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REDWOOD PARTNERSHIP

Consulting Engineers
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**PROPOSED MIXED-USE
RETAIL & RESIDENTIAL DEVELOPMENT
41-67 HIGH STREET
YIEWSLEY
WEST DRAYTON
UB7 7QQ**

MORRISONS TRAVEL PLAN

on behalf of
**HARBOURSIDE INVESTMENTS LIMITED
&
WM MORRISON SUPERMARKETS PLC**

PMcL/3377d5/May 2023



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1.0 INTRODUCTION

- 1.1 The Redwood Partnership are appointed by Harbourside Investments Limited and WM Morrison Supermarkets PLC to prepare a Morrisons Travel Plan for a mixed-use retail and residential development consisting of a new Morrisons foodstore and 158no residential apartments above, located at 41-67 High St, Yiewsley. West Drayton UB7 7QQ.
- 1.2 This document provides the Morrisons Travel Plan (MTP) for the food retail element of the development, setting out objectives and actions to encourage staff (known as colleagues within the Morrisons organisation) and customers to reduce their car-use especially single occupancy car use by considering car-sharing or walking, cycling or available bus and rail public transport as alternative modes of travel.
- 1.3 The site is located at the High Street, Yiewsley, West Drayton, UB7 7QQ within the London Borough of Hillingdon. The single vehicular access to the site is via St Stephen's Road and is shared with residents living in the new apartments above the foodstore. St Stephen's Road joins with the High Street approximately 100 metres east of the site access. **Figure A1 (Appendix A)** shows the location of the site relative to the local highway network.
- 1.4 In respect of promoting sustainable choices of transport this MTP should be read in conjunction with the Government's White Paper on the future of transport entitled 'The Future of Transport – a network for 2030' published in July 2004 which sets out the Government's commitment to sustainable transport. Reference should also be made to the Transport for London document 'Travel Planning for New Development in London' (2011).
- 1.5 The principal aim of the MTP is to reduce the use of the private car and to encourage the use of alternative travel choices for journeys to and from the site. The MTP should be understood as a developing process rather than a policy document, indeed the concept of this document itself is only the start of the process.



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- 1.6 The MTP will consist of Hard Measures such as site design, cycle parking, infrastructure and contributions towards off-site improvements, together with Soft Measures such as marketing, promotion and raising awareness amongst colleagues and customers of available travel choices other than the private car. The Hard and Soft Measures are designed to promote the benefits of reducing car use; reducing single occupancy car use and encouraging walking, cycling and the use of available public transport.
 - 1.7 A successful Morrisons Travel Plan will benefit from monitoring (e.g. colleague travel surveys) review and adjustment over a period of time. A change in travel mode on one or two days of the working week per colleague working at the foodstore or customer visiting the foodstore can make a significant contribution towards reducing travel to the site by private motor car.
 - 1.8 The MTP will commence with a review of the existing travel methods and patterns of new colleagues undertaken at the time of the store opening, focussing both on colleague's travel arrangements and on existing available transport infrastructure and systems (e.g. pedestrian, cycle, bus and rail networks). This information defines a baseline against which the Travel Plan's success will be measured and will be part of an on-going review process for a period of five years after opening of the foodstore.



2.0 SITE ACCESSIBILITY

- 2.1 The existing 0.52-hectare site consists of the former Morrisons foodstore located at the north-west corner of the junction of High Street and St Stephen's Road, Yiewsley, West Drayton, London, UB7 7QQ within the outer London Borough of Hillingdon. The proposals will replace the former foodstore including 158no apartments above. **Figure A1 (Appendix A)** shows the location of the site relative to the local highway network.
- 2.2 The High Street is a local distributor road providing an important transport corridor through Yiewsley, linking the A408 Falling Lane in the north with West Drayton station in the south and beyond through to junction 4 of the M4 motorway. The High Street provides the main vehicle access route from other areas together with pedestrian/cycle access to the single foodstore entrance at the north-east corner of the proposed building. St Stephen's Road is a local access road serving St Matthew's Primary School and small businesses and residential properties to the west and north of the site. St Stephen's Road provides the single vehicle access to the site which is shared with residents.

Pedestrian & Cycle Accessibility

- 2.3 The Morrisons foodstore will provide approximately 80-85 hourly paid colleagues consisting of both full-time and part-time positions. Clearly, local recruitment will influence employee travel behaviour and this will undoubtedly make a significant contribution towards limiting unnecessary car usage. It is likely that many of the jobs created by Morrisons will be taken up by those living close to the store in the local area. Generally, a typical catchment area for most colleagues working in Morrisons stores is within a 1.5-mile radius of the foodstore.
- 2.4 As shown on **Plan 2.1**, pedestrians can access the foodstore via a single customer entrance at the north-east corner of the foodstore off the High Street. Staff can enter the site either through the main customer entrance or via a staff-only pedestrian gate through the service yard. Morrisons provides space for 22no customer cycles located at the north-east corner of the foodstore building on 'Sheffield' type cycle racks. Staff cycle parking sufficient for 10no cycles is located in the service yard within a secure and covered bespoke cycle parking unit.



Plan 2.1 – Morrisons Cycle Storage & Pedestrian Access Points



- 2.5 The site's urban location will benefit both staff and customers who wish to walk to and from the site to many local services as shown on **Figure A3**. **Figure A5** shows a significant area reachable within a 15-minute (1200 metre) walk isochrone of the site.
- 2.6 **Figure A6** shows a 5-mile (30 minutes) cycling isochrone encompassing a significant area and providing colleagues and customers with a good opportunity to cycle to work or to shop. Local cycle routes are shown on **Figure A4**.

Public Transport - Bus Accessibility

- 2.7 Bus services 222, U1, U3 and U5 all pass along the High Street adjacent to the site. The bus stop for northbound services (stop A) is located on the west side of High Street 75 metres (1-minute) walk distance from the north-east corner of the site. All southbound services stop at bus stop B located on the east side of High Street 40 metres (2-minute) walk distance from the site. **Figure A2** shows the local bus routes.



- 2.8 Bus service 350 runs along Horton Road then south via West Drayton station to Heathrow. The bus stop for eastbound services (stop C) is located on the north side of Horton Road 160 metres (2-3 minutes) walk distance from the site via a pedestrian refuge island on High Street. For southbound services route 350 stops at bus stop D located on the south side of Horton Road 200 metres (3 minutes) walk distance from the site via pedestrian refuge islands on Horton Road and High Street.
- 2.9 Most bus services are high frequency and operate throughout the day from approximately 03:40 hrs to 00:40 hrs with bus service 222 providing a 24-hour service. The frequency and timing of bus services provide a realistic opportunity for colleagues and customers to consider bus travel as a mode of transport. **Table 2.1** shows the local bus services and available routes stopping near to the site:

Table 2.1 - Local bus services and frequencies (Figure A2)

| Service Number | General Frequency (mins) | | | Route |
|----------------|--------------------------|----------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| | Mon-Fri | Saturday | Sunday | |
| 350 | 20 mins | 20 mins | 20 mins | Hayes - Botwell Common - Stockley Park - West Drayton - Harmondsworth - Colnbrook By-Pass - Heathrow Airport Terminal 5 |
| 222 | 10 mins | 10 mins | 12 mins | Uxbridge – Cowley – West Drayton – Heathrow Airport North – Cranford – Hounslow |
| U1 | 15 mins | 15 mins | 30 mins | West Drayton - Apple Tree Avenue - Colham Green - Kingston Lane - Uxbridge - Ickenham - West Ruislip - Ruislip |
| U3 | 12 mins | 12 mins | 20 mins | Heathrow Airport Central - Harmondsworth - Wise Lane - West Drayton - Apple Tree Avenue - Colham Green - Pield Heath - Brunel University - Uxbridge |
| U5 | 12 mins | 12 mins | 20 mins | Hayes - Stockley Park - Stockley Estate - West Drayton - Falling Lane - Colham Green - Pield Heath - Cowley - Uxbridge |
| 697/698 | 5 services | - | - | School Service Wood End/West Drayton – Yeading/Hayes – Hayes End – Hillingdon – Ickenham |

Public Transport - Rail Accessibility

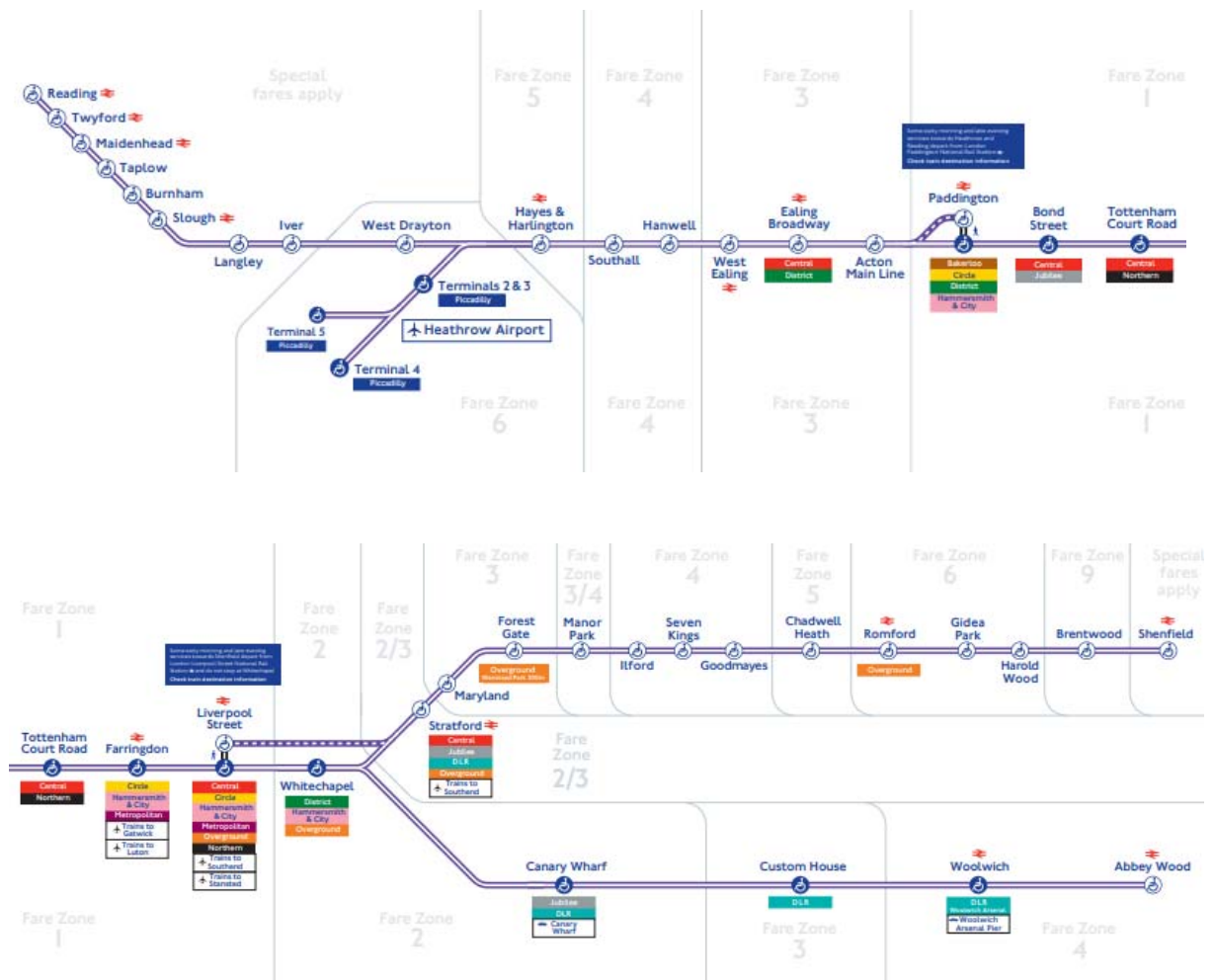
- 2.10 West Drayton station is located 250 metres (4-minutes) walk distance from the Site boundary; well within the preferred maximum walking distance. With regular, comprehensive services, the station provides an attractive travel choice for staff and



customers.

- 2.11 West Drayton station has been subject to significant improvements as part of the London Crossrail project with its connection to the new Elizabeth Line. The Elizabeth line provides up to four rail services an hour stopping at West Drayton station, allowing passengers to travel east into central London and beyond and west through to Reading. The Elizabeth line route plan is shown in **Figure 2.1**:

Fig 2.1 – Elizabeth line Route Plan





3.0 TRAVEL PLAN ADMINISTRATION

Travel Plan Coordinator

- 3.1 The MTP will require a coordinator to take responsibility for the management and development of the MTP ensuring its delivery. In the case of Morrisons Travel Plan, the coordinator shall be an employee of Morrisons who will report directly to senior store management.
- 3.2 Morrisons will appoint a Travel Plan Coordinator (TPC) and fund their activities from the opening of the foodstore for period of 5 years thereafter. The future coordinator will either be located at the foodstore or makes regular visits to the foodstore during the Travel Plan implementation period. The name of the Morrisons coordinator is not known at the present time and will be identified before the foodstore opens for trading. The Travel Plan Co-ordinator's general role and responsibilities will be to:
- i) Oversee the development of the Travel Plan and its operation;
 - ii) Develop and maintain the Travel Plan once approved;
 - iii) Act as a liaison between the Council, management, colleagues and customers;
 - iv) Manage and promote the Travel Plan initiatives to colleagues and customers;
 - v) Monitor and review the Travel Plan objectives.

Administration

- 3.3 A filing system for recording all correspondence will be established and maintained upon implementation of the Travel Plan. In the interests of confidentiality, the Travel Plan Co-ordinator will hold relevant data and be responsible for the release of information to the Council on request. In the interests of security, only partial postcode details will be supplied and no information will be released which is deemed to be protected under the Data Protection Act or the duty of confidentiality which Morrisons has to its colleagues.
- 3.4 Data relating to the travel patterns of new colleagues shall be collected during the recruitment and induction process and during travel surveys and information relating to



colleagues leaving employment will be removed from the database.

- 3.5 A Travel Plan Coordinator will be appointed after planning permission and in advance of opening of the foodstore. Until that time, the contact for Travel Plan matters is:

Mr Andrew Rennie
Harbourside Investments Limited
10 Albemarle Street
London
W1S 4BL

Tel: 0207 647 1700

Email: AndrewRennie@citygrove.com

Consultation

- 3.6 The success of the Travel Plan will rely on the feedback from colleagues and customers which will be overseen by the Travel Plan Co-ordinator.
- 3.7 The Travel Plan Coordinator shall be responsible for all liaison with colleagues and customers and with outside bodies, including the London Borough of Hillingdon. The Travel Plan Coordinator will liaise with these groups as necessary.

Promotion

- 3.8 All colleagues will be made aware of the details of the Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving its objectives at its launch. Job applicants will be made aware of the Travel Plan during their selection process and if successful, each new colleague will be provided with a Travel Information Pack upon commencement of employment together with a personalised travel plan.
- 3.9 Other promotional material shall take a variety of forms and shall be issued either to individual colleagues, displayed in a prominent location or provided in the form of 'one off' marketing initiatives.



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- 3.10 Travel information will be included on the Morrisons website for the foodstore and a prominent feature box will be contained within the home page directing viewers towards smarter travel information.

Updating

- 3.11 The main objective in encouraging colleagues and customers to consider travel by sustainable modes will not change, however it may be possible over time to define or re-define specific objectives. A review of Travel Plan targets will provide an important focus for reviewing strategies. The MTP will be administered, reviewed and monitored for a period of five years commencing from the date the Morrisons foodstore opens for trading.



4.0 TRAVEL PLAN OBJECTIVES & MEASURES

- 4.1 Following an analysis of colleagues and customer's travel information, a review of targets and objectives shall be made. In order to meet the targets and objectives, a set of physical and management measures shall be designed and target dates for their implementation put in place.
- 4.2 At this stage, the objectives, targets and measures outlined below are presented as a guide to the likely development of the Travel Plan. However, the list is not exhaustive and the Travel Plan Coordinator shall be free to investigate other potential initiatives, particularly those identified by colleagues and customers.

Travel Plan objectives

- 4.3 The following objectives of the Travel Plan are aimed to complement and enhance the corporate and commercial objectives of Morrisons:

Objective 1: To aim to reduce the number of Morrison commuter cars travelling to Yiewsley by promotion, enhancement and provision of information on walking, cycling, bus and rail travel and encouraging car sharing with a view to increasing the modal share of these alternative modes of transport

Objective 2: To aim to reduce the amount of single occupancy car journeys associated with business travel by colleagues and visitors

Objective 3: To encourage and inform colleagues of sustainable and safe travel options

Objective 4: To monitor and review the progress of the Travel Plan strategy for a period of five years

General marketing and promotion

- 4.4 The Travel Plan will only be a success if it has the support of colleagues and customers. Explaining the benefits and promoting the sustainable alternatives will encourage



colleagues and customers to adopt more sustainable modes of travel. At an early stage colleagues and customers will be made aware of the Travel Plan and that the measures being introduced are to inform people of ways to use the private car more wisely. In addition to raising general awareness any success achieved will be fully publicised to colleagues. The following specific measures have been identified to promote the Travel Plan:

- a) A local launch of the Travel Plan shall be organised by the Travel Plan Co-ordinator to coincide with the introduction of the first visible measures that will benefit colleagues (e.g. cycle parking; the Travel Information Centres and the Travel Plan Information Pack). The local launch shall take place within three months of the store opening;
- b) A Travel Plan Information Pack will be distributed to each colleague upon employment;
- c) Two Travel Information Centres in the form of notice boards shall be provided in store; one located at the front main north-east entrance used by customers and one in the colleague's rest room. These Travel Information Centres shall provide customers and colleagues with relevant transport and travel information including details of available public transport together with information on pedestrian and cycle routes near to the site;
- d) Specific events throughout the lifetime of the Travel Plan shall be promoted, publicised and supported to coincide with national campaigns such as, but not restricted to, the National Car Free Day, National Bike Week and Walk to Work Week.

Encouraging walking

4.5 To encourage colleagues to consider walking as a viable mode of travel to work, the following measures are included in this Travel Plan:

- a) At the launch of the Travel Plan, colleagues shall be provided with available information regarding recommended routes for walking to the site;
- b) Lockers to store wet weather clothes will also be provided;



- c) At the launch of the Travel Plan the provision of a 'Help you get home!' scheme will be investigated to offer colleagues who walk to work assistance with getting home in an emergency at the discretion of the Travel Plan Co-ordinator / Duty Manager.

Encouraging cycling

4.6 To encourage colleagues to consider cycling as a viable mode of travel to work, the following measures are included in this Travel Plan:

- a) At the launch of the Travel Plan, colleagues shall be provided with available information regarding cycle routes to the site;
- b) Those colleagues who cycle to work shall be encouraged to report individually to the Travel Plan Co-ordinator on issues relating to the provision of on-site cycling facilities;
- c) Within 6 months of the launch, the Travel Plan Coordinator will have ascertained the level of interest in a bicycle safety training course for colleagues and, if sufficient interest exists, shall seek to agree free or discounted training course for colleagues if available;
- d) Space for 32no cycles is provided on the site, including 10no staff cycles. During the first year of the Travel Plan the adequacy of this provision will be kept under review;
- e) Lockers to store wet weather clothes will also be provided;
- f) At the launch of the Travel Plan the provision of a 'Help you get home!' scheme could be investigated to offer colleagues who cycle to work assistance with getting home in an emergency at the discretion of the Travel Plan Co-ordinator / Duty Manager.



Encouraging the use of bus and rail services

- 4.7 To encourage colleagues to consider the use of bus and rail services, the following measures are included in the Travel Plan:
- a) Colleagues shall be provided with details of available local bus and rail services within their Travel Information Pack; in the Travel Information Centres and on the Morrisons website;
 - b) At the launch of the Travel Plan the provision of a 'Help you get home!' scheme could be investigated to offer colleagues who use bus and rail services to travel to work assistance with getting home in an emergency at the discretion of the Travel Plan Co-ordinator/Duty Manager.

Encouraging car sharing

- 4.8 To encourage colleagues to consider car-sharing, the following measures shall be implemented as part of the Travel Plan:
- a) The benefits of car sharing (particularly the financial benefits) and the intention to inform colleagues of other potential car sharers shall be communicated to colleagues;
 - b) Morrisons shall promote car sharing amongst its colleagues and shall promote local car share schemes, such as [gocarshare.com](https://www.gocarshare.com) and [Liftshare.com](https://www.liftshare.com);
 - c) The Travel Plan will promote a 'Change 1 Journey' campaign, emphasising to colleagues that if all those who normally drive alone to work chose another form of transport just once-a-week this would reduce car usage by 20%. This modal shift is more likely to occur through car sharing;
 - d) The provision of a 'Help you get home!' scheme could be investigated to offer colleagues who carshare their journey to work assistance with getting home in an emergency or if stranded by their car share partner at the discretion of the Travel Plan Co-ordinator/ Duty Manager.



Business related travel and business visitors

- 4.9 To encourage the use of sustainable alternatives by colleagues travelling on business and business visitors, the following measures are included in the Travel Plan:
- a) Where practical, colleagues shall be encouraged by the Travel Plan Co-ordinator to explore the use of public transport for business travel or to share a car when travelling to meetings;
 - b) Information providing directions for travelling to and from the site by public transport, walking and cycling for business purposes, shall be provided;
 - c) The Travel Plan Co-ordinator shall endeavour to secure a discounted rate for taxi journeys for visitors and colleagues travelling on business or for colleagues who find that their journey is outside public transport availability.

New Colleagues

- 4.10 To encourage new colleagues to use alternative means of travel to the site the following measures shall be implemented as part of the Travel Plan:
- a) Morrisons will endeavour to promote, where possible, and subject to the requirements of Employment legislation, the recruitment of colleagues from the local area. Clearly, local recruitment will influence travel behaviour and will undoubtedly make a significant contribution towards limiting unnecessary car usage;
 - b) At the interview stage, new colleagues shall be made aware of the Travel Plan and during the induction process, new colleagues shall be issued with details of the Travel Plan;
 - c) A Travel Information Pack will be distributed to new colleagues at the time of their recruitment and induction and prior to the opening of the store. Aimed at colleagues, the Travel Information Pack will be a pack of leaflets and other information containing travel options and information on all modes of travel. The Travel Information Pack will include but not be restricted to the following information:
 - An overview of the adopted Travel Plan and Morrisons commitment to encouraging sustainable travel patterns by colleagues and customers;



- MAP - A single integrated map showing the local pedestrian and cycle network; safe route to public transport services; location of on-site car, cycle and motorcycle parking and access routes onto the site;
 - INFORMATION SHEET - Public transport services with simplified timetables and frequencies and information on taking bicycles on trains; car sharing options at gocarshare.com and liftshare.com; cycle safety and maintenance checklist; local taxi companies contact details and where to find other information;
 - Contact details of the Travel Plan Coordinator.
- d) Each new colleague at induction will receive a Personalised Travel Plan specific to their travel needs. This one-to-one travel advice between the colleague and the Travel Plan Coordinator will involve personal interaction to help colleagues identify their transport options

Colleague travel patterns

4.11 In order to identify the travel patterns of colleagues, Morrisons will carry out a colleague travel survey which will be undertaken within six months of the store opening with the results submitted to Hillingdon Council. A travel questionnaire (**Appendix B**) will be used to establish the following information:

- Colleagues' home post codes;
- The gender of colleagues;
- Normal working hours;
- The modal split for the journey to work by both usual and occasional modes;
- The journey time to work by both usual and occasional modes;
- The primary reasons why colleagues who drive to work choose to do so;
- The proportion of colleagues who would be prepared to (or already) car share, use public transport, walk or cycle to work;
- The level of awareness of bus, rail, cycle and pedestrian routes to the site.



Specific national sustainable travel campaigns

- 4.12 Specific events throughout the lifetime of the Travel Plan shall be publicised and supported on Travel information Centres to coincide with national campaigns such as, but not limited to, the national car free day, green transport week, national bike week, bike2work days and walk to work week.



5.0 TRAVEL PLAN MONITORING & REVIEW

- 5.1 The Morrisons store will not attract a fully 'closed community', so target messages towards customers, for instance, will not be received in the same way as it would be for colleagues. Travel Plan initiatives will help to target appropriate travel information to all those visiting the site and in this regard the Travel Plan will be promoted to all colleagues including customers.
- 5.2 The targets will have a five-year timeframe with formal monitoring undertaken in Year 1 (Baseline Report) within 6 months of the store opening; in Year 3 (Interim Report) and in Year 5 (Final Report). Both the Interim Report and the Final Report will be undertaken within 3 months of the relevant anniversary of the Baseline Report. Specific targets will be agreed with Hillingdon Council after completion of the Year 1 Baseline Report.

Monitoring of Travel Plan measures

- 5.3 Within 6 months of Morrisons opening, the Travel Plan Coordinator will undertake an iTRACE compliant survey to provide a Year 1 Baseline Report. All data will be collected in a manner which enables the Travel Plan to be monitored and assessed by the Travel Plan Coordinator; Hillingdon Council's Travel Plan Officer and TfL using iTRACE software. Surveys will be carried out by an approved Independent Field Company (IFC). The monitoring of the Travel Plan and a monitoring fee paid to Hillingdon Council will be secured through a S106 Planning Agreement and the cost of carrying out the surveys will be funded by Morrisons.
- 5.4 Monitoring will include:
- Maintenance of cycle, motorcycle, car share and comments received databases;
 - Multi-modal count of all trips to and from site during nominated survey periods;
 - Parking counts (all vehicles including bicycles and lorries) during nominated survey periods;
 - Colleague and customer questionnaire during nominated survey periods.
- 5.5 Standard survey methodology will be in accordance with the Department for Transport's ATTrBuTE web-based application. New colleagues will receive the travel questionnaire



on commencement of employment and their results will be entered onto a database. Colleagues leaving employment will be removed from the database. All data will be treated with confidentiality.

- 5.6 The Travel Plan Co-ordinator will produce and submit a progress report to Hillingdon Council in Years 1, 3 and 5 of a 5-year period of monitoring. The monitoring report will include results from the colleague and customer travel surveys; progress towards Travel Plan targets; a summary of activities that have been undertaken during the previous year as well as any recorded progress towards achieving the targets of the plan. The monitoring report will be submitted within three months of completion of the surveys. No additional surveys or reporting will be undertaken post Year 5; however, the other Travel Plan measures may continue to operate beyond this date.
- 5.7 The findings from the monitoring reports will also be reported back to colleagues to ensure that the information is shared with those affected by the Travel Plan. A summary of the findings of the monitoring programme will be made available in an easily digestible form (such as a staff newsletter) with a clear explanation of how the Travel Plan can help to make further progress. The newsletter will provide contact details of the TPC to enable colleagues to provide their feedback and comments.

Targets

- 5.8 Targets would be 'SMART' – i.e. Specific, Measurable, Achievable, Realistic and Time Bound and would be agreed with Hillingdon Council. TfL's "Guidance for workplace travel planning for developments" states: *"It is reasonable to expect a reduction in cars arriving per 100 staff of around 5 to 20 per cent. Staff targets to be revised and suggested for shoppers once monitoring data is available"*. The preliminary target for this Travel Plan will be to reduce colleague single occupancy car driver modal share by 5% over 5 years. This target will be subject to review following the undertaking of the first baseline travel survey following site occupation.
- 5.9 The 5% single occupancy car driver reduction is based upon both colleague and customer travel, however the targeted reduction in single occupancy car driver travel will be focussed towards colleagues only where more encouragement can be given. Whilst



targets for customers can be considered, the ability to impact on customer driving behaviour is limited to providing cycle parking facilities and by publication of travel information to inform and encourage customers to consider alternative modes of transport other than the car.

Funding

- 5.10 Morrisons will allocate a sufficient initial budget for the Travel Plan's implementation during its set up period to finance the measures identified. This will be reviewed by the TPC on an annual basis to identify whether any adjustments are required in order to achieve the targets.
- 5.11 The implementation of many of the measures such as cycle parking provision will be met as part of the construction phase, whilst the maintenance and on-going management of the Travel Plan will be part of the Travel Plan Co-ordinator's role. It is envisaged that this will involve approximately 1-2 hours of management time per week. Assuming 8 hours per month for the TPC role, the cost to Morrisons of funding the TPC is estimated at £4,000 per annum.
- 5.12 Upon receipt of a planning permission the appointment of a Travel Plan Coordinator will be confirmed and a series of actions will be started to deliver an effective Travel Plan. A basic Action Plan of the process is enclosed in the following tables. The actions included within the Action Plan commence upon the opening date of the foodstore.



Action Plan

- 5.13 Six months prior to the opening of the foodstore, the appointment of a Travel Plan Coordinator will be confirmed and a series of actions will be started to deliver an effective Travel Plan. An Action Plan of the process is enclosed in **Table 5.1** to **Table 5.4**:

Table 5.1 - Action Plan 1

Actions by Morrisons Relative to Opening Date of Development - Physical Measures

| Measures to be implemented | Implemented by date | Person(s) Responsible | Duration/period of repetition |
|------------------------------------------------------------|---------------------|-----------------------|-----------------------------------------------------|
| Provide permanent car, motorcycle and cycle parking spaces | Prior to opening | Construction manager | Single event in accordance with planning permission |
| Provide colleague lockers | Prior to opening | Construction manager | Single event in accordance with planning permission |

Table 5.2 - Action Plan 2

Actions by Morrisons Relative to Opening Date of Development - Informational Measures

| Measures to be implemented | Implemented by date | Person(s) Responsible | Duration/period of repetition |
|------------------------------------------------|-------------------------------------------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Travel Information Website (1) | Prior to Opening | Travel Plan Co-ordinator (TPC) | Ongoing |
| Travel Information Pack | Prior to opening and as new staff are appointed | TPC | Provided in print form to all colleagues at induction |
| Colleague Travel Plan Briefing (2) | Prior to opening | TPC | Provided in print form to all colleagues prior to opening |
| Personal Travel Planning | | TPC | Face to face personal travel planning meeting with TPC and colleagues to be undertaken at induction. |
| Travel Plan Information Notice Boards Internal | Prior to opening | TPC | 2No. internal travel boards will be provided on site, one for colleagues located in the colleague rest room; one for customers located at the store entrance |

Notes:

1. The travel information website will be embedded within the main Morrisons website and a prominent feature box will be contained within the home page of the website directing viewers towards smarter travel information
2. Briefings for colleagues will be prepared highlighting the role of the Travel Plan, the relevance of the Travel Plan to them and the rewards that will be arising (such as tax-free cycle purchase)

**Table 5.3 - Action Plan 3****Actions by Morrisons Relative to Opening Date of Development - Promotional Measures**

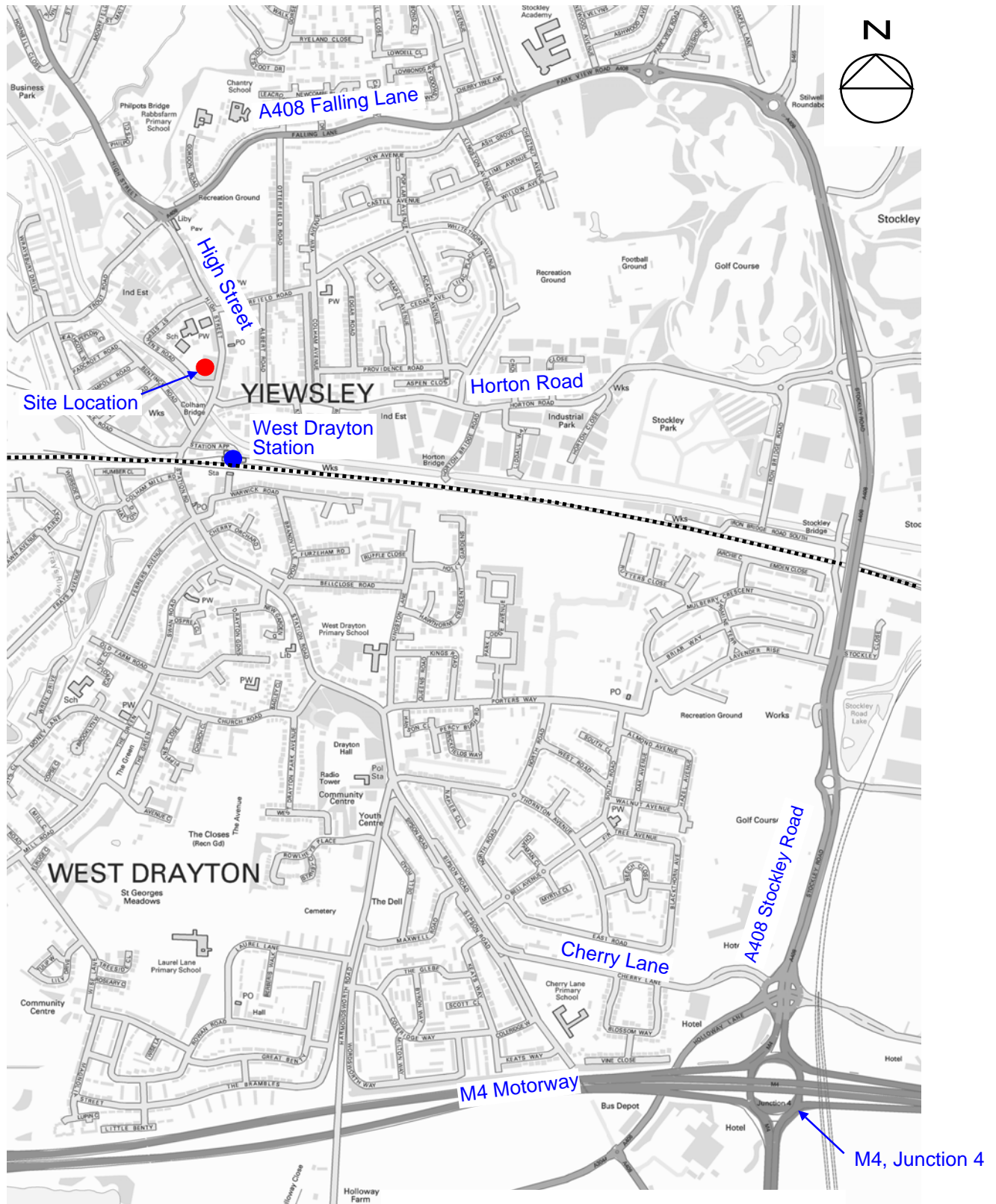
| Measures to be implemented | Implemented by date | Person(s) Responsible | Duration/period of repetition |
|-------------------------------------------------|-------------------------------------------------------------|-----------------------|-------------------------------|
| Promotion of national travel awareness days (1) | One month preceding each event on website and Travel Boards | TPC | Annually |

Notes:

1. The TPC will promote travel awareness days within colleague newsletters. The days promoted will include, but shall not be limited to, Walk to Work Week, Ride to Work Day, World Environment Day, Green Transport Week and Bike Week, European Mobility Week, Liftshare Week and Commute Smart Week

Table 5.4 - Action Plan 4**Actions required by Morrisons Relative to Opening Date of Development - Survey Measures**

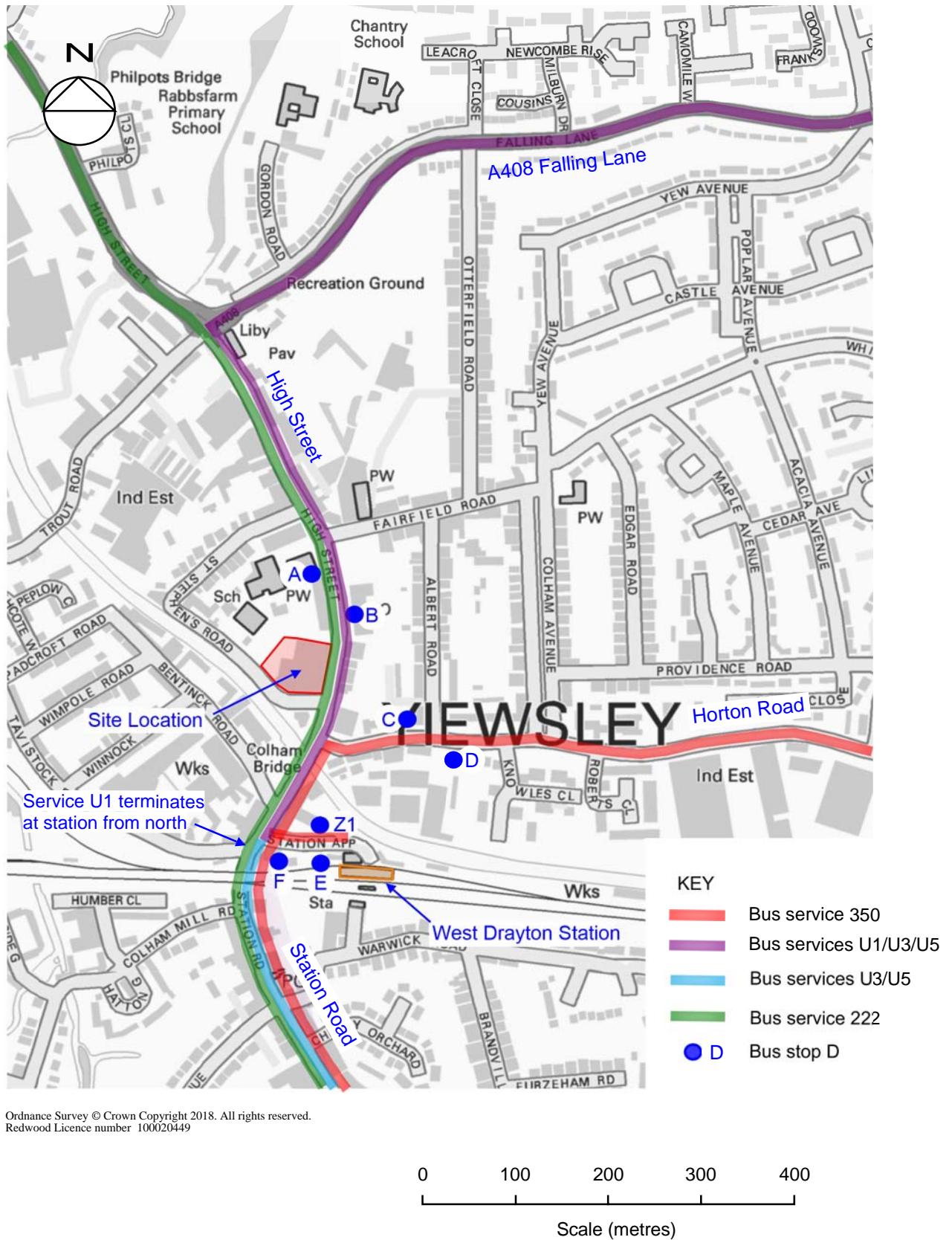
| Measures to be implemented | Implemented by date | Involved Parties |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| iTRACE Travel Questionnaire Survey | Year 1 – to be undertaken within 6 months of opening Year 3 – within 3 months of the anniversary of the Year 1 survey Year 5 – within 3 months of the Year 3 survey | Morrisons/IFC |
| Travel Plan review | Year 1 – within 3 months of Questionnaire survey completion. Review Travel Plan Target Year 3 – within 3 months of the anniversary of the Year 1 questionnaire survey Year 5 – within 3 months of the anniversary of the Year 3 questionnaire survey | Morrisons /Borough Council |
| Reporting of Monitoring to London Borough of Hillingdon | Within 3 months of surveys being undertaken | Travel Plan Coordinator/Borough Council |

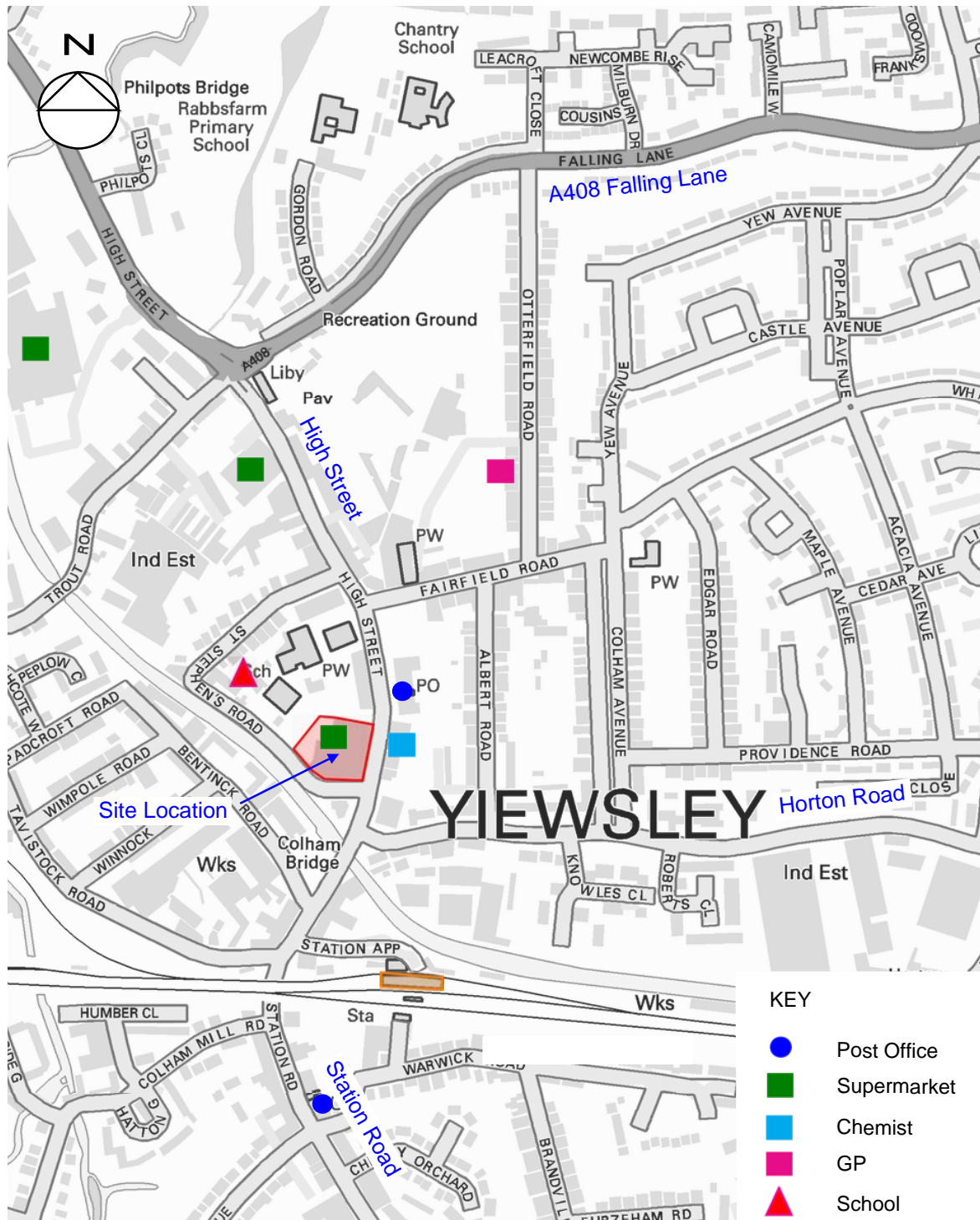


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MORRISONS, HIGH STREET, YIEWSLEY, UB7 7QQ
SITE LOCATION PLAN

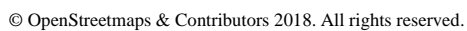
FIGURE A1





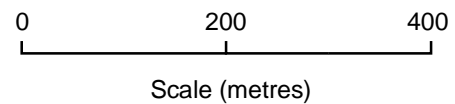
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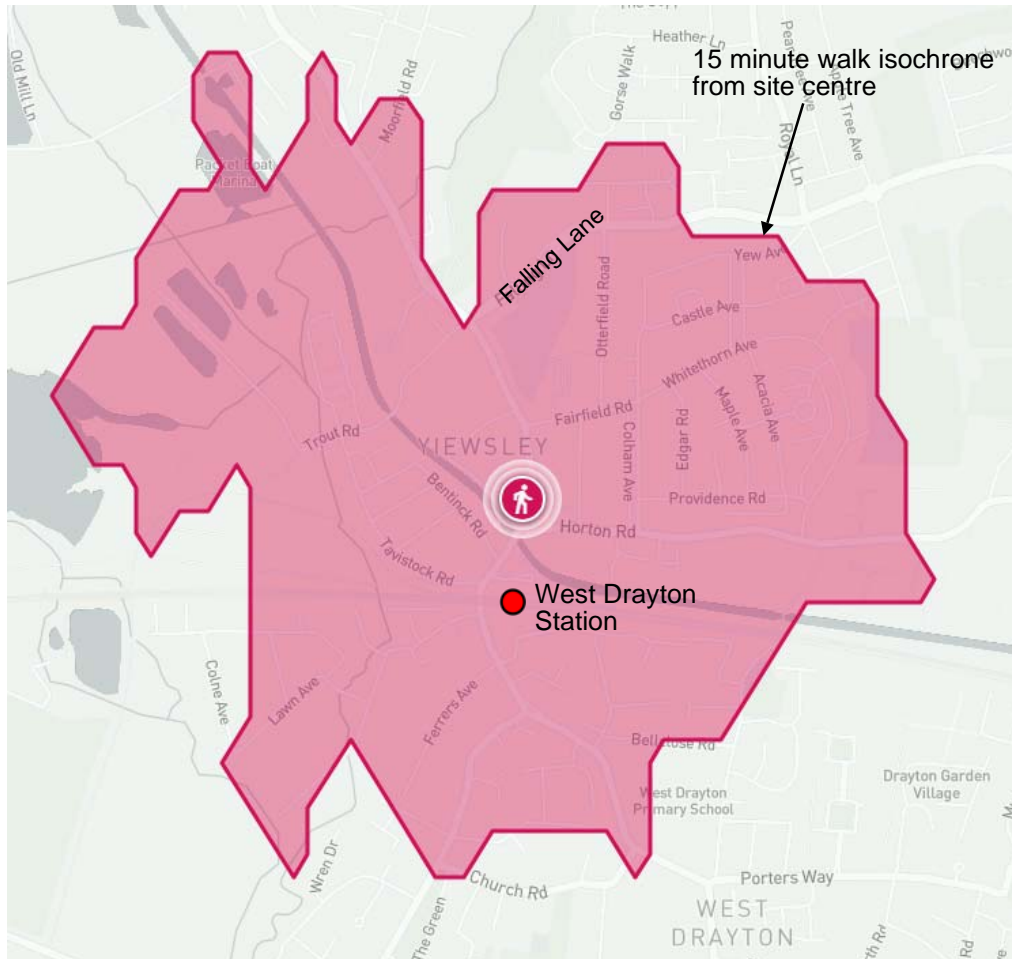
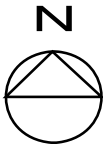
0 100 200 300 400
Scale (metres)



Local on-street cycle routes 89/93

Grand Union Canal Cycle Route (Watford to London)





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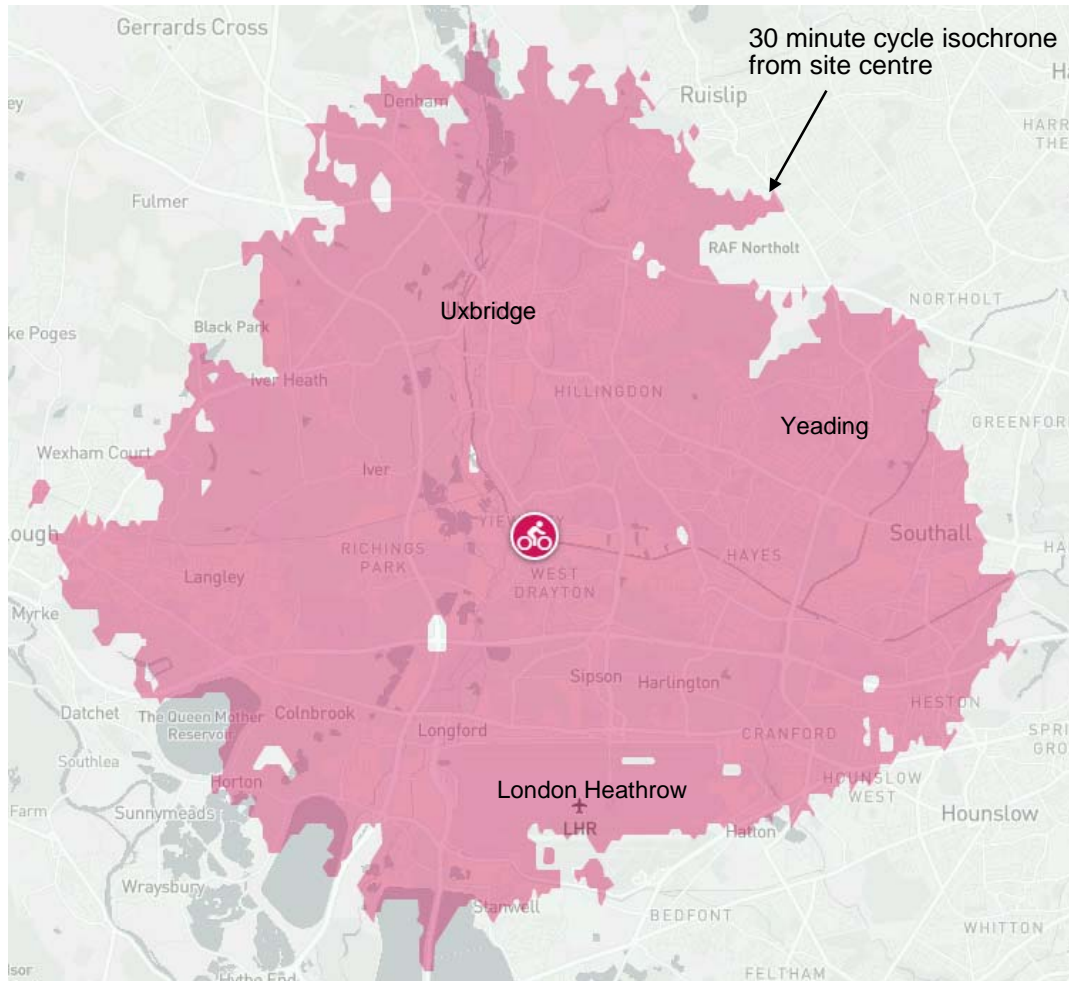
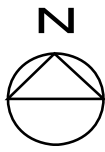
KEY



15 minute walk isochrone
80m/min = 1200m

0 400 800

Scale (metres)

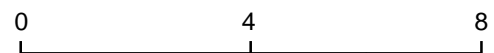


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KEY



30 minute cycle isochrone
5 miles @ 10mph



Scale (kilometres)

MORRISONS

COLLEAGUE TRAVEL QUESTIONNAIRE DRAFT

Morrisons are looking at ways of identifying the transport arrangements of colleagues who work at the store. We are interested to know how our colleagues travel to work so please let us know how you normally travel to work by completing this brief questionnaire:

Q1 Male ? _____ Female ? _____ Please tick

Q2 What is your home postcode _____

Q3 How do you normally travel to and from the work?

| To work | Please tick one only | From work | Please tick one only |
|-----------------------------|--------------------------------|-----------------------------|--------------------------------|
| Car (driver) | _____ | Car (driver) | _____ |
| Car (driver with passenger) | _____ | Car (driver with passenger) | _____ |
| Car (as passenger) | _____ | Car (as passenger) | _____ |
| Motorcycle | _____ | Motorcycle | _____ |
| Bus | _____ | Bus | _____ |
| Train | _____ | Train | _____ |
| Park and Ride | _____ | Park and Ride | _____ |
| Cycle | _____ | Cycle | _____ |
| Walk | _____ | Walk | _____ |
| Taxi | _____ | Taxi | _____ |
| Other, please state | | Other, please state | |
| | | | |
| | | | |
| | | | |

Q4 If you travel to work by car, please indicate your alternative travel mode and journey time if the car is not available :

My alternative travel mode to work if a car is not available is:

Walk _____ Please tick **one** only
 Cycle _____
 Bus _____
 Train _____

Q5 What is your journey time using this alternative travel mode if the car is not available would be:

Under 15 minutes _____ Please tick **one** only
 15 mins to 30 mins _____
 30 mins to 1 hour _____
 1 hour to 2 hours _____
 Over 2 hours _____

Q6 If you drive to work by car, do you car share ?

Yes _____ Please tick **one** only
No _____

Q7 As the car driver, if you car share, who else do you take in the car ?

Family _____ Please tick **one** only
Friends _____
Colleagues _____

Usual number of passengers (excluding driver)

1 passenger _____ Please tick **one** only
2 passengers _____
3 passengers _____
4 passengers _____

Q8 As a driver, if you do not car share, please tick two main reasons why you don't:

I do not have time _____ Please tick **two** only
There is no room in my car _____
I do not want the responsibility _____
Do not know anyone to share with _____
I do not feel comfortable transporting others _____

Other –Please explain

.....
.....

Q9 If you drive to work would you be interested in joining a car share club?

Yes _____ Please tick **one** only
No _____

Q10 If you are not interested in joining a car share club, please tell us why ?

.....
.....

Q11 How long does your normal journey take to the store door to door using transport identified in question 3

Under 15 minutes _____ Please tick **one** only
15 mins to 30 mins _____
30 mins to 1 hour _____
1 hour to 2 hours _____
Over 2 hours _____

Q12 Travelling on your normal route, how far is it to travel to work from your home?

| | | |
|------------------------------|-------|-----------------------------|
| Less than a mile | _____ | Please tick one only |
| Between 1 mile and 2 miles | _____ | |
| Between 2 miles and 5 miles | _____ | |
| Between 5 miles and 10 miles | _____ | |
| Over 10 miles | _____ | |

Q13 If you drive would you consider walking to work?

| | | |
|-----|-------|-----------------------------|
| Yes | _____ | Please tick one only |
| No | _____ | |

Q14 If not, please tell us why ?

.....
.....

Q15 If you drive would you consider cycling to work?

| | | |
|-----|-------|-----------------------------|
| Yes | _____ | Please tick one only |
| No | _____ | |

Q16 If not, please tell us why ?

.....
.....

Q17 If you drive would you consider taking the bus to work?

| | | |
|-----|-------|-----------------------------|
| Yes | _____ | Please tick one only |
| No | _____ | |

Q18 If not, please tell us why ?

.....
.....

Q19 If you drive would you consider taking the train to work?

| | | |
|-----|-------|-----------------------------|
| Yes | _____ | Please tick one only |
| No | _____ | |

Q20 If not, please tell us why ?

.....
.....

Q21 Do you work:

Full time? (Please tick)
Part time?

Q22 What are your normal working hours:

(Please specify)
.....

Q23 How would you like to travel to work if you had the choice ?

| To work | Please tick one only | From work | Please tick one only |
|---------------------|-----------------------------|---------------------|-----------------------------|
| Walk | _____ | Walk | _____ |
| Car | _____ | Car | _____ |
| Bus | _____ | Bus | _____ |
| Train | _____ | Train | _____ |
| Cycle | _____ | Cycle | _____ |
| Other, please state | | Other, please state | |
| | | | |
| | | | |
| | | | |

Q24 Are you satisfied with the amount of travel information that is provided at the store?

Yes _____
No _____

Please tick **one** only

If you have any comments concerning travel to work please include them in the box below:

THANK YOU FOR YOUR TIME
PLEASE RETURN FORM TO THE BOX IN THE COLLEAGUE'S ROOM