

Travel Plan

**Proposed Lidl Food Store
Mauldeth Road, Chorlton-cum-Hardy**

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 off Mauldeth Road West, Chorlton. 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 construction of a Class E discount food retail unit, with a retail floor area of 1,444m², a Gross Internal Area (GIA) of 2,092m² and parking for 76 cars.
- 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 states that when promoting developments "it should be ensured that:
- *appropriate opportunities to promote sustainable transport modes are taken up, given the type of development and its location;*

- *safe and suitable access to the site can be achieved for all users; 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”.*

- 2.8 It goes on to say that *“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”*
- 2.9 With regard to promoting sustainable transport the NPPF states at para 113 that *“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.”*
- 2.10 Planning Practice Guidance (PPG) is in place to support the NPPF. The PPG on **“Travel Plans, Transport Assessments and Statements”** was provided in 2014. The PPG provides advice on when these documents are required, and what they should contain.
- 2.11 The document states that travel plans should where possible be considered in parallel to development proposals, and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.
- 2.12 The primary purpose of a travel plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.
- 2.13 Travel plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements, all of which should be proportionate.
- 2.14 Travel plans should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should to fit in with wider strategies for transport in the area.

- 2.15 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.
- 2.16 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.
- 2.17 Moving to a local perspective, the **2040 Greater Manchester 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.*
- 2.18 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.

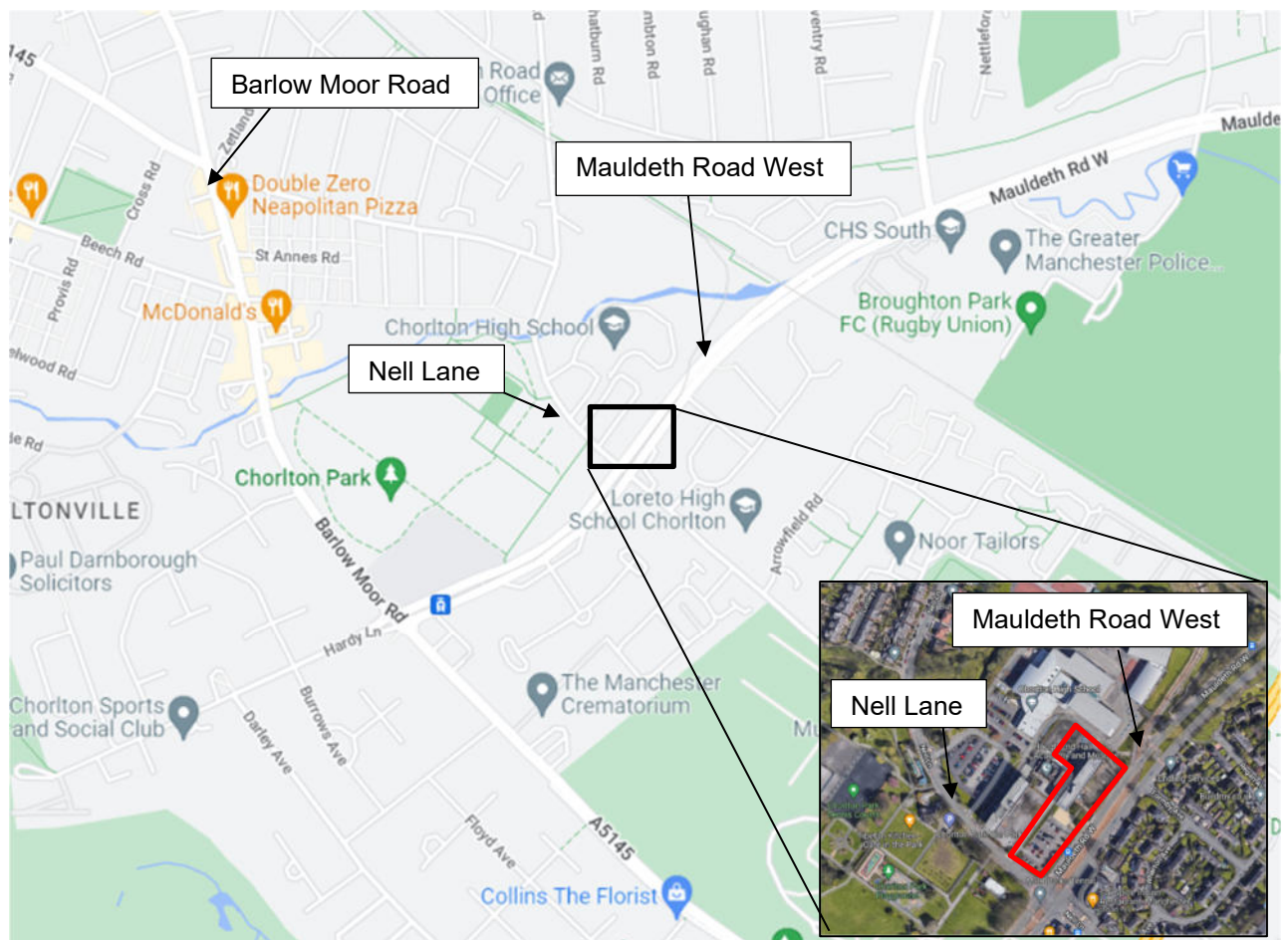
Conclusion

- 2.19 In general, the national and local transport policies set out above follow similar themes and promote common aims. These are to provide sustainable development with good access to jobs and facilities, to encourage non-car modes of transport, to ensure that the highways impact of new developments is acceptable or mitigated against and to promote good site design with appropriate parking levels.
- 2.20 This travel plan has been developed in line with local and national transport policy and guidance.

3.0 SITE ACCESSIBILITY

- 3.1 The site comprises an irregular shaped piece of land located directly to the northwest of Mauldeth Road West and approximately 1.7km southeast of Chorlton-cum-Hardy centre.
- 3.2 The site is bound by the Mauldeth Road West to the south-east, Nell Lane to the south-west, Manchester Centre for Deaf Studies to the north-west, and Chorlton High School to the north-east.
- 3.3 The site location in the context of the surrounding transport network is shown in **Figure 3.1** below.

Figure 3.1: Site Location Plan



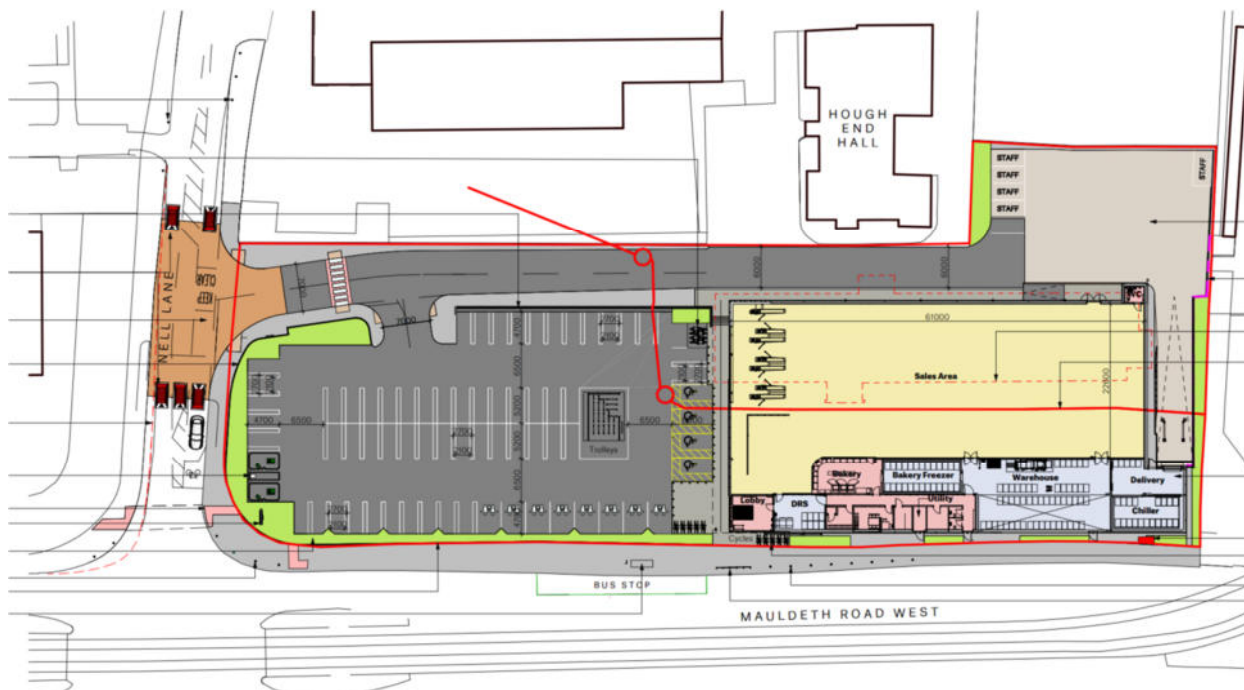
Source: Google Maps

Development Proposals

- 3.4 The proposals for the application site include the construction of a Class E discount food retail unit, with a sales area of 1,444sqm and a GIA of 2,092sqm. The Lidl site access will be taken from Nell Lane by means of a priority junction.

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

Figure 3.2: Proposed Site Layout



Source: Space

- 3.6 Of the 76 car parking spaces provided on site, four will be provided to disabled standards, eight classified as parent and child spaces and two bays for electric vehicle charging points. The P&C and DDA spaces will be clearly marked and positioned close to the store entrance for customers' convenience. Five staff car parking bays will also be provided in a dedicated staff parking area to the rear of the store.
- 3.7 Cycle parking will be provided on site which will cater for up to 20 standard bicycles and 4 cargo bikes. The cycle stands will serve both employees and customers of the food store and will be located close to the store entrance for security.
- 3.8 The store will trade between the hours of 7am to 11pm Monday to Saturday, and for eight 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.

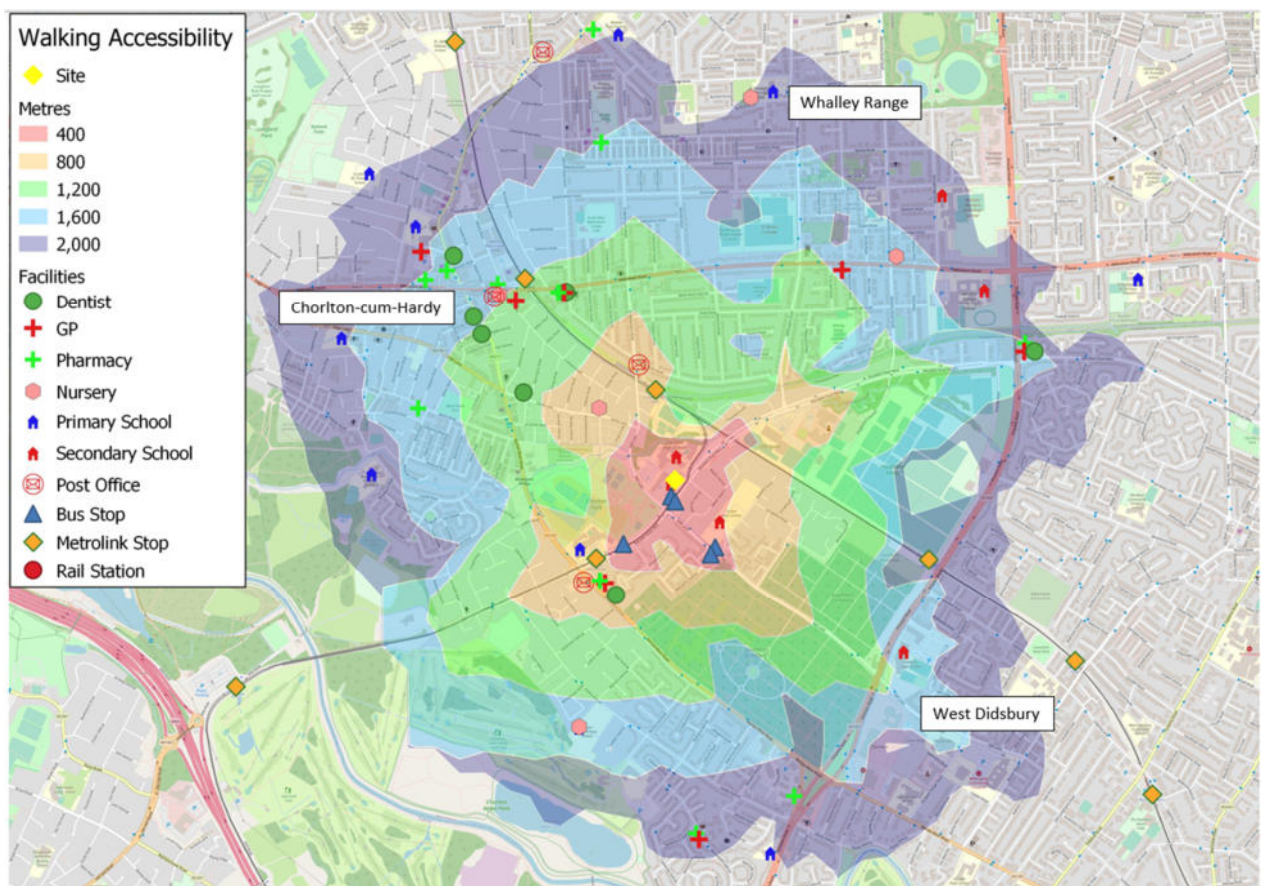
Deliveries

- 3.9 Deliveries to the store will be made by articulated lorry via the Nell Lane access. 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** below. The plan shows the areas within a 2km walk of the site.

Figure 3.3: Walk Accessibility within 2km



Source: TRACC

- 3.13 The figure demonstrates that the residential areas of Chorlton-cum-Hardy, Whalley Range and West Didsbury are within the 2-kilometre walking catchment area. This demonstrates that, as is Lidl policy, 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.
- 3.14 A number of local amenities are also within a 2km walk of the site (up to 20 minutes' walk) which will promote linked trips, as shown in **Table 3.1** below:

Table 3.1 - Accessibility to Local Facilities from the Development Site

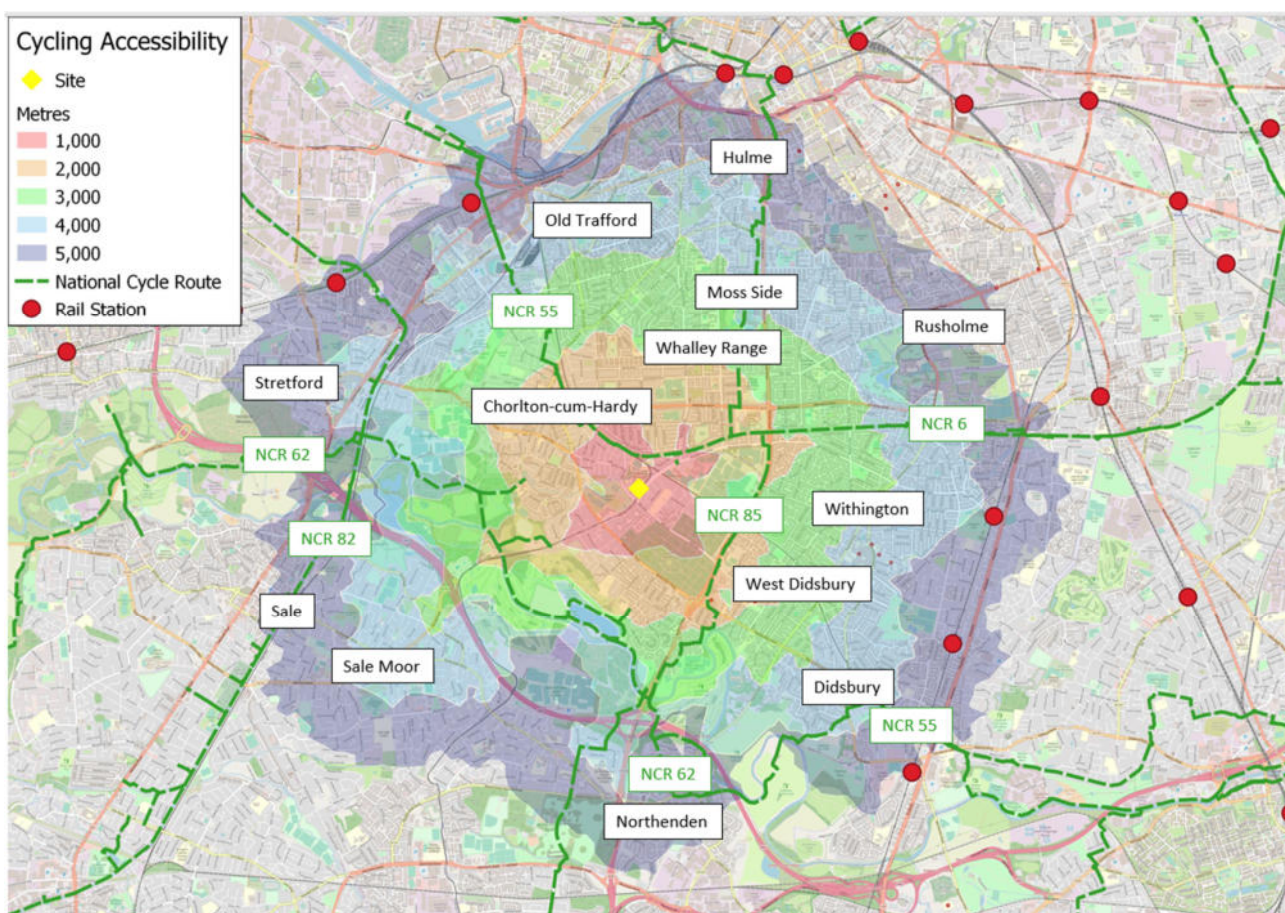
Service	Detail	Distance
Restaurant	Sai Spice Indian Restaurant, Mauldeth Road West	90m
Bus stops	Nell Lane & Mauldeth Road West	100m
Secondary School	Chorlton High School, Nell Lane	190m
Gym	Little Box Gym Ltd., St Werburgh's Road	400m
Primary School	Chorlton Park Primary School, Mauldeth Road West	400m
ATM	Co-op, Barlow Moor Road	450m
Tram stop	Barlow Moor Road Stop, Mauldeth Road West	400m
Coffee shop	Fino, Barlow Moor Road	500m
Nursery	Lighthouse Childcare Centre, Sandy Lane	500m
Pharmacy	Well Chorlton-cum-Hardy, Barlow Moor Road	550m
GP	David Medical Centre, Barlow Moor Road	550m
Dentist	Serenity Dental Spa, Barlow Moor Road	600m

- 3.15 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 and tactile paving are provided at the majority of junctions in the vicinity of the application site. A signalised pedestrian crossing is also situated adjacent to the site, to facilitate the crossing of Nell Lane and Mauldeth Road West. Combined, this infrastructure helps to create a conducive walking environment for pedestrians.

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 The cycle accessibility plan in **Figure 3.4** shows a 5-kilometre cycling catchment area from the site.

Figure 3.4: Cycle Accessibility within 5km



Source: TRACC

- 3.18 The mapping provided above demonstrates that all of Chorlton and the surrounding residential areas are within a 5km cycle distance from the site, with these areas including Northenden, Didsbury, Withington, Rusholme, Moss Side, Hulme, Old Trafford, Stretford, Sale and Sale Moor, in addition to the areas which are accessible on foot.
- 3.19 The map also demonstrates the site's accessibility to the National Cycle Route (NCR) network:
- Locally NCR 6 provides an east-west route between Chorlton and Reddish, and a north-south route from the site through Manchester city centre up to Bury;
 - NCR 55 provides a route to Salford Quays through Trafford, or by following NCR 6 through the city centre until the Liverpool Road junction; this spur locally runs to Tyldesley;
 - NCR 62 runs from Broadheath to Didsbury, before restarting in Burnage and running east-west across the Pennines as part of the Trans Pennine Trail;
 - NCR 82 runs from Altrincham to the south-west of the site, to Eccles to the north-west of the site;

- Finally, NCR 85 provides a route south of the site to West Didsbury and south to Woodhouse Park.

3.20 A number of local on-road routes are also available in close proximity to the site, as can be seen in **Figure 3.5**.

Figure 3.5 – Local Cycle Routes



Source: TfGM Interactive Cycle Map

- 3.21 As noted above, the cycle parking provided for the site will be close to the entrance to the store; this will provide natural surveillance from the street and car park externally, and from customers in and out of the store entrance pod.
- 3.22 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 and that the facility will be attractive for continued use.

Access by Non-Car Modes: Public Transport

Bus

- 3.23 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."
- 3.24 The nearest accessible bus stops to the site are located close to the site along Mauldeth Road West (in both directions, approx. 100m from store access point), and on Nell Lane (100m for north-westbound stop and 290m for south-eastbound stop) and are therefore well within the recommended walking distance.
- 3.25 The bus stop all consist of a flag and pole arrangement. There are good pedestrian links directly from the site to the bus stops
- 3.26 **Figure 3.3** presented above illustrates that there are five 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	Average Frequency		
			Weekday	Saturday	Sunday
25	Trafford Centre – Lostock – Stretford – Chorlton – Fallowfield – Burnage – Green End - Stockport	Mauldeth Road West	30 mins 05:55 – 22:44	30 mins 06:33 – 22:44	30 mins 07:59 – 21:44
85A	Arrowfield Estate – Chorlton – Alexandra Park – Chorlton upon Medlock – Piccadilly Gardens	Nell Lane	60 mins 06:43 – 22:28	60 mins 07:38 – 22:28	No service
172	Chorlton – West Didsbury – Burnage – Levenshulme – Ryder Brow – Gorton – Openshaw – Newton Heath	Nell Lane	60 mins 05:44 – 23:08	60 mins 07:04 – 23:08	60 mins 08:23 – 22:05

Source: Traveline

- 3.27 A greater number of services are available from stops on Barlow Moor Road, which is 500m (6-minute walk) from the site access.

- 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 range of destinations across the Manchester area, at a good frequency.
- 3.29 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.

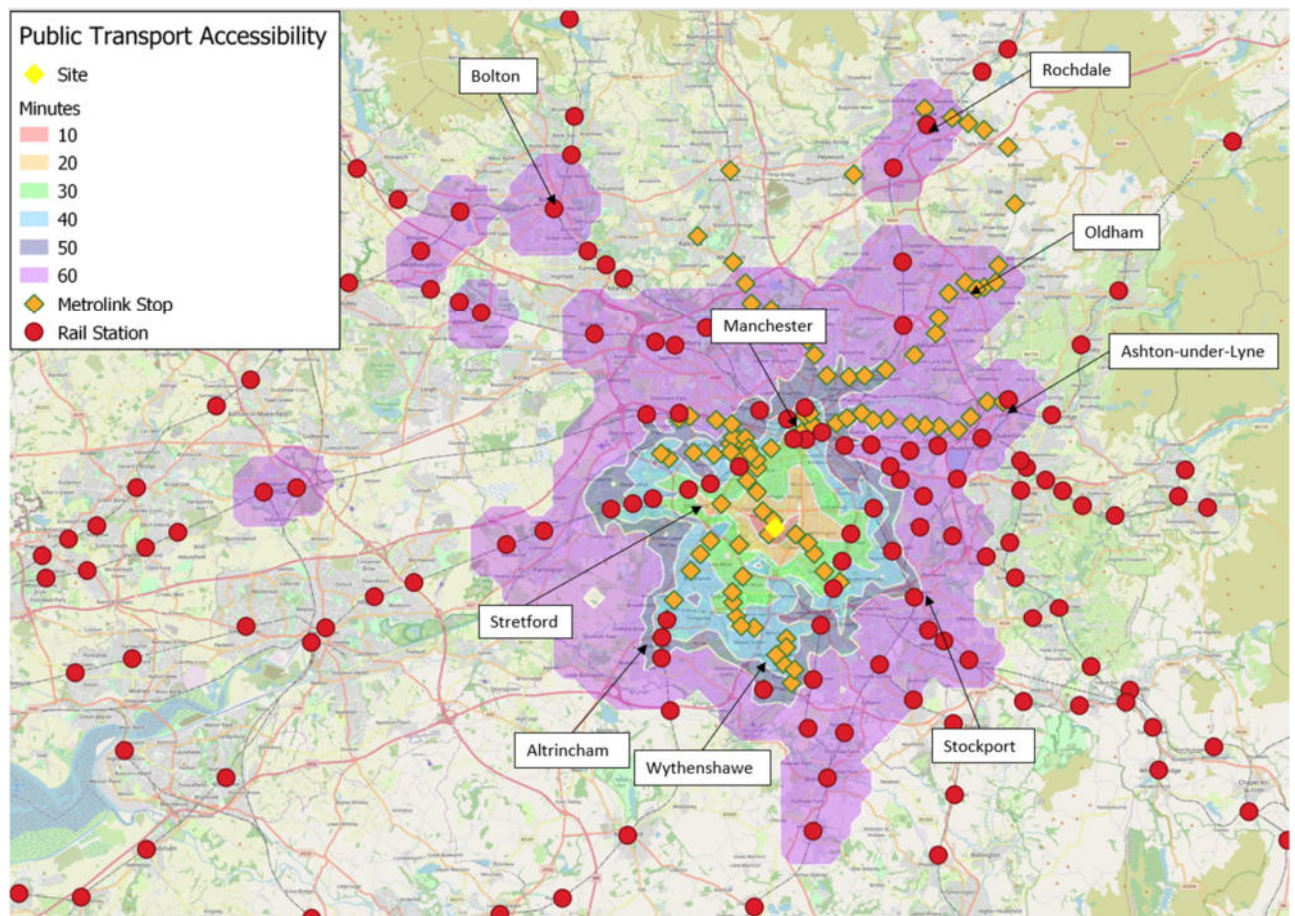
Rail

- 3.30 Burnage Rail Station is the nearest train station to the development site. The railway station is located 4.3km from the proposed store.
- 3.31 The station provides parking for twelve bicycles, in a combination of lockers and cycle stands. Other facilities include a ramp for train access, accessible ticket machines, and a bus stop outside the station.
- 3.32 Services from the station run to destinations including Barrow-in-Furness, Crewe, Manchester Airport, Liverpool Lime Street and Windermere, with a number of those services stopping in Manchester city centre.

Manchester Metrolink

- 3.33 Greater Manchester also operates a tram system: the Manchester Metrolink. The closest stop is at Barlow Moor Road, an approximate 5-minute walk from the site (400m).
- 3.34 The service runs between Manchester Airport and Manchester Victoria, calling at a number of locations along the route. There are opportunities for interchange onto the bus, rail or further tram network at a number of stops along the Metrolink network.
- 3.35 Services run every 12 minutes from Monday to Sunday, with most starting early morning (approx. 6am) and running until late evening (approx. 11pm).
- 3.36 **Figure 3.6** below illustrates the distance that can be travelled within 60 minutes by public transport to and from the site.

Figure 3.6: Public Transport Accessibility within 60 Minutes

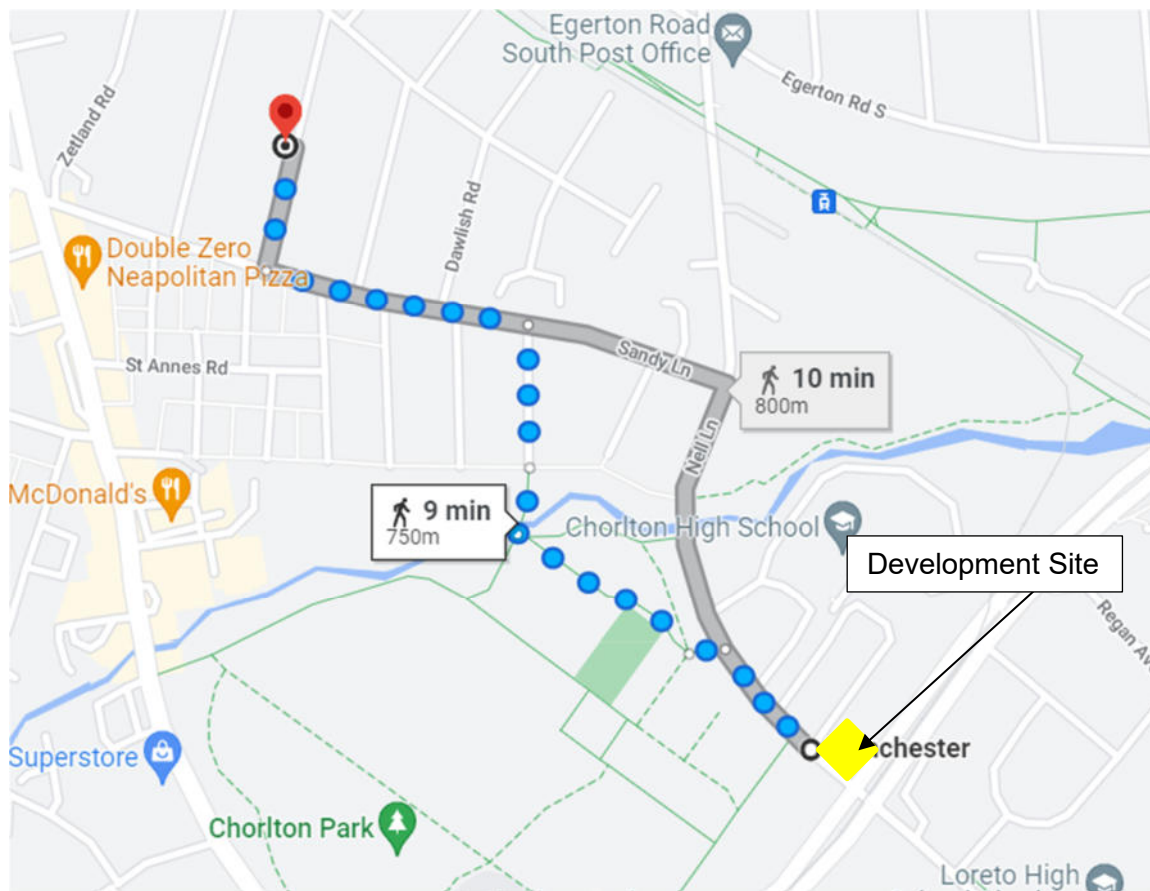


- 3.37 The time includes the walk to the bus, rail and tram stops and demonstrates that key areas such as Bolton, Oldham, Altrincham and Stockport in addition to the local surrounding areas are within an acceptable 60-minute public transport commute.

Private Vehicle

- 3.38 The site is well served by the existing highway network, with Mauldeth Road West linking to the A5103 Princess Road and the A6010 Wilbraham Road, providing connection from the development site to the M60 and M56 motorways, as well as the wider road network.
- 3.39 Car clubs provide an alternative to private car ownership and significant use can tackle congestion and air pollution levels. A car club operated by Enterprise is located on Torbay Road. This car club can be reached in an approximate 10-minute walking time from the development site, with the quickest route shown in **Figure 3.7**.

Figure 3.7: Car club location



Source: Google Maps / Enterprise

Summary

- 3.40 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 bus, tram 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 / Transport for Greater Manchester (TfGM).

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 minimum 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 three 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 three 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.

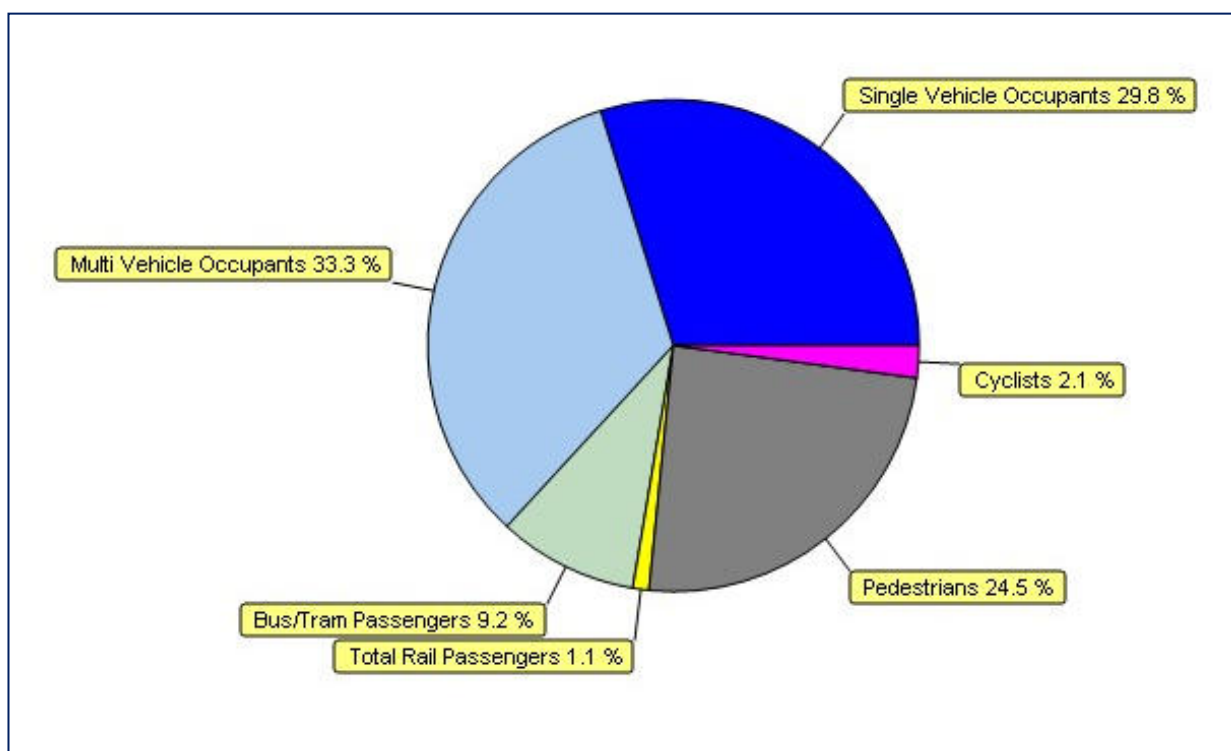
Modal Share Targets

- 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 three months of occupation for both employees and customers, and targets revised, if required, following analysis of the results. 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 provisional 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 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

- 6.12 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.
- 6.13 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.
- 6.14 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 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 introduction to 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, Barlow Moor Road tram stop and Burnage Rail Station;
 - 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;
 - Information about car sharing;

- Information about car clubs;
- Links to journey planning software; and
- 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 kilometres 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 existing walking routes and information to staff
(https://www.manchester.gov.uk/info/500356/cycling_and_walking/2844/walking);
 - Promote walking information found on TfGM's website: (<https://beeactive.tfgm.com/>);
 - Promote campaigns on public health or active travel such as Walk to Work and National Walking Month; and
 - 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;
- 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/>;
- Promote cycling information to staff and customers, including route maps and useful tips and guidance on the Sustrans website (www.sustrans.org.uk/) as well as on MCC's website (https://www.manchester.gov.uk/info/500356/cycling_and_walking/6850/cycling) and on TfGM's website (<https://tfgm.com/maps> / <https://beeactive.tfgm.com/>);
- Promote the 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/>);
- Arrange and promote discounts for staff for purchase of cycles and accessories at a local store;
- Promote campaigns, such as National Bike Week, Cycle to Work Day and Family Bike Rides to staff and customers;
- Investigate staff interest in setting up a Bicycle User Group (BUG) to encourage employees to cycle to work; and
- Liaise with a local taxi firm to provide competitive rates for staff in case of emergency to replace the regular cycle journey.

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 and customer noticeboards;

- Provide details of the websites and telephone advice services to enable staff and customers to obtain details on their individual journey requirements, including the Traveline journey planner (<https://www.traveline.info/>) and TfGM's journey planner (<https://tfgm.com/plan-a-journey>);
- 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; and
- Promote bus use through participation in national events such as Catch the Bus Week, for staff and customers.

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 <https://liftshare.com/uk> or <https://carsharegm.com/index.html>. 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 / choosing to car share.

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 for management staff 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, upon request. 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:

- 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.

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- 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 three 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 travel plan 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 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 provision changes with regard to local transport	Twice a year to align with seasonal timetable changes	TPC	Staff time

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	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.