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440 Hollinwood Avenue, Moston, Manchester

Travel Plan

Final Report for:



April 2025

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APPENDICES

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1.0 INTRODUCTION

1.1 Overview

1.1.1 Cora IHT have been instructed by Lidl GB Ltd and AG Barr Plc to prepare a Travel Plan [TP] to support proposals for a new discount foodstore located off Hollinwood Avenue in Moston, Manchester. **Figure 1.1** illustrates the site location.

1.1.2 **Figure 1.1** illustrates the site location.

Figure 1.1: Site Location



1.1.3 Staff, customers and servicing will be targeted through this travel plan, to encourage an overall reduction in the number of single occupancy vehicle trips made to the site.

1.2 Travel Plan Commitment

1.2.1 Lidl recognise the importance of reducing the potential negative transport related impacts of the development and the need to provide for, and encourage, a range of sustainable travel options as an alternative to car use.

1.2.2 This Travel Plan provides:

- i. details of and results from an initial staff travel to work survey;
- ii. clearly specified ongoing targets for staff travel mode shares;
- iii. action plan setting out how the targets and objectives of the Travel Plan will be delivered
- iv. a plan for monitoring and reviewing the effectiveness of the Full Travel Plan.

1.3 Travel Plan Funding

1.3.1 Lidl has committed a 1st year budget of £3,500 for the implementation of the travel plan and onsite promotions.

1.3.2 After the first year, further funding will be agreed and relayed to the Council which is subject to agreed initiatives following the monitoring report.

1.4 Travel Commitments

1.4.1 The travel plan provides a commitment to provide the following initiatives to promote sustainable travel:

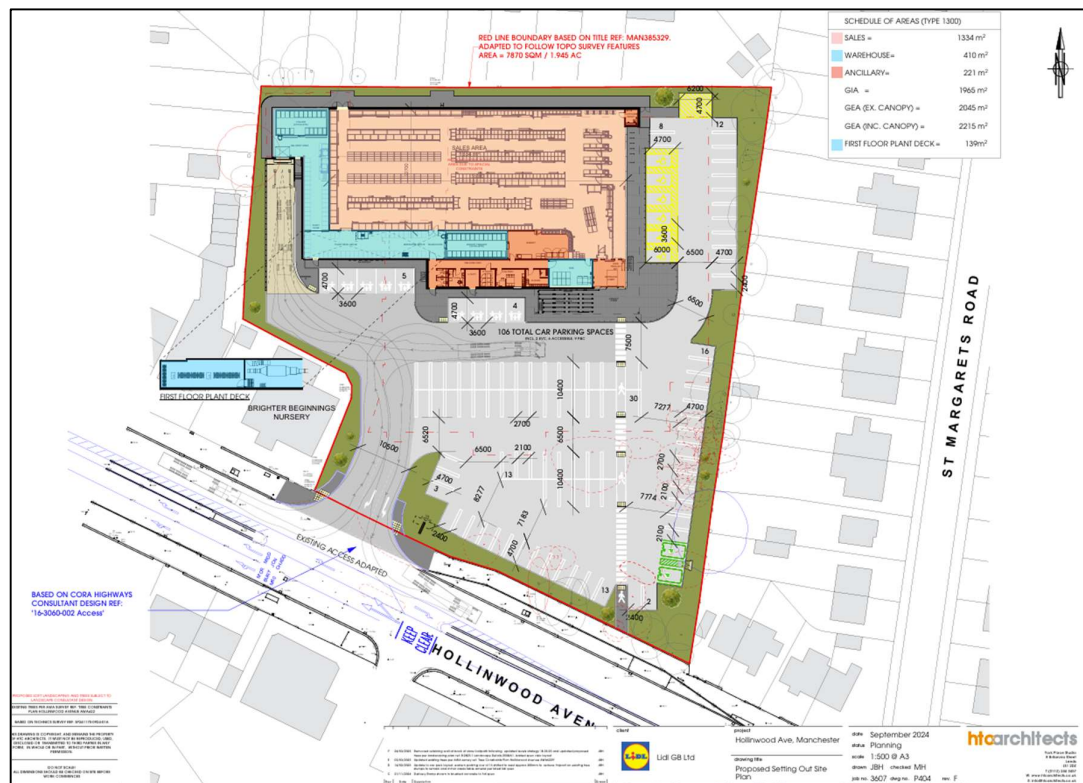
- Development and distribution of a travel information to all staff, outlining the accessibility of the site on foot, by bicycle and public transport;
- Provision of lit, safe pedestrian routes surrounding the site;
- Provision of secure cycle parking facilities, as appropriate; and
- The lead Travel Plan Coordinator will co-ordinate a site-wide car share scheme using Susgo and will gather details of any person interested in car sharing.
- The travel plan is to be implemented for a minimum of 5 years or otherwise agreed with the Council.

2.0 SITE CONTEXT

2.1 Site Context

- 2.1.1 The proposed new Lidl store will provide a sales area of circa 1,334m², whilst the total GIA is 1,961m² which includes the warehouse and ancillary areas. The total area of the red line boundary measures circa 4,006m² (1.99 Acres / 0.81 Hectares).
- 2.1.2 Vehicular access to the development site is proposed via the existing access to the site off Hollinwood Avenue, which will be widened and improved to highways standard.
- 2.1.3 In order to improve access by sustainable modes, the existing 2m footway is to be extended along the site boundary.
- 2.1.4 The proposed development will provide a site layout designed in accordance with current best practice to accommodate pedestrians and cyclists, with direct pedestrian access also being provided off Hollinwood Avenue, with the existing footway entering into the development site.
- 2.1.5 **Figure 2.1** provides an extract of the proposed site layout. **Appendix A** shows the full site layout plan.

Figure 2.1: Proposed Site Layout



- 2.1.6 The Lidl store proposes a total of 106 spaces are to be provided on site, including 6 disabled, 9 parent & child bays, 2 electric charging bays.
- 2.1.7 There will be 1 or 2 service vehicles per day which will access the loading bay from the car park entrance.

3.0 SUSTAINABLE ACCESSIBILITY

3.1 Introduction

3.1.1 The purpose of this section is to outline the accessibility of the site by sustainable modes of transport, including on foot, by bicycle and using public transport. By identifying the accessibility of the site by sustainable modes of transport, appropriate travel plan measures can be identified to promote travel by these modes.

3.2 Walking and Cycling

3.3.1 Lit footways heading in both directions from the proposed site are provided along Hollinwood Avenue, nearby the vicinity of the site.

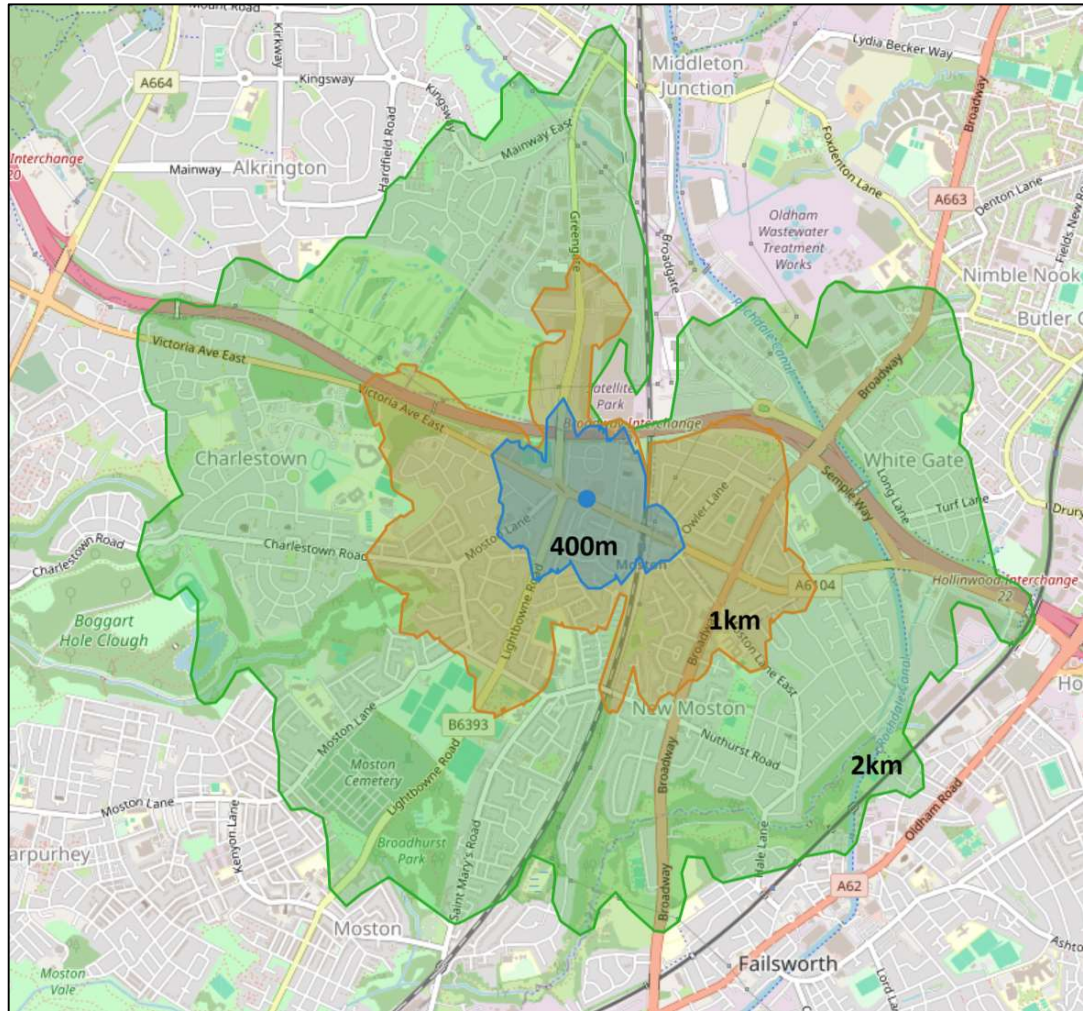
3.3.2 Direct pedestrian access will also be provided off Hollinwood Avenue, with the existing footway entering into the development site.

- The development site is highly sustainable via walking. The following amenities are located within vicinity of the site:
 - *PureGym Moston – Circa 600m away;*
 - *Gardeners Arms Public House – 150m away;*
 - *Gourman Food - Just over 100m;*
 - *Moston Railway Station – 350m away; and*
 - *St Margaret Mary Roman Catholic Church – Circa 350m away.*

3.3.3 Short car journeys of up to 2km are considered replaceable by walking and up to 5km by cycling. The general topography of area is reasonably flat, which should assist in encouraging visitors of the proposed development to travel by cycle.

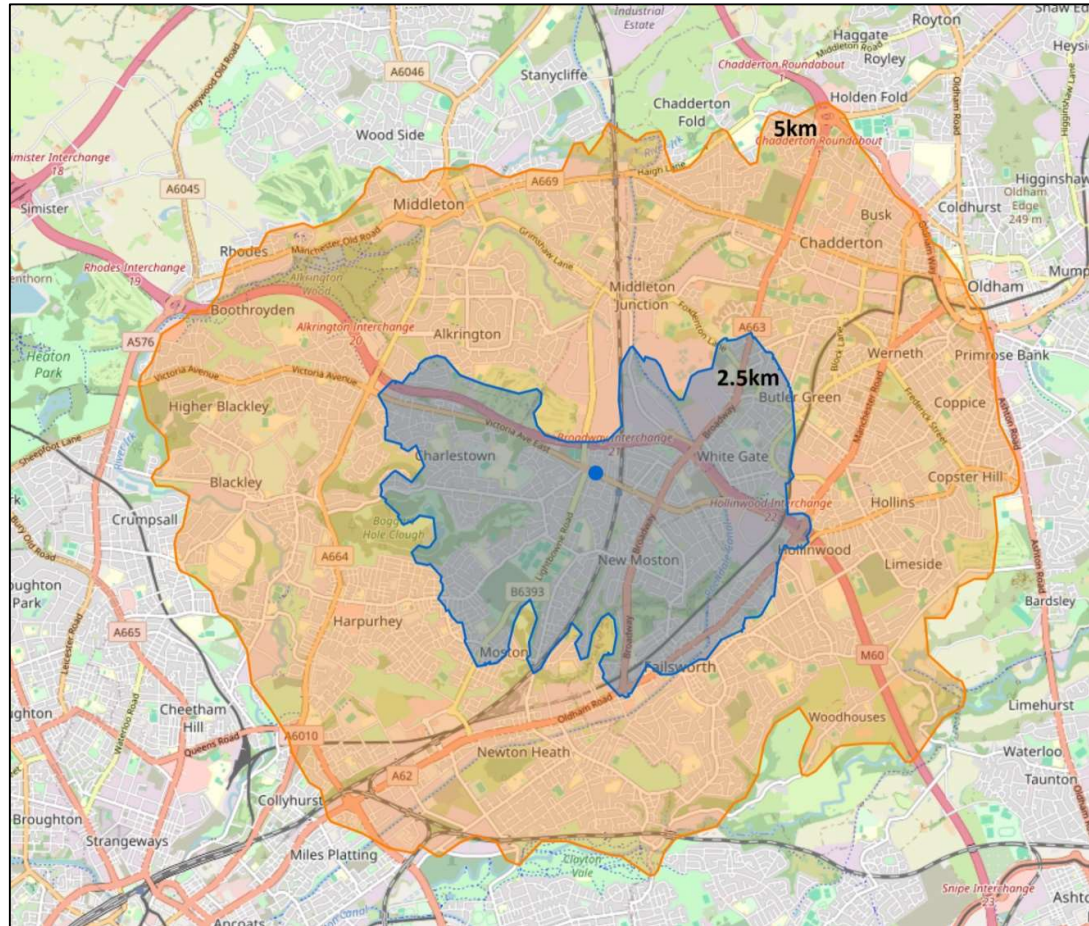
3.3.4 **Figure 3.1** provides the 400m, 1km and 2km walk catchment plan.

Figure 3.1: Walk Catchment Plan



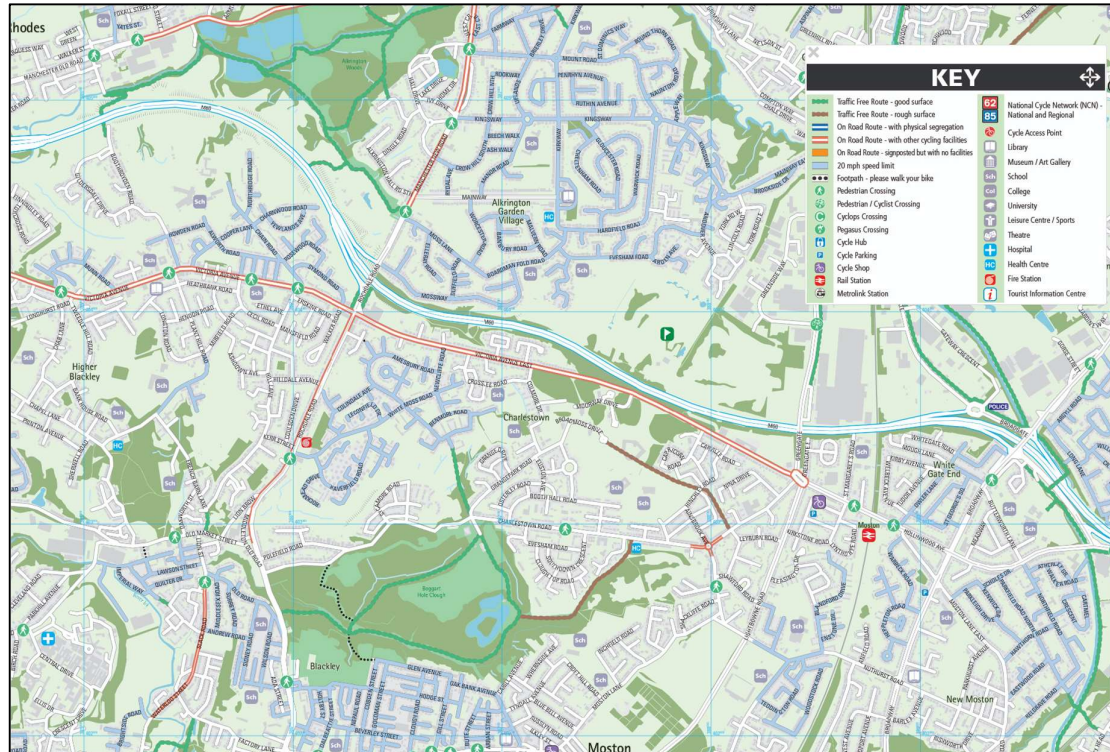
3.3.5 **Figure 3.2** provides the 5km cycle catchment.

Figure 3.2: 2.5km and 5km Cycle Catchment Plan



- 3.3.6 As can be seen from **Figure 3.2**, the Manchester boroughs of Chadderton, Hollinwood, Failsworth, Harpurhey and others are accessible within 5km of the development site providing access for further settlements and residential areas.
- 3.3.7 The general topography of the area is relatively flat, which can assist in encouraging potential staff and customers to travel to and from the new food store by cycle.
- 3.3.8 The site benefits from on-road cycle provisions along Victoria Avenue East which can be accessed just to the west of the developments. **Figure 3.3** shows an extract of the cycle and route map for the area.

Figure 3.3: Cycle Map



3.4 Public Transport

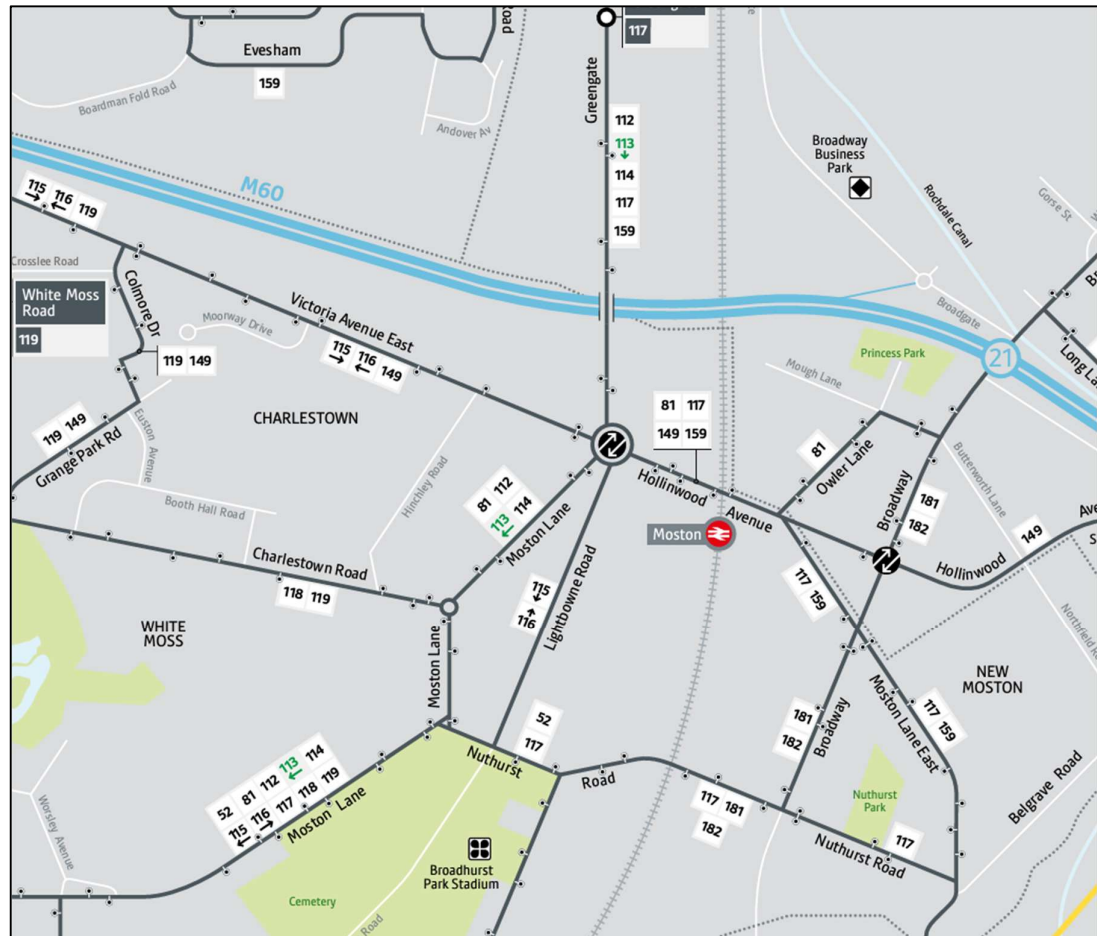
Bus

- 3.4.1 The closest bus stops to the site are located within walking distance along Hollinwood Avenue, circa 100m away (Gardener's Arms stops). Further bus stops can be found along both Lightbourne Road and Moston Lane nearby.
- 3.4.2 **Figure 3.4** shows and extract of the public transport map for the area. **Table 3.1** shows the frequencies of the bus services which align at the nearby stops.

Table 3.1: Bus Information

Bus Service	Route	Monday - Saturday (Frequency)	Sunday (Frequency)	First	Last
117	<i>Piccadilly Gardens – Moston Road</i>	<i>Every 30 minutes</i>	<i>Every Hour</i>	<i>07:28</i>	<i>18:35</i>
149	<i>North Manchester General Hospital (Circular)</i>	<i>Every Hour</i>	<i>Every Hour</i>	<i>06:47</i>	<i>18:22</i>
112	<i>Middleton Bus Station (Circular)</i>	<i>Every Hour</i>	<i>N/A</i>	<i>09:42</i>	<i>15:42</i>
114	<i>Piccadilly Gardens – Boarshaw Lane</i>	<i>Every 20 Minutes (Every 30 Minutes on Saturday)</i>	<i>Every Hour</i>	<i>07:09</i>	<i>23:47</i>
81	<i>Piccadilly Gardens – Oldham Bus Station</i>	<i>Every 30 Minutes (Every hour on Saturday)</i>	<i>Every Hour</i>	<i>06:17</i>	<i>23:10</i>

Figure 3.4: Public Transport Map



Rail

- 3.4.3 The development site is located circa 350m away from Moston Railway Station. This station has 2 platforms and provides National Rail services operated by Northern on the Caldervale Line. The preceding station is Manchester Victoria.
- 3.4.4 It is therefore concluded that the site benefits from substantial access by bus and rail, offering an attractive mode of transport to and from the site. Given the frequency of the bus services available, in addition to the excellent pedestrian and cycle provisions within vicinity of the site this is likely to provide a real alternative to single occupancy car journeys.

4.0 AIMS, OBJECTIVES AND TARGETS

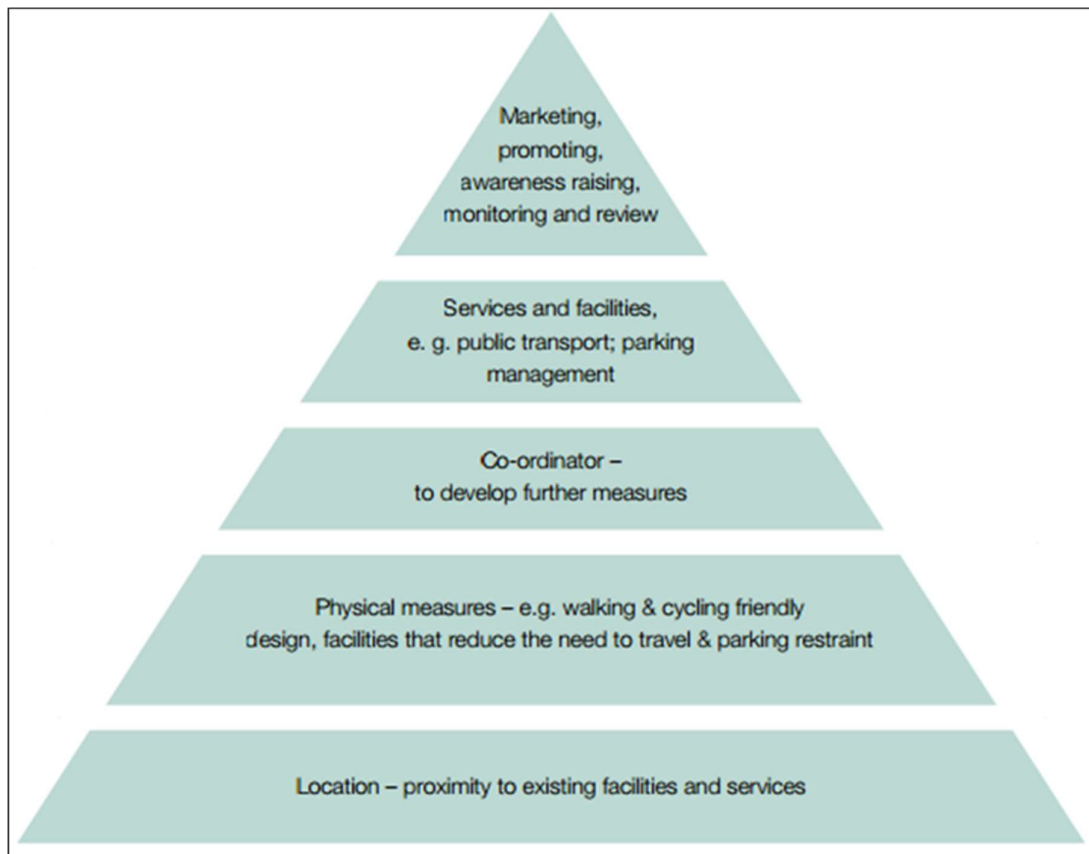
4.1 Overview

- 4.1.1 The aim of this Travel Plan is to provide a long-term strategy for the development to reduce the dependence of employees and visitors on travel by private car. Aims, objectives and targets are required to provide a focus for the travel plan and to enable its success to be measured and monitored. The purpose of this section is therefore to outline the aims, objectives and targets for this Travel Plan.

4.2 Travel Plan Pyramid

- 4.2.1 Within the DfT guidance 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process', the Travel Plan pyramid sets out the various facets of a travel plan that are key to making the travel plan successful. The Travel Plan pyramid is reproduced below:

Figure 4.1 – Travel Plan Pyramid



- 4.2.2 The following features of the site location make it suitable for encouraging sustainable travel behavior:
- 4.2.3 A number of key destinations regionally and within the wider area can be easily accessed without the need for a private car.

4.3 Travel Plan Aim

- 4.3.1 The travel plan aim provides the overarching focus and end goal for the travel plan. The aim enables the overall success of the travel plan to be assessed and, as such, all travel plan initiatives should contribute to achieving the travel plan aim.
- 4.3.2 The overall aim of this travel plan is to achieve a reduction in the number of single occupancy vehicle journeys to the site and promote sustainable modes of transport including walking and cycling.
- 4.3.3 This will be achieved by maximising the accessibility of the development site by alternatives modes of transport to single-occupancy car and by implementing a range of travel plan initiatives.

4.4 Travel Plan Objectives

- 4.4.1 Objectives provide an overview of what the Travel Plan is trying to achieve. Each of the objectives outlined should contribute towards the Travel Plan's aim, whilst Travel Plan targets should help achieve the objectives of the travel plan.
- 4.4.2 As this stage, it is not possible to derive specific objectives for the site which relate to its day-to-day operation, given the number of unknowns. Notwithstanding, the following generic objectives have been identified which are intended to achieve current Government and local policies in respect to transport in educational developments:
 - Reduce reliance on single occupancy car journeys;
 - Promote alternative modes of travel to the car;
 - Advocate means of travel that are beneficial to the health of those working on or visiting the site;
 - Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health etc.); and
 - Contain car parking demand.
- 4.4.3 Travel plan guidance recognises that one or more of the above objectives may carry more weight than others, based on the individual characteristics of the site. As such, the relative importance of each of these objectives will be reviewed as part of the development of the full travel plan at the site.

4.5 Travel Plan Targets

- 4.5.1 Travel plan guidance recommends that 'SMART' targets are set, that are:
 - Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time-bound.
- 4.5.2 A target reduction on single occupancy car travel of 10% is proposed.

5.0 TRAVEL PLAN MEASURES

5.1 Preamble

- 5.1.1 An important aspect of a successful travel plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the site.
- 5.1.2 The aim of travel plan initiatives is to maximise the accessibility of the site by alternative modes of transport to the private car. It is worthy of note that the location of the site and the current provision for walking, cycling and public transport on the adjacent highway network is considered to be conducive to encouraging travel by non-car modes of transport.
- 5.1.3 The travel plan initiatives outlined within this section may benefit staff and customers of the site by facilitating sustainable travel choices, resulting in the following:
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (when compared with single occupancy car use);
 - Health benefits from increased levels of walking and cycling, and fewer vehicular emissions in the immediate vicinity of the site; and
 - A pedestrian / cycle friendly environment.
- 5.1.4 This section provides a summary of the key initiatives contained within this travel plan. The initiatives reflect previous experience of workplace travel plans, along with national government guidelines. The list is not exhaustive and additional measures may be added to the list in light of the annual travel survey responses.

5.2 SusGo Travel Tool

- 5.2.1 SusGo is an electronic travel planning tool which assists:
- Councils to monitor travel plans.
 - Travel Plan Coordinators (TPC) to promote sustainable travel.
 - Individuals to have the ability to readily have access to sustainable travel mode choices.
- 5.2.2 The key features of the tool are as follows:
- Automatically sets up car share scheme within work group.
 - Initiating travel surveys for repeated and manual schedules.
 - Communicating events and special offers relating to sustainable transport i.e. free buses, cycle weeks, walk to school / work days, discount taxi rides, etc.
 - Automated travel to work information using live google mapping to create real time travel options for all journeys. These include walk routes, cycle routes, bus times, car share availability.
 - Personalised staff and visitors travel planning including live journey tracking to promote sustainable travel on the go.
 - Electric charging point locator.
 - Production of summarised reports for Council monitoring.

- 5.2.3 The SusGo Travel Tool application can electronically replace the Welcome Pack which companies need to provide to their staff and members with both a web facility and mobile app.
- 5.2.4 Lidl will register for the use of the SusGo Travel Tool so that all travel plan measures, monitoring and review are conducted via SusGo. Information on SusGo is provided in **Appendix B**.

5.3 Marketing and Promotion

- 5.3.1 From the outset, sustainable travel will be promoted to staff and employees. The travel plan will be launched as soon as possible after occupation of the site and will be continually marketed through the provision of travel information and communication sessions via the Susgo app.
- 5.3.2 The following section describes the marketing tools and initiatives that may be used to convey the commitment of the developer to providing alternative travel choices. It is important that there is a central source of information for all queries relating to sustainable travel for staff at the site. The Travel Plan Coordinator is considered the most appropriate person to communicate the aims and objectives of the travel plan to staff.
- 5.3.3 All staff will be encouraged to register with Susgo promoting alternative transport modes. The information will include:
- Public transport, pedestrian and cycle route maps and information on car sharing;
 - Information and contact details of local taxi services;
 - List of internet websites on sustainable transport and journey planning; and
 - Contact details for the Travel Plan Coordinator.
- 5.3.4 In order to integrate the travel plan with the wider sustainable travel agenda, Susgo will be used to promote national and international initiatives such as 'Bike Week' and 'In Town Without My Car'. The Travel Plan Coordinator will be encouraged to organise social events which incorporate such initiatives, for example an organised cycle ride.
- 5.3.5 The Travel Plan Coordinator will also provide staff with information regarding the travel plan and specific initiatives contained within it, and will be the main point of contact for all travel-related queries. This will include information on journeys by public transport, cycling and on foot between the development site and local amenities via Susgo. Susgo will also provide details of organisation-wide travel plan initiatives available to staff such as the cycle to work scheme.

5.4 Initiatives to Promote Car Sharing

- 5.4.1 Following occupation, the Travel Plan Coordinator will enter into discussions to ensure that all staff have access to the site's car share scheme. The Travel Plan Coordinator will encourage staff to sign up to the scheme and will promote car sharing to staff.

5.5 Initiatives to Promote Travel by Public Transport

- 5.5.1 Information on the bus and rail timetables and services available which can be accessed by staff and customers will be provided within Susgo. This will include details and links to online journey planning websites such as Traveline.
- 5.5.2 Details of the public transport and local taxi companies will also be provided to customers on request, to facilitate onward travel by more sustainable transport modes.

5.6 Initiatives to Promote Walking

- 5.6.1 Susgo includes mapping which identifies the pedestrian friendly routes surrounding the site, in order to ensure that staff are aware of the facilities available to them. This is provided in the “Go Navigate” tool.
- 5.6.2 Details of national events, such as Walk to Work Week will be promoted at the site and staff will be encouraged to participate. These events will be promoted via the Susgo news feeds.

5.7 Initiatives to Promote Cycling

- 5.7.1 Susgo includes information on the cycle routes available between the site and common destinations, including local amenities and residential areas.
- 5.7.2 The Travel Plan Coordinator will set up a Cycle to Work scheme to enable staff to access a tax exempt loan for the purchase of bicycles and safety equipment. (www.dft.gov.uk/publications/cycle-to-work-scheme-guidance)

5.8 Initiatives relating to Site Servicing

- 5.8.1 Where servicing or deliveries take place by external organizations, sustainable practices are adhered to where possible. This will include using fuel efficient delivery trucks and vehicles and driving using eco-driving techniques.

6.0 TRAVEL PLAN MANAGEMENT

6.1 Overview

- 6.1.1 Key to the success of the travel plan is the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the site's Travel Plan Coordinator, the Council's Travel Planning Team and other sustainable travel groups. This section outlines the roles and responsibilities of key individuals and stakeholders who will manage the travel plan.

6.2 Travel Plan Coordinator

- 6.2.1 The responsibility for managing and implementing the travel plan lies with the Travel Plan Coordinator. The travel plan coordinator's contact details are provided below:

Toan Chau

Cora IHT

Adamson House

Towers Business Park

Wilmslow Road

Manchester

M20 2YY

Email: toan.chau@coraiht.com

Mobile: 07817 694035

- 6.2.2 The TPC will work in partnership with The Council to ensure the effective delivery of the travel plan.
- 6.2.3 The role and responsibilities of the Travel Plan Coordinator will include:
- To implement and promote various travel plan initiatives at the site to promote sustainable travel;
 - To promote the travel plan to staff and visitors;
 - To attend the travel steering group meetings and report back to staff on any issues relevant to the travel plan;
 - To provide a point of contact for The Council on all travel related issues;
 - To provide a point of contact for the Local Authority, steering group and any other stakeholders on any issues relating to the travel plan;
 - To monitor the success of the travel plan initiatives, including undertaking and analysing travel surveys; and
 - To review the travel plan's success and prepare action plans.
- 6.2.4 The Travel Plan Coordinator's role will be reviewed on an annual basis and, if considered necessary. Any changes to the Travel Plan Coordinator's role will be communicated to the Local Authority.

6.3 Stakeholder Engagement

- 6.3.1 Stakeholders including the Council's Travel Planning Team and local transport operators also play an important role in the successful implementation of the travel plan at the site. The Council's Travel Planning Team will be kept up-to-date with the progress of the travel plan through Susgo. The Travel Plan Team will also be approached when appropriate to gain advice and support on the implementation of specific travel plan initiatives at the site.

7.0 MONITORING AND REVIEW

7.1 *Monitoring*

7.1.1 There is a need to monitor the success of a Travel Plan for a number of reasons:

- It gauges whether a Travel Plan is achieving any success in its objectives;
- It helps to identify strengths, weaknesses and potential areas for improvement in future travel planning; and
- There is a general need to collect data measuring the impacts and outcomes of Travel Plans so that there is clearer evidence for local authorities and other Government bodies on their success.

7.1.2 Susgo will be able to generate the travel survey data for all staff within the site once staff have registered with Susgo. The travel data is updated regularly as staff logon to the app. The first full set of travel data will be release in Jan 2023.

7.1.3 All survey data are automatically updated on the Council's Susgo Admin page and reviewed buy the Council as required.

7.2 *The Role of the Travel Plan Co-Ordinator Monitoring the Travel Plan*

7.2.1 The Travel Plan Co-ordinator will be principally responsible for the monitoring of the Travel Plan. Key tasks which are done within the Susgo app include:

- Undertaking travel surveys as soon as it is practically possible to establish baseline travel patterns;
- Preparing a baseline travel summary report;
- Preparing an action plan detailing the short, medium and long term measures to be implemented to achieve Travel Plan objectives;
- Undertaking subsequent travel surveys;
- Preparing an annual report summarising travel information, key problems and opportunities identified, and the success of the Travel Plan in relation to its objectives;
- Reassessing Travel Plan objectives and targets and the measures action plan year-on-year based upon annual surveys.

7.3 *Reporting*

- 7.3.1 The Travel Plan Coordinator will ensure that the Susgo database for the site is available for the Council to review. The Travel Plan Coordinator will agree any necessary amendments to the Travel Plan with the Council, in light of the monitoring exercise (for example, new targets if previous targets have been achieved etc.).
- 7.3.2 A travel plan is not a one-off event but is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the travel plan.

8.0 TRAVEL PLAN PROGRAMME

8.1 Travel Plan Programme

8.1.1 **Table 8.1** outlines the 12-month programme for the Travel Plan development alongside key milestones.

Table 8.1: Travel Plan Action Plan

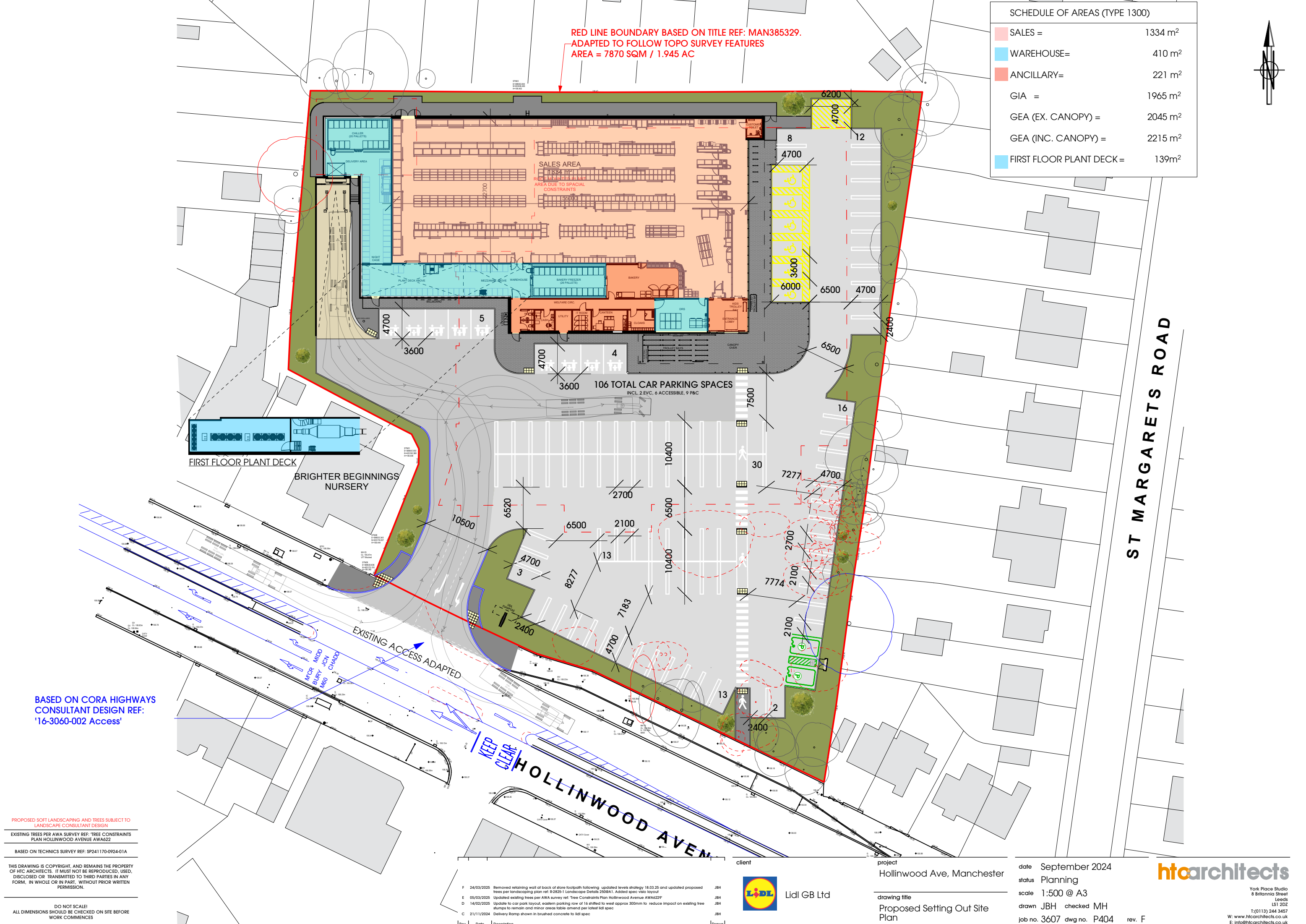
Action	Timescale
Prepare and adopt full Travel Plan	On-going
Confirm budget for the implementation of the travel plan and onsite promotions.	1 st year budget of £2,500.
Register Company with Susgo	TPC to provide Susgo posters and banners for staff to sign up.
Implement travel notice boards in communal areas of the site	Promoted upon staff induction and completed via SusGo app and email shots.
Provide car and cycle parking in line with the provision outlined in planning consent.	Validated by site audit to be done by TPC and inputted into Susgo site data.
Provide showers, lockers and changing facilities at the site.	Validated by site audit to be done by TPC and inputted into Susgo site data.
Supplement travel welcome pack with details of initiatives. Distribute to staff.	Completed via SusGo.
Promote the work car share and cycle-to-work schemes to staff	Completed via SusGo.
Monitor success of travel plan actions and progress towards targets. Amend travel plan, if necessary	Completed via SusGo inbuilt survey.
Undertake travel surveys and other monitoring activities to measure the success of travel plan and discuss findings with the Council. Review travel plan and amend, if necessary.	Completed via SusGo with TPC to suggest improvements from results of surveys.
Following occupation, the Travel Plan Coordinator will enter into discussions to ensure that all staff have access to the site's car share scheme. The Travel Plan Coordinator will encourage staff to sign up to the scheme and will promote car sharing to staff.	Completed via SusGo upon staff registration and ongoing use of the app. This is done with the inbuilt QR code payment system for drivers, passengers and bonus rewards for taking up car share.

	The car park management system within Susgo will allow various parking spaces to be allocated with priority given to car share spaces.
Information on the bus and rail timetables and services available which can be accessed by staff and customers will be provided within Susgo. This will include details and links to online journey planning websites such as Traveline. Details of the public transport and local taxi companies will also be provided to customers on request, to facilitate onward travel by more sustainable transport modes.	Completed via SusGo upon staff registration and live real time information within the app.
Promotion of walk trips to site.	Susgo includes mapping which identifies the pedestrian friendly routes surrounding the site, in order to ensure that users are aware of the facilities available to them. This is provided in the “Go Navigate” tool. Details of national events, such as Walk to Work Week will be promoted via email shots and staff will be encouraged to participate. These events will be promoted via the Susgo news feeds and onsite face to face promotions as required.
Promotion of cycle trips to site.	Susgo includes information on the cycle routes available between the site and common destinations, including local amenities and residential areas.
Personalised Journey Plans (PJPs) provided to staff.	Completed via SusGo upon staff registration.
voucher towards the purchase or loan of a bicycle and/or cycle equipment for staff, Partnership with local cycle shops.	Susgo has rewards, discount and special offers within the app via the “Go Shop” and “Go Rewards” functions. These will be promoted to all staff.

Promotion of health benefits of walking	Completed via SusGo upon staff registration and ongoing use of the app and linkage to Fitbit. Rewards are given to persons change of travel
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APPENDICES

APPENDIX A – SITE LAYOUT



SCHEDULE OF AREAS (TYPE 1300)		
SALES =		1334 m ²
WAREHOUSE=		410 m ²
ANCILLARY=		221 m ²
GIA =		1965 m ²
GEA (EX. CANOPY) =		2045 m ²
GEA (INC. CANOPY) =		2215 m ²
FIRST FLOOR PLANT DECK =		139m ²

PROPOSED SOFT LANDSCAPING AND TREES SUBJECT TO LANDSCAPE CONSULTANT DESIGN

EXISTING TREES PER AWA SURVEY REF: TREE CONSTRAINTS PLAN HOLLINWOOD AVENUE AWA22

BASED ON TECHNICS SURVEY REF: SP241170-0924-01A

THIS DRAWING IS COPYRIGHT, AND REMAINS THE PROPERTY OF HTC ARCHITECTS. IT MUST NOT BE REPRODUCED, USED, DISCLOSED OR TRANSMITTED TO THIRD PARTIES IN ANY FORM, IN WHOLE OR IN PART, WITHOUT PRIOR WRITTEN PERMISSION.

DO NOT SCALE!
ALL DIMENSIONS SHOULD BE CHECKED ON SITE BEFORE WORK COMMENCES

Rev.	Date	Description	Drawn
F	24/03/2025	Removed retaining wall at back of store footpath following updated levels strategy 18.03.25 and updated proposed trees per landscaping plan ref: 8-2825-1 Landscape Details 2508A1. Added spec vista layout	JBH
E	05/03/2025	Updated existing trees per AWA survey ref: Tree Constraints Plan Hollinwood Avenue AWA229	JBH
D	14/02/2025	Update to car park layout, eastern parking row of 16 shifted to west approx 300mm to reduce impact on existing tree stumps to remain and minor areas table amend per latest ldi spec	JBH
C	21/11/2024	Delivery Ramp shown in brushed concrete to ldi spec	JBH

**Lidl GB Ltd**

client

project

Hollinwood Ave, Manchester

drawing title

Proposed Setting Out Site Plan

date September 2024

status Planning

scale 1:500 @ A3

drawn JBH checked MH

job no. 3607 dwg no. P404 rev. F

**htcarchitects**

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APPENDIX B – SUSGO TOOL SUMMARY



Our Journey to a Sustainable Future



Promote sustainable
actions to protect our
planet and our health.

Shape a sustainable future
for our community.

Are you with us?





Overview





Susgo is an interactive travel planning and coordination tool.

What can it do? In a nutshell.

- **Councils** can monitor travel demand and fulfil sustainable travel objectives.
- Provide **businesses** with a single platform to promote sustainable travel and offset carbon emissions.
- Allow **people** to readily gain access to sustainable travel choices and measure their carbon emissions.

It helps us to reduce traffic congestion.



Councils can...

- Recommend the use of it to schools by reducing traffic congestion from car drop off and pick ups.
- Recommend the use of it to all businesses within their local authority.
- Use it to monitor travel plans with real-time data.
- Save time, money and resources with access to real-time reporting.

It helps us all to reach
net zero emissions.



Businesses can...

- Use Susgo to fulfil Travel Plan Coordination Role and discharge Travel Plan conditions.
- Monitor staff travel, carbon emissions, car parking demand and use the inbuilt staff home catchment tool to promote sustainable travel.
- Analyse travel behaviour to optimise sustainable travel benefits.
- Support staff to reduce carbon emission and the overall company carbon footprint.

It helps us all to develop
a healthy lifestyle.



People can...

- Easily plan sustainable journeys with real time information.
- Easily set up car shares with drivers and other passengers from their work place.
- Get access to rewards and discounts for helping to do their bit.
- Improve health, well-being and reduce travel related stress.

How else can it help you?

SUSGO makes your life more simple while helping you improve your local area by reducing emissions.

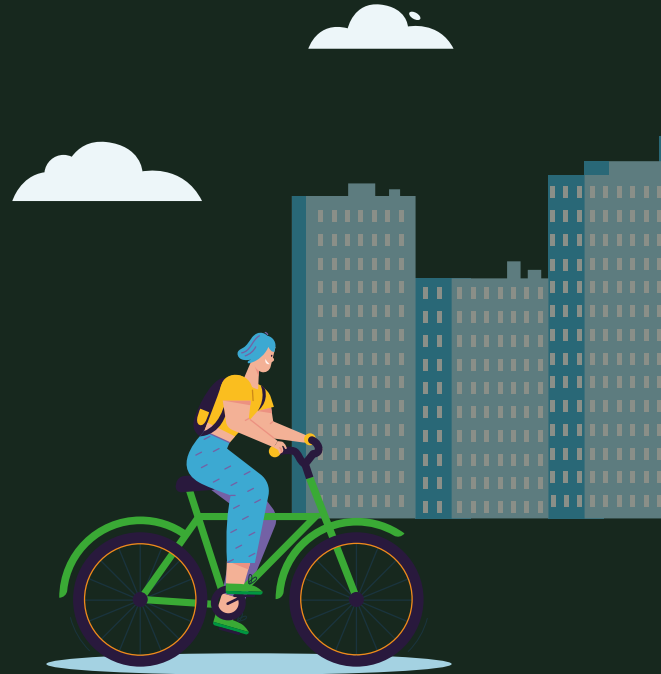
- It streamlines the travel plan process and assists you in effectively monitoring travel plans.
- It provides you with multi-modal trips and carbon emissions data in real-time.
- It helps you to accelerate the decarbonisation of transport.
- It provides you with car parking demands for every single site.
- It helps you tackle traffic congestion and promote sustainable travel locally.
- It helps you achieve targets set for emissions and improves the quality of your local area.
- It provides you with an interactive platform to monitor travel demand for all registered sites including car share usage.
- **It's free for the Council to use when monitoring local travel plans and activity.**



How can it help your area?

SUSGO is so much more than an App, real-time data, tracking and monitoring. It changes other things too.

- When a business signs-up and on-boards all its people to the App it promotes travel by foot, bicycle and public transport.
- Easy access to car sharing means less cars on the local roads and less congestion.
- Less congestion on the roads will help improve air quality.
- Less journeys means reduced fuel usage and money saving.
- Money saving means more disposable income for people in your local area.
- Rewards and discounts are available on sustainable products to help shape shopping habits.
- People can track their carbon footprint which makes them feel better by doing good.





Capabilities

2

Carbon Footprint and Offsetting

- Susgo calculates people's carbon emissions using journey data.
- Susgo provides full data for businesses overall staff travel.
- Susgo offset carbon emissions by funding carbon reduction projects in the UK and across the world.



It's all systems Go

So what's under the bonnet?



Go Car Share

Join and find both drivers or passengers to share with



Go Park

Book your car park space before you set off



Go Navigate

Find the best route and mode of transport in real-time



Go VIP

Book your business travel using sustainable means



Go Green

Carbon offset projects



Go Rewards

Redeem your travel rewards and SUSGO Tokens



Go Shop

Find and buy sustainable products



Go Partners

Explore the people we work closely with



Go Car Share

Allows **councils** to see car sharing data easily and complete reports at any time.

Allows **businesses** to offer priority parking spaces for Car Sharers.

Allows **people** to automatically set up a car share scheme within their work group.





Go Park

Allows **councils** to see the change in behaviour over time and talk to businesses about ways to improve.

Allows **businesses** to see car park usage and create priority parking for certain car types and travel methods.

Allows **people** to access parking spaces at their place of work and book one before setting off.





Go Navigate

Allows **councils** to see popular routes and modes of transport for future planning.

Allows **businesses** to support their people with options to travel to and from work in the most efficient way possible.

Allows **people** to access live Google mapping to create real time travel journeys such as walk routes, cycle routes, bus times and car share availability.





Go VIP

Allows **councils** to encourage business travel providers to move to a sustainable model.

Allows **businesses** to provide their people with access to sustainable business travel.

Allows **people** to have access to business travel that ultimately helps reduce emissions.





Go Green

Allows **Councils** to target net-zero carbon emissions.

Allows **businesses** to offset company carbon emissions and purchase carbon credits.

Allows **people** to offset their carbon footprint and invest in a green sustainable future.



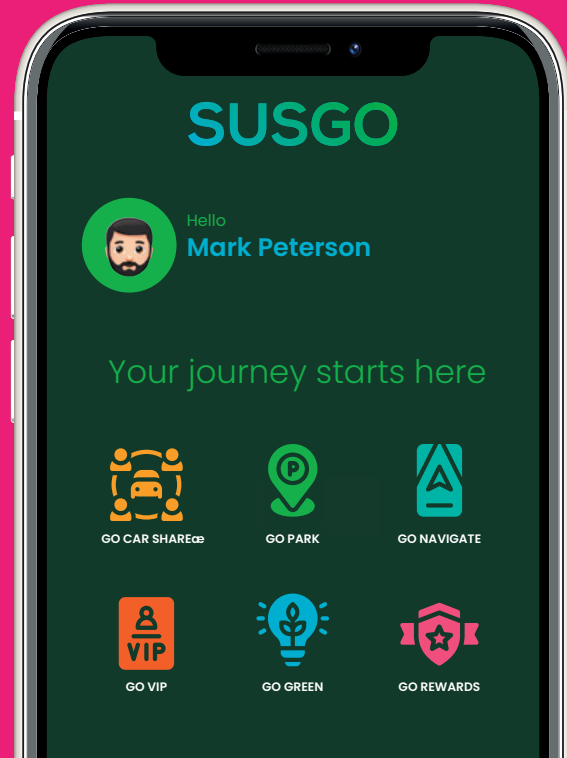


Go Rewards

Allows **councils** to support businesses with local initiatives and national events.

Allows **businesses** to support their people, create a strong culture and reduce their carbon footprint.

Allows **people** to access events and special offers relating to sustainable transport such as free buses, cycle weeks, walk to school/work days and discounted taxi rides.





Go Shop

Allows **councils** to encourage local businesses to move to a sustainable model.

Allows **businesses** to provide their staff with access to sustainable products.

Allows **people** to have access to sustainable products and feel better about their purchases.





3

Relationships

Who's on board.

We have some great names.

Let's work together to bring businesses in your local area on the journey to a sustainable future.



MARSHALL



EVERYMAN



küchenhaus



essity

We're on the right path.



Department
for Transport

"The SUSGO Travel App supports our Future of Transport Principles that guides the Government's approach to emerging mobility technologies and services in towns and cities, particularly in relation to encouraging sustainable travel and efficient use of road space. Our Principles that were published in our Future of Mobility Urban Strategy lay out the Government's commitment to a transport system designed around mass transit, reduced congestion, improved choice and the transition to zero emissions."

Department for Transport, Centre for Connected and Autonomous Vehicles.



Get your skates on.

Any questions you might have we're always good to go.

Drop us an email and we'll go through your journey with SUSGO.

Speak with us.

info@susgo.co.uk



