STORE TRAVEL PLAN FOR McDONALD'S RESTAURANTS

LARCHWOOD AVENUE

HAVANT

HAMPSHIRE



McDonald's Restaurants Ltd, 11-59 High Road, East Finchley, London, N2 8AW

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Foreword

"If we all can modify our travel habits, even slightly, we can start to make a difference"

We are all aware of the stress that traffic congestion can cause in our everyday personal and working lives. Poor air quality and noise problems caused by road traffic, affect our living environment. Research says it will get worse.

The Government has set clear aims for sustainable development. As McDonald's Restaurants Ltd continue to develop new and refurbish existing stores, it is an opportunity for a fresh look at the reasons and travel choices behind the journeys we make.

The proposals in our Travel Plan will help us all to make more informed choices about how we travel to work. These ideas should help to reduce the strain associated with traveling as well as helping to encourage a healthier workforce and improving the immediate environment around us.

The key focus of this Travel Plan is to reduce the number of single occupancy car trips made by our staff, whilst increasing awareness of alternative modes of travel than are available.

As part of the preparation for this Travel Plan, we have undertaken surveys of almost 700 staff from all around the UK, in order to learn about their travel habits, and determine how we can encourage a shift away from use of the private car.

In order for this Travel Plan to work, it is important to have the commitment of all our staff. In most cases, the Travel Plan for each store will be promoted and maintained by the Restaurant Manager and they have the full support of McDonald's Head Office or their Franchisee. All staff are encouraged to enter fully into the spirit of the Travel Plan so that we can be seen to be making a valuable contribution to our area. If we all can modify our travel habits, even slightly, we can start to make a difference.

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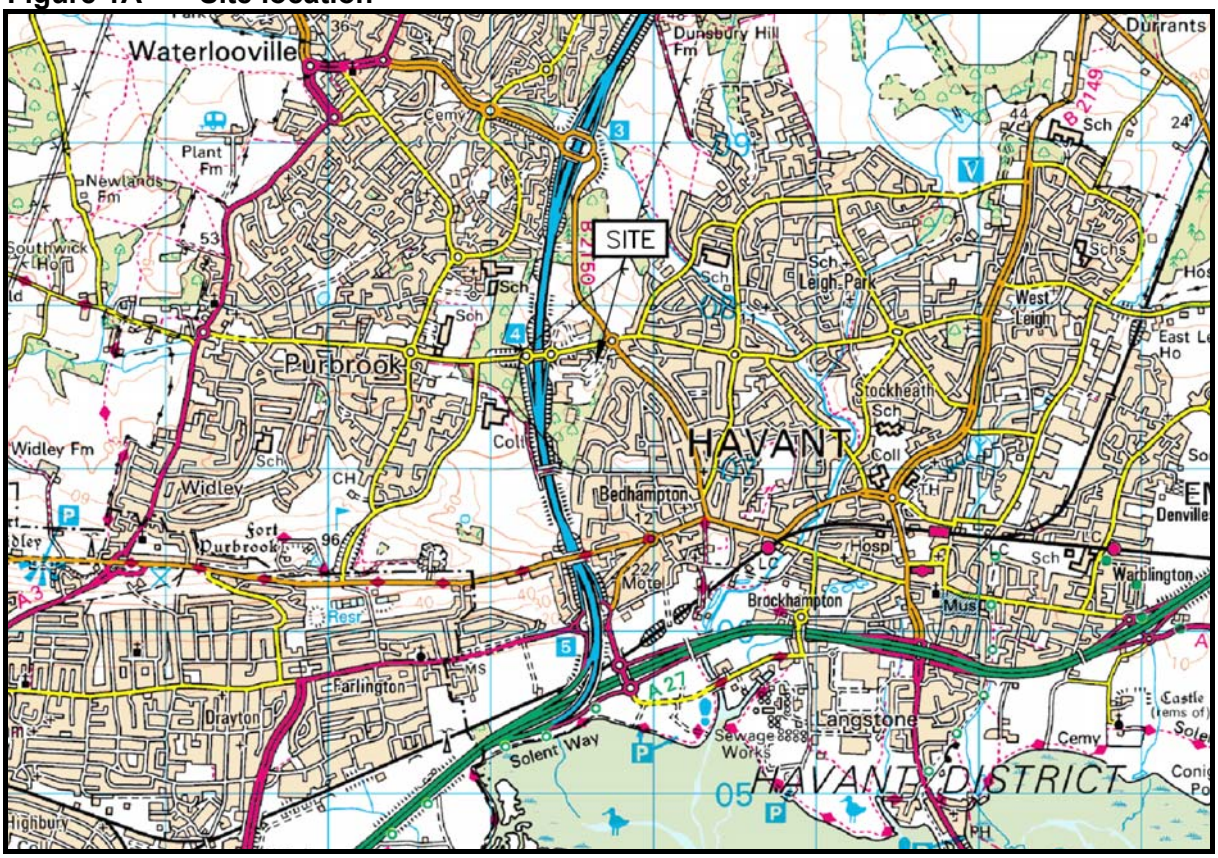
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1.0 INTRODUCTION

1.1 The purpose of this document is to set McDonald's Restaurants Ltd's intention to encourage and implement proposals, which will result in a reduction in the need for staff to travel by private car to the McDonald's restaurant at Larchwood Avenue, Havant.

- **LOCATION**
  - The site is situated 2km to the northwest of Havant town centre, 500m east of Junction 4 of the A3(M) and 1.5km east of Purbrook, as shown on the plan in Figure 1A. Larchwood Avenue forms the northern site boundary and provides access to the site. Larchwood Avenue also provides access to the Asda foodstore and petrol filling station. The site is therefore considered to be part of a retail park.

Figure 1A Site location



1.2 The aim of the McDonald's staff Travel Plan is to make staff aware of the alternative means of transport that are available in order to travel to and from their place of work and in particular, reduce the number of journeys to work that are made by car.

1.3 It is expected that there would be 70 staff employed at the Havant restaurant and that on any one day there would be 35 staff on site. Staff work shifts and the number of staff expected to be on shift at anyone time would be 15 people.

2.0 STAFF TRAVEL INFORMATION

2.1 McDonald's Restaurants Limited organised a series of staff interview surveys at the following types of restaurants:

- **Roadside**
  Typically located on "A" classification roads, these restaurants cater for the needs of passing motorists.
- **Retail Park**
  Located in retail parks of all scales, these provide a facility for shoppers to purchase a meal whilst they are on an existing shopping trip.
- **Suburban**
  Sited in or near local shopping centres, to complement the existing retail uses serving a predominantly residential area.

2.2 The surveys have been analysed to produce a database, showing how staff at McDonald's restaurants already utilise a wide range of modes of transport to travel to and from work. Table 2A shows an extract from the data base outlining the modal split of staff at a retail park restaurants, such as the store at Larchwood Avenue, Havant.

Table 2A Staff Travel Modes to Retail Park Restaurants

Mode	%	Requires car parking	Public Transport, foot or cycle
Foot	11%	-	11%
Car driver, park McDonald's	33%	33%	-
Bus	25%	-	25%
Dropped off	14%	-	-
Cycle	8%	-	8%
Motorcycle, park McDonald's	2%	-	-
Car driver, park elsewhere	0%	0%	-
Car passenger, share with employee	2%	-	-
Taxi	2%	-	2%
Train	3%	-	3%
Total	**100%**	**33%**	**49%**

2.3 As shown in Table 2A, McDonald's staff already have a low level of car travel at the restaurants surveyed, at 33% (with all of these parking on-site). Whilst it is accepted that there may be some minor differences from one site to another, it is reasonable to suggest that around only ⅓ of McDonald's staff travel to work by car.

2.4 49% travel by either bus, foot or bicycle, with the remaining majority being dropped off or collected, which could form part of another trip, rather than a specific visit to drop a friend or colleague at work.

3.0 TRAVEL PLAN CO-ORDINATOR

3.1 The Travel Plan (TP) co-ordinator at Larchwood Avenue, Havant will be the Restaurant Manager and will be appointed by McDonald's head office. They are the most senior member of staff and therefore have sufficient influence amongst the other employees to promote the initiatives within the plan.

3.2 The co-ordinator retains a copy of this Travel plan and contact details at ADL Traffic Engineering Ltd to assist them in implementing and updating the plan.

3.3 The TP co-ordinator will provide staff information on the following:

- **Walking**
  - Approximate distances to and from the site from nearby residential areas.
- **Cycling**
  - Cycle route plans.
- **Public Transport**
  - Bus timetables. Local bus routes identified.
  - Taxis.
- **Car Sharing**
  - Staff will be made aware of the opportunity for car sharing.

3.4 Travel information will be updated annually.

4.0 STAFF SURVEYS

4.1 Background

4.1.1 In order to prepare this Travel Plan, staff surveys were undertaken at stores in all regions of the country, gathering 685 responses. The questionnaire identified the following information, a copy is included as Appendix 1.0:

- Name and home postcode
- Working hours and whether full or part-time
- Mode of transport most often used
- Whether they require their car for their job
- How long their journey takes
- The distance they travel
- Attitudes towards walking, cycling, car sharing and using public transport

4.2 Results

4.2.1 As shown in Chapter 2.0, the modal split of retail park staff has a low proportion of car drivers, totalling around 33% of the workforce.

4.2.2 Based upon a shift of 15 staff this would amount to around 5 staff who would drive to work (either parking at the restaurant, or elsewhere) at any one time.

4.2.3 The breakdown of journey time and distance travelled is shown in Tables 4A and 4B below.

Table 4A Journey times to work

Time taken	**% of staff**
0-5 minutes	13%
5-10 minutes	27%
10-20 minutes	27%
Over 20 minutes	33%
Total	**100%**

Table 4B Distance travelled to work

Distance in miles	% of staff
0-1 miles	11%
1-3 miles	39%
3-5 miles	19%
More than 5 miles	28%
Total	**100%**

5.0 WALKING

5.1 Walking accounts for 11% of travel modes used by staff at the surveyed McDonald's retail park restaurants.

5.2 As some of the staff may live locally in Purbrook, it is therefore likely that many of these will opt to walk to the restaurant.

5.3 There is a 5.0m wide footway on the eastern side of Larchwood Avenue. There is a zebra crossing with tactile paving located on Larchwood Avenue directly opposite the site. There is a shared footway and cycle lane on the northern side of Purbrook Way. A new toucan crossing has been implemented on Purbrook Way to the west of the Purbrook Roundabout, which provides a pedestrian/cycle link between the site and B&Q.

5.4 There are drop kerbs and tactile paving pedestrian facilities across all five arms of the Hulbert Road/Purbrook Way/Larchwood Avenue Roundabout, which provide pedestrian links from the site to the bus stops on Purbrook Way and Hulbert Road.

5.5 The site is considered to be reasonably accessible for pedestrians.

6.0 CYCLING

6.1 Cycle parking will be provided on the site. This will be available for both customers and staff.

6.2 Promoting cycling has the benefit of reducing parking demand and promotes better health.

6.3 McDonald's offer a discount from Universal Cycles, which enables staff to obtain up to 60% off the recommended retail price of their top 55 models. At present up to 8% of staff cycle to McDonald's and by promoting the discount scheme, this might increase use of this mode.

6.4 Lockers and changing facilities will be provided for staff.

6.5 There is a shared footway and cycle lane on the northern side of Purbrook Way which provides a link to College Road and South Downs College from the site. To the east of the Hulbert Road/Purbeck Way/Larchwood Avenue junction Purbrook Way is marked as a convenient link for cyclists although there are no on road/off road facilities.

6.6 It is considered that there are reasonable existing facilities available for cyclists in the vicinity of the site, however the Hulbert Road/Purbrook Way/Larchwood Avenue Roundabout and Junction 4 (A3M)/B&Q Access/Purbrook Way Roundabouts are marked as difficult junctions for cyclists to negotiate.

Figure 6A Nearby cycle routes



6.7 The full cycle map can be downloaded from the cycling pages of Hampshire Council Council's website:

- http://www.havant.gov.uk/PDF/Havant_Back_FINAL%20low.pdf

7.0 PUBLIC TRANSPORT

7.1 There are bus stops on Purbrook Way to the west of the Purbrook Way/Hulbert Road/Larchwood Avenue Roundabout, 210m and 150m from the site eastbound and westbound respectively. The eastbound bus stop is post only, whereas the westbound bus stop benefits from a shelter. These bus stops are served by service numbers 20, 37 and 39.

7.2 Service number 63 can be accessed from the bus stops on Hulbert Road (south) and Purbrook Way (east). These bus stops are 260m and 350m from the site respectively. Both of these bus stops benefit from shelters.

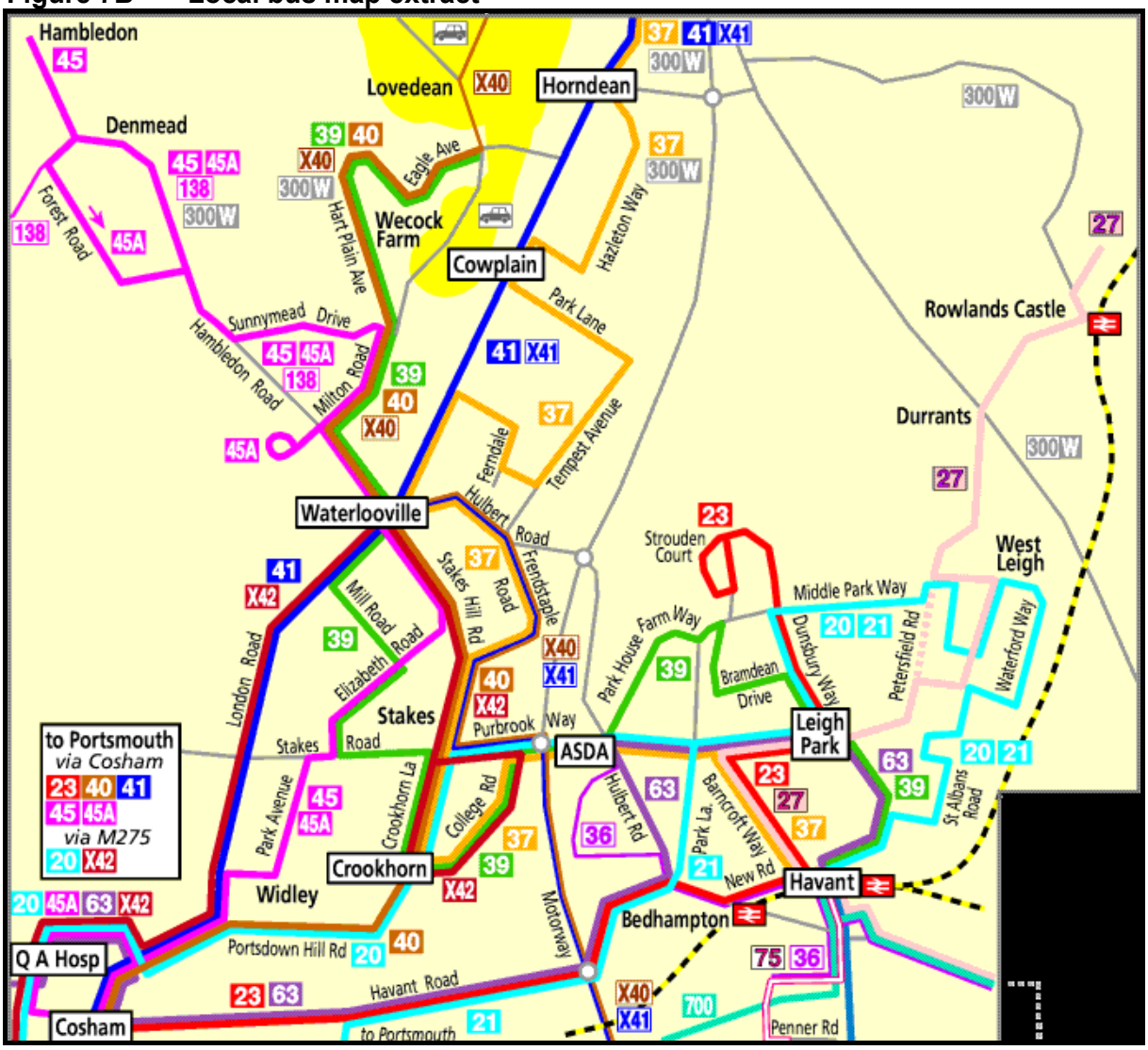
7.3 Service number 36 can be accessed from bus stops within the Asda car park 270 from the site.

7.4 A plan showing the location of the local bus stops is included as Figure 7A and a plan showing the local bus routes is included as Figure 7B.

Figure 7A Local bus stops



Figure 7B Local bus map extract



7.5 These services include local services running to Havant, Southbourne, Westbourne, Fareham, Portsmouth and Petersfield, as summarised in Table 7A below.

Table 7A Bus Services

Service No.	Operator	Route	Frequency		
			Mon-Fri	Sat	Sun
20	Stagecoach	Havant-West Leigh-Asda-QE Hospital-Portsmouth	2/hr (09:21-16:21)	2/hr (09:21-16:21)	-
36	Emsworth & District	Southbourne-Westbourne-Emsworth-Havant-Asda	3 services	-	-
39	Stagecoach	Havant-Asda-Waterlooville-Wecock Farm	4/hr (09:06-16:06)	4/hr (09:06-16:06)	1/hr
63	First	Havent-Leigh Park-Asda-Fareham	1/hr (08:43-17:56)	4 services	-
37	Stagecoach	Havant-Petersfield	1/hr (08:52-17:22)	1/hr (08:53-17:22	-

7.6 Bus information is produced by Hampshire County Council and the most up to date details can be obtained over the internet at:

http://www3.hants.gov.uk/passengertransport/ptmaps.htm

7.7 There is a nationwide “traveline” which provides information for passengers. The telephone number for this service is 0871 200 22 33.

8.0 CAR SHARING

8.1 The relatively low number of staff at the restaurant will mean there may be little benefit in formally arranging a formal car-sharing scheme, as there are only likely to be around 5 staff who drive to work at any one time however, the TP co-ordinator should encourage staff to car share where possible and for the scale of the restaurant and number of staff, an informal scheme would probably suffice.

8.2 A printed statement will be mounted in staff rooms to increase staff awareness of the opportunity to save on fuel and congestion and where staff are willing to car share, their work contact details will be given out via the GTP co-ordinator.

9.0 ATTITUDES TO TRAVEL CHANGE [retail park]

9.1 The travel survey sought staff attitudes towards mode change to:

- Walking
- Cycling
- Car sharing with another employee
- Using public transport

9.2 The results of the survey are summarised below:

Table 9A Mode change attitudes

Mode	Positive	Negative	Reasons for negative	%
Walk	45%	55%	Too far or too tiring	87%
			Inconvenient	5%
			Too dark or dangerous	4%
			Need car for school run / childcare etc	3%
			Prefer to drive	1%
Cycle	45%	55%	Too far or too tiring	47%
			Don't have a bike	40%
			Dangerous or unsuitable roads	3%
			Don't like cycling in dark / bad weather	3%
			Don't like cycling	3%
			Prefer to drive	2%
			Need car for school run / childcare etc	2%
Car Share	74%	26%	Shift clashes / no-one to share with	39%
			Too far	22%
			Interferes with other commitments	16%
			No car or licence	11%
			Prefer driving than being a passenger	6%
			Lives too close to be worthwhile	6%
Public Transport	62%	38%	Too expensive	26%
			Dislike buses	20%
			Unreliable or inconvenient services	20%
			No services at all	17%
			Not considered a viable travel option	11%
			Health or disability	3%
			Need car for school run / childcare etc	3%

9.3 As can be seen, the primary reason for preventing self powered (i.e. walking and cycling) transport choices is distance; although lack of cycle ownership is clearly also a large barrier to cycling too. The cost of public transport was also a high factor for not using this mode, as well as the perceived inconvenience/unreliability (or total lack) of services.

9.4 Car sharing is the most popular mode which staff would consider changing to and this would benefit the staff by reducing the parking demand within a retail park where there may be limits or restrictions in place.

9.5 Around a quarter of staff already travel by bus (Table 2A) and therefore the TPC could use this high proportion of existing staff use as a means to encourage others to also use the bus, by providing travel information such as timetables or maps. Additionally, the TPC could promote the universal cycles offer that is available to McDonald's staff so that those who would like to cycle but don't have a bike, may find it more affordable to purchase one.

10.0 SUMMARY OF GREEN TRAVEL PLAN

10.1 The aim of the McDonald's staff Travel Plan is to make staff aware of the alternative means of transport that are available in order to travel to and from their place of work and in particular, reduce the number of journeys to work that are made by car.

10.2 The surveys undertaken have shown that a relatively low number of staff drive to McDonald's Restaurants and the introduction of this Travel Plan will help to reduce the number further.

10.3 New staff will be appraised of the travel plan as part of their staff induction so that good practice in terms of modal choice is encouraged from the outset.

10.4 The Travel Plan will be updated annually.

APPENDIX 1.0

STAFF TRAVEL QUESTIONNAIRE

STAFF TRAVEL QUESTIONNAIRE

RESTAURANT NO: _____ **CONFIDENTIAL**

The following information is required to produce a Travel Plan for McDonald's Restaurants.

Please complete all the sections as accurately as possible – there is no right or wrong answer.

Surname	**Initials**
Job Title	**Home postcode** ***e.g. NW10 1NE***

Do you work full/part time? ***(please tick)***		**What are your normal working hours?** ***e.g. 8am – 5pm***						
		Mon	**Tues**	**Wed**	**Thurs**	**Fri**	**Sat**	**Sun**
Part time ❑	Full time ❑							

Which mode of transport do you use most often when travelling to or from work? ***(please tick <u>one</u> option only)***			
1. Car (driven and parked McDonald's car park)	❑	7. Taxi	❑
2. Car (driven and parked elsewhere)	❑	8. Train	❑
3. Car passenger (shared with another McDonald's employee)	❑	9. Bus	❑
4. Car passenger (dropped off by friend/relative)	❑	10. Cycle	❑
5. Motorcycle (parked in McDonald's car park)	❑	11. Walk	❑
6. Motorcycle (parked elsewhere)	❑		
Other *(please state)*			

Do you use a car as part of your job?	Yes ❑	No ❑	Not applicable ❑

How long does your journey take ***(please tick box)***	0-5 min ❑	5-10 min ❑	10-20 min ❑	>20 min ❑

How far do you travel? ***(please tick box)***	0-1 miles ❑	1-3 miles ❑	3-5 miles ❑	>5 miles ❑

Would you be prepared to:	Yes	No	If No, Please State Reason
Walk	❑	❑	
Cycle	❑	❑	
Car Share with another employee (as either driver or passenger)	❑	❑	
Use Public Transport	❑	❑	

Survey completed – Thank-you!