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## **NEW EXIT ROAD AT SAINSBURY'S CANLEY REDUCING TIME, COSTS AND EMISSIONS**

A traffic survey has revealed that the new exit road at Sainsbury's recently extended Canley store is saving customers time and money, as well as reducing the store's carbon footprint.

The new road, leading onto Renown Avenue at the back of the store, has recently been provided in addition to the existing store access/egress, meaning Coventry-bound customers do not have to negotiate the six sets of traffic lights that form the gyratory system in and to the north of the retail park.

The survey, carried out on a Friday and Saturday in September, measured all inbound and outbound traffic, as well as parking demand.

An assessment was also carried out of the mileage and time saved by Coventry-bound customers using the secondary egress, which amount to a quarter of all traffic leaving the store.

The results show that each customer using the new road saved an average of 12.5 miles a year, based on an average number of shopping trips.

Applied to a quarter of the Canley store's custom from motorists, the annual saving is 103,807 miles – or the equivalent of driving over four times around the earth's equator – a huge saving on both fuel costs and time.

Due to the number of traffic signals within the gyratory system, the time savings for the store's customers using the new road work out at an annual average of 1 hour and 48 minutes per customer, or 15,138 hours combined - an equivalent of over 630 days a year.

In addition to time and money, the reduced travelling is also making a significant contribution to reducing the store's carbon footprint, whilst the reduction of traffic using the gyratory system is also benefitting customers and other motorists that do pass through it.

The new exit road, which uses Cradle to Cradle® principles, was designed by Sainsbury's highway consultants, the Denis Wilson business group, made up of transport planning and design experts from Royal Haskoning.

Cradle to Cradle® (C2C) strives to go 'beyond sustainable' and delivers positive solutions that are actually good for the environment.

Christian Wakelin, Sainsbury's Development Executive, comments: "The survey has produced some fantastic results to show the benefits of the secondary exit road. Sainsbury's customers are benefitting from a fuel cost and travel time reduction that becomes quite astounding once combined, whilst we are also delighted to note how this is making a significant contribution to reducing the carbon footprint of the store."

For further information, please call Richard Harris on Sainsbury's freephone number: 0800 975 5299.

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