

Nestlé Waters UK Ltd Waterswallows Lane, Buxton

TRAVEL PLAN

- Final
- December 2010



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1. Introduction

- 1.1 This Company Travel Plan (CTP) has been produced by Sinclair Knight Merz (SKM), on behalf of Nestlé Waters UK Ltd, to support a detailed planning application for a new bottling plant, distribution centre and associated offices located to the east of Waterswallows Lane, Buxton. It details the constituents of the CTP to be implemented and will provide a context in which the transport needs of the site can be accommodated to achieve the operational requirements of the business, whilst aiming to encourage sustainable transport choices for staff and visitors. The CTP should be read in context with the Transport Assessment which details the broader traffic and transport planning aspects of the proposed development.
- 1.2 The CTP has been developed in consultation with Derbyshire County Council (DCC) Travel Plan Officer and with the requirements of the Department of Transport (DfT) “Good Practice Guidelines: Delivering Travel Plans through the Planning Process”, April 2009. The CTP supports the principles of sustainable travel and its objective is to reduce the number of Single Occupancy Vehicle (SOV) trips, and to encourage car sharing, cycling and the use of public transport.
- 1.3 The CTP presents the results of the Travel Plan surveys undertaken at the existing Buxton Waters plant and details the mode split targets agreed with DCC and the measures to achieve these at the new site.
- 1.4 Following this section the CTP is structured as follows:
 - Section 2.0 provides background information on the proposed site and development;
 - Section 3.0 describes the site accessibility and existing travel opportunities and constraints;
 - Section 4.0 details the National and Local transport policy and the aims and objectives of the CTP;
 - Section 5.0 provides details on the existing travel behaviour;
 - Section 6.0 provides details on the predicted travel behaviour to the new site;
 - Section 7.0 details the measures proposed to deliver the aims and objectives of the CTP;
 - Section 8.0 details the mode split targets;
 - Section 9.0 discusses the marketing, monitoring and ongoing management of the CTP; and,
 - a summary is provided in Section 10.0.



- 1.5 Nestlé Waters UK Ltd is committed to the production and implementation of this CTP and has willingly embraced the concept of sustainable transport choices.



2. Background

2.1. Introduction

- 2.1.1 The Nestlé Waters plant currently employs 67 office and production staff. The core office hours are between 0800 to 1700, Monday to Friday, while the production staff work a 4 on / 4 off, 2 shift system of 0600 to 1800 hours and 1800 to 0600 hours, Monday to Sunday. 15 staff are office based and 52 are plant based although a maximum of 26 are on-site at any one time. The modest number of staff and working patterns, combined with a wide catchment area encompassing rural areas, limits the sustainable transport options available to workers.

2.2. Proposed Development

- 2.2.1 The proposed development at Waterswallows Lane is a combined water bottling facility and associated offices and distribution warehouse comprising B1, B2 and B8 land uses. The Fletcher Rae site plan is enclosed as **Appendix A**. The development is a direct replacement for the current site and staff numbers and hours of operation will remain unchanged. There is no Travel Plan in place at present.
- 2.2.2 Access to the proposed development will be via two priority controlled junctions located on Waterswallows Lane. The gated southern junction will be for HGV access to the bottling plant and warehouse facility. The northern junction will provide access to the staff and visitor car park and cycle store. A total of 97 car parking spaces, (including disabled provision) will be provided at the site, which is significantly less than the maximum allowed (under the High Peak Local Plan (Saved Policies) Parking Standards) of 387 spaces. In accordance with the standards, 20 covered cycle spaces will be provided in the form of Sheffield type stands located adjacent to the main entrance. A total of 2 motorcycle spaces will also be provided.

2.3. Description of the Location

- 2.3.1 The new site is located to the north east of Buxton town centre on Waterswallows Lane and is currently undeveloped agricultural land. A site context plan showing the extent of the site boundary is included as **Figure 1**. The site is immediately adjacent to the existing Lomas distribution depot and a municipal waste recycling centre, both of which are accessed via Waterswallows Lane.
- 2.3.2 The approach routes to the proposed development site are principally from the A6, via Batham Gate, Waterswallows Lane and Waterswallow Road. Waterswallows Lane is subject to the national speed limit and is unlit with no footway provision.



- 2.3.3 From its junction with Batham Gate, Waterswallows Lane continues southbound where it runs adjacent to the proposed site boundary. Low dry-stone walls set back behind wide grass verges line the majority of its length. There are several private access points along the road and a large access on the western frontage serves an electrical sub-station.

3. Site Accessibility and Existing Travel Opportunities and Constraints

3.1. Accessibility by Public Transport

- 3.1.1 As part of the committed junction improvements at Batham Gate, DCC intend to improve the bus stop provision on the A6. The improvements include, relocating the existing bus stop on the eastern frontage in order to achieve the desired visibility requirements at the improved junction and moving the stop on the western frontage further to the north to ensure the junction is not blocked by a waiting bus.
- 3.1.2 New bus stops are also to be provided on each side of Batham Gate and the associated footways are to be partially extended along Batham Gate from the A6 to beyond the tangent points of the junction. These bus stops will be approximately 500 metres from the proposed site.
- 3.1.3 Three bus routes exist in the vicinity of the proposed site. These routes are detailed in the **Table 1** below. The timetables for each route are included as **Appendix B**.

Table 1: Bus Routes in the Vicinity of the Proposed Site

Route	Frequency	Service Provider	Distance from Development
199	Every 30 mins. (Alternates route; Batham Gate or A6)	Skyline	Batham Gate/Waterswallows Lane junction. 460 metres
68	Daily	Hulleys	Waterswallows Road/Waterswallows Lane. 440 metres
189/190	Hourly - No Sunday Service	Bowers	Waterswallows Road/Waterswallows Lane. 440 metres

- 3.1.4 A plan of the bus stop locations in the vicinity of the site and the services that run from each is included as **Figure 2**. A Bus Route Map for Buxton issued by DCC is provided as **Appendix C**.
- 3.1.5 Buxton Railway Station is located approximately 3.5 kilometres from the proposed site and its location is shown on **Figure 2**. One train an hour serves Buxton Railway Station from Manchester Piccadilly, via Stockport and New Mills.
- 3.1.6 The Institution of Highways and Transportation (IHT) document “Guidelines for Planning for Public Transport in Development” recommends a maximum walking



distance of 400 metres to a bus stop and 800 metres to a railway station. Although the walking distance to the bus stops is marginally greater than the maximum recommended distance of 400 metres, the shift patterns of workers, limited frequency and destinations served, plus the lack of footways along Waterswallows Lane suggest that staff and visitors are unlikely to view public transport as a realistic option to travel to and from the site.

3.2. Accessibility by Pedestrians and Cyclists

- 3.2.1 A footway exists along the easterly frontage of the A6 in the vicinity of the Batham Gate and Waterswallows Lane junctions. The footway provides pedestrian access to the bus stop adjacent to the residential properties fronting this section of the A6. The footway does not however provide a continuous link through to Buxton to the south, or to Dove Holes to the north.
- 3.2.2 No footways exist on either Batham Gate, or Waterswallows Lane, as the roads are semi-rural in nature with no pedestrian demand.
- 3.2.3 A footpath traverses the field to the south east corner of the site. The footpath is a designated public right of way and is primarily used for leisure purposes.
- 3.2.4 In terms of acknowledged criteria for walking distances, paragraph 2.17 of “Planning for Sustainable Developments” refers to an ‘easy’ walking distance being “(up to 800m) of the town centre.” Reference to PPG13 “A Guide to Best Practice” states in paragraph 6.24 that **“81% of journeys under 1 mile (1.6km)”** are made on foot and reference to Table 3.2 of “Planning for Journeys on Foot” suggests that the preferred maximum walking distance to common facilities is 1.2km. PPG13 itself identifies at paragraph 75 that;

“walking is the most common mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2km”
- 3.2.5 However, due to the lack of footway provision on Waterswallows Lane and the surrounding highway network it is unlikely that staff will walk to the site.
- 3.2.6 The proposed site is accessible by bicycle. The local road network links into the on-road National Cycle Route 68, the Pennine Causeway, which is located through the centre of Buxton and connects with Derby and Glossop.
- 3.2.7 In terms of acknowledged criteria for travel distances, paragraph 6.38 of “A Guide to Better Practice” identifies that cycling is:



“an ideal mode of transport for trips up to 5 miles (8km)”

- 3.2.8 It can be concluded from the above that there is limited accessibility by foot to the proposed site due to the lack of pedestrian footways in the surrounding area, however, the site is accessible by bicycle. The acknowledged reference to criteria for cycle distance demonstrates the opportunity to encourage cycling to staff living within 8km.

4. Policies, Objectives and Aims

4.1. National and Local Travel Plan Objectives and Aims

Planning Policy Guidance 13

4.1.1 With regards to the objectives of Travel Plans, PPG13 states that:

‘There are no standard formats or content for travel plans, and they may have a variety of names (such as green transport plans, company travel plans and school travel plans). However, their relevance to planning lies in the delivery of sustainable transport objectives, including:-

Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;

Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and

More environmentally friendly delivery and freight movements, including home delivery services.’

4.1.2 This CTP aims to encourage sustainable travel options and hence reduce private car usage, particularly single occupancy usage.

4.1.3 Although freight movements are not covered by the Travel Plan, the accompanying Transport Assessment demonstrates that the proposed development is in accordance with PPG13 in that the co-location of the warehouse and bottling plant at Waterswallows Lane will remove HGV shuttle movements from the town centre.

4.1.4 Advice within the ‘Good Practice Guidelines: Delivering Travel Plans through the Planning Process’ DfT, April 2009 have formed the basis of this CTP in accordance with current best practice.

4.1.5 The “Good Practice Guidelines” set out actions that can be taken to produce a high quality, robust travel plan. It states that a travel plan must be a dynamic, living document that is updated regularly. That the aim of a plan is to represent the current situation in respect of travel and access and is a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect



changing circumstances. It also states that a travel plan should focus on reducing SOV trips and increasing the use of other non-car modes of travel.

- 4.1.6 This CTP sets out the existing travel situation for the proposed site. It provides details of the proposed monitoring and reviewing regime and includes measures to encourage the use of sustainable modes of transport at the new site.

High Peak Borough Council Local Development Framework

- 4.1.7 Policy TR5 – Access, Parking and Design of the High Peak Saved Local Plan states that:

“Where the development is expected to generate a higher level of car use than can be accommodated by the maximum parking standards or will significantly exacerbate existing traffic problems, the applicant should submit a Travel Plan to reduce car dependency.”

- 4.1.8 A Travel Plan has been produced even though the proposed development will only generate a modest level of car use, which will be largely undetectable within the daily variation in traffic flow on the local highway network and will be accommodated by significantly less parking than the maximum allowed by the parking standards.

Derby and Derbyshire Joint Structure Plan

- 4.1.9 With regards to Travel Plans, Policy 1: Reducing the Need to Travel states:

“New development will take into account the aim of reducing the need to travel. Priority will be given to public transport, walking and cycling, in order to increase the proportion of journeys undertaken by those modes of transport and to managing the demand for private car travel.”

Second Joint Local Transport Plan, 2006 to 2011

- 4.1.10 Objective 7 of the Local Transport Plan (LTP2) is:

“To promote and encourage healthier and more sustainable travel choices”

- 4.1.11 The proposed site is located in a semi-rural location with limited public transport options and pedestrian access. To comply with the above, as part of this Travel Plan, Nestlé Waters will be providing a shuttle bus from Buxton town centre and



encouraging car sharing via DCC's car sharing database. Cycle facilities will be provided within the site and the 'Bike2Work' scheme promoted.

4.1.12 This Travel Plan promotes cycling and car sharing at the site.

4.2. Objectives and Aims

4.2.1 The objectives of the CTP are to:

- Reduce reliance on the private car through reduction in the length and number of motorised journeys and in particular, those journeys carried out in SOV;
- Promote the use of alternative means of travel which are more sustainable and environmentally friendly; and
- Promote a healthier lifestyle.

4.2.2 The aims of the CTP are to:

- Encourage car sharing;
- Encourage the use of the bus via the provision of a shuttle bus; and
- Encourage cycling.



5. Existing Travel Behaviour

5.1. Introduction

- 5.1.1 To enable the current travel choices of staff to be examined, a survey was undertaken in August 2010 to establish existing staff journey patterns. The analysis of this data has been used to identify current travel patterns and to inform the CTP, to ensure the future sustainable travel measures will be effectively targeted.
- 5.1.2 The survey requested information on mode choice, travel distance, reasons for mode choice, arrival / departure times and questioned how the use of different, more sustainable, modes of transport could be encouraged. A total of 52 survey responses were obtained, giving a 72% response rate. The results can therefore be interpreted as statistically significant.

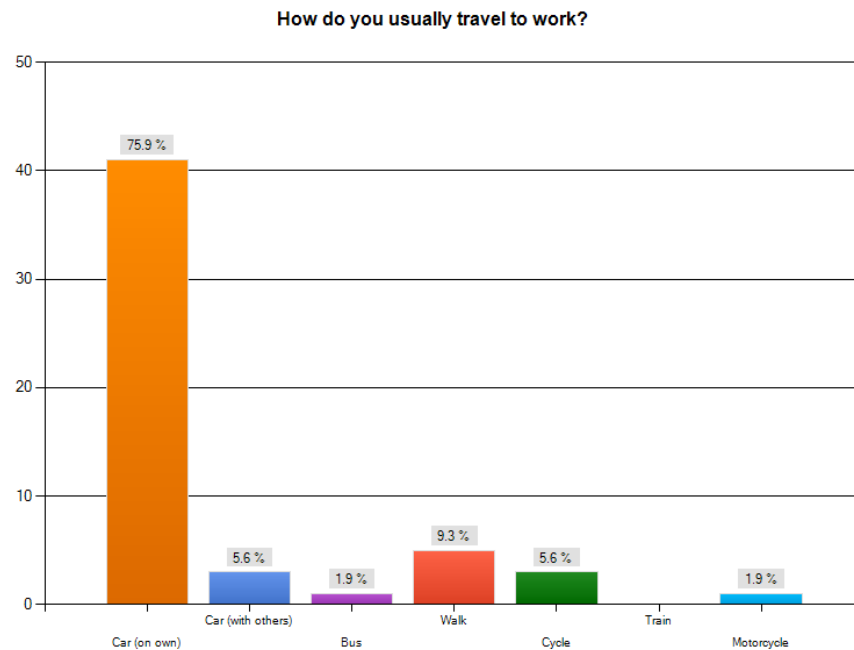
5.2. Travel Mode Data for Staff

- 5.2.1 The overall mode split for staff shows that the majority of staff (76%) currently drive to work in a car on their own (Single Occupancy Vehicle – SOV).
- 5.2.2 The mode of travel stated by respondents using car sharing, or using non-car modes is as follows:
- Walk (9%)
 - Cycle (6%)
 - Car share (6%)
 - Bus (2%)
 - Motorcycle (2%)
 - Train (0%)
- 5.2.3 The results highlight a significant reliance on SOV car trips as the dominant mode of travel by staff. It should also be noted that although the existing site is adjacent to Buxton Railway Station no staff responded that they travel to work by train. These results can be attributed to the 24/7 shifts worked by the production staff who are unlikely to be able to use public transport, walk or cycle to work. It is also worth noting that although the percentage of SOV is high, the actual number driving of those who responded is only 41 members of staff, reflecting the modest employee numbers.



5.2.4 The results can be seen below in **Figure 3**.

Figure 3



5.3. Distance Travelled to Work

5.3.1 When asked “How many miles do you travel to work?” the survey responses were as follows:

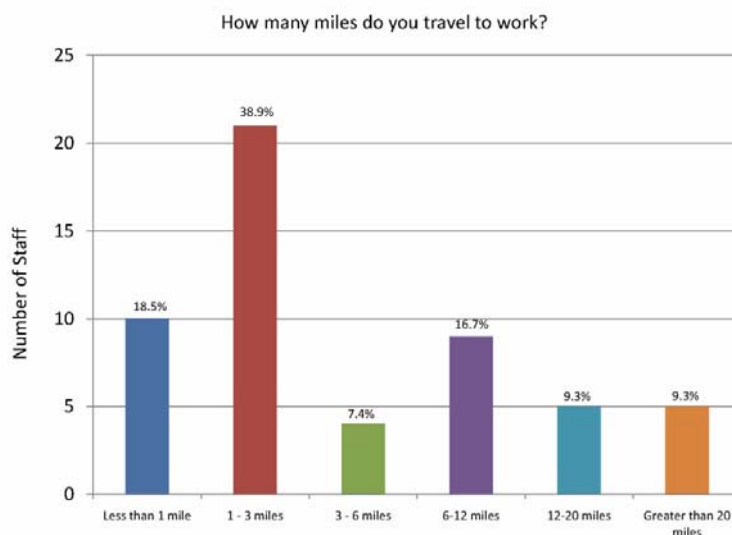
- 39% of respondents indicated that they travel between 1 and 3 miles;
- 19% indicated that they travel less than a mile;
- 17% travel between 6 and 12 miles,
- 9% travel between 12 and 20 miles,
- 9% travel greater than 20 miles; and
- 7% indicated that they travel between 3 and 6 miles.

5.3.2 These figures demonstrate the potential for promoting car sharing and other initiatives at the proposed site, dependent on working hours.



5.3.3 The results can be seen below in **Figure 4**.

Figure 4



5.3.4 The survey results were also analysed to determine staff travel mode in relation to the distance travelled, with the following outcomes:

- Less than a mile to work: 60% travel in a car on their own, 30% walk and 10% cycle.
- Between 1 and 3 miles: 76% travel in a car on their own, 10% walk, 10% cycle and 5% indicated that they travel on a motorcycle.
- Between 3 and 6 miles: 75% travel in a car on their own and 25% travel by bus,
- Between 6 and 12 miles: 78% drive on their own and 22% travel in a car with others.
- Between 12 and 20 miles: 100% drive in a car on their own.
- Greater than 20 miles: 80% drive in a car on their own and 20% drive in a car with others.

5.3.5 It can be seen from the above that a high number of staff travelling less than 3 miles are currently travelling in a car on their own and that the level of car sharing, over all distances, is currently low. This could be attributed to the shift pattern of workers and limited frequency and destinations of public transport.



5.4. Home Postcode Analysis

- 5.4.1 In order to determine the geographical location of staff, anonymous home postcode data was obtained for all staff at the Nestlé Waters site. The data was mapped using GIS mapping systems to produce a plan identifying the locations of staff living within a 50 mile radius of Buxton and a more localised plan showing staff locations within the immediate area. The plans are included as **Appendix D**.
- 5.4.2 From **Appendix D** it can be seen that the majority of staff live within a 2 mile radius of the current site. Staff also travel from New Mills, Stockport and south Manchester.
- 5.4.3 Comparing the postcode mapping to the travel survey shows that, of the travel survey respondents, the majority of staff live within 12 miles of the site. The postcode mapping of all staff home locations shows that the majority of staff live within 10 miles of the site. This confirms that the survey response pattern reflects the general staff postcode distribution at the site and it can therefore be concluded that the travel survey received a representative distribution of responses.

5.5. Arrival / Departure Time

- 5.5.1 Staff were asked what time they arrive and depart the site, to which 33% indicated that they arrive between 0530 and 0600 hours, the next most frequent arrival time (31%) was between 0730 and 0800 hours. 13% indicated that they arrive between 1730 and 1800 hours.
- 5.5.2 The most frequent departure time (33%) was between 1730 and 1800 hours, while 28% of respondents indicated that they depart between 1700 and 1730 hours and a further 28% depart between 1800 and 1830 hours. 12% stated that they depart between 0530 and 0600 and 12% 0600 and 0630 hours.
- 5.5.3 These peak times are to be expected as they align with the office and shift start / finish times and demonstrates the opportunity to promote car sharing.

5.6. Reasons for Travel Choices

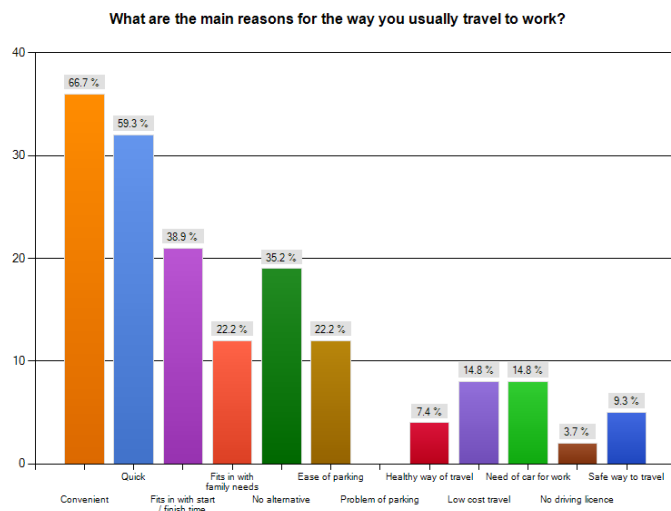
- 5.6.1 When asked “What are the main reasons for the way you usually travel to work?”, respondents were able to select as many answers as suited their situation. These were ranked as follows:
- 67% of respondents indicated that convenience is the reason for their mode choice;
 - 59% of respondents indicated that it was a fast way to travel;
 - 39% stated that it fits in with start / finish times;



- 35% indicated that they have no alternative;
- 22% stated ease of parking;
- 22% it fits in with family needs;
- 15% indicated low cost;
- 15% indicated that they need their car for work;
- 9% feel it is a safe way to travel;
- 7% stated that it's a healthy way to travel; and
- 4% stated that they do not have a driving license.

5.6.2 The responses can be seen below in **Figure 5**.

Figure 5



5.6.3 Examining the responses of staff travelling in a car on their own, convenience, (78%), quick, (63%), and no alternative, (34%), were the main reasons selected for why they choose to drive. Fitting in with family needs accounted for 24%. It should be noted that 20% of all respondents stated that they needed their car for work.

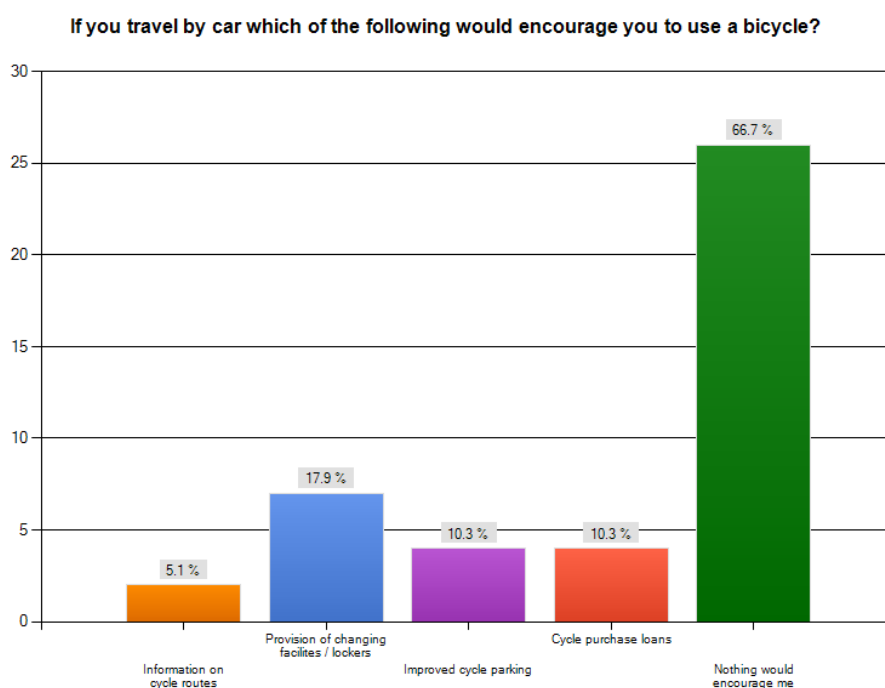
5.6.4 Staff were asked if they currently drive to work, what would encourage them to cycle, (staff were able to select any responses that suited their situation). These were ranked as follows:

- 67% indicated that nothing would encourage them;

- 18% said that the provision of changing facilities / lockers would encourage them,
- 10% would be encouraged by improved cycle parking;
- 10% would be encouraged by cycle purchase loans; and
- 5% indicated that they would be encouraged by information on cycle routes.

5.6.5 The results can be seen below in **Figure 6**.

Figure 6



5.6.6 Measures to encourage cycling will be discussed in Section 7 and include promotion of the 'Bike2Work' scheme and provision of cycle facilities at the new site.

5.6.7 Staff were then asked what would encourage them to use public transport (staff were able to select as many options as suited their situation) and responded as follows:

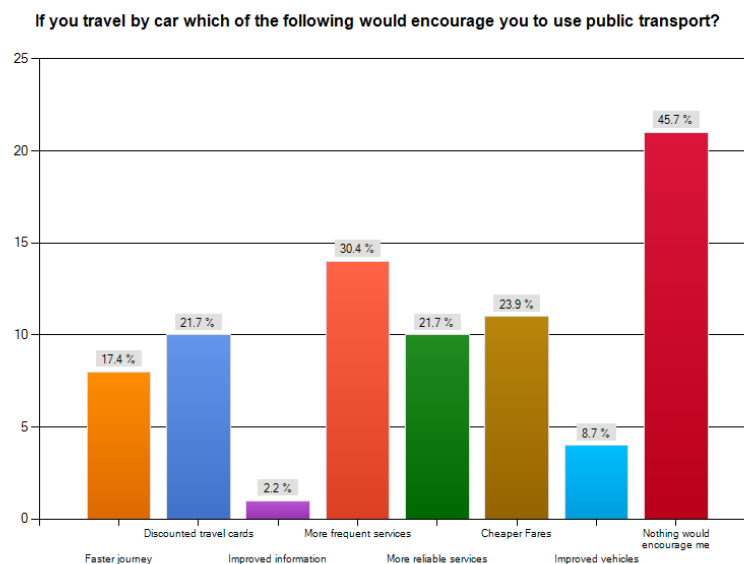
- 46% indicated that nothing would encourage them;
- 30% stated that they would be encouraged by more frequent services,
- 24% indicated cheaper fares,
- 22% would be encouraged by discount travel cards;
- 22% would be encouraged by more reliable services.



- 17% stated that a faster journey would encourage them,
- 9% wanted improved vehicles; and
- 2% would be encouraged by improved information.

5.6.8 The results can be seen below in **Figure 7**.

Figure 7

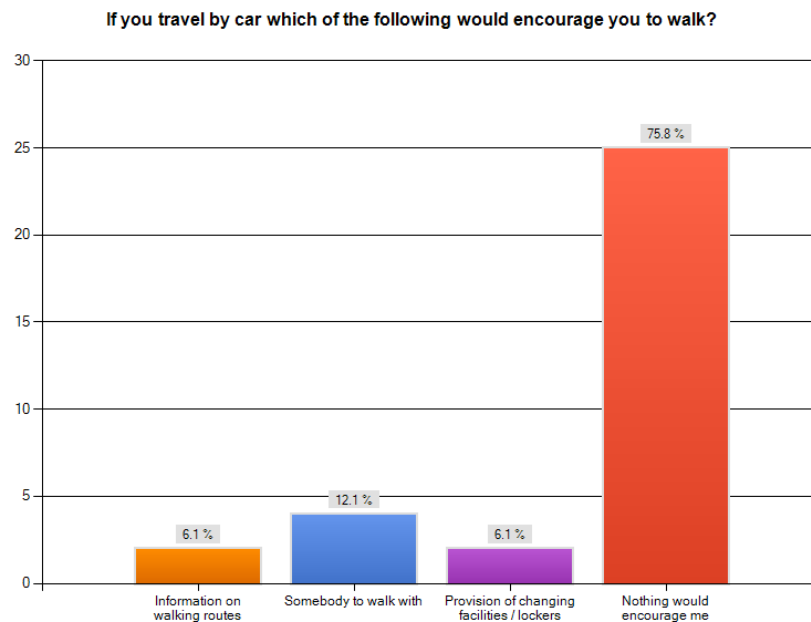


5.6.9 As access to public transport is not readily available at the new site, a shuttle bus from the town centre will be provided as part of the Travel Plan measures.

5.6.10 When asked what would encourage you to walk to work, the responses were as follows:

- 76% of staff indicated that nothing would encourage them;
- 12% stated that someone to walk with would encourage them;
- 6% would be encouraged by information on walking routes; and
- 6% would be encouraged by the provision of changing facilities / lockers.

5.6.11 The results can be seen below in **Figure 8**.

Figure 8

5.6.12 These figures can be attributed to the shift patterns in operation at the plant and the geographic locations of staff.

5.6.13 Considering the opportunities to promote car sharing, of those staff who responded to the travel survey, 15% stated that they already car share when travelling to work, 55% indicated that they would be prepared to car share and 30% would not be prepared to car share. This shows a potentially high proportion of car driving staff, a possible 70% would be willing to car share. This presents an excellent opportunity to promote the DCC car share database as part of the Travel Plan.

5.6.14 The results can be seen below in **Figure 9**.

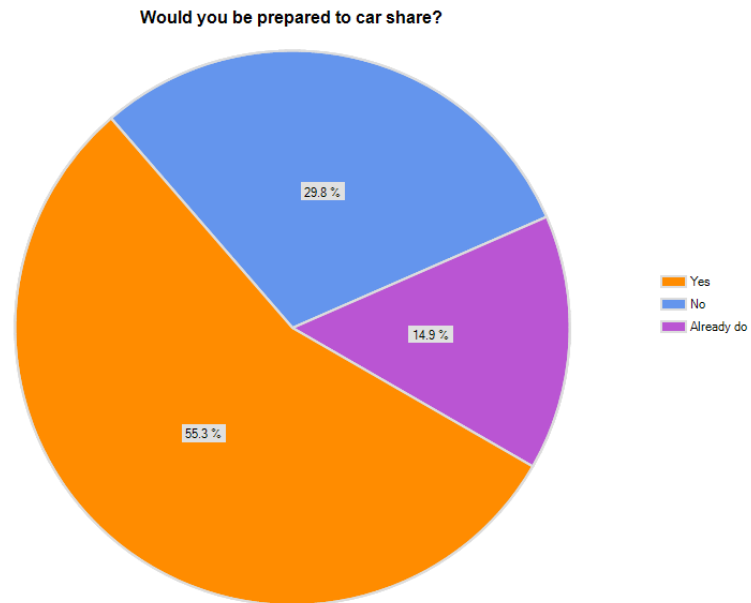


Figure 9



6. Predicted Travel Behaviour

6.1. Introduction

6.1.1 As the travel behaviour of staff may change when Nestlé Waters relocates to Waterswallows Lane it was agreed with DCC that a second snap-shot travel survey be undertaken to enable the likely travel choices of staff to the proposed site to be examined. This survey was undertaken in November 2010 and the analysis of this data has been used to inform the CTP to ensure the future sustainable travel measures will be effectively targeted and to agree mode split targets with DCC.

6.1.2 The second survey requested information from staff on their existing travel mode choice, the mode choice staff expect to use to travel to the proposed development, whether they would support a car sharing scheme and asked if they would use the proposed shuttle bus as part of their journey to / from work. 100% of staff responded to the survey. The second survey provides different existing mode travel results than those in Section 5. This is due to the 100% response rate, compared to the 72% rate for the survey undertaken in August. The results from the November survey are discussed below. It is worth noting that due to the modest number of staff, the percentage changes only equate to 1 or 2 employees.

6.2. Staff Travel Mode

6.2.1 The survey results of how staff currently travel to the existing site and how they envisage travelling to the proposed Waterswallows Lane site are presented below in **Figure 10**.

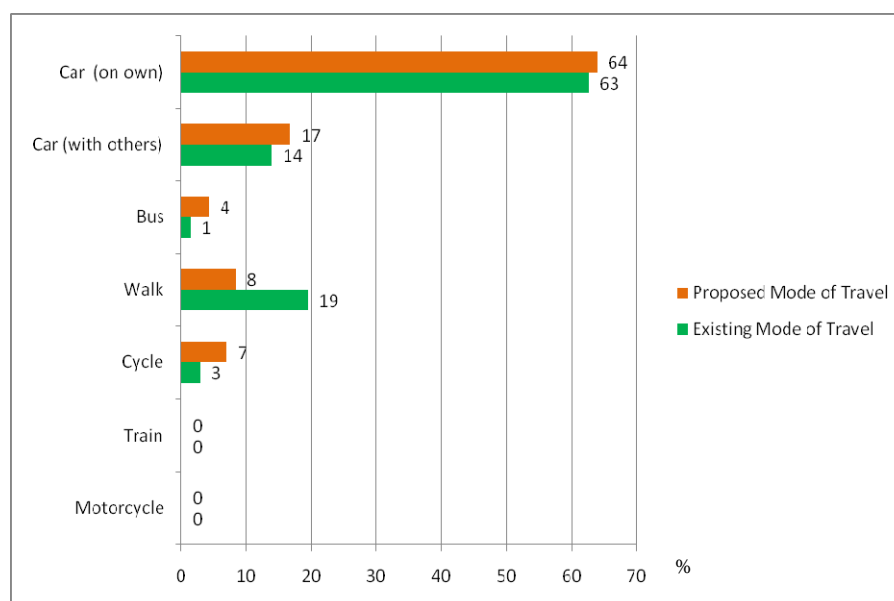
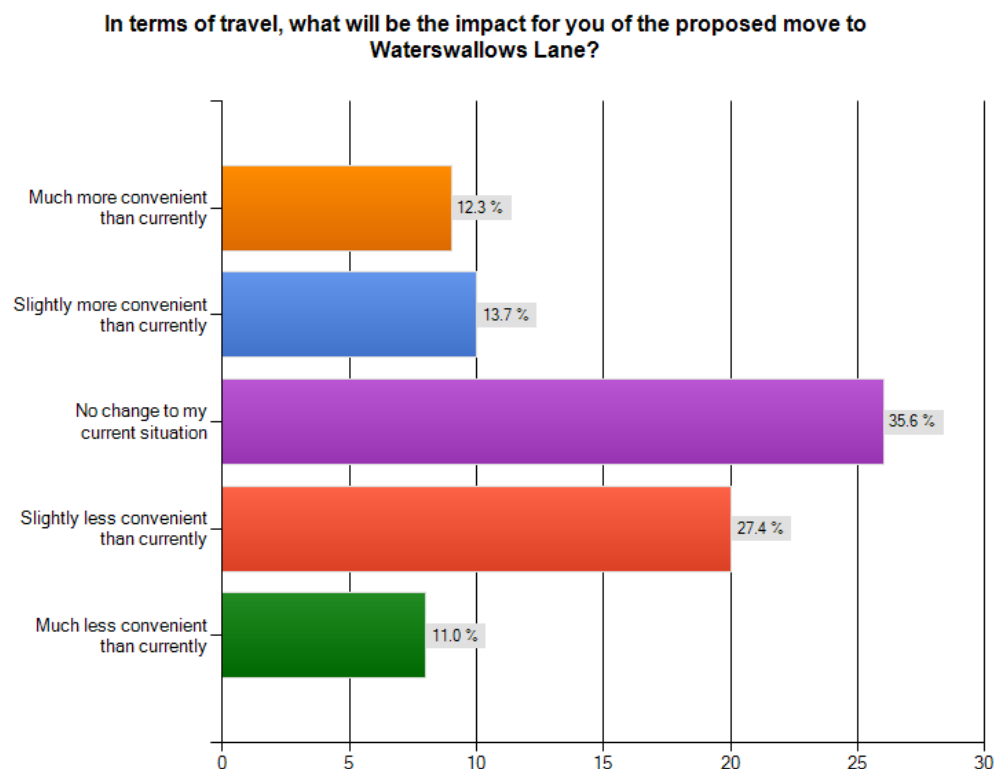


Figure 10



- 6.2.2 From the above it can be seen that the proportion of staff travelling by car (on own) and car (with others) is essentially unchanged. The largest predicted change in travel mode is envisaged to be the reduction in the number of staff walking to work, from 19% to 8% reflecting the less central location of the new plant. The number of staff cycling to work could potentially increase from 3% to 7% and the number of staff travelling by bus could increase from 1% to 4%.
- 6.2.3 Staff were asked, in terms of travel, whether the move was more or less convenient for them, to which the highest response (36%) was that it would not change their current situation. The next most common response was that the proposed move would be slightly less convenient (27%). 11% said it would be much less convenient, however this is offset by 14% who responded it would be slightly more convenient and 12% who said it would be much more convenient. The full results can be seen below in **Figure 11**

Figure 11



- 6.2.4 When asked whether staff would support the introduction of a car sharing scheme, 62% of respondents indicated that they would support the scheme, which presents a good

opportunity to promote car sharing at Nestlé Waters. The response can be seen below in **Figure 12**.

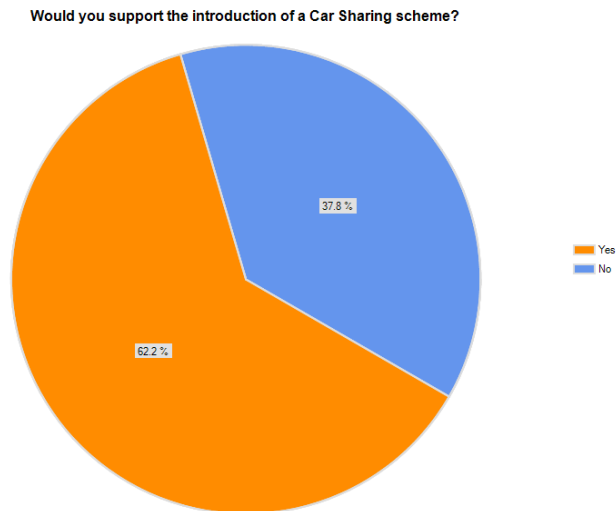


Figure 12

6.2.5 When asked whether staff would use a new shuttle bus from the town centre to the new site, the majority (60%) indicated that they would not use it, as shown below in **Figure 13**.

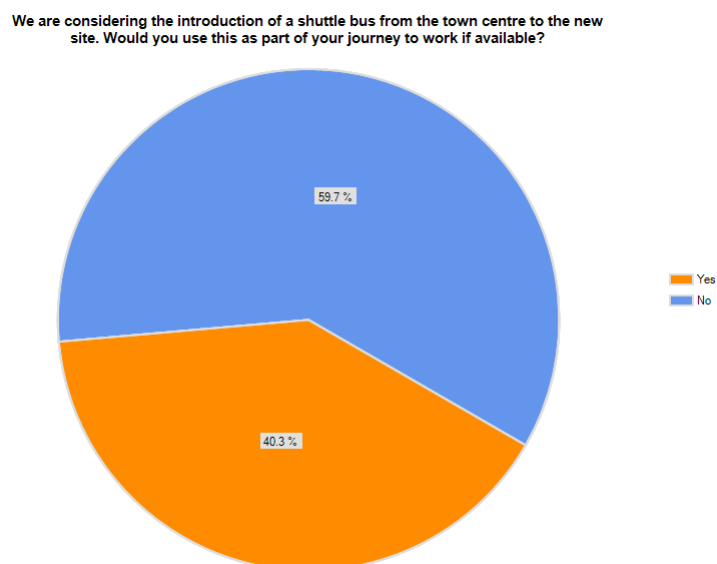


Figure 13