SCP

Transportation Planning : Infrastructure Design

Travel Plan

Proposed Lidl Food Store

Fallowfield Retail Park, Manchester

Lidl Great Britain Limited

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1.0 INTRODUCTION

1.1 This report has been prepared by SCP on behalf of Lidl Great Britain Ltd, to support a planning application for a new discount food store located on Fallowfield Retail Park on Birchfields Road, Manchester. Lidl Great Britain Ltd is the identified retailer for the foodstore and will be responsible for implementing the travel plan.

1.2 The proposals for the application site include the demolition of 17,320 sq ft of existing retail floor space on the Fallowfield Retail Park, Birchfields Road, Manchester and the replacement construction of a Class E discount food retail unit with two small sub-lets. The existing 70-space car park on the southern portion of the retail park will be expanded to 102 spaces.

1.3 This travel plan sets out Lidl's commitment to reducing the number of vehicular trips generated by the development and identifies the key measures which will be developed as part of the travel plan implementation.

Travel Plan Approach

1.4 A travel plan is an important tool for delivering sustainable access to a development. A retail development comprises a workplace for staff. This development type requires a travel plan which focuses on a single destination, to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.

1.5 As with other retail travel plans, the main emphasis will be on the journeys made by employees as it is difficult to influence the general public, particularly on journeys involving the carriage of heavy or bulky goods.

1.6 Implementing a travel plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.

1.7 This travel plan focuses on influencing greater use of sustainable transport by staff when travelling to and from the site, and will establish and promote the sustainable transport links available. The travel plan will also suggest measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that shoppers travel.

2.0 TRAVEL PLANNING BACKGROUND

2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. A development-related travel plan will normally be prepared alongside a transport assessment. The plan should then continue to be implemented, for the life of the development.

2.2 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

Travel Plan Benefits

2.3 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:

- Promote healthy lifestyles and sustainable, vibrant communities;
- Provide adequately for all users, with a variety of mobility needs;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;
- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

2.4 A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

Policy Context

2.5 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

2.6 Travel Plans are currently secured within the planning system within the context of the government's **National Planning Policy Framework** (NPPF).

2.7 The NPPF aims to provide a framework within which locally-prepared plans for housing and other development can be produced. The framework aims to streamline the planning process,

making it more accessible at neighbourhood and community level and simplifying the decision making process.

2.8 The NPPF aims to promote sustainable transport, and ensure that transport issues are considered from the earliest stages of plan making and development proposals so that:

- The potential impacts of development on transport networks can be addressed.
- Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage are realised.
- Opportunities to promote walking, cycling and public transport use are identified and pursued.
- The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account.
- Patterns of movements, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.

2.9 Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.

2.10 With regard to promoting sustainable transport the NPPF states:

'All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.'

'In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
- Safe and suitable access to the site can be achieved for all users;
- The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code 46; and
- Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.'

Good Practice Guidelines: Delivering Travel Plans through the Planning Process

2.11 The key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled **"Good Practice Guidelines: Delivering Travel Plans through the Planning Process"**. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.

2.12 The guidelines identify that travel plans are an important tool for delivering sustainable access as part of a new development, and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.

2040 Greater Manchester Transport Strategy

2.13 The 2040 Transport Strategy focuses on creating an integrated, sustainable and well-coordinated transport system that supports a wide range of different travel needs. The strategy is based on seven core principles:

- *Integration – to allow customers to move seamlessly between modes and services;*
- *Inclusion – to provide accessible and afford transport;*
- *Health – through promotion of walking and cycling for local trips;*
- *Environmental Responsibility – to deliver lower emissions, and a better quality environment;*
- *Reliability – to give customers confidence in journey times;*
- *Safety and security – to reduce accidents and deaths; and*
- *Well maintained and resilient – to be able to withstand unexpected events and weather conditions.*

2.14 The ambition for 2040 is to deliver a transport system which makes it easier for residents, business and visitors of Greater Manchester to travel by sustainable means to a wide range of destinations and opportunities, and where sustainable transport is a viable and attractive alternative to the car.

Conclusion

2.15 This travel plan has been developed in line with local and national transport policy and guidance.

3.0 SITE AUDIT

3.1 The site is located on Fallowfield Retail Park, which is to the east of the A34 Birchfields Road and approximately 5km to the south of Manchester city centre.

3.2 The site is bound by the A34 Birchfields Road to the west, the existing Hawthorn Medical Centre and Moseley Road to the south, existing retail units within Fallowfield Retail Park to the north and a railway line to the east.

3.3 The site location in the context of the surrounding transport network is shown in **Figure 3.1**.

Figure 3.1: Site Location Plan



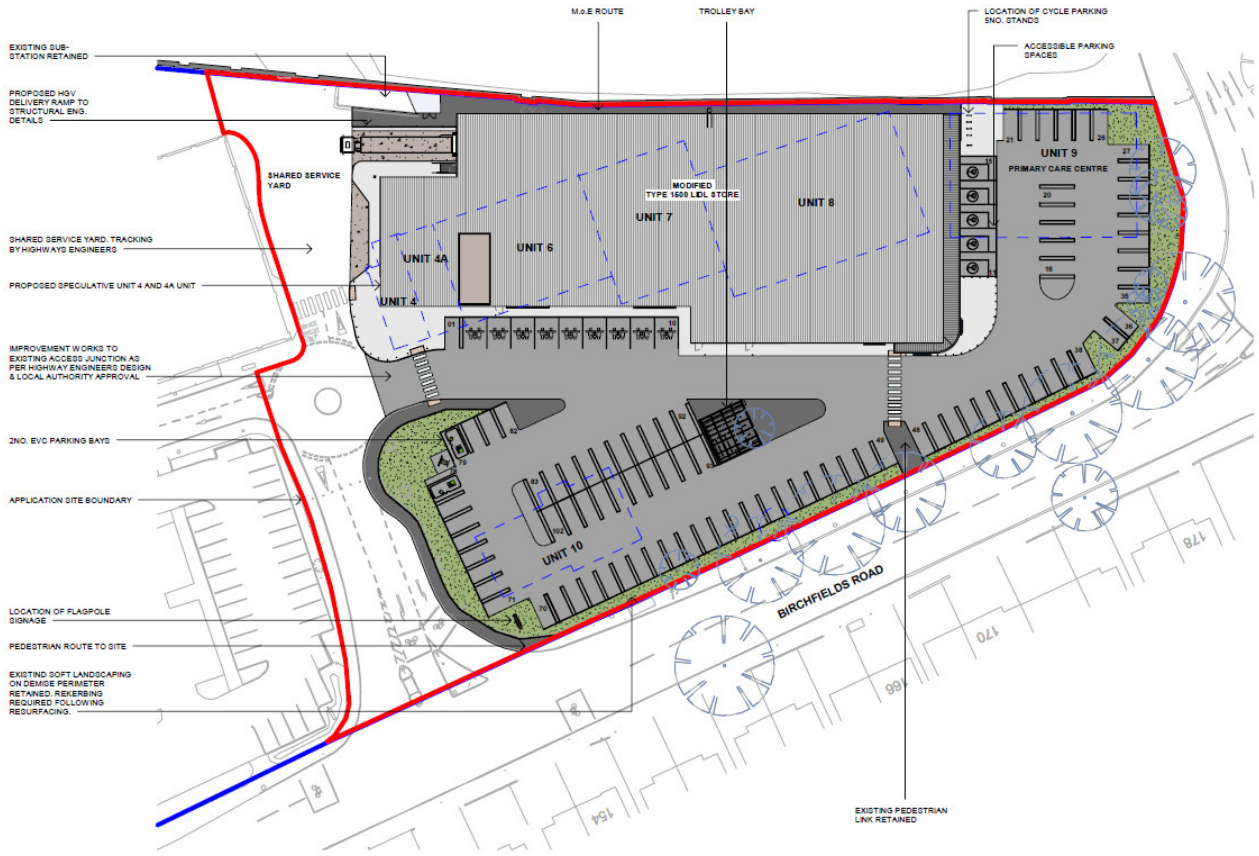
Source: Google Maps

Development Proposals

3.4 The proposals for the application site include the demolition of existing units currently in use as restaurant/fast-food drive-thru unit, and pet food stores, and construction of a Class E discount food retail unit. No alterations are proposed to the existing site access onto the A34 Birchfields Road which is a signalised junction with dropped kerbs and pedestrian crossing facilities and advanced cycle stop lines.

3.5 The site layout can be seen in **Figure 3.2**.

Figure 3.2: Proposed Site Layout



Source: SMR Architects

3.6 The existing 70-space car park (including ten disabled bays) will be upgraded to a 102-space car park to accommodate Lidl's more generous specification for bay sizes and aisle widths. Of the 102 spaces, five will be provided to accessible standards and nine will be classified as parent and child spaces. A further two spaces will be electric vehicle charging spaces. The P&C and accessible spaces will be clearly marked and positioned close to the store entrance for customers' convenience.

3.7 Cycle parking will be provided on site in the form of five Sheffield cycle stands which will provide space for up to ten bicycles. These cycle stands will serve both employees and customers of the food store and will be located alongside the customer packing area, so in full view of both staff and customers inside the store.

3.8 The store will trade between the hours of 7am to 11pm Monday to Saturday, and for six consecutive hours between 10am and 6pm on Sundays. There will be between 10 to 12 staff members on site at any one time. Staff shifts are managed on an ongoing, proactive basis to ensure that an appropriate number of staff are on-site when required. Typical management shifts will run from 6am to 4pm, and 10.30am to 8.30pm; shop floor staff shifts will be flexible, and extend from 4 to 10-hour shifts, dependent on the requirements of the store.

Deliveries

3.9 Deliveries to the store will be made by articulated lorry via the A34 Birchfields Road. It is anticipated that there will be just one dedicated delivery per average day and up to two deliveries during seasonal peak periods, such as Easter and Christmas. Recycling and waste will be taken away by the delivery vehicles, reducing the number of vehicles visiting the store per day.

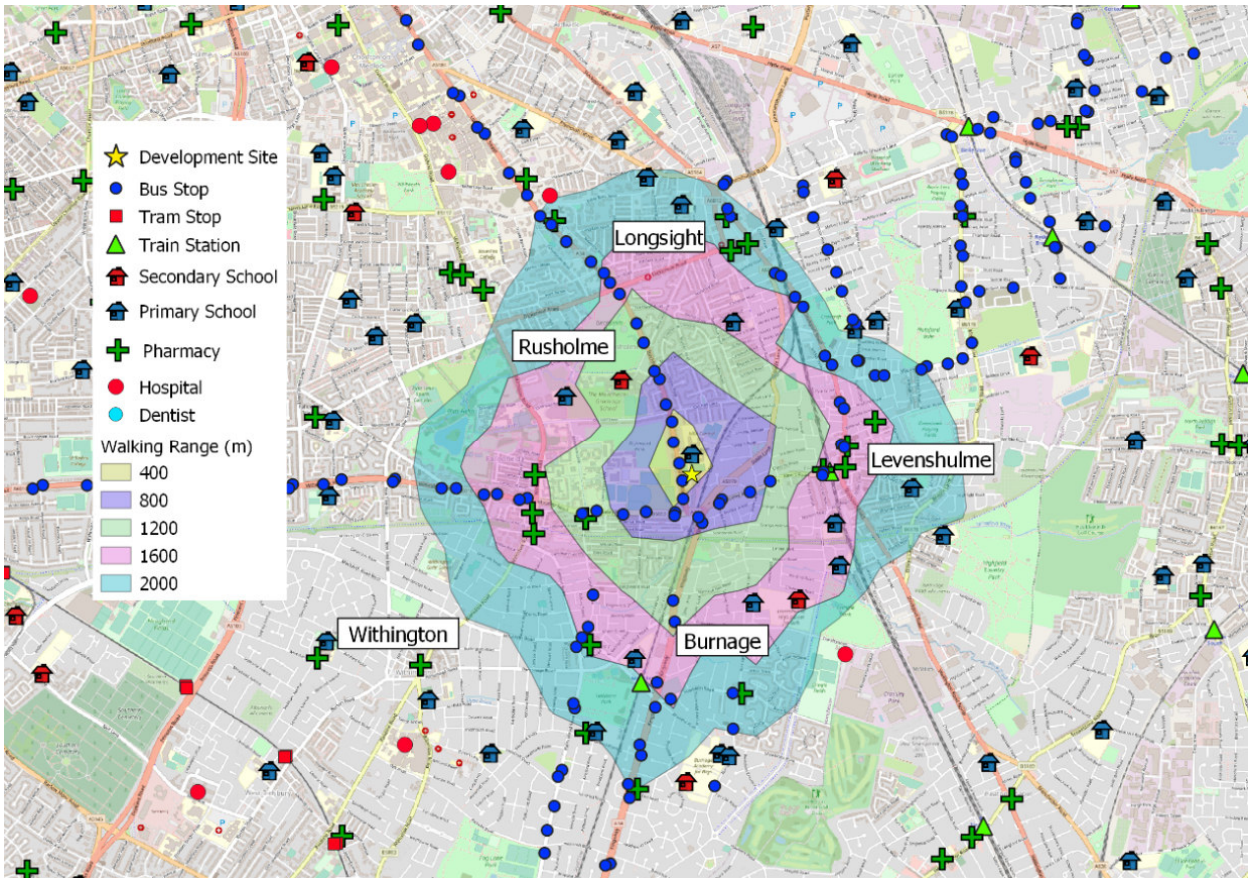
3.10 Deliveries will typically take place outside the normal highway peak hours to minimise any disruption or conflict with customers.

Access by Non-Car Modes: Walking

3.11 Walking is recognised as the most important mode of travel at a local level and offers the greatest potential to replace short car trips, particularly those under two kilometres.

3.12 TRACC software has been used to assess the accessibility of the development by foot as shown on **Figure 3.3**. The plan shows the areas within a 2km walk of the site.

Figure 3.3: Walk Accessibility within 2km



3.13 The figure demonstrates that the residential areas of Longsight, Levenshulme, Burnage and Rusholme are within the 2-kilometre walking catchment area. This demonstrates that employees from the local area will be able to access the site by foot. This also indicates that a significant proportion of potential customers will also be within reasonable walking distance of the site. A number of local amenities are also within a 2km walk of the site (up to 10 minutes' walk) which will promote linked trips, as shown in **Table 3.1**:

Table 3.1 - Accessibility to Local Facilities from the Development Site

Service	Detail	Distance
Health Centre	Hawthorn Medical Centre	<20m
Retail	Fallowfield Retail Park	<50m
Bus stops	Birchfields Road	60m
Bus stops	Moseley Road	190m
Convenience Store	Kingsway Local Convenience Store	250m
Dentist	Avalon Care Dental Practice, Slade Lane	700m
Pharmacy	Ladybarn Lane Pharmacy	800m
Fallowfield bars, restaurants and retail	A6010 Wilmslow Road	1km
Rail Station	Levenshulme Rail Station	1km
Levenshulme bars, restaurants and retail	A6 Stockport Road	1.1km

Library and Leisure Centre	Arcadia Library and Leisure Centre, Yew Tree Avenue	1.3km

3.14 The surrounding area benefits from a good level of pedestrian infrastructure. Street lighting and wide footways are provided on all the local roads. Dropped kerbs are provided at the majority of junctions in the vicinity of the application site, along with tactile paving on some of the junctions.

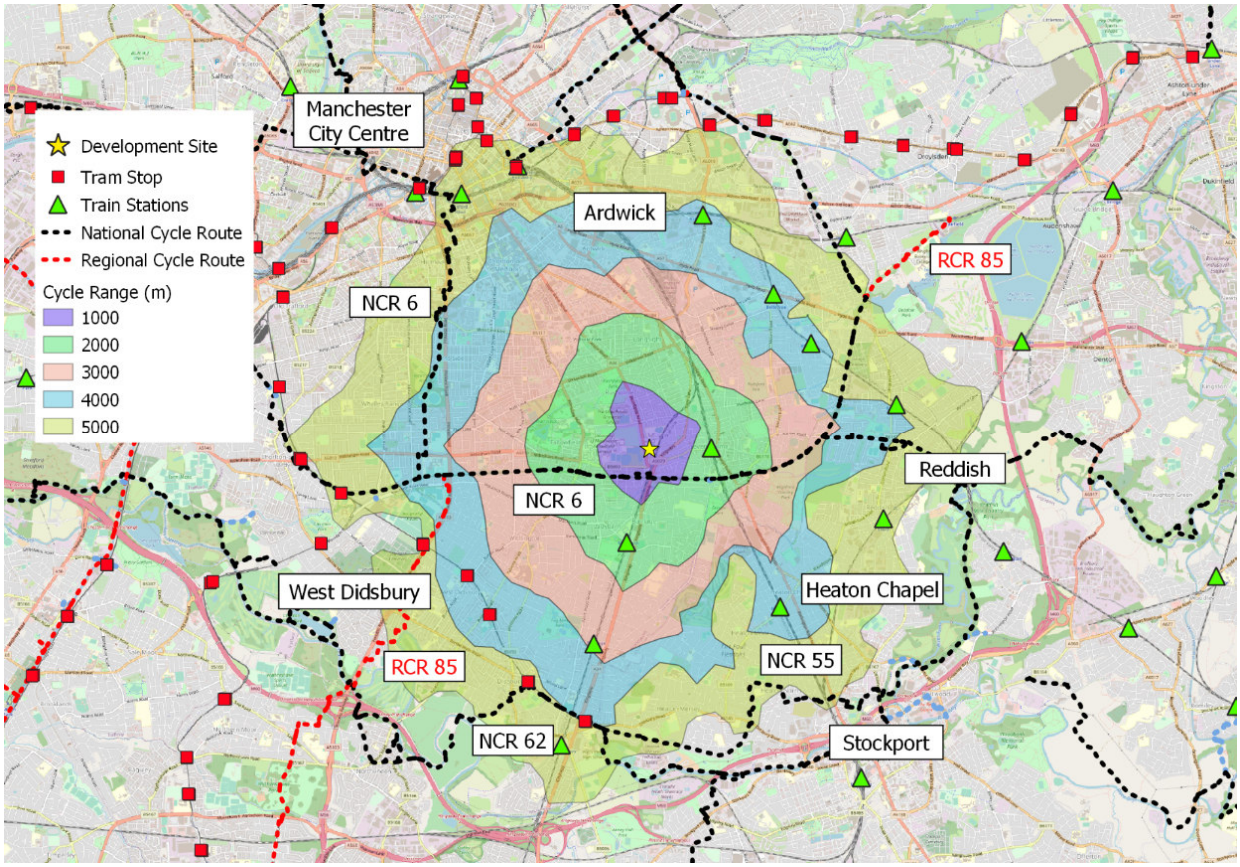
3.15 Numerous pedestrian crossing points will also be provided within the Lidl car park, along with a dedicated pedestrian and cycle access point to the south of the main Retail Park access, to enable pedestrians and cyclists to access the store directly from Birchfields Road to the west.

Access by Non-Car Modes: Cycling

3.16 Transport policy identifies that cycling represents a realistic and healthy option when compared to the private car, for journeys up to 5km as a whole journey, or as part of a longer journey by public transport.

3.17 TRACC software has been used to assess the accessibility of the development, with a 5-kilometre cycling catchment area from the site, shown in **Figure 3.4**.

Figure 3.4: Cycle Accessibility within 5km



3.18 The above figure demonstrates the number of available routes in the local area, including National Cycle Route (NCR) 6 just to the south of the site, which provides access to Regional Cycle Route (RCR) 85 and NCR 6 to the west, and RCR 85 to the east.

3.19 NCR 6 provides access to Stockport, Whalley Range, Bury and Manchester city centre and forms part of the Fallowfield Loop.

3.20 **Figure 3.5**, taken from TfGM's Cycle Map, shows further routes in the local area.

Figure 3.5: Local Cycle Accessibility



3.21 **Figure 3.5** demonstrates that Birchfields Road to the east of the site has an on-road cycling route, as does Moseley Road to the south-west of the site.

3.22 The mapping provided above demonstrates that the surrounding residential areas are within a 5km cycle distance from the site, with these areas including Ardwick, Reddish, Heaton Chapel and West Didsbury, in addition to the areas which are accessible on foot.

3.23 The existing cycle infrastructure combined with the cycle parking provision and topography of the area will ensure that employees and customers will easily be able to access the proposed development by bike.

Access by Non-Car Modes: Public Transport

Bus

3.24 In terms of bus services, the Chartered Institute of Highways & Transportation's (CIHT's) *"Guidelines for Planning for Public Transport in Developments"* document identifies, at section 6.20, that *"Bus stops are located to minimise passengers' walking distance to their final destination. The maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m*."

3.25 The nearest accessible bus stops to the site are on the adjacent Birchfields Road, within 60m of the store, and are therefore well within the recommended walking distance. Further bus stops on Moseley Road are also within the recommended walking distance.

3.26 The bus stops along both Birchfields Road and Moseley Road consist of a flag and pole arrangement, along with covered bus shelter and timetable information. There are good pedestrian links directly from the site to the Birchfields Road bus stops. Signalised pedestrian crossings are provided on both Birchfields Road and Moseley Road to enable safe crossing of local roads in order to access the Moseley Road bus stops.

3.27 **Figure 3.3** presented above illustrates that there are 4 bus stops within approximately 400m walking distance from the site. The frequency of the different bus services available from these stops is outlined in **Table 3.2**.

Table 3.2: Bus services within 400m of the site

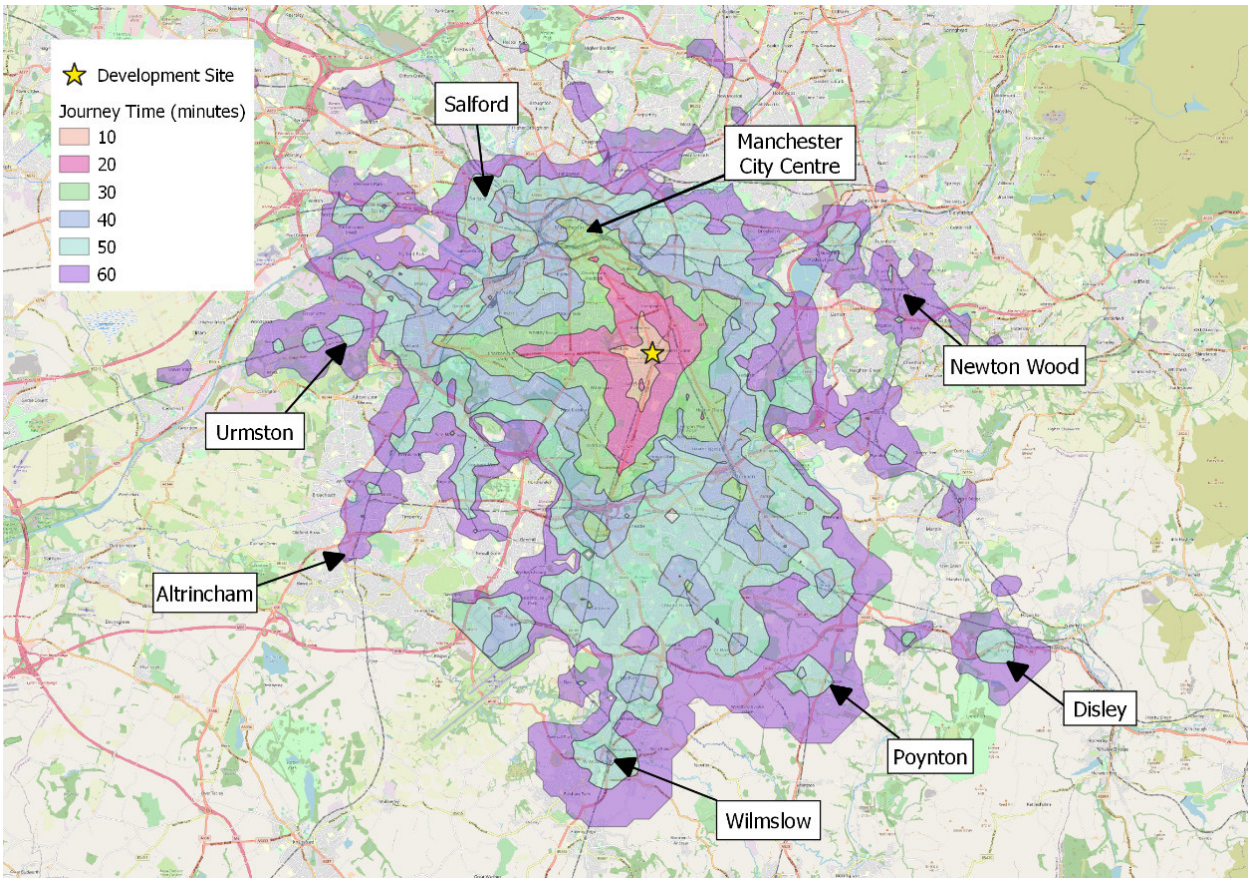
Service No.	Destinations	Bus Stop Location	Bus Times and Frequency		
			Weekday	Saturday	Sunday
50	East Didsbury – Burnage – Rusholme – MRI – Chorlton – Manchester city centre – Salford University – Pendleton – Salford Quays	Birchfields Rd	04:35-23:49 5 services / hr	05:40-23:36 5 services / hr	06:17-23:32 4 services / hr
51	East Didsbury - Burnage - Birchfields – Manchester city centre - Salford - The Lowry	Birchfields Rd	07:31-08:32 3 services / hr	N/A	N/A
150	Gorton – Belle Vue – Longsight – Levenshulme – Chorlton – Stretford – Trafford Centre	Moseley Rd	05:52-23:50 2 services / hr	07:20-23:55 2 services / hr	07:56-23:00 1 service / hr
171	East Didsbury – Didsbury – Burnage – Levenshulme – Gorton – Openshaw – Newton Heath	Moseley Rd	06:54-18:54 1 service / hr	09:54-18:54 1 service / hr	N/A

Source: Traveline / TfGM (April 2024)

3.28 The above table demonstrates that prospective employees and shoppers of the site will have access to several bus services which provide access to a wide range of destinations across Manchester, at a good frequency.

3.29 TRACC software has been used to assess the accessibility of the development by public transport, showing journeys within 60 minutes of the site, as shown on **Figure 3.6**.

Figure 3.6: Public transport accessibility within 60 minutes



3.30 The time includes the walk to the bus stops and demonstrates that areas such as Urmston, Wilmslow and Altrincham, parts of Salford and the whole of Manchester city centre, in addition to the local surrounding areas, are within an acceptable 60-minute public transport commute.

3.31 It is demonstrated that there are a variety of bus services within close proximity to the site which provide a range of opportunities for employees and customers to access the store via bus seven days a week.

Rail

3.32 Levenshulme Railway Station is the nearest station to the development site; it is located 1km from the site access which is an approximate 10-minute walk.

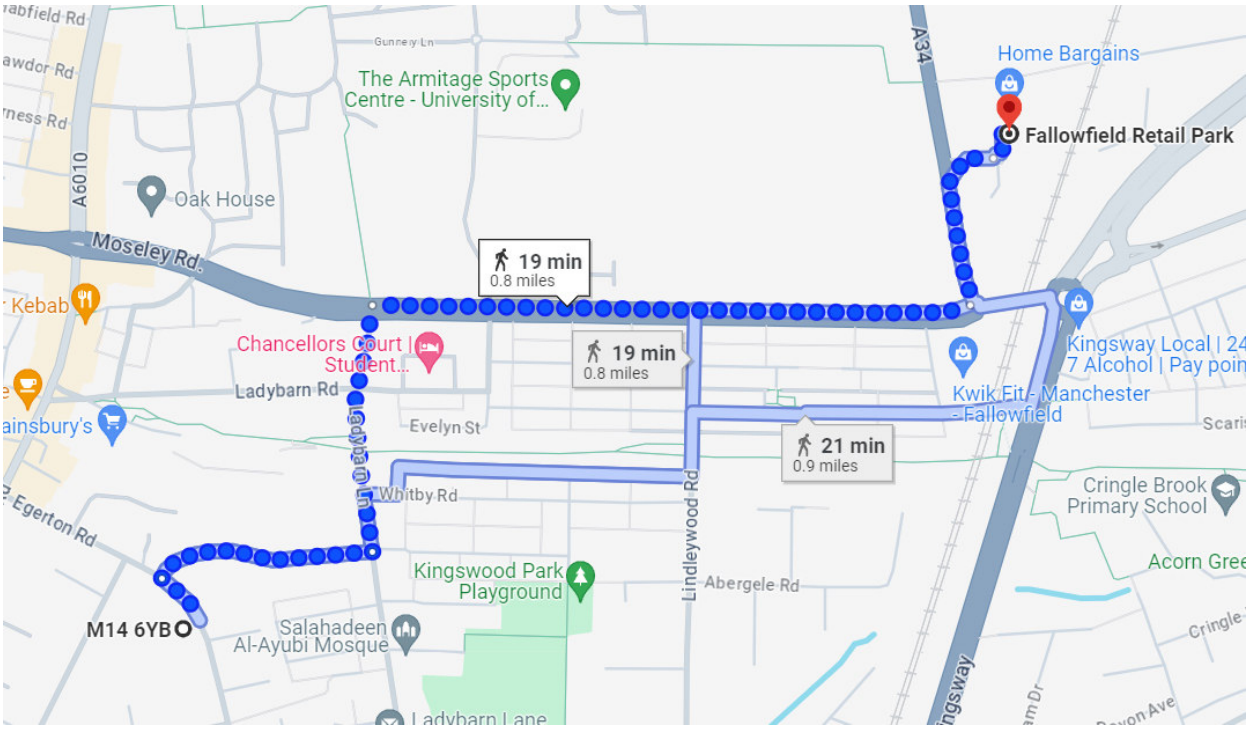
3.33 Services from this station run to Crewe, Blackpool North, Manchester Piccadilly, Buxton, Alderley Edge and Hazel Grove.

Private Vehicle

3.34 The site is well served by the existing highway network, with Moseley Road and Birchfields Road connecting the development site to the wider area.

3.35 Car clubs provide an alternative to private car ownership and significant use can tackle congestion and air pollution levels. A car club bay operated by Enterprise is located on Egerton Road, an approximate 18 minute walk or 5 minute cycle from the store location. The quickest route is shown on **Figure 3.7.**

Figure 3.7: Car club location



Source: Google Maps

Summary

3.36 Having regard to the above, it is considered that the site has good levels of accessibility by the main non-car modes of transport. Access to the site by foot and cycle is of a good standard, and both bus and rail connections are also available within close proximity, therefore enabling access to the site from a range of local locations.

4.0 TRAVEL PLAN MANAGEMENT

Travel Plan Coordinator

4.1 The travel plan will be managed by a travel plan coordinator (TPC). The TPC will provide a key role in delivering a successful travel plan. The TPC role will be undertaken by the store manager. The store manager (TPC) contact name will be provided to the local authority as soon as the post has been filled.

4.2 The TPC role will be established prior to the opening of the Lidl store and will act as the fulcrum for the development of the travel plan measures and the day-to-day operation of the plan. The TPC will act as the main contact for the travel plan and will be responsible for undertaking surveys, implementing measures and monitoring the travel plan. The TPC will be in post from first occupation until a point five years following occupation.

4.3 The TPC will exchange contact details with Manchester City Council (MCC) officers. The TPC will be responsible for setting up and launching the travel plan. The TPC will get involved in any area-wide travel initiatives, to be advised by MCC.

Funding

4.4 Appropriate funding will be allocated by Lidl Great Britain Limited at the start of the travel plan process to cover the costs related with monitoring the Travel Plan over an agreed period of time.

4.5 The funding will cover all costs related to the TPC, implementation of measures and initiatives, marketing of the travel plan, annual monitoring and submission of review reports. The funding stream will allow the travel plan to operate for a minimum of five years, subject to the requirements of MCC.

5.0 TRAVEL SURVEY

5.1 Travel surveys are undertaken in order to understand how staff currently travel, how they would like to travel and what would encourage them to make those changes; repeat surveys are used to monitor ongoing travel patterns, over time. Surveys are also useful in providing an indication of what targets would be most appropriate for a development.

5.2 Regular staff travel surveys are required to support the store. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.

5.3 The surveys will be produced by the site travel plan coordinator (TPC) and disseminated to all staff within three months of the first occupation of the site, to collect the following data:

- Origin postcode;
- Typical working patterns;
- Mode of travel to work;
- Measures that will encourage use of active travel modes or public transport; and,
- Barriers to use active modes / public transport.

5.4 The TPC will strive to achieve a 30% return rate for the staff surveys to ensure the findings are representative of staff travel patterns.

5.5 The responses received from the surveys will be entered into a spreadsheet to enable modal shift to be tracked over time, as well as providing information on which measures are most likely to encourage modal shift. The findings will be used to update the travel plan and as a basis for confirmation or modification of the identified targets and measures. The travel plan will be resubmitted to MCC within 3 months of the survey closing.

5.6 All data collected from the travel survey will be subject to the provisions of the Data Protection Act. To ensure confidentiality, the TPC alone will manage the database and be responsible for the release of information, with all data being used solely for travel plan purposes.

Future Surveys

5.7 The TPC will be responsible for the surveys and will undertake a survey annually (at the same time of year) for the first five years of store operation.

5.8 An annual review will be undertaken following each survey, to identify progress towards delivery of measures and achievement of targets. The review will summarise the data collected, and propose revised initiatives and measures where targets have not been met, including a revised action plan. If necessary, new parking management techniques to support the travel plan will also be developed at this time.

5.9 The TPC will submit the results of the annual review along with the survey data to the local authority for their review and discussion, within 3 months of the survey closing.

6.0 TRAVEL PLAN OBJECTIVES AND TARGETS

6.1 Objectives are required to give a travel plan direction and focus. Targets are measurable and help to indicate whether the high-level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the travel plan.

6.2 The travel plan recognises that there is not one specific mode of transport suitable for all staff and that there need to be a number of alternatives in place. The travel plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.

Travel Plan Objectives

6.3 This travel plan has been prepared to achieve the following objectives:

- Achieving the minimum number of single occupancy car traffic movements to and from the development;
- Reducing reliance upon the car and improving awareness and usage of alternative modes;
- Promoting walking, cycling, public transport and car sharing;
- Minimising the total travel distance of staff and customers; and
- Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.

Modal Share Targets

6.4 In order to secure a successful implementation of the travel plan, the travel patterns of future employees and visitors of the site will be monitored. Since the occupiers of the Proposed Development are not yet in situ, modal split for employees are estimated based on current TRICS trip generation data.

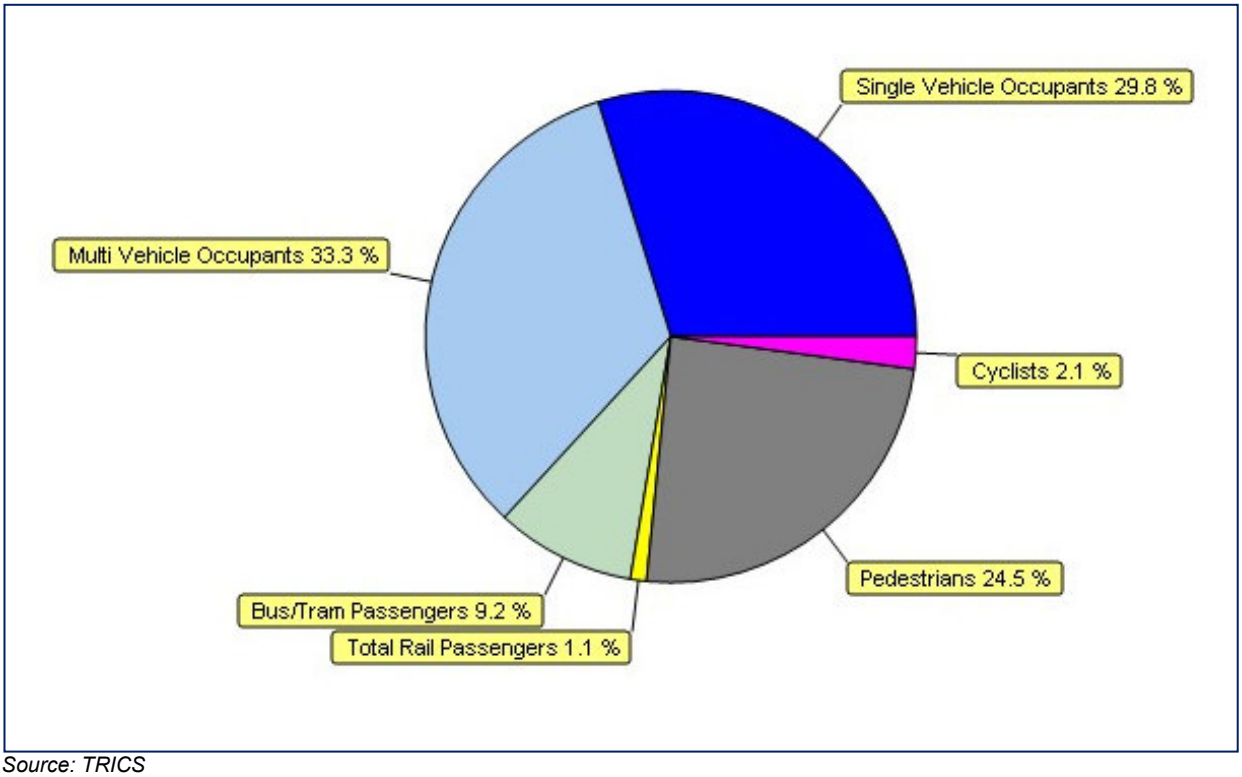
6.5 The Lidl stores selected from TRICS are all new format Lidl stores surveyed specifically to gauge recent employee travel behaviour.

6.6 Once the site is occupied, a baseline travel survey will be carried out within 6 months of occupation for both employees and customers. Details on the frequency of the travel surveys and monitoring processes are outline in the ‘Travel Plan Monitoring and Review’ section of this report.

Forecast modal split of employees

6.7 The modal split at **Figure 6.1** below demonstrates the total trips referring to people movements to and from Lidl food stores during 7am – 8am, excluding goods vehicles. This is considered to be representative of employee arrivals.

Figure 6.1: Total trips – TRICS multimodal survey for Lidl stores - Employees



Source: TRICS

6.8 The majority of trips are represented by cars at 63.1%. A significant proportion (24.5%) of the trips to and from Lidl discount food stores are on foot and this is commensurate with the fact that they seek to locate wherever possible close to an established residential catchment. Those who travel by public transport account for 10.3% of the modal split.

6.9 Travel patterns of future employees of the site will be better assessed once the baseline travel surveys take place.

Targets

6.10 **Table 6.1** below shows the one year, three year and five-year targets for the site. By the end of the first year of the foodstore being fully operational it is anticipated that 37% of staff will travel to work by non-single occupancy private car mode. As the green travel ethos spreads it is hoped this will increase further to 42% by year three and to 47% by year five.

Table 6.1 - Five-year Targets

Mode	Target		
	1 year	3 years	5 years
Car	63%	58%	53%
Cycling	2%	3%	4%
Public Transport	10%	12%	13%
Walking	25%	27%	30%

6.11 The above targets will be confirmed upon completion of the baseline staff travel survey.

6.12 It is hoped that the initial designed-in features for the development, together with the promotion of the travel plan process will encourage staff to travel to work by sustainable modes.

Indicators

6.13 The TPC will be responsible for implementing measures at the store, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.

6.14 Milestones to assess progress against the travel plan objectives and targets include:

- Issue of a travel plan information pack to all staff within one week of site occupation;
- Undertaking cycle and car parking surveys; and
- Uptake of the various measures, including interest in car sharing.

6.15 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

7.0 TRAVEL PLAN MEASURES

7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost-effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with staff, for example, through travel surveys, is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular. The below measures have been agreed to be useful at this time; changes may be made over the course of the travel plan in conjunction with the local authority, to ensure that appropriate measures are in place.

Travel Awareness

Provide a Welcome Pack to all Staff

7.2 Good accurate information on the range of services and travel initiatives available at Lidl will be a critical element of a successful travel plan.

7.3 The TPC will make new employees aware of the existence of the travel plan by providing them with an information leaflet summarising the travel plan as part of a welcome pack, which would be issued on appointment of their position, prior to occupation, to ensure that sustainable travel patterns are created from the outset. Any parking management policies will be explained to members of staff during the recruitment process.

7.4 The welcome pack will include, though not exclusively, the following:

- An introductory leaflet providing a summary of the travel plan, listing any key measures along with the contact details of the TPC;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
- Public transport information, including:
  - A map showing the location of the store in relation to the local area, highlighting nearby bus stops;
  - Bus timetables of existing local services from nearby bus stops;
- Active travel information, including:
  - A map showing local cycle and walking routes, which would also indicate the locations of cycle parking and cycle shops in the area;
  - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
  - Health information and details of local walk buddy and bike buddy groups.

- Information about car sharing;
- Details of local taxi firms.

Provide Travel Information Noticeboards & Supporting Information for Staff

7.5 A travel information noticeboard (TIB) will be installed in the staffroom to encourage travel via sustainable modes. This will include up-to-date travel information, promotion of sustainable travel events including Bike to Work Week / Walk to Work Week, and contact details for the TPC.

7.6 The TPC will ensure that any changes to the travel plan or any relevant information such as seasonal timetable changes are passed on to members of staff on a biannual basis via noticeboards.

7.7 The TPC will promote and encourage staff to participate in national and local events, organised by others, aimed at promoting awareness of sustainable transport. The range of events that will be promoted will be agreed and co-ordinated with MCC.

Walking

7.8 Walking is suitable for journeys under two miles and can be combined with other methods such as public transport to cover longer distances.

7.9 The TPC will encourage walking as a mode of travel to work by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material in a travel information pack and on noticeboards.
- Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site.
- Promote campaigns on public health or active travel such as Walk to Work and National Walking Month, along with any further schemes run by TfGM.
- Liaise with a local taxi firm to provide competitive rates for staff in case of emergency to replace a regular walk journey.

7.10 Other walking initiatives that may be considered as the travel plan progresses will include policies against parking provision for staff who live within walking distance of the site.

Cycling

7.11 The TPC will encourage cycling as an alternative mode of travel by implementing the following measures:

- Provision of cycle parking and/or storage for staff in accordance with guidelines, with cycle parking spaces to be provided to the front of the store.
- Promote cycle parking, change and locker facilities to employees.
- Arrange and promote discounts for staff for purchase of cycles and accessories at a local store.
- Utilise Lidl's membership of the Cycle to Work Scheme to offer tax-free bikes and cycling equipment for journeys to work. More information can be found online at https://www.cyclescheme.co.uk/.
- Provide cycle information, including route maps, useful tips and guidance. Such information can be found on the Sustrans website www.sustrans.org.uk or at www.cyclinguk.org, as well as on the TfGM website (https://beeactive.tfgm.com/cycling/). and cycle streets website for local cycle route planning (https://www.cyclestreets.net/).
- Provide information to staff on any local cycle proficiency 'Bikeability' courses (https://beeactive.tfgm.com/cycling/courses-and-bike-maintenance/).
- Promote campaigns, such as National Bike Week, Cycle to Work Day and Family Bike Rides.
- Investigate staff interest in setting up a Bicycle User Group (BUG) to encourage employees to cycle to work.

Public Transport

7.12 The TPC will encourage use of public transport by implementing the following initiatives:

- Provide up-to-date public transport information of existing services, including route maps and timetables, within travel information packs and on staff noticeboards.
- Provide details of available websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Traveline journey planner (https://www.traveline.info/) as well as any local journey planners such as TfGM's journey planner (https://tfgm.com/plan-a-journey).
- Provide details of available websites and telephone advice services to enable staff to obtain details on their individual journey requirements.

- Provide details of season tickets and any discounts that can be secured for staff with the local public transport operators, along with interest free annual season ticket loans.
- Consideration of requests for modified shift times to better suit public transport timetables.
- Promote bus use through participation in national events such as Catch the Bus Week.

Car Sharing

7.13 Car sharing can play an essential role in reducing the use of cars, and consequently congestion levels and CO2 emissions. As more people travel together, less car trips take place.

7.14 Postcode mapping of staff can identify who lives along the same routes so that their trips can be potentially combined. Staff will be consulted by the TPC to allow potential car sharers to register an interest and provide details of their journey to and from the store. The TPC can then identify suitable matches of staff who may be able to share journeys together.

7.15 Should sufficient interest be present, the TPC will set up a car share scheme for the organisation using online software, such as http://carshare.liftshare.com/. Interest in a formal scheme will be assessed as part of the first annual review of the travel plan.

Car Parking Management

7.16 The TPC will ensure the car parking operates effectively and within capacity. To achieve that, the ongoing supply and demand within the car parking area will be monitored during travel survey periods.

7.17 If the parking area is fully utilised, the TPC will gain an overview of the surrounding road network parking levels, to identify whether customers or employees park in the local neighbourhood.

7.18 The following measures will be considered:

- Introduce a parking permit scheme where car parking spaces are provided on the basis of need e.g. mobility, business travelling or car sharers;
- Allocate empty spaces to extra cycle storage or car share bays, and;
- Introduce incentives for staff choosing not to park.

Reducing the Need to Travel

7.19 The TPC will promote measures to encourage alternative working practices, to reduce the need to travel for employees:

- Introduce policy on flexible working such as teleworking and flexitime where possible;
- Adoption of 'smart' working practices such as teleconferencing and audioconferencing as an alternative to travelling to other locations for meetings, where appropriate, and;
- Local recruitment strategy and incentives for staff to relocate closer to work – this is something Lidl have already adopted for all store staff.

Personalised Travel Planning

7.20 Targeting individual journeys can be an effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

7.21 The TPC will assist staff in the development of a personalised journey plan for staff regular commute journeys. The journey plan could include (dependent on which modes of transport are identified as being of most interest):

- Maps showing the location of the bus stops at either end of the journey, along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current fare for travel;
- Suggestions of how to incorporate sustainable travel elements to the journey, and;
- Timetable information of public transport services used in the journey.

7.22 Journey planning tools can be found at www.traveline.info, https://tfgm.com/plan-a-journey and www.cyclestreets.net for public transport and cycling journeys.

Marketing Summary

7.23 The TPC will be responsible for providing staff with an overview of the travel plan in order to promote a range of modes of transport and increase awareness of the alternative modes.

7.24 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:

- Development of an introductory document for the travel plan, providing a summary of the contents and key measures for implementation, to be disseminated within welcome packs;

- Welcome packs will be distributed to all staff upon store opening (or before to opening, where viable);
- Staff travel information noticeboards will be set up within the staff room, to promote new and ongoing measures along with events, for example, linked to Walk to Work Week and European Mobility Week. Noticeboards will be maintained by the TPC on a biannual basis, or as required;
- Provision of a range of promotional and marketing resources to staff;
- Updated information will be communicated to staff to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.

8.0 TRAVEL PLAN MONITORING AND REVIEW

8.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

Monitoring

8.2 Monitoring of the plan is important for the following reasons:

- It demonstrates to the local authority the effectiveness of measures implemented and the progress being made towards travel plan objectives;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the travel plan by reporting successes;
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- The data can be shared with any other nearby employment travel planning sites, as well as inform the local authority and public transport operators of local travel patterns.

8.3 Annual travel surveys will be used to monitor the number of staff walking, cycling, and travelling by car and public transport to and from the site. The results will then be compared with the mode share targets identified earlier in this travel plan.

8.4 The TPC will monitor travel patterns associated with the site on a regular basis. Surveys will take place on an annual basis for the first five years of site operation.

Reviewing

8.5 The TPC will undertake an annual review of the travel plan following monitoring, in conjunction with MCC. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:

- The level of car / non-car usage at the site; and
- Comments received from staff.

8.6 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, with agreement with the local authority, in order to maintain a realistic travel plan goal.

8.7 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.

8.8 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review and agreement within 3 months of surveys being undertaken. This will take place for five years; further reporting will be undertaken by agreement with the local authority if the TP period requires extending.

9.0 ACTION PLAN

9.1 The Action Plan at **Table 9.1** below outlines the implementation programme of the proposed measures and monitoring plan, including timescales and responsibilities.

Table 9.1: Travel Plan Action Plan

Action	Target Date	Responsibility	Funds
Prior to Occupation			
Provide all highway and transport measures as agreed with MCC	As per planning agreements with MCC	Lidl / MCC	Lidl
Appoint TPC and advise the local authority of their contact details	At least 1 month prior to store completion	Applicant	Staff time
Obtain public transport timetables, maps, car sharing information, route plans etc. to provide to staff and customers	At least 1 month prior to store completion	TPC	Staff time
Procure and produce information to populate travel information packs	At least 1 month prior to store completion	TPC	Staff time + materials
Upon Occupation			
Issue travel welcome packs to staff	Upon occupation or earlier if possible	TPC	Staff time + printing
Ensure staff and customer travel noticeboards are erected and populated, and further leaflets/info are available	Upon occupation	TPC	Staff time + noticeboards
Within 3-6 Months of Occupation			
Issue baseline travel survey to staff and customers within 3 months of store completion	Within 3 months of occupation	TPC	Staff time
Analyse survey results, update travel plan and issue to local authority	Within 3 months of survey closing date	TPC	Staff time
Promote any local area / site-specific cycle training and cycle maintenance sessions	Within 6 months of occupation	TPC	Staff time
Arrange staff discounts on public transport tickets and at cycle shops	Within 6 months of occupation	TPC	Staff time
Set up informal car share scheme / investigate formal scheme if interest present	Within 6 months of occupation	TPC	Staff time
Set up Bicycle User Group (BUG) for staff, if interest present	Within 6 months of occupation	TPC	Staff time
Ongoing Tasks			
Update staff with any service or	Twice a year to align	TPC	Staff time

provision changes with regard to local transport	with seasonal timetable changes		
Implement measures in line with staff requirements / interest, including promotion of national annual events such as Bike Week	Ongoing	TPC	Staff time
Provide ongoing journey planning assistance to staff	Upon request	TPC	Staff time
Ongoing parking management and review	Ongoing	TPC	Staff time
Travel Plan Monitoring / Review			
Conduct repeat travel survey at same time of year as baseline survey every other year	Annually, for 5 years	TPC	Staff time + printing
Analyse responses, produce progress report and submit to MCC	Within 3 months of survey completion	TPC	Staff time
Report updates to staff and customers using noticeboards	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring as set out and agreed with MCC	As agreed with MCC	TPC	Staff time
Undertake annual cycle and car parking surveys	As agreed with MCC	TPC	Staff time

10.0 CONCLUSION

10.1 This travel plan reviews the existing transport facilities at the development site and identifies a range of measures for implementation by the Travel Plan Coordinator to reduce overall car usage and promote the use of sustainable transport modes.

10.2 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:

- Achieving the minimum number of single occupancy car traffic movements to and from the
- development;
- Reducing reliance upon the car and improving awareness and usage of alternative modes;
- Promoting walking, cycling, public transport and car sharing;
- Minimising the total travel distance of staff and customers; and
- Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.

10.3 This document therefore ensures that sustainable access to the development is facilitated.