

Marks and Spencer Plc

**Unit 1, Victoria Retail Park, Crown
Road, Ruislip, HA4 0AJ**

Draft Travel Plan

November 2025

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1 INTRODUCTION

Overview

- 1.1 This Travel Plan has been prepared by Caneparo Associates to accompany planning applications for the proposed reconfiguration and works to Unit 1, Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ. The applications are submitted on behalf of Marks and Spencer plc ('the Applicant').
- 1.2 To facilitate the occupation of Unit 1 by M&S, two planning applications are submitted to London Borough of Hillingdon ('LBH') under separate cover, as follows:
- *"A full planning application for continued use as a retail unit (Class E(a)), including food sales, with external alterations to the front, rear and side elevations of the unit, demolition and other works to the existing garden centre, provision of external plant areas, installation of new trolley bays, cycle parking and other associated works.*
 - *A full planning application for reconfiguration of existing mezzanine and installation of additional mezzanine floorspace."*
- 1.3 Please refer to the accompanying Covering Letter, prepared by Lichfields, for the submitted drawings and documentation respective to this application.
- 1.4 The existing site comprises circa, 4,900sqm (GIA) of non-food retail and is currently occupied by The Range, with the Retail Park providing approximately 336 parking spaces immediately to the front of the site, with additional parking provided to the east (197 spaces).
- 1.5 The proposals comprise the reconfiguration and works to the former Homebase unit to deliver a full-line M&S store, with a mezzanine extension which will increase the floorspace to 5,731sqm GIA, of which 2,189sqm will be a food-retail use. The car parking will be revised to allow for additional disabled and parent and child bays, whilst increasing the provision of trolley bays. Cycle parking will be provided in accordance with standards, with servicing and waste collection arrangements remain as existing.
- 1.6 This Draft Travel Plan (hereafter referred to as 'Travel Plan') has been written solely for the operation of the M&S store.



- 1.7 A Travel Plan is a long-term strategy which sets out the principles and a range of measures to ensure that travel made by staff, visitors and customers is carried out by the most sustainable means possible and to minimise the impact of the development on the transportation network including reducing reliance on the private car.
- 1.8 The primary objective of this Travel Plan is to reduce unnecessary vehicular trips associated with the development and to increase the use of alternative more sustainable modes of transport and in particular active modes of travel i.e. walking and cycling. This document has been prepared in accordance with travel plan best practice along with guidance issued by the Department for Transport and the requirements of the National Planning Policy Framework (2024).
- 1.9 The Travel Plan includes a range of hard and soft measures to facilitate and encourage travel by sustainable modes. This Travel Plan has been prepared to support the Planning Application and is accompanied by a Transport Assessment and will act as a framework for the Final Travel Plan document which it is envisaged will be secured by way of planning condition.

The Site

- 1.10 The existing site comprises a circa 4,900sqm (GIA) non-food retail unit which is occupied by The Range. The site forms part of a Retail Park which comprises circa 6,039sqm of additional retail stores in the form of Tapi Carpets, DFS and Curry's.
- 1.11 The location of the site along with local transport nodes is shown in **Figure 1.1** below.



Figure 1.1: Site Location Plan

Source: ArcGIS Pro 2025

- 1.12 There are currently 533 parking spaces provided within the wider Retail Park, which are accessed via a roundabout from Victoria Road to the north of the site, with circa 336 parking spaces located directly outside the existing store. There are currently no cycle parking spaces provided on-site.
- 1.13 The existing store is currently accessed on foot via footways along Victoria Road and Crown Road which lead to the car park. A pedestrian cut-through is also provided from Victoria Road.
- 1.14 The existing site provides an off-street servicing yard, accessible via Crown Road, which abuts the southern boundary of the site and is shared with Tapi Carpets and PureGym.
- 1.15 The proposed M&S Store opening hours are:
- Monday: 08:00 – 22:00
 - Tuesday 08:00 – 22:00
 - Wednesday 08:00 – 22:00
 - Thursday 08:00 – 22:00
 - Friday 08:00 – 22:00
 - Saturday 08:00 – 22:00



- Sunday 10:00 – 18:00 (allowing max 6 hours of trade)

Local Highway Network

Crown Road

- 1.16 Crown Road abuts the eastern boundary of the site and connects to Victoria Road to the north. Approximately 50m south of the junction with Victoria Road there is a four-arm mini-roundabout, with the eastern and western arms providing access to customer parking areas, whilst the southern arm provides access to the servicing yard. In the vicinity of the site, the carriageway is approximately 8m from kerb to kerb. Double yellow lines are present on both sides along the servicing yard access.

Victoria Road

- 1.17 Victoria Road is a two-way single-lane carriageway which operates broadly in an east-west orientation connecting to Field End Road / Eastcote Lane in the east and to Windmill Hill / Park Way / Pembroke Road to the west. In the vicinity of the site, Victoria Road measures circa 9m from kerb to kerb and provides street lighting at regular intervals. Traffic is segregated by centre hatching as well as a number of ghosted turn lanes being provided to the east which allows vehicles to queue and access both residential and industrial areas without impacting on the flow of traffic. Traffic is subject to a 30mph speed limit, whilst double yellow lines are also present which restricts on-street parking.

Policy and Best Practice

- 1.18 The need to manage transport in new developments is enshrined in many policy and guidance documents. Over the past ten years, the need to reduce car dependency, increase travel choices and encourage sustainable travel has been established through key documents such as the National Planning Policy Framework (2024), London Plan (2021) and Local Development Frameworks.
- 1.19 The Department for Transport's (DfT's) Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009) and the Council's guidance outline the role and benefits of travel plans, the way to secure them and the requirements and elements of an effective travel plan.



Benefits of a Travel Plan

1.20 The achievement of the objectives will bring about a range of benefits for employees, occupiers and the wider community as set out below:

1.21 Employee benefits:

- An excellent opportunity for exercise through cycling and walking;
- The opportunity to save money by using alternative modes of travel to the car;
- Improved quality and reliability of journeys to and from work; and
- Improved environment for living and working.

1.22 Site Owner / Occupier benefits:

- A demonstration of the environmental credentials of the organisation;
- Reduced infrastructure and maintenance costs associated with parking;
- An incentive to recruiting and retaining staff through travel benefits; and
- A healthier and more productive workforce.

1.23 Wider community benefits:

- A more measured level of traffic generated by the development and therefore less impact on the highway network;
- Improvements to congestion levels, delay and queuing; and
- On-going improvements to air quality and noise.

Structure of Report

1.24 This report has been prepared as a standalone document and includes all necessary information to form the Draft Travel Plan which will help for the base of the final Travel Plan to be implemented via planning condition.

1.25 The remainder of the document is set out as follows:

- **Section 2:** includes a summary of opportunities and facilities within the vicinity;
- **Section 3:** sets out the Objectives and Targets of the Travel Plan;
- **Section 4:** summarises the Travel Plan Strategy in terms of administration, funding, management and obligations;



- **Section 5:** lists the hard physical measures that will facilitate sustainable travel along with a range of soft measures that could be used by the Travel Plan Co-ordinator ('TPC') in implementing the Travel Plan;
- **Section 6:** sets out how the Travel Plan will be monitored and reviewed following the implementation; and
- **Section 7:** sets out the Action Plan for the implementation of the measures and initiatives.

2 SITE ASSESSMENT

- 2.1 The Healthy Streets approach is set out as part of the Mayor's Transport Strategy (2018) and puts human health and experience at the centre of planning. The aims of the strategy are to encourage all Londoners to do at least 20 minutes of active travel each day by 2041. To this end TfL has defined 20-minute walking and cycling distances as an Active Travel Zone (ATZ).
- 2.2 An assessment of the accessibility of the site by both active modes of travel and public transport has been undertaken, as well as an Active Travel Audit for the key routes in the locality, based on TfL's adopted Healthy Streets Transport Assessment guidance.
- 2.3 This Section provides a description of the accessibility of the site by walking, cycling, and public transport.
- 2.4 It is pertinent to note that a Healthy Streets assessment has been undertaken and included within the Transport Assessment submitted as part of the planning application. This assesses the key walking routes to/from the site and provides suggestions for improvements and should therefore be read in conjunction with this section.

Active Modes

Walking

- 2.5 The pedestrian network within the Retail Park is adequate. Bollards are present along the store entrance for the safety of pedestrians. Pedestrians can access the site from Crown Road to the east of the site or from Victoria Road to the north of the site entrance where there is a pedestrian cut-through access adjacent to 'Civic Way Bus Stop P'.
- 2.6 The footways are wide and evenly paved along Victoria Road with several pedestrian crossing opportunities. Informal crossings and signalised crossings are all provided within close proximity to the site. A signalised crossing on Victoria Road is provided directly north of the car park. Pedestrian crossings are equipped with dropped kerbs and tactile paving, making them suitable for both wheelchair / pushchair users and visually impaired pedestrians.
- 2.7 According to relevant industry research, circa 80 per cent of journeys shorter than 1 mile (1.6km) are made entirely by foot (The Chartered Institution of Highways and Transportation (April, 2015) "Planning for Walking") with this figure changing little over time. This is reinforced by Transport for London (TfL) who define a 20-minute walking distance (1.6km) as an Active Travel Zone.

2.8 **Figure 2.1** details that a large area surrounding the site can be reached by foot within 20-minutes, including many transport nodes such as South Ruislip Station.

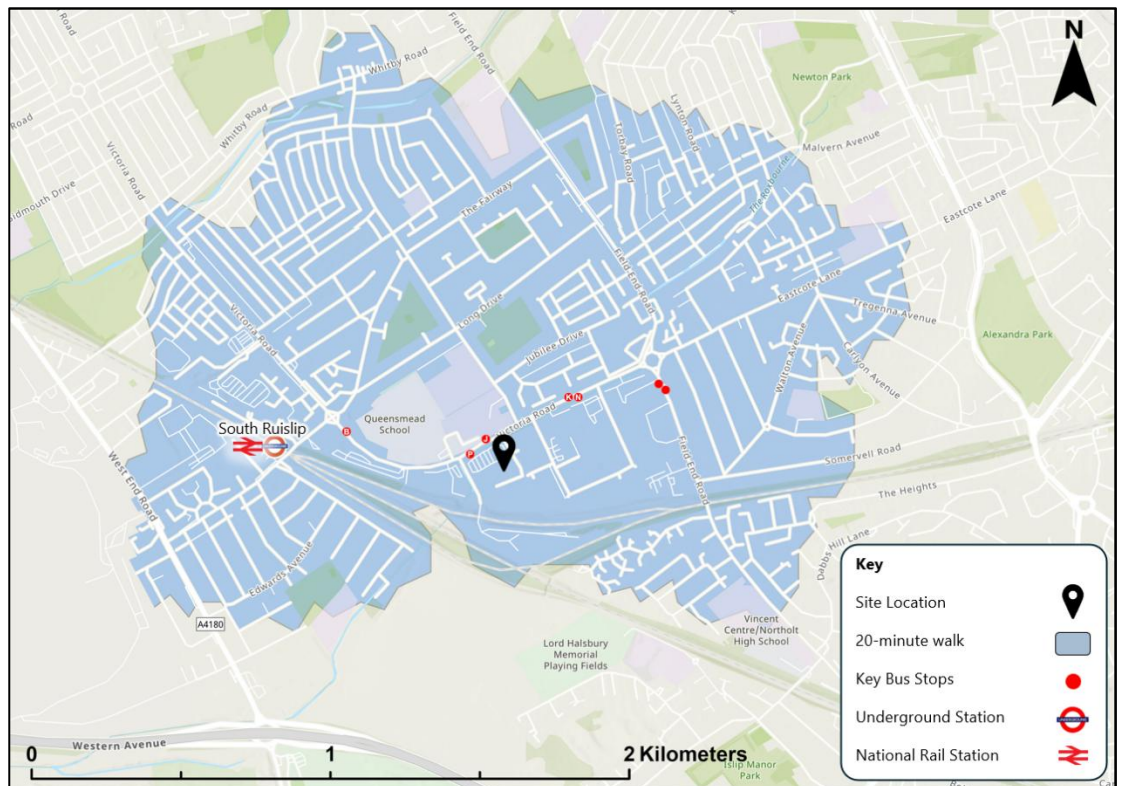


Figure 2.1: 20-minute Walking Isochrone Map

Source: ArcGIS Pro 2025

2.9 **Table 2.1** summarises the amenities for future users of the proposed development. These include walking distance and walking time to public transport opportunities and local amenities such as ATMs, pharmacies, post offices and greenspace. Walking times are calculated assuming the average speed of a pedestrian is 80m per minute.

Table 2.1: Approximate Distances to Local Facilities & Public Transport			
Amenity	Location	Distance (metres)	Approx. Walk Time (min)
Pure Gym	Victoria Retail Park	80m	1 minute
Queensmead Sports Centre	Victoria Road	250m	3-4 minutes
Lidl	Victoria Road	420m	5-6 minutes
Sainsbury's	Long Drive	680m	8-9 minutes
Deane Park	Queens Walk	700m	8-9 minutes
Field End Road Post Office	Eastcote Lane	700m	9-10 minutes
Rara Dining Indian & Nepalese Restaurant	Victoria Road	720m	9 minutes
Atrupharma Pharmacy	Long Drive	720m	9 minutes

Tesco Bank ATM	Field End Road	860m	10-11 minutes
Acrefield Surgery	Field End Road	870m	10-11 minutes
Pret A Manger	Victoria Road	880m	11 minutes
Public Transport Facilities			
Civic Way Bus Stop (Stop P)	Victoria Road	140m	1-2 minutes
Stonefield Way Bus Stops	Victoria Road	400m	5 minutes
Eastcote Lane Bus Stops	Field End Road	700m	8-9 minutes
South Ruislip Underground Station	Station Approach	850m	10-11 minutes
South Ruislip National Rail Station	Station Approach	850m	10-11 minutes

Cycling

- 2.10 Guidance on cycling can be found in 'Cycle Friendly Infrastructure' guidelines published by the CIHT. This guidance highlights previous research by the DfT that three quarters of all journeys are less than 5 miles (8km) of which 60% are by car.
- 2.11 The active travel guidance from TfL suggests a 20-minute cycling journey is acceptable to replace short car journeys, this equates to an approximate 5km cycle distance. This therefore demonstrates that cycling is feasible for a number of residential areas surrounding the site.
- 2.12 TfL Cycleway 'C' is located circa 3km cycling distance / 12-minute cycle south-east from the Site. Cycleway C operates in an east-west orientation connecting North Kensington / Kensal Town to West Drayton. This unnamed Cycleway runs alongside the Grand Union Canal.
- 2.13 Victoria Road is well equipped for cyclists as the carriageway is well maintained and evenly paved. The wide lanes mean there is sufficient space for vehicles to overtake if needed.
- 2.14 **Figure 2.2** shows a 20-minute cycling journey from the site which is representative of circa 5km journey distance.

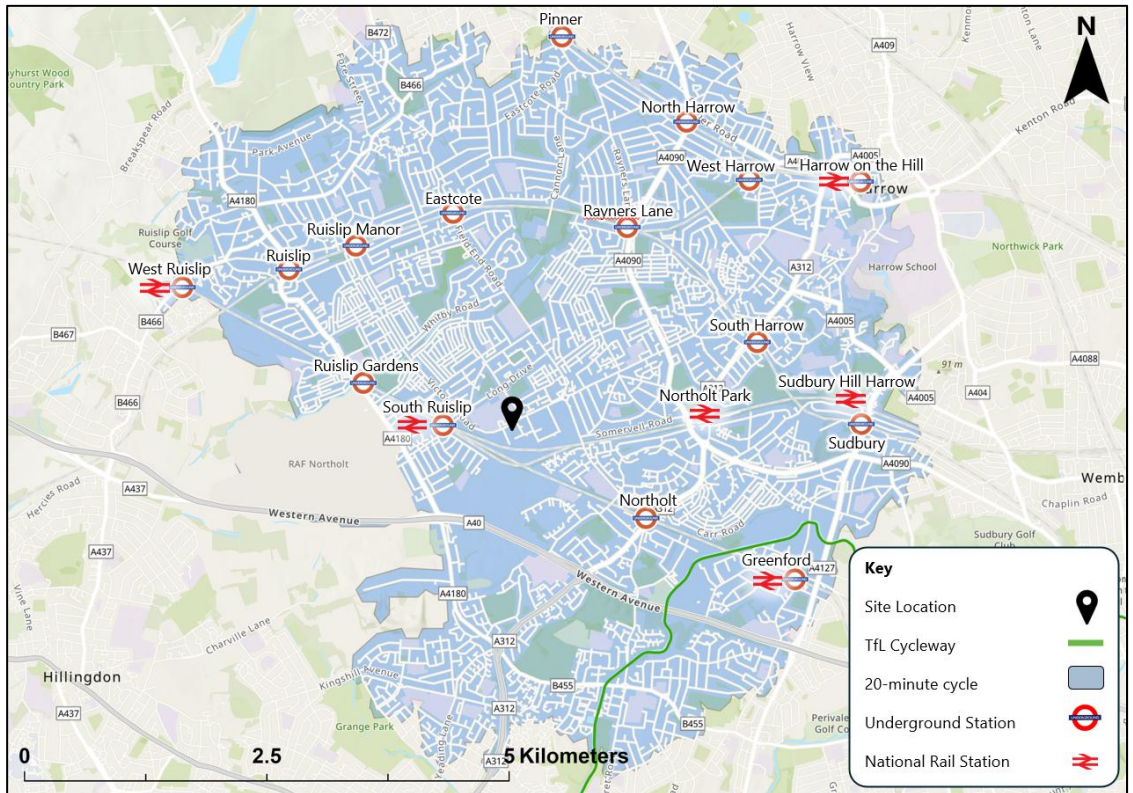


Figure 2.2: 20-minute Cycling Isochrone Map

Source: ArcGIS Pro 2025

2.15 There is also a good level of cycling infrastructure in the area; more specifically within areas where local amenities/public transport opportunities are located. The access to cycle parking makes travelling by bike more suitable, below lists the location of short-stay cycle parking in the local area;

- Stonefield Way: 6 Sheffield Stands (capacity 12 bikes) – 700m / 8–9-minute walk east of the site.
- Eastcote Lane: 4 Sheffield Stands (capacity 8 bikes) – 700m / 8–9-minute walk northeast of the site.
- Victoria Road: 2 Sheffield Stands (capacity 4 bikes) – 1km / 12-13-minute walk northwest of the site.
- South Ruislip Station: 7 Sheffield Stands (capacity 14 bikes) – 850m west of the site.
- Station Approach: 3 Sheffield Stands (capacity 6 bikes) – 850m west of the site.



Public Transport

Public Transport Accessibility Level (PTAL)

- 2.16 Public Transport Accessibility Levels (PTALs) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account walking time and service availability. The method is essentially a way of measuring the density of the public transport network at a particular point.
- 2.17 The PTAL is categorised in six levels, 1 to 6 where 6 represents a high level of accessibility and 1 a low level of accessibility. The PTAL levels 1 and 6 are further subdivided into 'a' and 'b' levels, with level 'a' indicating the location is rated towards the lower end of the PTAL category and 'b' towards the higher end.
- 2.18 According to TfL's WebCat online PTAL calculation tool, the site has a PTAL of 2 representing a 'poor' level of public transport accessibility. However, it is pertinent to note that the site is suitably located within walking distance to both a national rail and an underground station, as well as being near to several bus stops, with further details outlined below.

Bus Services

- 2.19 There are several bus stops within close proximity to the site, of which serve various routes to different destinations. The nearest bus stops are located circa 140m north of the site (Civic Way/Queens Walk), and circa 700m east of the site (Eastcote Lane); both offering different services.
- 2.20 **Table 2.2** summarises the services and frequencies of the buses available.

Table 2.2: Summary of Bus Service Frequency				
No.	Route	Frequency (Every 'X' Minutes)		
		Mon – Fri	Saturday	Sunday
114	Mill Hill Broadway Station – Queensbury Station – Harrow Town Centre – Civic Way – Ruislip Station	8-12	9-13	10-13
282	Ealing Hospital – Northolt Station – Eastcote Lane – Northwood Station – Mount Vernon Hospital	10-13	11-13	15-16
E7	Northwood Close – South Ruislip Station – West Ealing Station – Ealing Broadway Station	12-14	12-14	30-32

Underground Services

2.21 South Ruislip Underground Station is located circa 850m west of the site (11 minutes' walk) and offers Central Line services to West Ruislip and Hainault via Tottenham Court Road, Liverpool Street, and Stratford. South Ruislip on a typical weekday peak hour offers 13 trains per hour (tph) to the following destinations:

- 7 tph to West Ruislip.
- 5 tph to Hainault.
- 1 tph to Newbury Park.

Rail Services

2.22 South Ruislip National Rail Station is located approximately 850m west of the site (11 minutes' walk) and is operated by Chiltern Railways services. South Ruislip on a typical peak hourly period offers 5 tph comprising:

- 2 tph to London Marylebone.
- 1 tph to West Ruislip.
- 1 tph to High Wycombe.
- 1 tph to Aylesbury.

2.23 This station has 7 Sheffield stands (capacity 14 bikes) at the station entrance.

2.24 In addition to the above, the site is within a 20-minute cycling journey Greenford National Rail station which offers 2 Great Western Railway services per hour to West Ealing providing greater connectivity.

Existing Mode of Travel to Work

2.25 **Table 2.3** summarises the mode of travel to work for employees in the Middle Super Output Area Layer ('MSOA'): Hillingdon 033 as recorded in the 2011 Census. The 2011 census data has been used over the 2021 census data due to the unique circumstances of travel patterns during 2021 due to the coronavirus pandemic which saw many more working from home who otherwise would be commuting to / from work and therefore presented an abnormal set of results, therefore although an older set of data; the 2011 census is generally seen as a more typical and accurate dataset when compared to the 2021 census results.

2.26 The MSOA layer has been selected as the place of work – destination with England and Wales selected as the place of usual residence – origin to assess how work commuters are travelling from outside the Site's MSOA to travel to it.

Table 2.3: Summary of Workplace Travel (Census 2011)	
Mode	Percentage
Underground	6%
Train	3%
Bus, minibus or coach	9%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	60%
Passenger in a car or van	3%
Bicycle	4%
On foot	15%
Total	100%

2.27 The results of the 2011 Census have been used as a proxy for the Baseline Mode share for staff. A survey will be undertaken of staff travel habits at the Site after occupation, the results of which will be used to confirm the Baseline Mode Share and subsequent targets set out in Section 3. An example travel survey questionnaire is attached at **Appendix A**.

3 OBJECTIVES AND TARGETS

3.1 This section outlines the overarching objectives for the Travel Plan, in addition to targets for the short and medium term. It includes indicators, through which progress towards meeting the targets will be measured. Further information on monitoring and review of the Travel Plan can be found in **Chapter 6**.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets, which the Development will seek to reach within the period covered by this Travel Plan. In addition, interim targets have been set.

Objectives

3.2 The primary objective of this Travel Plan is to set out a long-term strategy to facilitate and encourage travel to the store by sustainable modes. This will be achieved by advising employees of the benefits of using alternative modes and promoting the use thereof.

3.3 More specifically the objectives of this Travel Plan are:

- To raise awareness and increase the attractiveness of alternative modes of transport available to and from the site and, in particular the benefits associated with walking and cycling for short journeys;
- To introduce a package of physical and management measures that will facilitate travel by sustainable modes;
- To reduce unnecessary or unsustainable use of the car for journeys to and from the site; and,
- To provide an attractive, secure environment for pedestrians, cyclists and public transport users.

Targets

- 3.4 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring progress and success of the Travel Plan. Targets should be '**SMART**' – **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related.
- 3.5 The success of a Travel Plan is measured by whether it achieves its objectives through set targets. The targets, which are related to the objectives, can be 'action' targets or 'aim' targets.
- 3.6 Action targets are non-quantifiable tasks to be undertaken and include specific commitments to implement measures within certain timescales to ensure delivery such as:
- The Baseline Staff Travel Survey will be undertaken within 3 months of occupation (with occupation being defined as when the store is opened and in use).
 - Welcome Packs will be issued to all employees with information on the benefits of and opportunities for travel by sustainable modes of transport.
 - Noticeboards will be erected in staff areas and updated as and when necessary to ensure that details on local facilities and bus stops are up to date. The noticeboards will include information on walking, cycling and public transport opportunities including maps and timetables.
- 3.7 In addition to the above, the TPC will;
- Monitor the condition and usage of cycle facilities on an ongoing basis.
 - Provide one-on-one travel planning guidance to staff who request it.
 - Monitor the uptake of Car-Sharing by staff.
 - Hold formal and informal meetings with staff members to understand any issues they may have in relation to travel to and from work.
- 3.8 The "Aim" targets which are summarised in **Table 3.1** are quantifiable and for the purpose of this document have been based on the 2011 Census data summarised above. The targets which take into account existing mode share will be verified within 3 months of the Baseline Travel Survey following consultation with the Council's Travel Plan Officer.

Table 3.1: Aim Targets				
Indicator	Baseline (Year 0)	Year 1 Target	Year 3 Target	Year 5 Target
Proportion of employees walking & cycling to the Site	19%	20%	22%	24%
Proportion of employees using public transport	18%	19%	21%	23%
Proportion of private car trips by employees	60%	58%	54%	50%

3.9 In this regard, the primary Aim Targets are as follows;

- To achieve an 10% reduction in single occupancy car trips over the 5-year life of the Travel Plan when compared to the results of the Baseline Survey.
- To achieve a 5% increase in the proportion of employees walking and cycling to the site over the 5-year life of the Travel Plan when compared to the results of the Baseline Survey.
- To achieve a 5% increase in the proportion of employees taking public transport to the site over the 5-year life of the Travel Plan when compared to the results of the Baseline Survey.

3.10 The targets will be ratified following the Baseline Travel Survey and then monitored over the course of the life of the Travel Plan as set out in Section 6 and will be reviewed (up or down) if necessary.

3.11 The targets will be monitored and in the event a reduction of 10% single car occupancy is not met after the 5-year life time of the Travel Plan, the targets will be reviewed with the local authority and if necessary new targets will be set out. Targets will not be changed or updated without the approval of LBH.

4 TRAVEL PLAN STRATEGY

Travel Plan Co-ordinator

- 4.1 The TPC will ensure the Travel Plan and associated measures and initiatives are benefitting employees and visitors to the store, as well as to undertake necessary surveys of staff members. The details of the TPC will be provided within the Final Travel Plan.

Obligations and Responsibilities

The Store Operator

- 4.2 The Store Operator will;
- Prepare, fund and implement the Travel Plan;
 - Appoint a TPC and provide the Council with the contact details;
 - Ensure that the role of the TPC will be filled for the duration of the life of the Travel Plan;
 - Advise the Council of any changes in personnel providing new contact details as appropriate;
 - Provide the TPC with an appropriate annual budget to implement the Travel Plan; and
 - Provide the TPC with sufficient time to undertake Travel Plan related activities.

Travel Plan Co-ordinator

- 4.3 The TPC will be responsible for:
- Overseeing the implementation of the Travel Plan;
 - Liaison with the store operators, local TPC's for other sites and the Council on matters relating to the Travel Plan including reporting on the condition of off-site facilities such as footways and public transport services;
 - Managing the development and implementation of the Travel Plan measures;
 - Promoting the objectives and benefits of the Travel Plans; and



- Monitoring the success of the Travel Plan against the agreed targets and reporting the results of the Travel Plan to the key stakeholders:

4.4 The TPC will give a 'human face' to the Travel Plan, explaining its purpose and the opportunities along with providing personalised journey planning advice if requested.

Marketing Strategy

4.5 It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan and sustainable transport opportunities in the surrounding area with information disseminated via:

- The Welcome Packs;
- By promotional documentation; and
- By noticeboards in strategic locations in staff areas.

4.6 Welcome Packs will be provided to all employees at the start of employment. Further details are set out in Section 5.

Funding

4.7 The Store operator is fully committed to the implementation of the Travel Plan and will provide all reasonable necessary funding to ensure that the targets are achieved.

4.8 This will include funding the TPC, surveys and implementation of all reasonable necessary measures.



5 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

5.1 The key to the success of the Travel Plan will be the effectiveness of the measures that are implemented. Measures are set out below separately for staff and customers.

Measures to encourage Staff

5.2 The TPC will actively promote walking, cycling and public transport use. Notices and information including maps and timetables will be displayed at prominent locations in staff areas to advise staff of the opportunities for alternative modes of travel. Measures will concentrate on encouraging employees by informing them of the benefits of travelling by sustainable modes.

5.3 The TPC will promote national and regional events such as "Walk to Work Week", "Cycle Week" and "Car Share Day", along with any other events deemed appropriate for the Site.

Walking

5.4 There are a number of inherent advantages of the store's location that will encourage staff to walk to work. In summary, these are:

- There is a good network of footways and crossings in the local area.
- There are good pedestrian routes to neighbouring facilities & residential areas.

5.5 Noticeboards will be erected within staff areas showing the most direct routes to the store. These noticeboards will also provide information regarding promotional events and literature on the health benefits of walking and cycling.

5.6 The TPC will identify, through discussion with staff, problems with external pedestrian routes and will liaise with the local planning and highway authority to encourage maintenance of all pedestrian routes to a high standard and discuss with the local planning authority any further improvements to pedestrian routes and linkages. For example, they will seek to identify any particular safety hazards, poorly lit areas, etc.



Cycling

- 5.7 The proposals will deliver cycle parking spaces on-site for use by employees and visitors to the Store. These spaces will be provided along the frontage of the store in the form of Sheffield stands.
- 5.8 There is a large residential catchment within an acceptable cycling distance of the Store. Employees will benefit from changing areas within the staff areas of the Site, as well as secure lockers for personal items.
- 5.9 The TPC will provide information to staff on cycle routes in the area and promote cycling, including promotion of helpful online information available for cycle routing. The TPC will identify, through discussion with staff, problems with external cycle routes and discuss possible improvements with the local planning and highway authorities.
- 5.10 M&S offer a range of Salary Sacrifice schemes including one focused on promoting cycle-to-work regimes. The TPC will provide future employees with information on the cycle-to-work scheme and actively promote its uptake. **Appendix B** contains details of the Cycle2Work scheme. This operates similar to a cycle voucher scheme in that it makes cycle ownership affordable over time without the need for a significant lump sum payment.
- 5.11 The TPC will investigate the staff interest in cycle maintenance sessions in association with local cycle retailers or similar organisations / companies that offer 'Dr Bike' services, to enable staff cycles to be maintained.

Public Transport

- 5.12 There are several bus services that operate in the vicinity, as well as train services a short walking distance from the site.
- 5.13 The TPC will encourage staff living along bus routes to use the bus. They will liaise with staff that use public transport to keep abreast of their opinion of the services they use. Any concerns will be discussed with the local authority and operators in an effort to resolve any issues.
- 5.14 General information on public transport services will be available, located on noticeboards within the building in staff areas.



Welcome Packs

- 5.15 All employees will be provided with a Welcome Pack upon commencing employment. A key role of the Welcome Pack will be to raise awareness of the sustainable travel initiatives being implemented through the Travel Plan including:
- Contact details for the TPC including name, telephone number and email address.
 - Details of walking and cycling facilities and routes in the vicinity.
 - Details of bus and rail services including maps.
- 5.16 The Welcome Pack will also invite those persons wishing to raise specific transport-related matters to discuss them with the TPC for consideration.
- 5.17 In addition to the Welcome Packs, the TPC will investigate with staff if there is a benefit and interest in the provision of a Newsletter, potentially on a seasonal basis, which would provide updates on any travel-related changes and dissemination of travel plan monitoring information.

Personalised Travel Planning

- 5.18 The TPC will offer a Personalised Travel Planning service for staff when requested, to advise on alternative ways of travel to/from the store, and the most appropriate routes. The TPC will be able to draw on advice from journey planning websites such as Traveline journey planning (<https://www.traveline.info/>).

Car Sharing

- 5.19 The option for employees to car share to work offers several potential benefits, including the chance to save money, socialise and reduce the amount of congestion in the vicinity of the site by reducing the number of vehicles travelling to the site.
- 5.20 The site as a whole offers an excellent opportunity for staff members to car share, as they are more likely to know of other employees that live in the same area or travel via the same routes.



Measures to Encourage Customers

- 5.21 The Occupier does not have any control of how customers will travel to the store. However, it is possible to educate and inform customers of the benefits and opportunities of travelling by sustainable modes.
- 5.22 Marks and Spencer will include information on travel options to the store on their social media pages, which will include sustainable and active travel opportunities. In addition, any promotions relating to public transport or walking and cycling can be included on social media pages, which will engage customers and look to move people away from private car use where possible.

6 MONITORING, REVIEW AND TIMESCALES

Monitoring

- 6.1 The TPC will arrange for the initial Baseline Travel Survey to be undertaken within 3 months of occupation. The results of the survey will be discussed with LBH, with the aim of ratifying the Aim Targets in Section 3.
- 6.2 The results and subsequently agreed targets will be disseminated to staff within one month of agreeing the targets with the Council.
- 6.3 Interim Travel Surveys will then be commissioned on the 1st, 3rd and 5th anniversary of the Baseline Travel Survey.

Review

- 6.4 The results of the Interim Travel Surveys will be communicated to LBH Officers within one month of each survey. The Officers and the TPC will then review the results and, if appropriate review progress towards the agreed targets.
- 6.5 The TPC will produce a Monitoring Report for the Council. The document will include;
- A summary of the Interim Travel Survey results including commentary on the year-on-year change;
 - A summary on changes in personnel and staff numbers;
 - A summary of events and promotions undertaken in the year; and
 - A summary of the plan for the forthcoming year.
- 6.6 The TPC will, in consultation with the Council, undertake a full review of the Travel Plan on the 3rd anniversary of the approval of the document. The review will consider measures promoted to date, their success and the targets with the aim of confirming the adopted approach or amending the Travel Plan if necessary.



6.7 If at the end of the 5-year monitoring period the specific targets are not met the measures stipulated in this document should be reviewed and re-implemented if it is deemed necessary following consultation with the Council. Specifically, it depends on which targets have not been met and by how much that would help decide which mitigation measures to re-implement. Alternatively, it may be necessary to revisit the targets. The TPC will liaise with the Council to decide what additional measures are the most appropriate.

7 ACTION PLAN

7.1 **Table 7.1** sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured. The Action Plan will be reviewed by the TPC adding and amending actions as appropriate and necessary.

Table 7.1: Travel Plan Action Plan				
Action	Target	Funding	Measure	Responsibility
Appointment of TPC	3 Months before occupation	Store Occupier	Appointment of TPC	Store Occupier
Erection of Noticeboards	Before occupation	Store Occupier	On completion of the Store	Store Occupier
Production of the Welcome Pack	Before occupation	Store Occupier	Completed Welcome Pack	TPC
Baseline Travel Surveys	Within 3 months of occupation	Store Occupier	Receipt of survey results	TPC
Set Targets	Within 3 months of Baseline Surveys	Store Occupier	Set targets	TPC
Promote Active Modes	On-going with emphasis on summer months	Store Occupier	On-going	TPC
Travel Surveys	On the anniversary of the Baseline Travel Survey in Years 1, 3 and 5	Store Occupier	Receipt of survey results	TPC
Review of Travel Plan	Within 1 month of the Travel Surveys	Store Occupier	Receipt of survey results	TPC
Full Review of Travel Plan	To undertake a detailed review of the Travel Plan around the 3 rd anniversary of approved Travel Plan	Store Occupier	Review of Travel Plan with Council Travel Plan Officers	TPC and Travel Plan Officers at the council
Achieve Targets	5 years after Baseline Survey	Store Occupier	Receipt of survey results	TPC

APPENDIX A

Employee Travel Survey Questionnaire

A travel survey is being undertaken so we can understand your travel patterns. We would therefore appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. Thank you in advance for your help.

1. What is your home postcode? _____

2. What time do you normally arrive at work?

00:00 – 06:00 (01) 06:00 – 12:00 (02) 12:00 – 18:00 (03) 18:00 – 24:00 (04)

3. What time do you normally leave work?

00:00 – 06:00 (01) 06:00 – 12:00 (02) 12:00 – 18:00 (03) 18:00 – 24:00 (04)

4. On average, how long does your journey take?

0 – 15min (01) 16 – 30min (02) 31 – 45min (03) 46 – 60min (04)

61 – 75min (05) 76 – 90min (06) Over 90min (07)

5. Approximately how far is your journey?

0 – 1 mile (01) 1 – 2 miles (02) 2 – 5 miles (03) 5 – 10 miles (04)

>10 miles (05)

6. What is your MAIN mode of transport (i.e. the longest part of your journey)?

Drive alone (01) Car share - driver (02) Car passenger (03) Bus (04)

Train (05) Underground (06) Walk (07) Cycle (08)

Motorbike (09) Taxi (10) Other (11)

7. What alternative mode of transport would you consider if your usual mode wasn't available?

Drive alone (01) Car share -driver (02) Car passenger (03) Bus (04)

Train (05) Underground (06) Walk (07) Cycle (08)

Motorbike (09) Taxi (10) Other (11)

8. If you usually travel by car, where do you park?

Public car park (please state where) _____

On-street nearby (please state where) _____

Other (please state where) _____

9. In what age category do you fall?

Under 25 (01) 26 – 40 (02) 41 – 60 (03) Over 60 (04)

10. Were you aware of the Travel Plan?

Yes No

11. Comments for Improvements

APPENDIX B

Factsheet

What is it?

Cycle2Work is a government initiative encouraging more people to use environmentally friendly methods of transport for travelling to and from work.

It's a Salary Exchange benefit where you agree to reduce your gross salary and take a benefit of the same value. The benefit is the hire of a bike and accessories for your travel to work. By taking part, by reducing your gross monthly salary (salary before tax and National Insurance (NI) deductions) you will be able to make tax and NI savings.

How does it work?

You can select a voucher value up to £1,000 on Choices – www.mandschoices.co.uk or at M&S World > My World > My People Systems Hub > Choices > Flex. You can then redeem the voucher at Halfords (or other independent retailers linked to Halfords) for the bike and safety equipment that you'd like.

M&S has negotiated a great deal for employees, which means you will get an extra 10% off the value of the bike and accessories selected before any tax and NI savings are applied – a £1,000 voucher will only cost you £900. The discounted value is then deducted from your gross salary over the course of the 12 month agreement, saving you tax and NI.

Who is eligible to participate?

All UK based employees are eligible to participate in Cycle2Work; however some employee groups (as set out in the policy) will not be able to participate through Salary Exchange but will be able to get a bike for work by selecting either 10% off Halfords vouchers or an entry level bike.

When and how can I join the arrangement?

There are two Cycle2Work enrolment windows each year:

- February/March with repayments commencing in April
- August/September with repayments commencing in October

You'll need to log on to Choices – www.mandschoices.co.uk – or at [M&S World > My World > My People Systems Hub > Choices > Flex](#) to make your selections.

Things you need to know

In order to be eligible for a bike or safety accessories under this agreement, at least 50% of its use must be for your journey to and from work – this can include cycling to and from your train station.

If you leave the company, the remaining balance will be taken from your final net pay.

What do I need to do?

If you are interested in participating, then log on to Choices when the enrolment window opens.

Visit your local Halfords store or go online – www.halfords.co.uk – and have a look at the selection of bikes and accessories they have so you know the value of the product that you'd like!

Remember – if you already own a bike, you can still benefit from participating by selecting a voucher for new cycle safety accessories (e.g. helmet, lights) for your commute to work (without having to select a new bike) if you wish. The process and eligibility criteria works in exactly the same way.