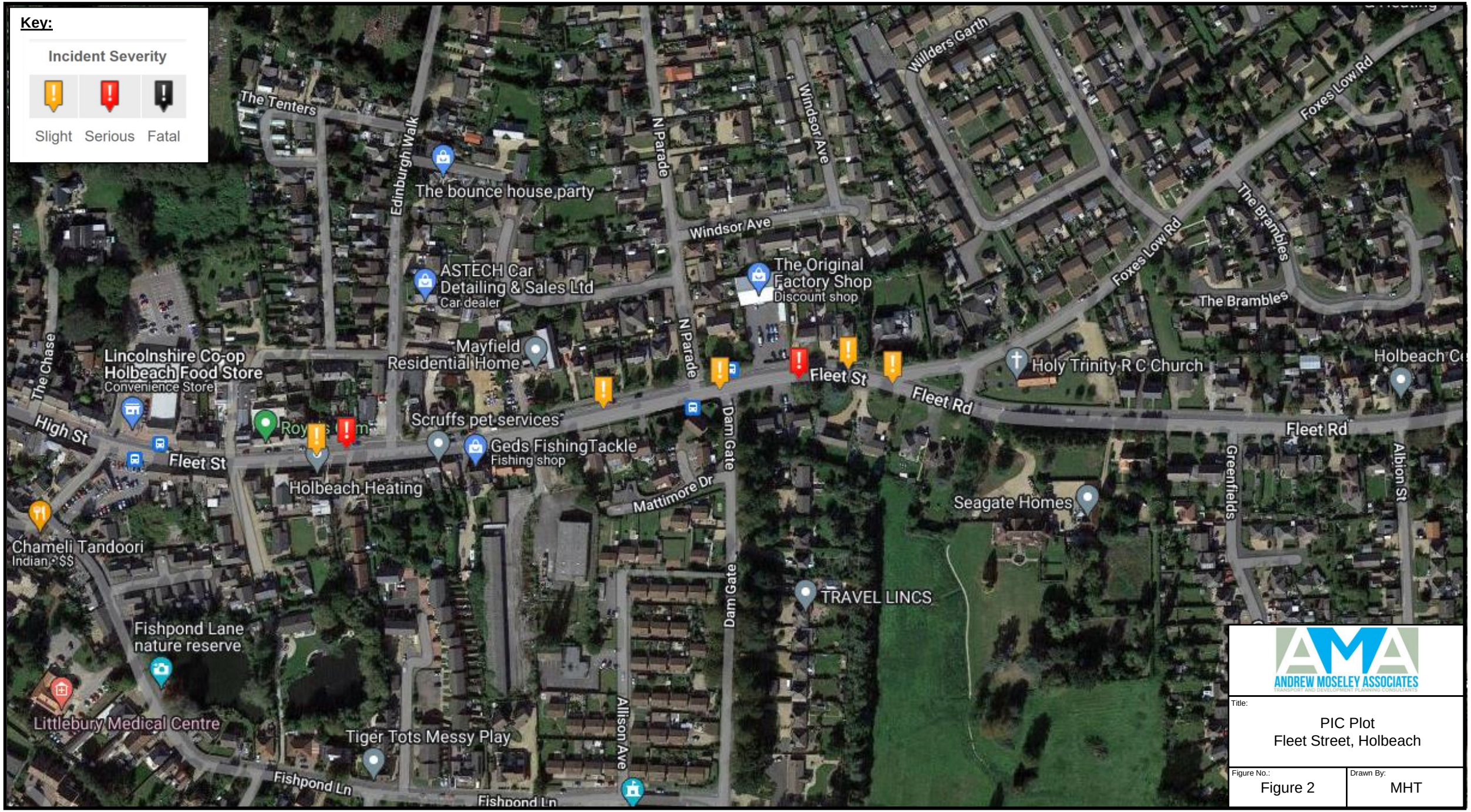
Figure 3 – Public Rights of Way Map

Figure 4 – 5km Cycling Isochrone

Figure 5 – Cycle Network Map

Figure 6 – Bus Stop Location Plan


Key:
Site Location
Foxes Low Rd
Marshlands Dr
Northon's Ln
Fairfields
Northon's Ln
g Rd
W End
Holbeach
High St
Fleet St
Fleet Rd
Fleet Rd
Langwith Dr
B1168
Albert St
Barrington Gate
Fishpond Ln
Albion St
Union St
Princes St
Cross St
Hall Hill Rd
B1168
Hall Gate
Farrow Ave
Tulip Dr
Daisy Rd
ANDREW MOSELEY ASSOCIATES
TRANSPORT AND DEVELOPMENT PLANNING CONSULTANTS
Title:
Indicative Site location Plan
Fleet Street, Holbeach
Figure No.:
Figure 1
Drawn By:
MHT

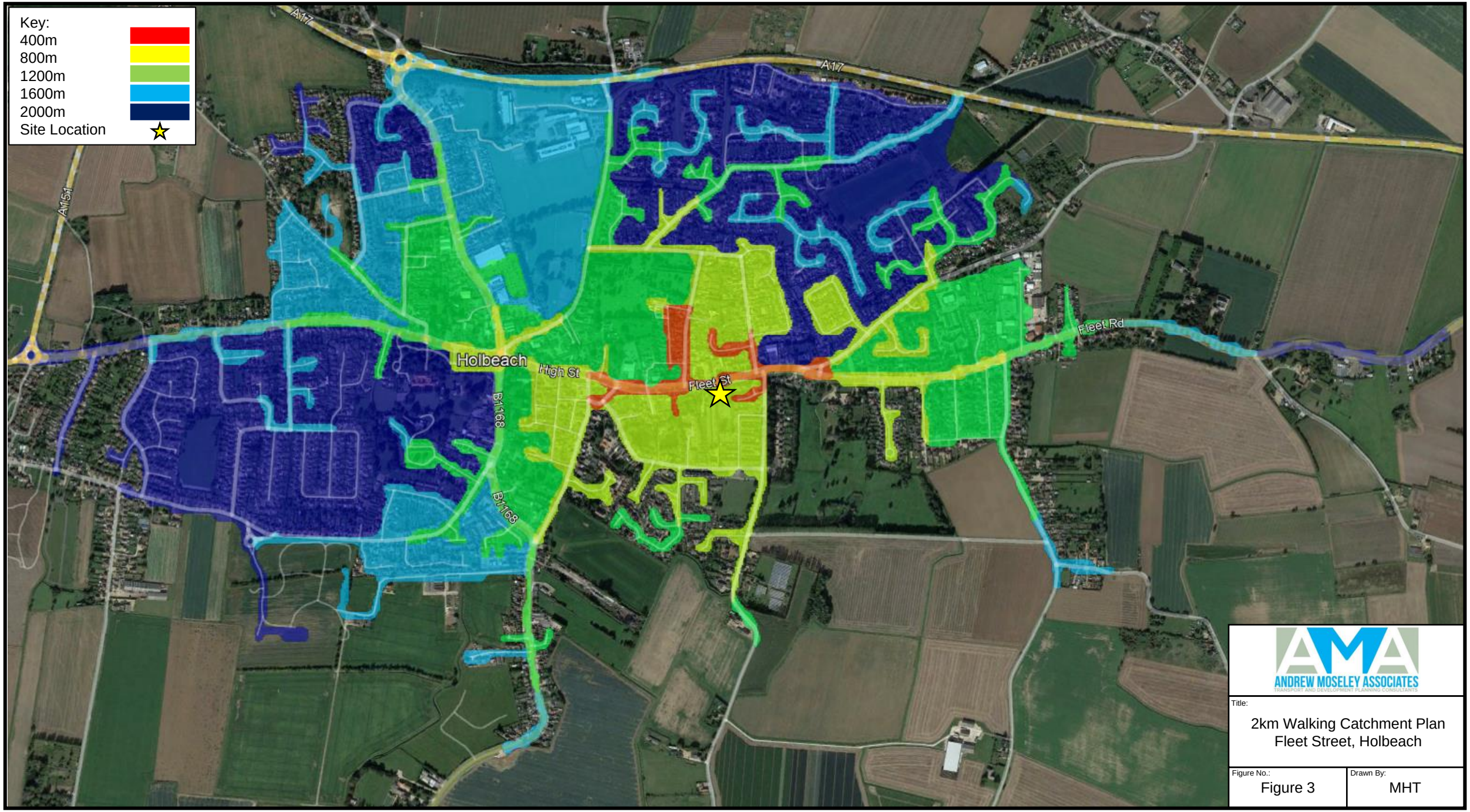


ANDREW MOSELEY ASSOCIATES
TRANSPORT AND DEVELOPMENT PLANNING CONSULTANTS

Title:
PIC Plot
Fleet Street, Holbeach

Figure No.: Figure 2

Drawn By: MHT

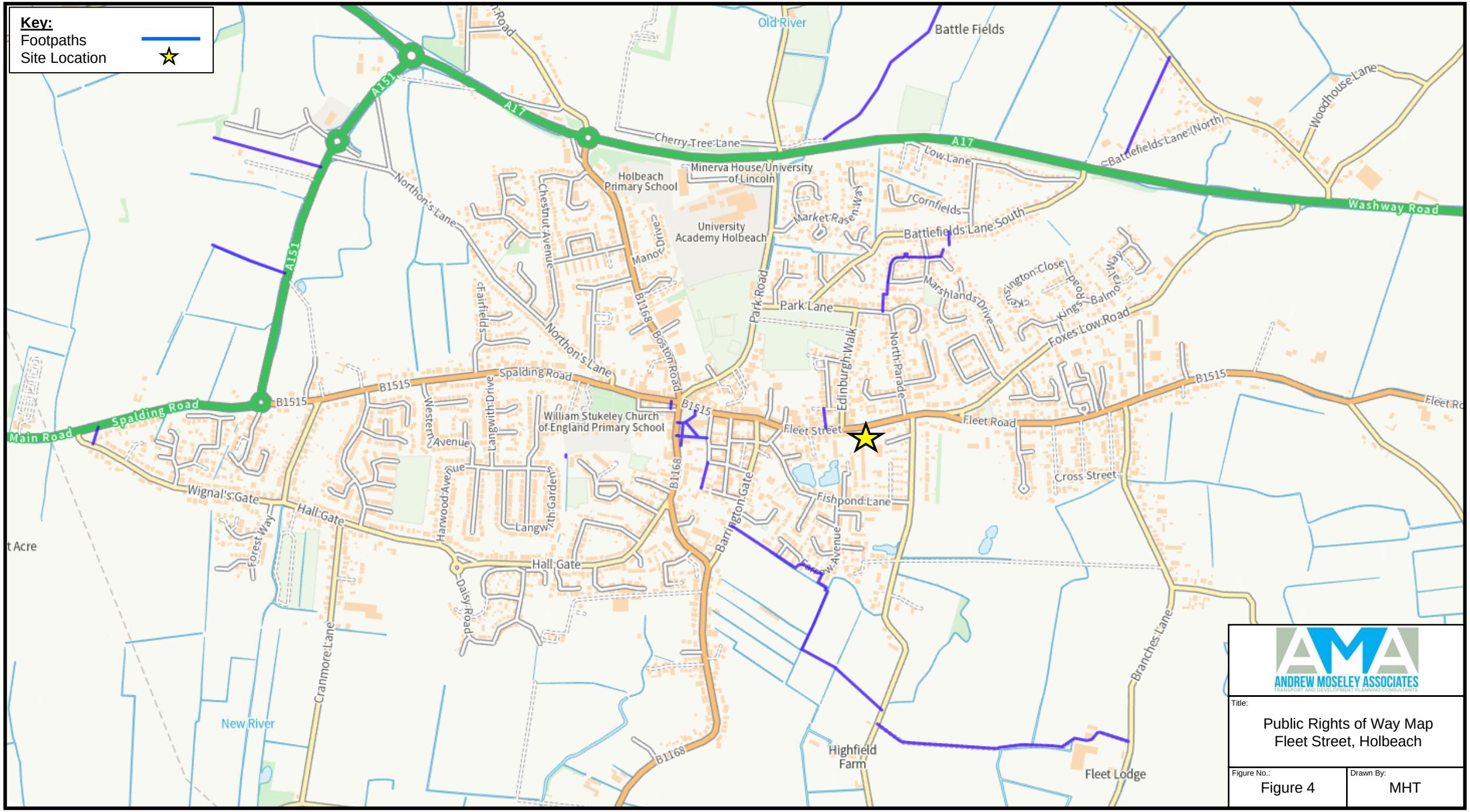


ANDREW MOSELEY ASSOCIATES
TRANSPORT AND DEVELOPMENT PLANNING CONSULTANTS

Title:

2km Walking Catchment Plan
Fleet Street, Holbeach

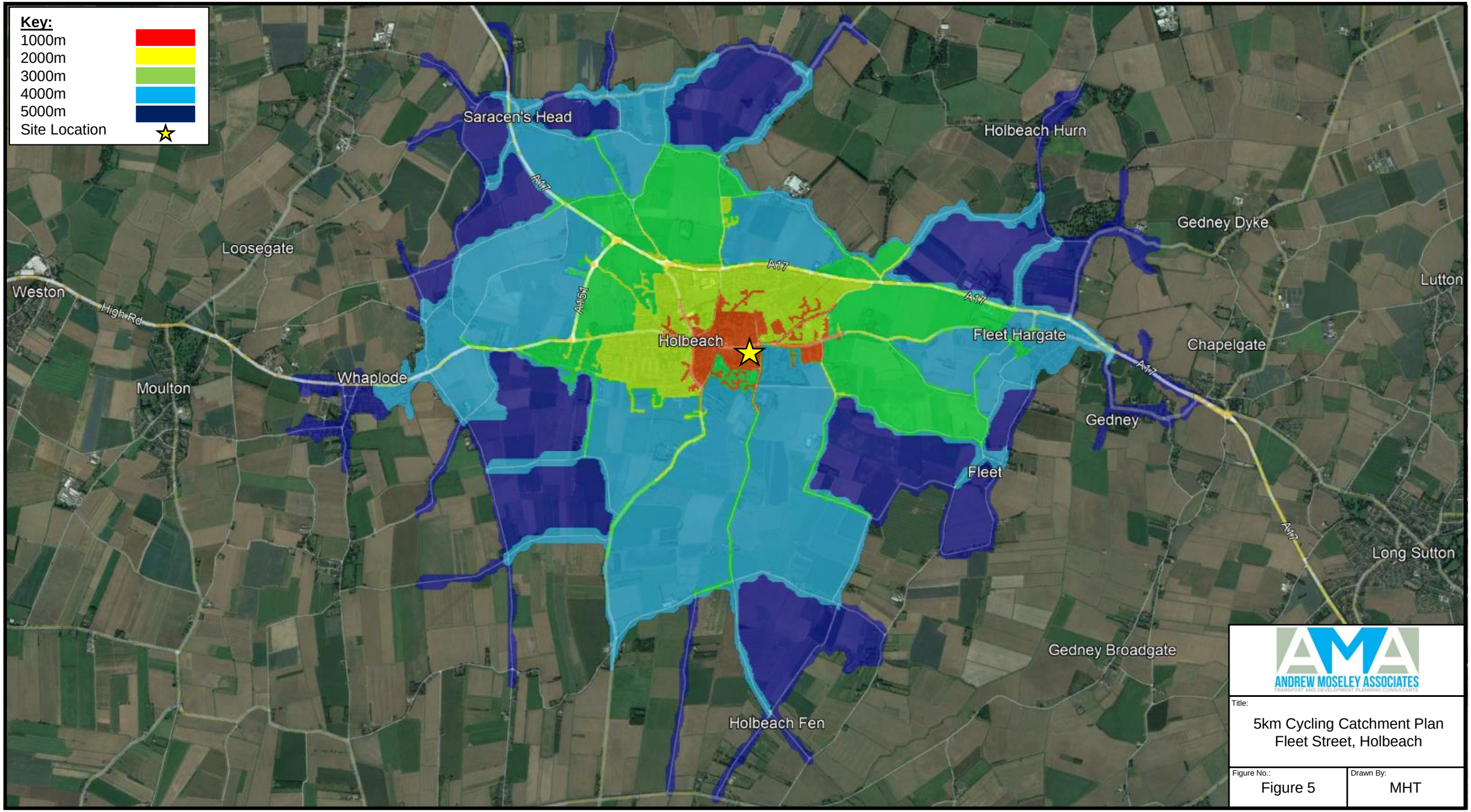
Figure No.:	Drawn By:
Figure 3	MHT

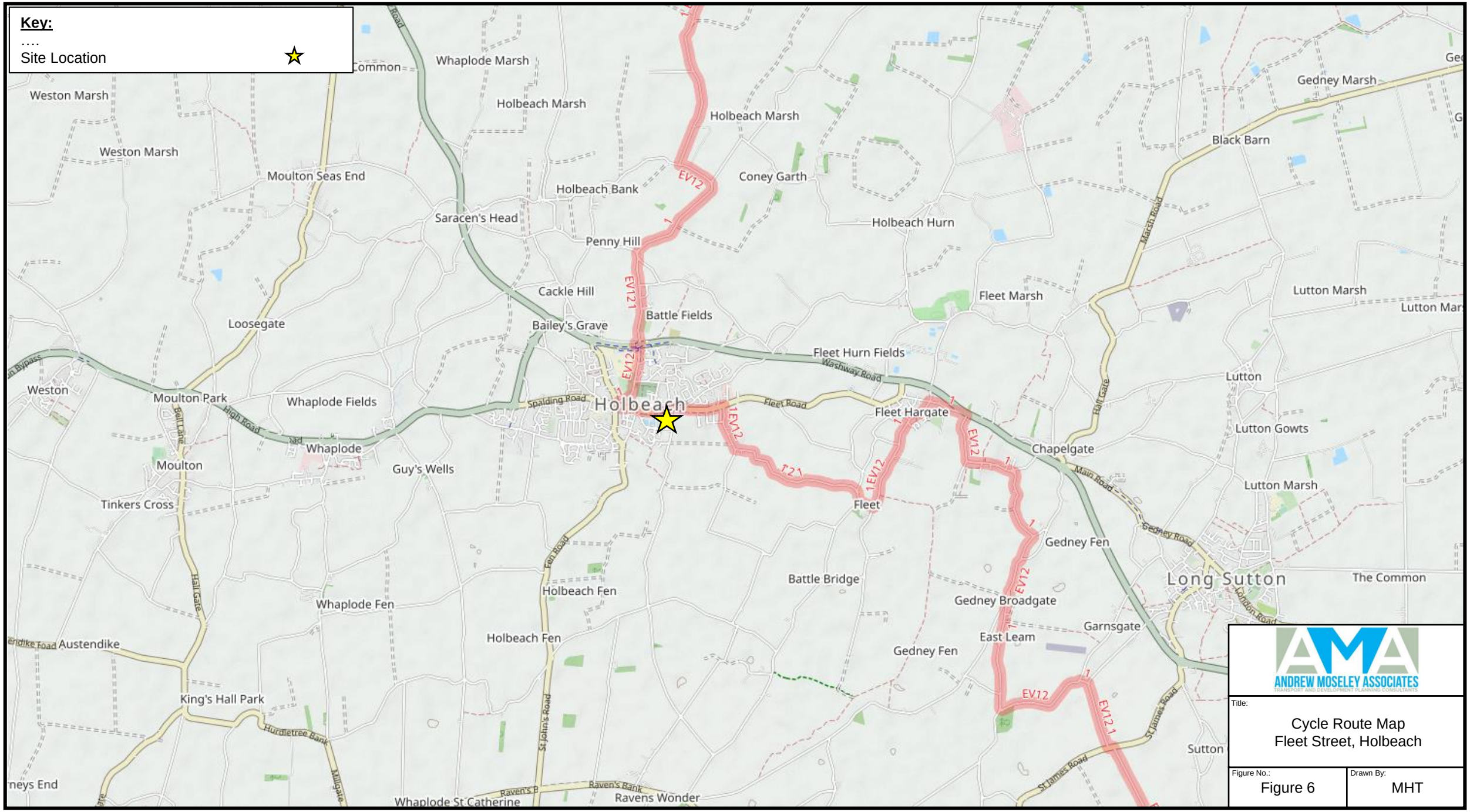


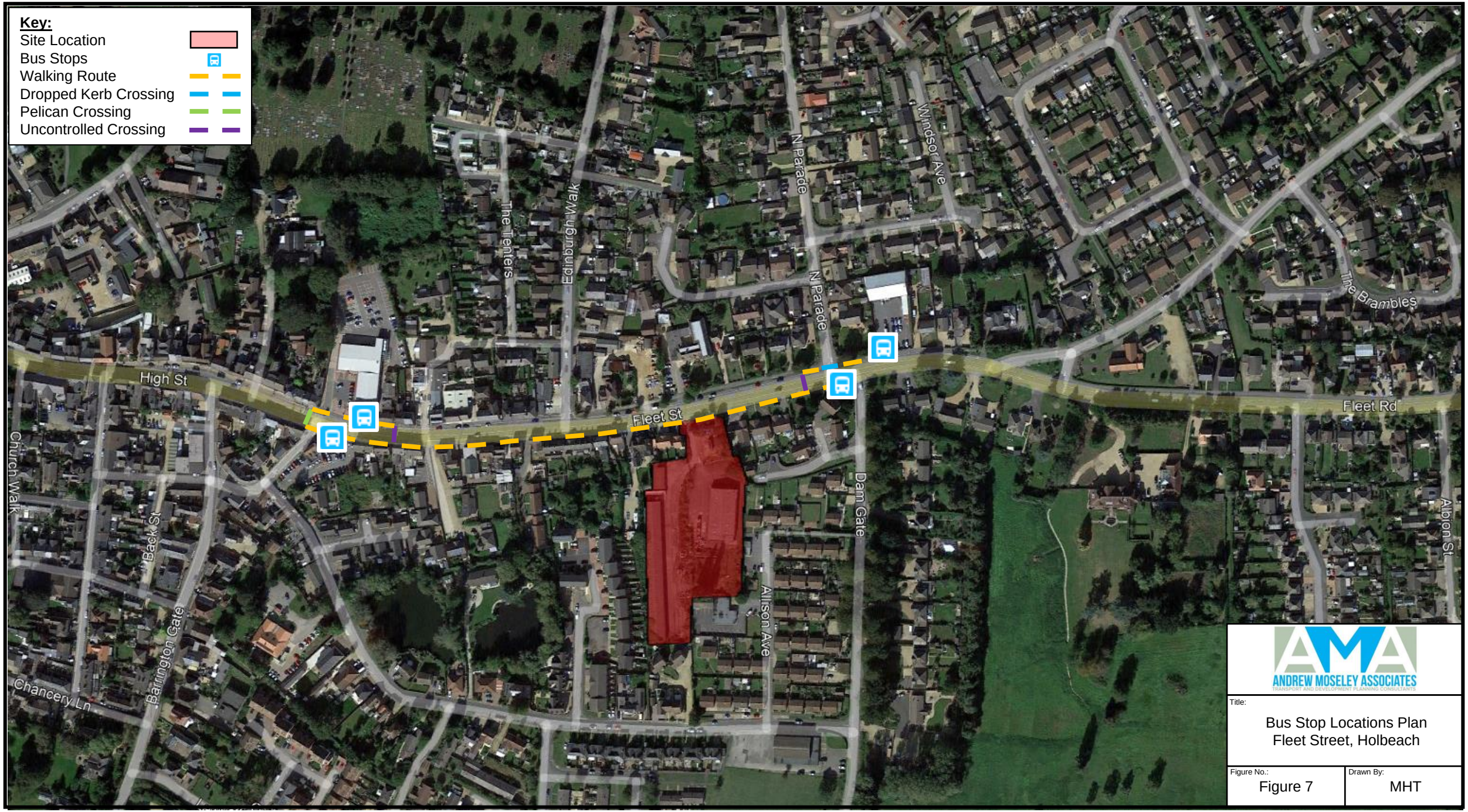
ANDREW MOSELEY ASSOCIATES
TRANSPORT AND DEVELOPMENT PLANNING CONSULTANTS

Title:
Public Rights of Way Map
Fleet Street, Holbeach

Figure No.:	Drawn By:
Figure 4	MHT


Key:
1000m
2000m
3000m
4000m
5000m
Site Location
Saracen's Head
Holbeach Hurn
Gedney Dyke
Loosegate
Weston
High Rd
A17
A151
Lutton
Holbeach
Fleet Hargate
Chapelgate
Whaplode
Moulton
Gedney
Fleet
Long Sutton
Gedney Broadgate
Holbeach Fen
ANDREW MOSELEY ASSOCIATES
TRANSPORT AND DEVELOPMENT PLANNING CONSULTANTS
Title:
5km Cycling Catchment Plan
Fleet Street, Holbeach
Figure No.:
Figure 5
Drawn By:
MHT


Key:
....
Site Location
Holbeach
Holbeach Marsh
Holbeach Bank
Holbeach Hurn
Holbeach Fen
Whaplode Marsh
Whaplode Fields
Whaplode
Whaplode Fen
Whaplode St Catherine
Weston Marsh
Weston
Moulton Seas End
Moulton Park
Moulton
Tinkers Cross
Austendike
King's Hall Park
Saracen's Head
Penny Hill
Cackle Hill
Bailey's Grave
Battle Fields
Loosegate
Guy's Wells
Coney Garth
Fleet Hurn Fields
Fleet Marsh
Fleet
Fleet Hargate
Battle Bridge
Gedney Marsh
Black Barn
Lutton Marsh
Lutton
Lutton Gowts
Chapelgate
Gedney Fen
Gedney Broadgate
East Leam
Garnsgate
Long Sutton
The Common
Sutton
Ravens Wonder
Spalding Road
Washway Road
Fleet Road
Main Road
Gedney Road
London Road
March Road
Halt Gate
Bell Lane
High Road
Fen Road
St John's Road
St James Road
Hurdletree Bank
Millgate
Raven's Bank
EV12
EV121
T21
Andrew Moseley Associates
Transport and Development Planning Consultants
Title:
Cycle Route Map
Fleet Street, Holbeach
Figure No.:
Figure 6
Drawn By:
MHT


Key:
Site Location
Bus Stops
Walking Route
Dropped Kerb Crossing
Pelican Crossing
Uncontrolled Crossing
High St
Fleet St
Fleet Rd
The Tenters
Edinburgh Walk
N Parade
N Parade
Windsor Ave
The Brambles
Dam Gate
Allison Ave
Albion St
Church Walk
Back St
Barrington Gate
Chancery Ln
ANDREW MOSELEY ASSOCIATES
TRANSPORT AND DEVELOPMENT PLANNING CONSULTANTS
Title:
Bus Stop Locations Plan
Fleet Street, Holbeach
Figure No.:
Figure 7
Drawn By:
MHT

APPENDICES

Appendix A – Proposed Site Layout

Appendix A

PROPOSED SITE LAYOUT

HGV Turning Head and
17 No. Staff Parking

ALDI STORE
BLADE ROOF SLB
Retail 1315m²
(23.9 x 55m)
GIA 1784m²
FFL: 3.700

WAREHOUSE
PLANT
PLANTROOM
STAFF ROOM
MANAGERS OFFICE
LOBBY
MALE WC
FEMALE WC
MEETING ROOM
CUSTOMER DISABLED WC
CLEANER
FREEZER STORE (16 Pallets)
NIGHT CHILLER (22 Pallets)
LOADING BAY
BIN STORE
ENTRANCE LOBBY
EXIT LOBBY

Future Recycling Unit

DELIVERIES ONLY

110No. Approx. Customer Car Parking Spaces
(Plus 17no. Staff Parking)

ALDI SITE Approx Area 8619 m²

FLEET STREET

LEGEND

- DENOTES OWNERSHIP BOUNDARY
- EXISTING TREE TO BE RETAINED
- PROPOSED TREE (SEE DRAWING MEL-535-001 FOR INFORMATION RELATING TO SIZE AND SPECIES OF TREE)
- ROOT PROTECTION ZONE
- CELLULAR CONFINEMENT SYSTEM
- 2.600 PROPOSED LEVELS
- 12:52 EXISTING LEVELS
- NEW LOW LEVEL LANDSCAPING - INDICATIVE ONLY
- T TARMAC
- B STAINLESS STEEL BOLLARD
- HDB HIGH DENSITY BOLLARD
- TB TELESCOPIC BOLLARD
- RK RAISED KERB
- FK FLUSH KERB
- TK TRANSITION KERB
- TRK TRIEF KERB
- TTK TRIEF TRANSITION KERB
- DELIVERY VEHICLE ROUTE IN
- DELIVERY VEHICLE ROUTE OUT
- PARKING BAYS ALLOCATED FOR FUTURE PROVISION OF EV CHARGING POINTS

Scale 1:200

STOAS Architects Ltd
PLANNING

Client: ALDI STORES LIMITED

Project Title: FLEET STREET, HOLBEACH

Project Address: FLEET STREET, HOLBEACH

Drawing Title: PROPOSED SITE PLAN

Job No.	Originator	Zone	Level	Type
J21A89	STO	ZZ	XX	DR

Role	Drawing No.	Suitability	Revision	North
A	0003	A2	P01	

Drawn	Checked	Date	Scale	Size
LJK	DCM	17.05.2022	1:200	A1

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