



DRAFT TRAVEL PLAN

**Travelodge Hotel
Howard Town Mill
Victoria Street
Glossop**

February 2012



Prepared by Evans Jones LLP

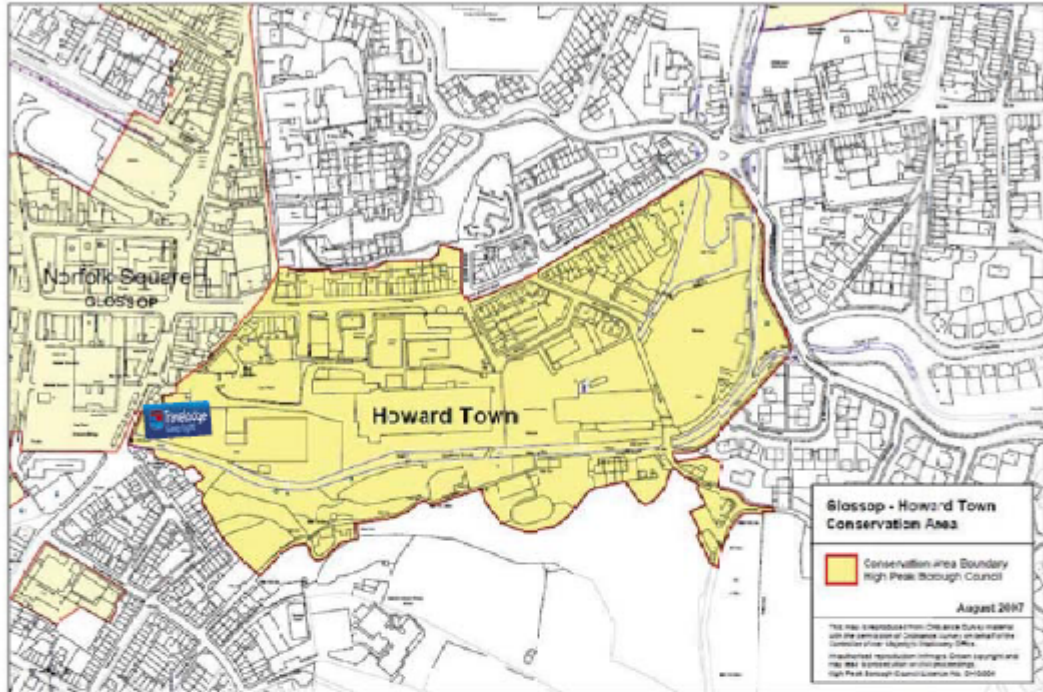


TRAVEL PLAN CONTENTS

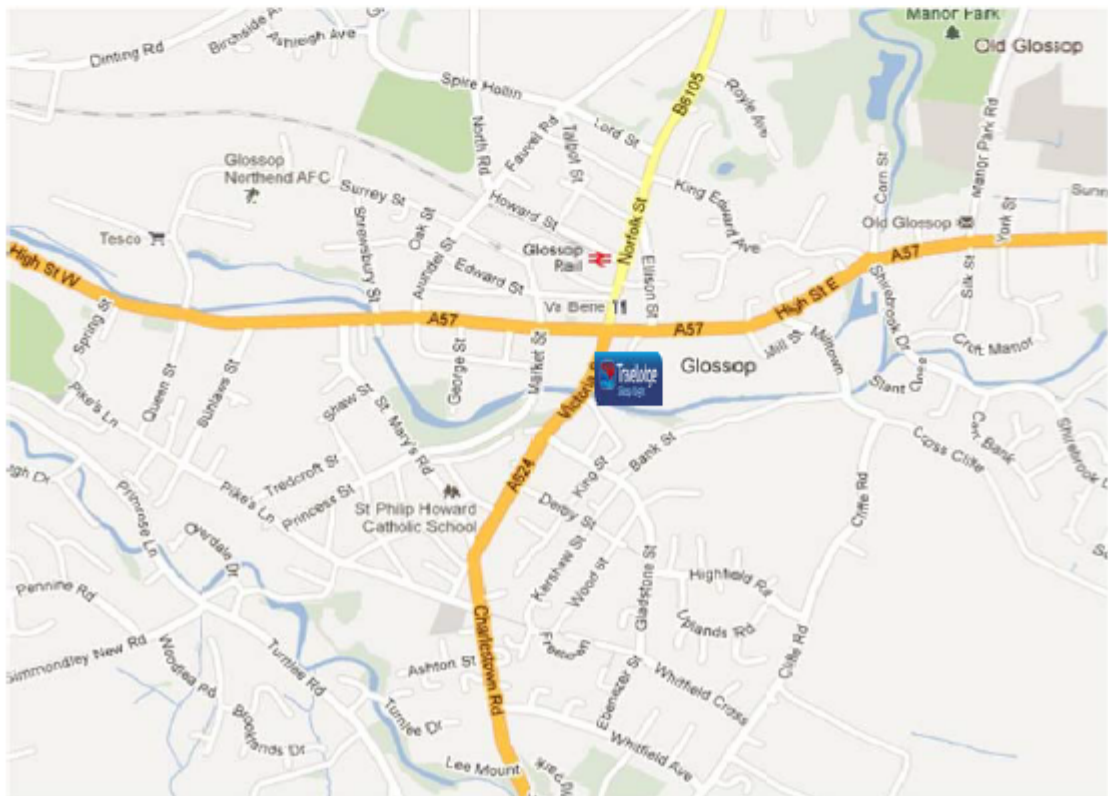
	Map of Site	3
1	Introduction	4
2	The Site and Business Operation	4
3	Travelodge Employment Policy	5
4	Travel Plans Policy	5
5	Modal Split	6
6	Travel Plan Targets	7
7	Staff Travel Surveys	7
8	Travel Plan Management	8
9	Initial Measures Upon Opening	8
10	Mode Specific Measures	10
11	Marketing of Travel Plan	13
12	Action Plan	14
13	Monitoring and Review	16
14	Compliance	17
15	Summary of Initial Measures	18
16	Timetable	18

Appendix 1 – Staff Travel Guide

Travelodge Glossop Draft Travel Plan



Hotel Location



1 Introduction

1. This Draft Travel Plan has been prepared in accordance with the requirements of condition 5 of full planning permission reference HPK/2011/0080 which proposed the conversion of first and part second floor of the Howard Town Mill building to provide a 62 bedroom hotel for Travelodge. The overall aim of this document is to set out how Travelodge will encourage sustainable forms of travel, primarily by staff, and also by visitors, by reducing reliance on private motor vehicles.
2. The Glossop Travelodge is located in a town centre location and comprises a conversion of part of this historic and landmark building which is prominent within the Howard Town Conservation Area. The hotel will have 62 bedrooms. There will be 91 car parking spaces immediately to the front of the building, of which four will be reserved for disabled use. The whole development site will provide a total of 131 parking spaces plus an additional 48 basement spaces for the residential element. No specific dedicated spaces will be provided for the hotel. It is currently anticipated that the hotel will open in August 2012.

2 The Site and Business Operation

1. The hotel has been designed in line with Travelodge's successful budget hotel model which provides convenient access to town and city centre locations at competitive rates. In order to keep operating costs low, staff numbers are reduced to an efficient level, with relatively low numbers of employees being on the site at any one time. The hotel will operate on a 24 hour basis and the hotel will be staffed throughout this time. It is expected that the hotel will employ approximately 16 staff working either full or part-time shifts, with no more than 10 staff on site at any one time.
2. Due to the nature of the hotel operation, it is not possible for staff to work from home since their jobs relate to the day to day operational needs of the hotel and its clients. As a result, there are limited opportunities to pursue alternative forms of working in

order to reduce the need for staff to travel. Similarly there are very few journeys made as part of the day to day work of the staff, with only the Hotel Manager being required to attend occasional regional meetings off site. Since staff work shift hours, the use of public transport as the means for travelling to work will be limited to hours of operation of the buses or trains. Shifts for the evenings and night-time generally run from 3pm – 11pm and 11pm – 7am. The night shift usually only comprises one member of staff. Any particular issues which individual staff have with regard to their journey to and from work will be addressed by the appointed Travel Plan Co-ordinator (TPC).

3. The location of the hotel will attract both business and leisure visitors. Glossop is ideally located for visitors to the local area and to Manchester to the west and the Peak District to the east.

3 Travelodge Employment Policy

1. Travelodge as a company is committed to employing entry level staff through Job Centre Plus with the Local Employment Partnership (LEP). Nationally, over 70% of staff are recruited through the LEP and it is expected that a similar figure will be achieved at the Glossop hotel.
2. By concentrating recruitment from the local Job Centres, it is quite likely that a high proportion of staff will be local and there should be good opportunities to reduce car journeys to work by encouraging staff to use other means of travel.

4 Travel Plans Policy

1. Travel plans are an important tool for the delivery of national, regional and local transport policy and commonly play an integral aspect within the planning process, fulfilling a role in encouraging more sustainable development.
2. The “Good Practice Guidelines: Delivering Travel Plans through the Planning System” document sets out the best practice actions required to produce robust, and

high-quality Travel Plans which are an important tool for delivering sustainable access to new development.

3. This document provides the key elements of advice in respect of producing a workplace Travel Plan which aims to reduce car-based journeys to and from work. Apart from the obvious environmental benefits associated with reducing the number of single-occupancy vehicle trips, benefits to the staff such as improved health, time savings and reduction in travel costs will be a significant factor in encouraging alternative forms of travel. Benefits for guests of the hotel will include time savings; reduced congestion and time spent sitting in traffic; removing the need to drive within an unfamiliar area; and assisting easier access to public transport.

5 Modal Split

1. Until the staff have been recruited and the hotel opens it will not be possible to accurately identify travel to work patterns. The Howard Town Ward Census data for 2001 provides the most recent actual figures for travel to work for this area. These modal split figures will be used as a basis for comparing the initial staff survey results and to assist in targeting specific changes in travel behaviour.

Homeworking	9.3%
Train	8.9%
Bus/Coach	3.1%
Motorcycle/Moped	0.5%
Car Driver	49.4%
Car Passenger	5.4%
Taxi	0.2%
Bicycle	1.3%
Walking	20.8%
Other	1.1%

2. It is proposed that the Travel Plan should initially concentrate measures on influencing more sustainable travel choices by staff, primarily by seeking to reduce the number of single occupancy vehicle trips, with a shift to cycling or walking or use of public transport. Increased car sharing will also be encouraged.

6 Travel Plan Targets

1. In order to accord with the overall aim of reducing the proportion of SOV journeys by staff, the Final Travel Plan will incorporate the following targets, to be achieved over the first five years of the hotel becoming operational. These targets will be reviewed for the Final Travel Plan, following the initial hotel opening and once the staff surveys identify the actual modal split.

Objective	Target Timescale		
	2013	2015	2017
To reduce the proportion of single occupancy vehicle trips	-3%	-6%	-10%
To increase the proportion of staff using public transport	+1%	+3%	+5%
To increase the proportion of staff walking or cycling for some or all of the journey to work	+2%	+3%	+5%

7 Staff Travel Surveys

1. It is proposed that within three months of the hotel becoming operational, staff travel surveys will be undertaken. The results from these surveys will be analysed and used as the basis for a finalised Travel Plan which will be prepared within 4 months of the opening, as required by the planning condition. Once specific travel patterns have been identified and any problems and opportunities identified, then finalised targets can be set to bring about changes in travel behaviour where necessary.
2. Ongoing monitoring will then be required to ensure that the Travel Plan is kept up to date and to identify how any new members of staff travel to work and to monitor changes in existing staff travel to work patterns. It is proposed that the Travel Plan will be reviewed on an annual basis on or about the anniversary of the agreement of this finalised plan and targets and measures updated accordingly. The TP will be monitored and reviewed for the first five years following its agreement.

8 Travel Plan Management

1. The Hotel Manager will be appointed as the Travel Plan Co-Ordinator (TPC) for the hotel and is responsible for undertaking the necessary steps towards implementing the measures identified within this Travel Plan. The responsibilities fall with the identified job role for the Manager. Details and phone numbers are not yet available since the hotel has not opened but will be included in the Final Travel Plan. Updated details will be provided once the hotel is operational. The TPC will ensure that information is readily available to encourage and facilitate sustainable travel for both existing and any new staff that are recruited. Given the relatively low numbers of employees, it is considered that no additional staff resources will be required to manage this process, but any staff that identify a particular interest in the process will be encouraged to participate more actively in the Travel Plan.
2. The TPC will ensure that all staff are informed of the aims and objectives of the Travel Plan and will promote any associated initiatives via the staff notice boards and staff meetings. The TPC will ensure that staff have opportunities to make any comments or suggestions and identify any particular problems or issues that arise from their travel to work and details shall be recorded for the ongoing monitoring process. Particular issues and suggestions will be incorporated into the ongoing review and monitoring of the Travel Plan.
3. The TPC will also seek to liaise with other site occupiers with a view to co-ordinating travel planning and to share knowledge and information. Joint working can assist with identifying any site specific problems or opportunities and can facilitate the introduction of special events and measures to benefit all site users.

9 Initial Measures Upon Opening

A copy of a Staff Travel Guide leaflet will be provided to all new members of staff. This is attached as Appendix 1 to this Travel Plan and will be used to provide travel plan information for staff during the recruitment process in order to get staff thinking about sustainable travel from the beginning. The information contained in the

guide will be kept updated by the TPC in order to provide an easily accessible and up to date pack of travel information.

The Hotel Manager to act as the Travel Plan Co-ordinator. The TPC will be responsible for promoting this Plan to staff and ensuring information is provided and kept up to date. They shall ensure that regular meetings are held to monitor progress and provide feedback on ideas or any specific problems associated with the Travel Plan.

Promote the benefits of car sharing. Information on car sharing including the “CarShareDerbyshire” scheme, will be provided to encourage staff to identify opportunities for car sharing. Staff will be able to access the website via computers at work and the TPC will help staff to find information and sign up to the scheme if appropriate – the staff travel surveys will further identify staff who would consider this as a travel option.

Provide all staff with personal lockers and changing facilities within the hotel. These staff facilities were installed prior to opening and ensures that there is adequate storage facilities for staff to shower and change clothes prior to the beginning of their shift. Staff are able to use vacant rooms within the hotel for showers if required.

Ensure that staff notice boards and the main Reception hold current travel information and contact telephone numbers for the various public transport providers. This information will kept updated by the TCP for use by visitors and staff and will be adapted and added to where necessary. Staff will also be able to access up to date public transport information via the internet.

All staff to be aware of the Travel Plan and its objectives. The Travel Plan will be promoted to staff upon recruitment and will be included as a topic for review and discussion within staff meetings.

10 Mode-Specific Measures

WALKING

Existing Situation

1. The hotel is in the town centre and is served by good pedestrian facilities which provide access to all the services of the town. It is also proposed to reinstate the historic pedestrian route through Smithy Fold to the north and to create a link to the south to Glossop Brook. The surrounding pedestrian routes are well lit and provide safe and level access to the site. Walking is an ideal way for staff to access the site from the town and there are residential areas within the maximum walking distance of 2 km. The public transport networks (bus and trains) are within a short walking distance of the site. The area is also very popular for walkers and ramblers with easy access into the western Peak District.

Measures

2. Detailed street maps will be made available to assist guests and staff and these will be kept up to date by the TPC. Use of online walking route planners will be encouraged - www.transportdirect.info and www.walkit.com both provide details for walking routes. By encouraging staff to walk to work, either directly from home, or in combination with a train or bus journey, this will have a positive benefit in achieving more sustainable travel patterns.
3. Visitors to the hotel will be provided with information on facilities within the local area which are accessible by foot or by public transport, thus reducing the need for car travel. Up to date local maps and information will be kept on Reception and staff will be briefed to ensure that they can provide up to date information and advice for guests. Information on the hotel website will inform guests of the potential options for travel by public transport.

CYCLING

Existing Situation

1. The site is accessible to cyclist via the local road network and a wider cycle route network. There are no dedicated cycle paths within the town centre. The development provides an area for cycle parking close to the hotel entrance which is convenient for staff to use. The topography of the area may present a challenge to some cyclists with its reasonably hilly terrain. There are a number of companies providing cycle hire for cycling holidays within the Peak District area.

Measures

2. Staff will be provided with individual lockers within the hotel and are able to use the hotel facilities to shower and change on arrival for their shift.
3. Cycling Route maps for the area will be made available for staff and guests to use. The TPCs can assist staff in identifying cycle routes to and from the hotel using journey planning tools such as www.transportdirect.info or via the local tourist information centres.
4. Secure cycle parking is provided at the site and these spaces will be retained for use by staff (and visitors) throughout the lifetime of the hotel. Given the low numbers of staff who will be on site at any one time, the use of the cycle spaces is considered adequate to meet the ongoing needs of the development. The security and condition of the facility will be monitored and maintained by the building manager to ensure it continues to provide a useable facility for cyclists and if travel surveys identify a need for additional spaces then this will be pursued by the landlord of the site.
5. Information will be provided to staff about cycle events and training which are provided within the area.
6. The TPCs will actively encourage staff to participate in local or nationally organised events such as Bike to Work Week, and will provide details to staff of these events.

PUBLIC TRANSPORT

Existing Situation

1. Travelodge Glossop is well situated for both bus and train travel. Frequent services provide access to the surrounding areas making this an attractive option for travel. The train station is within a short 5 minute walk of the hotel with services to Manchester and there are a number of local bus services stopping near to the site. Both bus and train travel opportunities therefore provide an ideal way for staff and customers to access the site by public transport.

Measures

2. Staff will be provided with up to date information on the local bus and train services. The TPC will assist staff in identifying how they might get to and from work using public transport, and will promote the use of www.transportdirect.info or www.travelineeastmidlands.co.uk to assist in identifying routes.
3. Guests will be provided with information on local travel initiatives and cheaper ticket options such as the Derbyshire Wayfarer ticket to encourage travel by public transport whilst staying at the hotel.

CAR USE

Existing Situation

1. The hotel has no dedicated parking spaces, but shared use of the 131 spaces on the site, seven of which are restricted for disabled use. The use of on-site parking for free by staff represents a challenge to the TPCs in terms of encouraging a shift in travel behaviour and the use of parking will be monitored in order to establish whether there is a requirement to limit parking by staff. A key objective of this plan is to discourage single-occupancy car journeys and the financial, health and environmental benefits of

car sharing will be promoted to staff.

Measures

2. Information on car sharing, will be provided and promoted on the staff noticeboards. Driving is likely to be used primarily for staff travelling from outside the immediate area and staff who are likely to drive to work or who express an interest in car sharing through the staff surveys will be encouraged to sign up to a car sharing scheme. The TPC will use the initial staff surveys to identify journeys which can be made by other means or assist staff in finding a car share partner.
3. Whilst only required infrequently, business travel by the Hotel Manager (or other staff) will be undertaken, where venue and timings allow, by public transport.
4. Use of taxis by hotel guests often results in multi-occupancy journeys and therefore the hotel will encourage guests to use taxis and public transport, to access the local area during their stay. In order to encourage greater use of taxis, preferential rates can be negotiated between the hotel (and other businesses within the development) and local taxi firms in return for frequent referrals.

11 Marketing of Travel Plan

1. The Travel Plan will be promoted to staff in the following ways:
 - The aims and objectives of the TP will be made clear to staff on recruitment with a staff travel leaflet and a summary displayed on the staff notice boards of all units.
 - The TP will be discussed at Team Meetings and feedback recorded by the TPC.
 - The TPC will use local promotional travel initiatives and events material to display prominently in staff areas.
 - The TPC will encourage staff to participate in local and national events relating to cycling and walking.

- The hotel TPC will provide detailed travel information to guests when enquiries are received by telephone and links to public transport providers are included on the hotel website.

12 Action Plan

1. The following table provides an overview of the various actions required in order to take the Travel Plan forward in order to reduce the number of car trips to the site from the time of the business becoming operational. All actions are funded by an identified TP and monitoring budget and are to be the responsibility of the Travel Plan Co-ordinator. The TPC will take responsibility to deliver the actions required within the TP. The Hotel Manager has been appointed as Travelodge's TPC and is shall be his (or his successor's) responsibility to take this Travel Plan forwards.

Steps / action needed	By Whom	Delivery	Funding/ Resources required
Actions in advance of hotel becoming operational			
Appoint Travel Plan Co-ordinator	Travelodge	Prior to use hotel occupation.	Part of Hotel Manager's role
Provide accessible advice and information on Travel Plan and issues	TPC	Provide information on staff notice boards within staff areas.	TPC
Prepare Travel Plan Guide summary leaflet (see Appendix 1)	Consultants for TPC	Provided to all staff upon recruitment by TPC via HR team.	Travel Plan preparation budget already committed from development budget
Promote car sharing	Consultants for TPC and TPC	Staff information pack – provided on recruitment. Staff surveys to follow up demand.	As above
Provide maps and timetable information on bus and train services within the locality	Travelodge	Upon opening of hotel	As above

Provide travel advice information to staff	Travelodge	Staff information pack – provided on recruitment	As above
Provide cycling maps and information	Consultants for TPC	Staff information pack – provided on recruitment	Part of recruitment budget and TPC to support
Provide on-site cycle spaces	Developer	Upon completion	Required by planning permission prior to commencing use.
Provide staff changing facilities	Developer	By completion	Approved layout to be implemented
Actions upon business becoming operational			
Encourage staff to participate in Walk to Work Week and other local events	TPC	Annually	Within role of TPC
Encourage staff to participate in Bike to Work Week and other local events	TPC	Annually	Within role of TPC
Staff meetings and briefings	TPC	Via regular staff and team meetings	Role of TPC and team leaders / managers
Actions within 3/4 months of becoming operational			
Undertake staff travel surveys	Consultants for Travelodge	Within 3 months of opening and at years 1, 3 and 5	Travel Plan monitoring and review budget already committed within the development budget
Prepare Final Travel Plan for agreement with HPBC	Consultants for Travelodge	Within 4 months of hotel opening	Travel Plan preparation committed within development budget
Actions within 6 months of becoming operational			
Investigate use of the Cycle to Work scheme to encourage staff to cycle	TPC	Within 6 months of opening	Within role of TPC

Actions after first year of finalised Travel Plan agreement			
Annually	Consultants for TPC	Annual review with updated staff travel surveys at years 1, 3 and 5 following agreement of Full Travel Plan.	Travel Plan monitoring and review budget already committed within the development budget
Ongoing review of information maintaining up to date transport details	TPC	Ongoing with an annual review of information and leaflets provided at monitoring stage	Travel Plan monitoring and review budget already committed within the development budget
Update TP information leaflet	Consultants / TPC	As required with annual review	Travel Plan monitoring and review budget already committed within the development budget for site

13 Monitoring and Review

1. Staff travel surveys will be undertaken within three months of the hotel opening (currently expected August 2012) in order to identify issues and opportunities for reducing SOVs. A finalised Travel Plan will be prepared within 4 months of the opening and this will be submitted and agreed with HPBC. The Final Travel Plan will incorporate specific targets based upon the results of the travel surveys.
2. Staff meetings and informal discussions will be used to ensure that continuous feedback is provided to the TPC and to assist with the ongoing review of the Travel Plan.
3. On or about the first anniversary of the hotel opening, further staff travel surveys will be completed and reviewed to identify progress against the targets of the Travel Plan. The Plan will be reviewed and revised as necessary in order to ensure that the targets are being met.
4. Further surveys will be carried out at years 3 and 5 to ensure that the Travel Plan achieves its objectives in reducing Single Occupancy Vehicle trips and encourage more sustainable forms of staff travel.

14 Compliance

1. The requirements to prepare and agree a Travel Plan with the Council, through the condition attached to the planning permission, will ensure that there is compliance with the TP and its contents. Failure to agree and adhere to the measures and programme set out within this document would result in the development not being in accordance with the requirements of the planning permission, and therefore within the control of the Local Authority to seek compliance.
2. Liaison with the Local Planning Authority and County Council over the agreement of the finalised TP will ensure that Travelodge maintain momentum on achieving the targets set and in revising targets appropriately.
3. In the annual review process, if it is clear that targets are not being met, advice from the Borough Travel Plan Officer will be sought in order to identify new and revised measures to assist in achieving their targets.

15 Summary of Initial Travel Plan Measures

Walking

- Detailed maps provided for staff and guests and information displayed in staff rooms to assist identify walking routes.
- Promotion of national or local initiatives and events.

Cycling

- Information provided on local cycle routes.
- Secure covered cycle parking provided on site.
- Individual lockers provided and shower facilities available.
- Promotion of national or local initiatives and events.
- Promote tax-free cycle purchase schemes to staff.

Public Transport

- TPC to assist staff in identify routes to work.
- Public Transport maps and timetables provided and kept up to date.
- Information on discounted tickets and promotions provided.
- Use of internet and mobile phone services to provide up to date information.
- Targeted public transport maps for staff.

Car Use

- Promote CarShare scheme to staff.
- Public transport used for hotel business meetings and travel.
- Encourage use of public transport and taxis within the local area for hotel guests.
- Monitor staff use of car parking.

16 Timetable

By August 2012 - Agree Draft Travel Plan prior to occupation August 2012

By end November 2012 - Staff travel surveys undertaken

By end of December 2012 - Final Travel Plan submitted to HPBC

December 2013 - Annual monitoring and staff travel surveys. TP review

APPENDIX 1

STAFF TRAVEL GUIDE

Our Travel Plan

As part of our commitment to reducing the traffic impact of our hotel, Travelodge has produced a Green Travel Plan which seeks to reduce the number of car trips associated with the day to day running of the hotel.

The Travel Plan will be reviewed every year to make sure it is up to date and is meeting its targets. This will mean that everyone needs to help us achieve this goal by leaving your car at home and coming to work another way.

The information in this guide is aimed at providing you with lots of information and ideas on how to get to work without using your car. There are maps and timetables on the staff notice board for you to use.

Every so often we will undertake staff travel surveys to find out how everyone gets to work and this will help us to identify if there are any travel issues with our hotel and we can check how we are performing against our targets.

Car Sharing

We have lots of information available at the hotel, including maps, timetables and other useful guidance to help you work out the best way to get to work without using your car.

If you need to drive, why not help reduce congestion and cut your travel costs by sharing your journey with someone else?

Derbyshire Car Share is a scheme which helps match up drivers and passengers so that they can share journey costs and cut down the number of vehicles on the road.

Have a look at the website—it is easy to sign up for the scheme, or the Hotel Manager can help you.

www.carsharederbyshire.com



The Hotel Manager is our “Travel Plan Co-ordinator”. They want to encourage everyone to think about their journey and to use more sustainable forms of travel whenever possible.

The manager can also help if you have any suggestions or want to get more actively involved with the Travel Plan.

Prepared for Travelodge By Evans Jones LLP (Feb 2012)



Travelodge Howard Town Mill Glossop Staff Travel Guide



As part of our commitment to reducing the traffic impact of our hotel, Travelodge has produced a Green Travel Plan which aims to minimise the use of cars by staff and guests

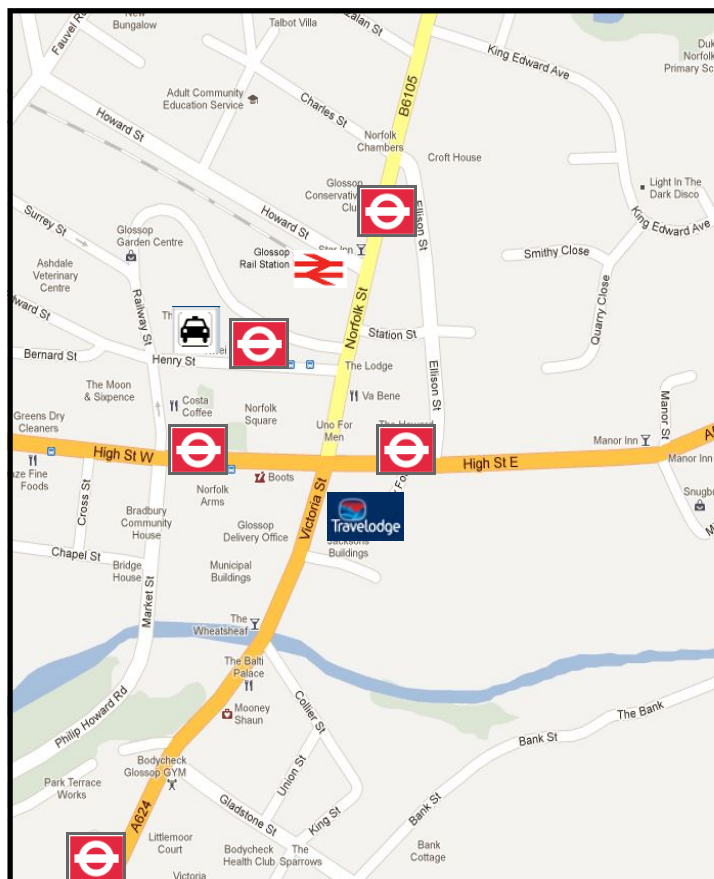
Walking

Walking is free and it is good for you!

Walking regularly is a good way to stay active, burn calories and improve your health. You don't need any special equipment, just some comfortable shoes or trainers and it can often be quicker than sitting in queues of traffic.

If you don't think you can walk all the way to work, why not try walking part of the way – get a lift or use the bus or tube for part of your journey and walk for the last part.

The hotel is well situated right in the centre of Glossop, close to bus stops and the train station. There are good, well-lit pavements to the hotel and lots of crossing points, which make walking a safe and easy option for getting to and from work.



Taxi Rank



Bus Stop



Rail Station

Some useful web links to get you started:

www.travelineeastmidlands.co.uk/

www.transportdirect.info/

www.cyclestreets.net

www.carsharerbyshire.com

There are lots of apps available for smart phones with free map downloads and live feeds for up to

Public Transport

Using public transport is an easy way for you to travel to work without having to find somewhere to park. You could use the journey to read a book or listen to some music or just sit and relax – much better than sitting in a traffic jam, using petrol and adding to congestion and pollution!

The hotel is in the town centre close to the train station and bus stops.

There are frequent bus services into Glossop which provide access to the surrounding areas. There are maps and timetables available in the hotel with information on the various bus services which you could use.

The Manchester – Hadfield train stops at Glossop every 30 minutes.

Using one of the online journey planners can help you work out the best way of getting to work using public transport.

Journey Planning

There are lots of useful online journey planners which will help you find the best route from home to work using trains, buses, bicycles or walking. The links for these sites are in the box on the right.



Traveline



Transport Direct



Cyclestreets has an easy to use cycle route planner

Cycling

There are secure spaces for you to park your bike at the hotel and lockers to keep your cycling kit in and you can have a shower if you need to.

If you have a bike that you haven't used for a while, or if you haven't thought about cycling to work, why not get your bike out and have a go!

Cycling is a great way to keep fit, saving you time and gym-fees. It is a convenient, cheap and quick way to get to and from work.

Taxi

There is a taxi rank in Henry Street which is just a short walk from the hotel.