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LIDL

A6010 Wilmslow Road

Rusholme, Manchester

Travel Plan

Final Report for:



March 2026

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APPENDICES

APPENDIX A – PROPOSED SITE LAYOUT

APPENDIX B – SUSGO OVERVIEW

1.0 INTRODUCTION

1.1 Overview

- 1.1.1 Cora IHT have been instructed by Lidl to prepare a Travel Plan [TP] to support proposals for a new discount foodstore located off the A6010 Wilmslow Road in Rusholme, Manchester, located opposite Platt Fields Park / Park Lane.
- 1.1.2 **Figure 1.1** illustrates the site location.

Figure 1.1: Site Location



- 1.1.3 The grid reference for the site is SJ 85405 95009 (SJ854950) and nearest postcode is M14 5HJ.
- 1.1.4 Staff, customers and the servicing of the development will be targeted through this travel plan, to encourage an overall reduction in the number of single occupancy vehicle trips made to the site.

1.2 Travel Plan Commitment

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

1.2.2 This Travel Plan provides:

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

1.3 Travel Plan Funding

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

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

1.3.3 6-month bus passes will be offered to each staff.

1.3.4 A travel information pack will be provided to each staff.

1.4 Travel Commitments

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

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

1.5 Scope

1.5.1 Following this introductory section:

- Section 2 details the proposed development;
- Section 3 considers the transport policy context;
- Section 4 assesses the sustainability of the site;
- Section 5 describes the package of measures designed to reduce reliance on the private car and encourage the use of alternative modes of transport;

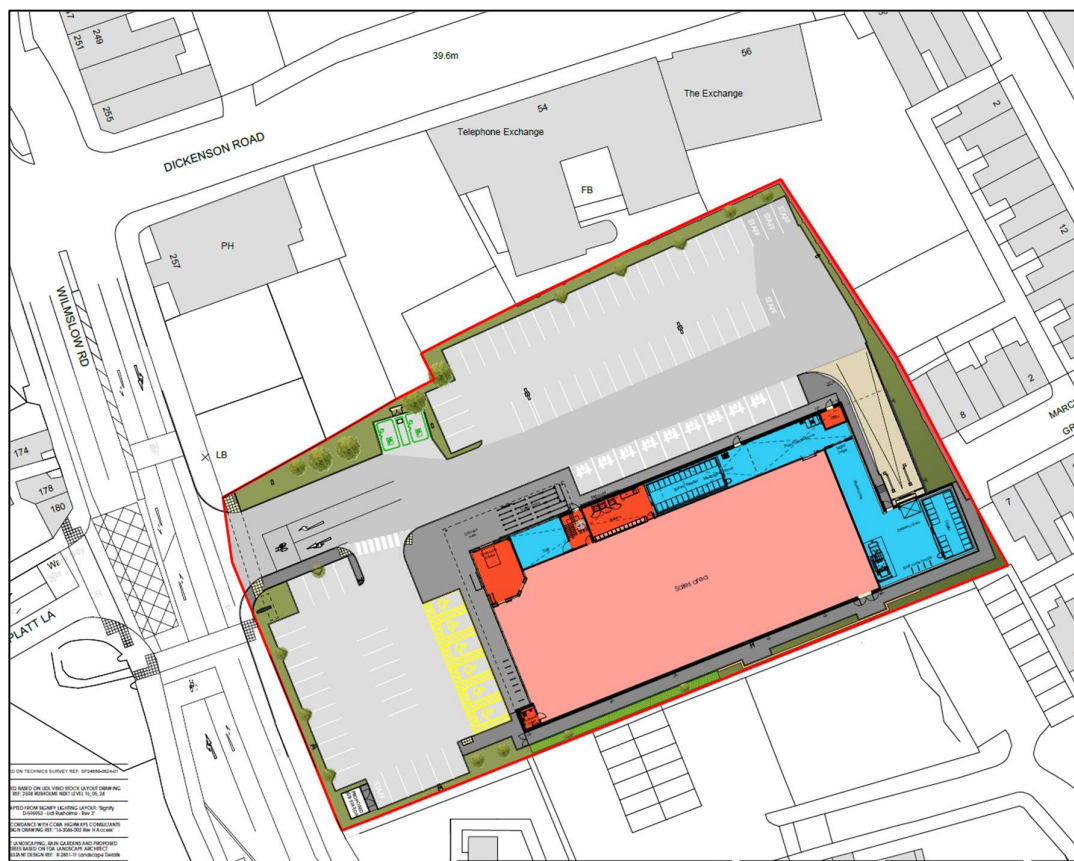
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- Section 6 details how the travel plan will be managed, outlining the role of the Travel Plan Coordinator and other stakeholders;
 - The aims, objectives and targets of the travel plan are provided in section 7; and
 - Section 8 provides the action plan and marketing strategy to support the development and implementation of the travel plan at the site.

2.0 SITE CONTEXT

2.1 Proposed Development

- 2.1.1 The proposed new Lidl store will provide a sales area of circa 1,270m², whilst the total GIA is 2,095m² which includes the warehouse and ancillary areas. The total area of the red line boundary measures circa 6,585m² (1.627 Acres / 0.66 Hectares).
- 2.1.2 Vehicular access to the development site is proposed via the existing access to the site off Wilmslow Road, which will be widened and improved.
- 2.1.3 An extract of the site plan is shown in **Figure 2.1. Appendix A** shows the full site plans of the proposed food store.

Figure 2.1: Proposed Site Layout



- 2.1.4 The proposed development will provide a site layout designed in accordance with current best practice to accommodate pedestrians and cyclists. Direct pedestrian access will also be provided off the A6010 Wilmslow Road, with the existing footways entering the development site.
- 2.1.5 The Lidl store proposes a total of 88 spaces are to be provided on site, including 6 disabled, 9 parent & child bays, 2 electric charging bays and 5 staff bays.
- 2.1.6 There will be 1 or 2 service vehicles per day which will access the loading bay from the car park entrance.

3.0 SUSTAINABLE ACCESSIBILITY

3.1 Introduction

- 3.1.1 The purpose of this section is to outline the accessibility of the site by sustainable modes of transport, including on foot, by bicycle and using public transport. By identifying the accessibility of the site by sustainable modes of transport, appropriate travel plan measures can be identified to promote travel by these modes.
- 3.1.2 The sustainable accessibility of the proposed development by a range of transport modes has been considered in line with the Local Transport Plan and NPPF. To assist in the assessment of accessibility, the 2021 Census: Method of Travel to Work data for the Rushholme (E05000714) ward of Manchester has been used to ascertain the current percentage of travel by each mode, as shown in **Table 3.1**.
- 3.1.3 Whilst the Method of Travel to Work census data can be readily applied to determine how potential employees will travel to the development, the data can also be used to ascertain what customers preferred means of travel to the development would be.

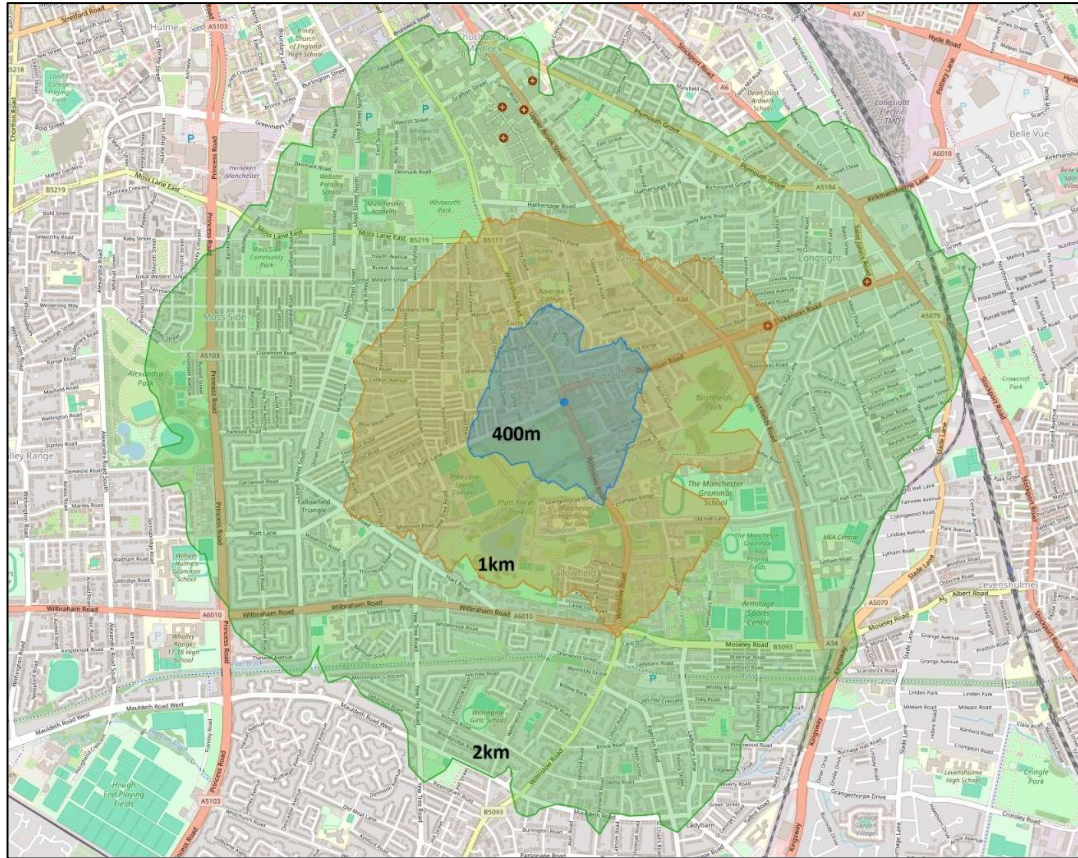
Table 3.1: Rusholme 2021 Census, Method of Travel to Work

Mode	Percentage
Driving a car or van	43.6%
Passenger in a car or van	6.1%
Bicycle	5.0%
Motorcycle	0.3%
On foot	16.4%
Bus, minibus or coach	20.5%
Train/Underground/Metro/Tram	2.5%
Taxi	3.1%
Other method of travel	2.5%
Total	100.0%

3.2 Accessibility on Foot

- 3.2.1 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips. The guidance on the preferred maximum walking distances to amenities is given in the Chartered Institution of Highways and Transportation [CIHT] document "Providing for Journeys on Foot" (2000).
- 3.2.2 Manual for Streets [MfS] emphasises this advice, using the principle that walking offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.2.3 The surrounding area benefits from a good level of pedestrian infrastructure, with a lit footway heading southbound from the proposed site are provided on the site-side of the B1070 Lady Lane, nearby the vicinity of the site.
- 3.2.4 The proposed development will provide a site layout designed in accordance with current best practice to accommodate pedestrians and cyclists with direct pedestrian / cycle access to the store entrance from Wilmslow Road.
- 3.2.5 Lit footways heading in both directions from the proposed site are provided along the A6010 Wilmslow Road, Platt Lane and Dickenson Road, nearby the vicinity of the site.
- 3.2.6 The location of the edge of the city centre is just over 2km away, therefore the development site is highly sustainable via walking. The following amenities are located within vicinity of the site:
- Manchester High School for Girls – Circa 900m away;
 - The Manchester Grammar School – 1.6km away;
 - St. James C of E Primary School - Just over 1.2km;
 - Wilmslow Road / Platt Lane Bus Stops – Under 100m; and
 - Wilmslow Road Medical Centre – Under 100m away.
- 3.2.7 **Figure 3.1** provides an extract of the indicative walk catchment plan.

Figure 3.1: Walk Catchment Plan (2km)

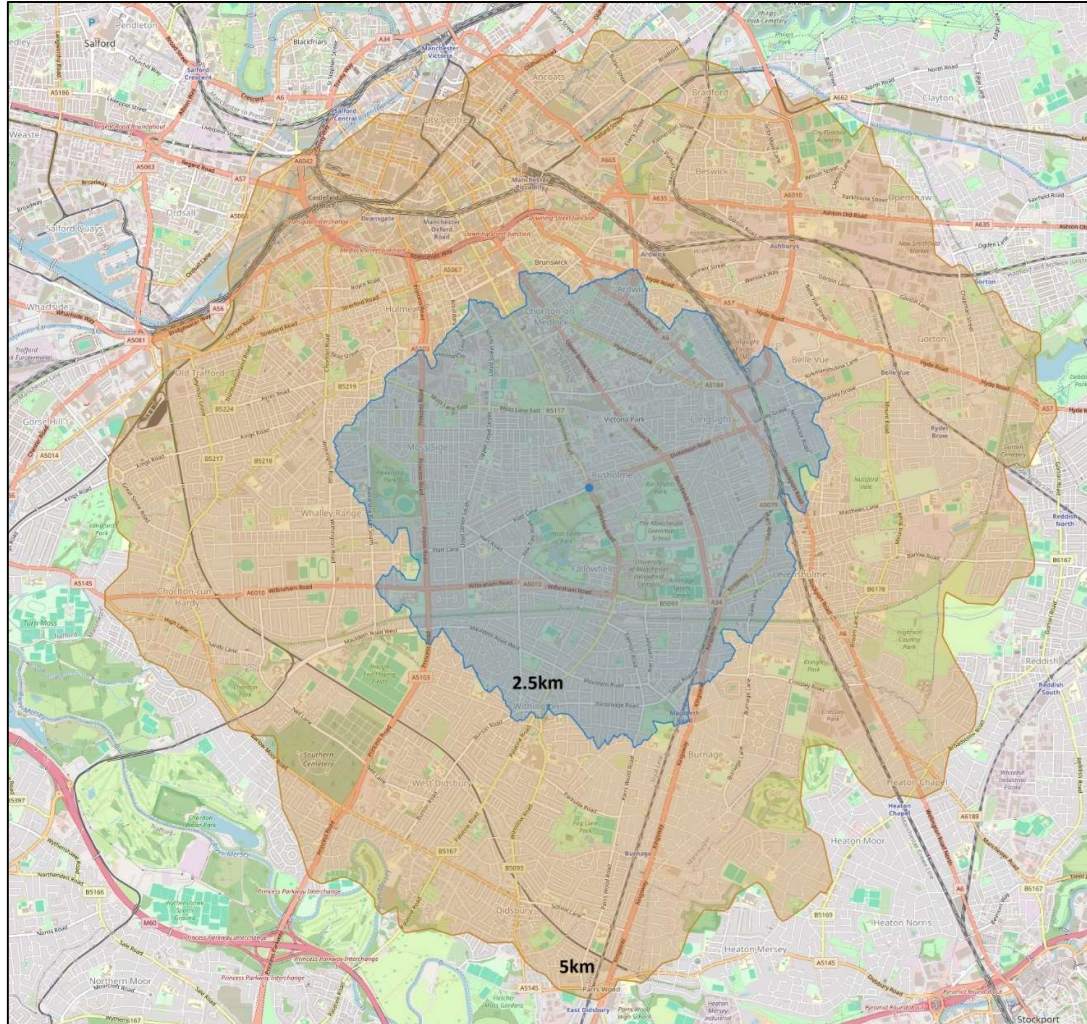


3.2.8 The proximity of the site to the local transport network including by bus provides opportunities to travel further afield using linked trips. This enables access to be gained to a variety of local destinations.

3.3 Accessibility by Cycle

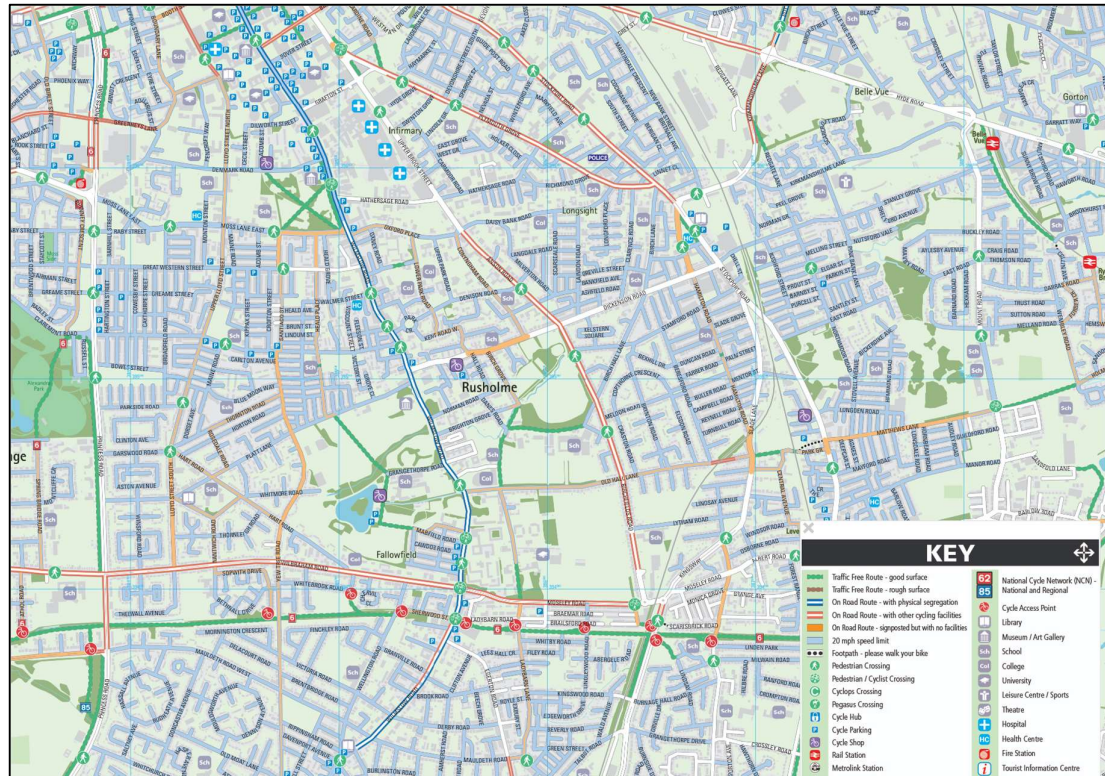
3.3.1 It is widely recognised that cycling can act as a substitute for short car journeys, particularly those up to 5km in length. **Figure 3.2** provides an extract of the indicative cycle catchment plan.

Figure 3.2: Cycle Catchment (5km)



- 3.3.2 As can be seen from **Figure 3.2**, the majority of south and east Manchester is accessible within 5km of the site, providing access to further residential neighbourhoods.
- 3.3.3 The general topography of the area is relatively flat, which can assist in encouraging potential staff and customers to travel to and from the new food store by cycle.
- 3.3.4 The site benefits from on-road cycle provisions with physical segregation from cars along Wilmslow Road. **Figure 3.3** shows an extract of the cycle and route map for the area.

Figure 3.3: Cycle Map



3.4 Accessibility by Public Transport

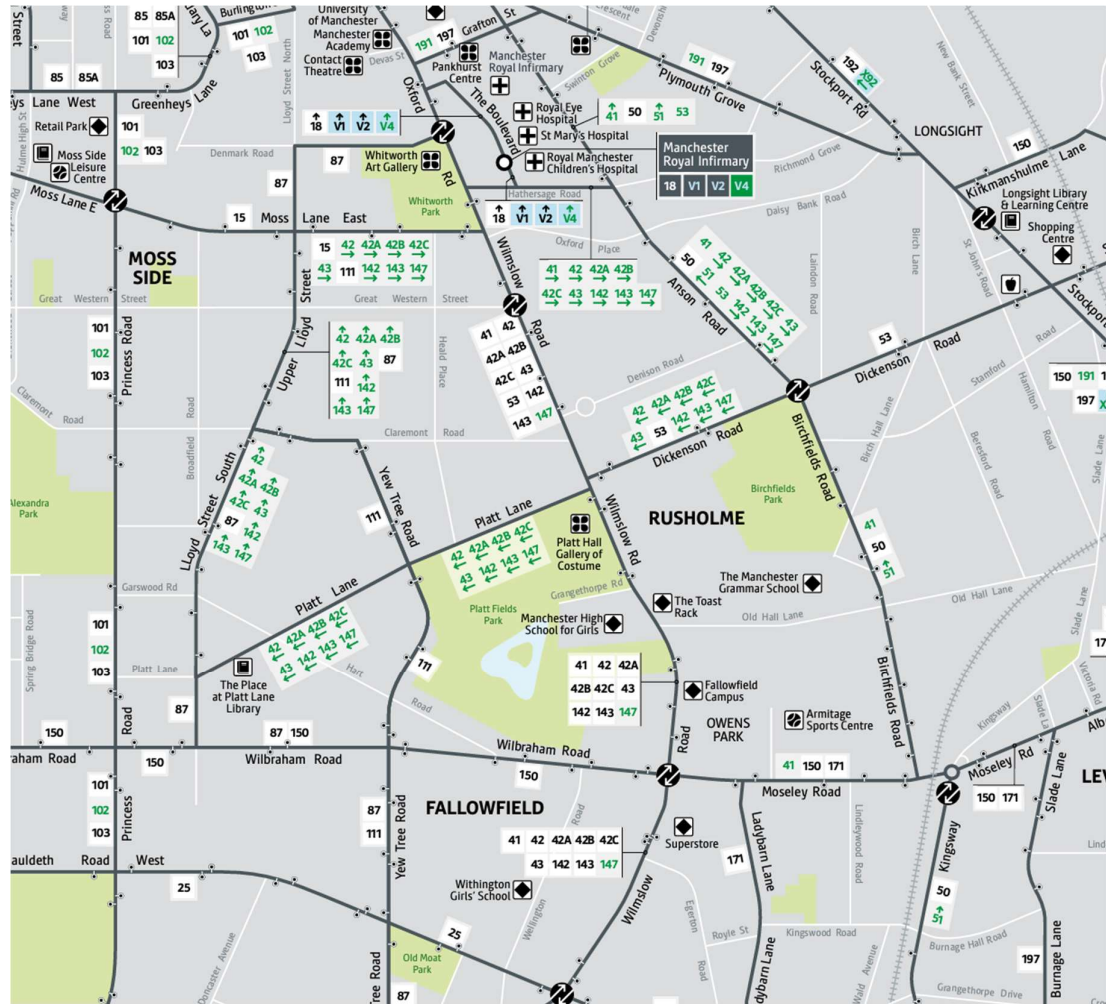
Bus

- 3.4.1 The closest bus stops to the site are located within walking distance along Wilmslow Road, circa 60m away (Platt Lane / Plat Fields Park stops). **Figure 3.4** shows an extract of the public transport map for the area. **Table 3.1** shows the frequencies of the bus services which align at the nearby stops.

Table 3.1: Bus Information

Bus Service	Route	Monday - Saturday (Frequency)	Sunday (Frequency)	First	Last
41	Middleton Bus Station – Sale Metrolink Stop	1 every 20 minutes	1 every 30 minutes	05:01	23:09
42	Piccadilly Gardens – Stockport Interchange	1 every 30 minutes	Every hour	05:01	23:57
42A	East Didsbury – Bulls Head	1 Every 30 minutes	Every hour	07:00	23:10
42B / C	Piccadilly Gardens – Woodford / Handforth Dean	1 every 30 minutes	Every Hour (42B Only)	06:14	20:43
143	Piccadilly Gardens – West Didsbury	1 every 5 minutes	1 every 10 minutes	06:40	23:40
147	Ancoats – West Didsbury	1 every 30 minutes	N/A	07:25	20:11

Figure 3.4: Public Transport Map



- 3.4.2 It is therefore concluded that the site benefits from substantial access by bus, offering an attractive mode of transport to and from the site. Given the frequency of the bus services available, in addition to the excellent pedestrian and cycle provisions within vicinity of the site this is likely to provide a real alternative to single occupancy car journeys.
- 3.4.3 **Figure 3.5** below shows an extract of the BREEAM Accessibility Index Calculator, which provides an accessibility score based on the distance of the public transport stops and frequency of its services.

Figure 3.5: BREEAM Accessibility Index

Using the drop down boxes make the relevant selections and press the 'Select' button

Building type:

No. nodes required:

NODE 1

Public transport type	Bus						
Distance to node (m)	75						
	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7
Average frequency per hour	3	2	2	2	12	2	

Accessibility Index: 10.02

3.5 Sustainable Access Conclusions

- 3.5.1 It is therefore concluded that the site benefits from substantial access by bus, offering an attractive mode of transport to and from the site. Given the frequency of the bus services available, in addition to the excellent pedestrian and cycle provisions within vicinity of the site this is likely to provide a real alternative to single occupancy car journeys.

4.0 TRAVEL PLAN MEASURES

4.1 Preamble

- 4.1.1 An important aspect of a successful travel plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the site.
- 4.1.2 The aim of travel plan initiatives is to maximise the accessibility of the proposed development site by alternative modes of transport to the private car. It is worthy of note that the location of the site and the current provision for walking, cycling and public transport on the adjacent highway network is considered to be conducive to encouraging travel by non-car modes of transport.
- 4.1.3 The travel plan initiatives outlined within this section may benefit staff and visitors to the dealership by facilitating sustainable travel choices, resulting in the following:
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (when compared with single occupancy car use);
 - Health benefits from increased levels of walking and cycling, and fewer vehicular emissions in the immediate vicinity of the site; and
 - A pedestrian / cycle friendly environment.
- 4.1.4 A combination of 'carrots' (those initiatives which encourage travel by non-car modes of transport) and 'sticks' (initiatives which discourage travel by car) will be implemented at the site to encourage travel by sustainable modes. 'Carrots' will be implemented before 'sticks' to ensure that support is gained from staff for the travel plan; any 'sticks' will be implemented later.
- 4.1.5 This section provides a summary of the key initiatives contained within this travel plan. The initiatives reflect previous experience of workplace travel plans, along with national government guidelines.

4.2 Marketing and Promotion

- 4.2.1 From the outset, sustainable travel will be promoted to staff. The travel plan will be launched as soon as possible after occupation of the site and will be continually marketed through the provision of travel information, leaflets and communication sessions.
- The travel plan and the reasons for implementing it will be communicated to ensure that all staff are provided with information on the alternatives to car travel before they establish car-based travel habits.
- 4.2.2 The following section describes the marketing tools and initiatives that may be used to convey the commitment of the developer to providing alternative travel choices. It is important that there is a central source of information for all queries relating to sustainable travel for staff at the site. The Travel Plan Coordinator is considered the most appropriate person to communicate the aims and objectives of the travel plan to staff.

4.2.3 Travel notice boards will be set up in the staff communal areas, which will include:

- Public transport, pedestrian and cycle route maps and information on car sharing;
- Information and contact details of local taxi services;
- List of internet websites on sustainable transport and journey planning; and
- Contact details for the Travel Plan Coordinator.

4.2.4 All staff will be provided with a 'sustainable travel information pack' (welcome pack), which will include details of the public transport, walking and cycling routes surrounding the site.

4.2.5 In order to integrate the travel plan with the wider sustainable travel agenda, the welcome pack will be used to promote national and international initiatives such as 'Bike Week' and 'In Town Without My Car'. The Travel Plan Coordinator will be encouraged to organise social events which incorporate such initiatives, for example an organised cycle ride.

4.2.6 The Travel Plan Coordinator will also provide staff with information regarding the travel plan and specific initiatives contained within it, and will be the main point of contact for all travel-related queries. This will include information on journeys by public transport, cycling and on foot between the development site and local amenities, including various retail outlets.

4.2.7 A personalised travel planning service will be made available to staff on request. This service enables the Travel Plan Coordinator to plan individual journeys for recipients, and provide them with the relevant information and advice (e.g. timetable information) to enable them to undertake their journey.

4.3 Initiatives to Promote Car Sharing and Electric Vehicles

4.3.1 It is likely that a proportion of staff will live in close proximity to each other and, as such, would be making trips to and from common residential areas. As such, there is potential for these individuals to share their car journey with a fellow member of staff.

4.3.2 The Liftshare / GoCarShare / BlaBlaCar car sharing services will be promoted to all staff and employees.

4.3.3 The occupier will actively encourage all employees to car share where possible, where the provision of parking priority spaces for car sharers will be investigated.

4.3.4 The proposed development will provide 100 EVC spaces with 2 active and up to 20% of the provision used for passive spaces in the future.

4.3.5 Following completion of the travel surveys, the number of active spaces required will be monitored and activated accordingly in line with the demand.

4.4 Initiatives to Promote Travel by Public Transport

4.4.1 Information on the bus and rail timetables and services locally available which can be accessed by staff will be provided within the welcome pack and on the notice board. This will include details and links to online journey planning websites such as Traveline.

4.4.2 As a minimum, the provision of public transport information in a publicly accessible location will be conveyed to employees and visitors of the proposed development.

4.4.3 The Travel Plan Coordinator will enter into discussions with public transport operators to investigate the possibility of providing additional discounted public transport tickets to staff.

Should these be secured, they will be distributed and publicised to staff through the welcome packs to encourage staff to make use of these services.

4.5 Initiatives to Promote Walking

- 4.5.1 The welcome pack will include a map identifying the pedestrian friendly routes surrounding the site, in order to ensure that staff are aware of the facilities available to them. These maps will be secured through the Council, if possible.
- 4.5.2 Details of national events, such as Walk to Work Week will be promoted at the site and staff will be encouraged to participate. These events will be promoted on the notice board and within the welcome packs.
- 4.5.3 Details of local walking shops will also be provided to staff. The Travel Plan Coordinator will enter into discussions with these retailers to investigate the potential to provide discounts for staff. If secured, these details will be provided to staff via the Travel Plan Coordinator.

4.6 Initiatives to Promote Cycling

- 4.6.1 35 cycle parking spaces within an external cycle store are proposed.
- 4.6.2 The welcome pack will include information on the cycle routes available between the dealership and common destinations, including local amenities and residential areas. Copies of local cycling maps will be provided within the welcome packs and on the notice boards.
- 4.6.3 Details of local cycling shops will be provided to staff at the site using the travel notice board and within the welcome packs. The Travel Plan Coordinator will also enter into discussions with local cycling retailers to investigate the potential to provide discounts to staff. If secured, details of these discounts will be provided to staff via the welcome pack and notice board.
- 4.6.4 If feasible, consultation with the local authority on the state of the local cycling network and any potential improvements within the vicinity of the developments will take place.

4.7 Initiatives to Promote Sustainable Travel by Customers

- 4.7.1 In addition to staff travel, customers will also be encouraged to travel to the site by sustainable modes where company's website will include travel information on how to get to the site by sustainable modes.
- 4.7.2 Customers will also be encouraged to sign up to www.susgo.co.uk which would assist their sustainable travel options. Susgo will be promoted within the company's website and notice boards/travel information system provided within the development for customers to view. **Appendix B** provides an overview of Susgo.
- 4.7.3 Staff will directly advise customers of their travel options when making appointments to visit the site and encourage their travel by sustainable modes where possible.
- 4.7.4 Customer travel surveys will be carried out in line with staff surveys. These can be done using the SUSGO app or manual spot surveys accordingly.
- 4.7.5 The promotion of public transport will be done by way of offering refunds on travel tickets to and from the site for customers.

5.0 TRAVEL PLAN MANAGEMENT

5.1 Overview

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

5.2 Travel Plan Coordinator

- 5.2.1 The responsibility for managing and implementing the travel plan lies with the Travel Plan Coordinator. The contact details for the Travel Plan Coordinator are will be released once appointed. In the meantime, any enquiries regarding the Travel Plan can be made to:

Toan Chau

Cora IHT

Adamson House

Towers Business Park

Wilmslow Road

Manchester

M20 2YY

Email: toan.chau@coraiht.com

Mobile: 07817 694035

- 5.2.2 The Travel Plan coordinator will work in partnership with the council and any relevant stakeholders to ensure the effective delivery of the travel plan.
- 5.2.3 The role and responsibilities of the Travel Plan Coordinator will include:
- To implement and promote various travel plan initiatives at the site to promote sustainable travel;
 - To promote the travel plan to staff and visitors;
 - To provide a point of contact for the Local Authority, steering group and any other stakeholders on any issues relating to the travel plan;
 - To monitor the success of the travel plan initiatives, including undertaking and analysing travel surveys; and
 - To review the travel plan's success and prepare action plans.
- 5.2.4 The Travel Plan Coordinator will be in place six months prior to the occupation of the site, and will remain in place for a minimum period of 5 years.
- 5.2.5 At this stage, the resource requirements for the Travel Plan Coordinator are unknown. As such, in the first instance, the Travel Plan Coordinator's role has been incorporated into the responsibilities of one of the members of staff based at the site. However, this will be reviewed on an annual basis and, if considered necessary, the role will be developed into a dedicated, full-

time role. Any changes to the Travel Plan Coordinator's role will be communicated to the Local Authority.

5.3 Stakeholder Engagement

- 5.3.1 Stakeholders including the Council's Travel Planning Team and local transport operators play an important role in the successful implementation of the travel plan at the site. The Council's Travel Planning Team will be kept up-to-date with the progress of the travel plan through the annual monitoring reports. The Travel Plan Team will also be approached when appropriate to gain advice and support on the implementation of specific travel plan initiatives at the site.
- 5.3.2 The Travel Plan Coordinator will also engage with local transport operators to secure timetable information and details of any special offers and discounts available. The Travel Plan Coordinator will draw up a list of potential stakeholders as part of the initial phases of the travel plan's development.

5.4 SusGo Travel Tool

- 5.4.1 SusGo is an electronic travel planning tool which assists:
- Councils to monitor travel plans.
 - Travel Plan Coordinators (TPC) to promote sustainable travel.
 - Individuals to have the ability to readily have access to sustainable travel mode choices.
- 5.4.2 The key features of the tool are as follows:
- Automatically sets up car share scheme within work group.
 - Initiating travel surveys for repeated and manual schedules.
 - Communicating events and special offers relating to sustainable transport i.e. free buses, cycle weeks, walk to work days, discount taxi rides, etc.
 - Automated travel to work information using live google mapping to create real time travel options for all journeys. These include walk routes, cycle routes, bus times, car share availability.
 - Personalised staff travelling planning including live journey tracking to promote sustainable travel on the go.
 - Electric charging point locator.
 - Production of summarised reports for Council monitoring.
- 5.4.3 The Susgo Travel Tool application can electronically replace the Welcome Pack which companies need to provide to their staff with both a web facility and mobile app.
- 5.4.4 The end occupier will consider the Susgo Travel Tool so that all travel plan measures, monitoring and review are conducted via Susgo. Alternatively, the following sections describes the manual method to encourage sustainable.

6.0 AIMS, OBJECTIVES AND TARGETS

6.1 Overview

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

6.2 Travel Plan Aim

- 6.2.1 The aim provides the overarching focus and end goal for the travel plan. The aim enables the overall success of the travel plan to be assessed and, as such, all travel plan initiatives should contribute to achieving the travel plan aim.
- 6.2.2 The overall aim of this travel plan is:
- To achieve a reduction in the number of single occupancy vehicle journeys to the site.
- 6.2.3 This will be achieved by maximizing the accessibility of the proposed development site by alternatives modes of transport to the private car and by implementing a range of travel plan initiatives.

6.3 Travel Plan Objectives

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

6.4 Travel Plan Targets

- 6.4.1 Specific targets will be set for the site using the results of the initial travel survey, which will provide the baseline travel behaviour of staff. The results of the survey will allow mode share targets to be established. A summary of the findings of the initial travel survey will be available within three months of completion of the survey.
- 6.4.2 Targets should reflect the size and nature of the development, along with the existing sustainable transport infrastructure available close to the site. This information is provided earlier within this report, in sections 2 and 4.
- 6.4.3 Travel plan guidance recommends that 'SMART' targets are set, that are:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time-bound.

- 6.4.4 Prior to undertaking the surveys, initial modal split targets have been identified based on 2021 Census travel to work data for the Rusholme ward of Manchester, as illustrated in **Table 6.1** below.

Table 6.1: Travel Plan Targets – Rusholme 2021 Census, Method of Travel to Work

Mode	2021 Census Data	5-year Target
Driving a car or van	43.6%	33.6%
Passenger in a car or van	6.1%	9.1%
Bicycle	5.0%	8.0%
Motorcycle	0.3%	0.3%
On foot	16.4%	17.4%
Bus, minibus or coach	20.5%	23.5%
Train/Underground/Metro/Tram	2.5%	2.5%
Taxi	3.1%	3.1%
Other method of travel	2.5%	2.5%
Total	100.0%	100.0%

- 6.4.5 A travel plan is not a one-off event but is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the travel plan.
- 6.4.6 Once the results of the travel survey are known, accurate targets can be set for the travel plan. These targets will be agreed with the Council as part of the full travel plan's development.

6.4.7 At this stage an initial target has been set to ensure that there is a commitment to achieve a 10% reduction in the number of single occupancy car trips to and from the site. The targets will be revised once the results of the travel surveys are known.

6.4.8 Following completion of the initial survey, indicative targets will be replaced with ones that are site-specific and encourage (rather than discourage) those responsible for trying to achieve these targets.

6.5 Monitoring

6.5.1 Travel surveys will be carried out with all staff on an annual basis for a minimum of 5 years. Further details of the travel survey are provided below.

6.5.2 The findings of these travel surveys may be supplemented by observation surveys, which will be used to establish the use of parking facilities and traffic counts at the site entrances. These surveys may be carried out by an independent survey company to ensure that compatible and accurate data is gathered relating to travel to and from the site.

6.5.3 All survey data will be submitted to the Council within 3 months of the surveys being completed for comparison against the agreed targets. Following completion and analysis of the surveys, a monitoring report will be submitted to the Council identifying whether the agreed targets have been met. If they haven't, the monitoring report will strive to identify the actions and additional travel plan initiatives which will be implemented to rectify this situation.

6.5.4 The reports will also review the progress that has been made in implementing the travel plan measures over the preceding twelve-month period. Any progress made will be reported to the Council's Travel Plan Team and public transport operators where applicable.

6.5.5 The travel plan will then be reviewed and any further actions identified to progress and, if necessary, improve the action plan to meet the objectives and targets.

6.6 Travel Surveys

6.6.1 Within the first three months of occupation, an initial travel survey questionnaire will be undertaken with staff. This survey will be used to ascertain the current travel behaviour of staff at the site, as well as the reasons for modal choices and opinions towards alternative modes of transport.

6.6.2 Prior to undertaking the initial survey, a copy of the proposed survey will be sent to the Council's Travel Plan Team to gain agreement on the format and structure. The use of a standard travel survey will enable like-for-like comparisons to be made between consecutive years' travel survey results.

6.6.3 To maximise the response rate, the travel survey will be made available in both electronic and paper format. Paper copies of the survey will be distributed to staff who do not have regular access to a PC within the workplace; all staff who have regular internet access will be provided with an electronic copy of the survey. All staff will be allocated time in work to complete the surveys.

6.6.4 Having completed the initial survey, repeat annual travel surveys will be carried out with staff at the same time of year as the initial survey for a minimum of five years. These will aim to gather information on any changes in mode choice since the previous survey was undertaken and the reason(s) for these changes.

-
- 6.6.5 All staff will be invited to participate in the annual snapshot travel survey to identify the progress made since the previous survey and to determine what actions (if any) are necessary to ensure the travel plan targets are met.
 - 6.6.6 To encourage participation in future year's surveys, it may be necessary to offer an incentive such as a prize draw to win shopping vouchers. Details of the prize draw will be provided to all staff to encourage participation in the survey.

7.0 TRAVEL ACTION PLAN AND MARKETING STRATEGY

7.1 Travel Plan Action Plan

- 7.1.1 The travel plan will be developed in partnership with both the Local Planning Authority and any relevant stakeholders. Thereafter, at every annual anniversary following completion of the initial survey, the travel plan will be reviewed in partnership with the Council's Travel Plan Team and an annual action plan prepared and agreed.
- 7.1.2 The action plan will be developed based on the results of the travel survey. The most popular initiatives, as identified through the travel survey, will be implemented first at the site. This will ensure that maximum benefits are achieved, and support is gained for the travel plan.
- 7.1.3 The action plan will contain an annual programme of measures designed to help achieve the travel plan targets for modal share. It will set out the tasks involved, the people responsible and target dates by which the measures will be achieved over the next 12 months. The initial action plan is provided in **Table 7.1**.

7.2 Marketing Strategy

- 7.2.1 Council's Travel Plan Teams are typically able to provide posters, leaflets and timetables for display on notice boards in communal areas. The Travel Plan Coordinator will contact the Council's Travel Plan Team in the first instance to investigate the opportunities to secure this information for use at the site. Should this information not be available, posters and other promotional materials will be developed in-house to promote the travel plan.
- 7.2.2 Staff and visitors will be provided with information on how to access the site using public transport, on foot and by bicycle. Where possible, written materials (e.g. timetables and maps) will be gained from the Council. Promotion of all modes of transport will initially be undertaken through the welcome pack and notice boards.

7.3 Evaluation and Review

- 7.3.1 This travel plan has been prepared in accordance with current guidance and transport policy. The overarching aim of the travel plan is to achieve a reduction in the number of single occupancy vehicle journeys to and from the site through the provision of a package of measures to promote sustainable travel choices and reduce reliance on the car.
- 7.3.2 The monitoring of the travel plan will be used to provide information on people's travel patterns and to identify the measures which would be the most effective in facilitating a reduction in car usage and an increase in the use of public transport, walking and cycling.
- 7.3.3 The travel plan is an active document which will be reviewed on a regular basis to ensure it reflects the current opportunities and local circumstances. The review of the travel plan will take place annually following completion of the travel survey, in conjunction with the Council's Travel Plan Team. A copy of the agreed, revised travel plan and monitoring report will be submitted to the Council.

Table 7.1: Travel Plan Action Plan

Action	Timescale
Implement travel notice boards in communal areas of the site	Prior to occupation
Provide car parking in line with the provision outlined in Section Two of this report	Prior to occupation
Develop a travel welcome pack	Within 3 months of occupation.
Undertake a travel survey	Within 3 months of occupation of the site
Identify baseline travel information	3 months after initial travel survey
Develop full travel plan in consultation with the Council	4 months after initial travel survey
Finalise and adopt travel plan	6 months after initial travel survey
Implement travel plan initiatives	On-going, following adoption of the travel plan
Monitor success of travel plan actions and progress towards targets. Amend travel plan, if necessary	On-going, following adoption of the travel plan
Undertake travel surveys and other monitoring activities to measure the success of travel plan and discuss findings with the Council. Review travel plan and amend, if necessary.	On-going, every 12 months following adoption of the travel plan for a minimum of 5 years

8.0 BREEAM COMPLIANCE

8.1 Overview

8.1.1 In order to achieve compliance for the BREEAM a summary of the measures are provided below:

Pedestrian and cyclist friendly (for all types of user regardless of the level of mobility or visual impairment)

- Direct pedestrian access to building entrance.
- Site Plan showing EV Charging and Cycle Storage.
- Street Lighting Plan (details to be provided as part of the planning conditions) – BREEAM and Ecology Compliant.

Negotiation with local bus, train or tram companies an increase in the local service provision for the development

- Information on the bus and rail timetables and services available which can be accessed by staff will be provided within the welcome pack and on the notice board. This will include details and links to online journey planning websites such as Traveline.
- The Travel Plan Coordinator will enter into discussions with public transport operators to investigate the possibility of providing additional discounted public transport tickets to staff. Should these be secured, they will be distributed and publicised to staff through the welcome packs to encourage staff to make use of these services.
- The TPC will also consider going into negotiations, if feasible, for an increase in the local public transport service provision or upgraded bus shelters for the stops nearby the developments.

Restrictions or charging for car parking

- The demand can be assessed upon occupation and can be considered by the Travel Plan Coordinator during the Travel Plan review stage.

Provision of suitable taxi drop-off or waiting areas

- 'Taxi drop-off point' not required as part of client requirements' as taxi layover is provided within the customer car park. Visitors are able to wait within office.

Ensure rural buildings have appropriate access to transport to serve the local community adequately (where procured to do so, e.g. community centre)

- Not applicable for the building type.

Appendices

Appendix A – Site Layout

Appendix B – Susgo Overview



Our Journey to a Sustainable Future



Promote sustainable
actions to protect our
planet and our health.

Shape a sustainable future
for our community.

Are you with us?





1

Overview



Susgo is an interactive travel planning and coordination tool.

What can it do? In a nutshell.

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

It helps us to reduce traffic congestion.



Councils can...

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

It helps us all to reach
net zero emissions.



Businesses can...

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

It helps us all to develop
a healthy lifestyle.



People can...

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

How else can it help you?

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

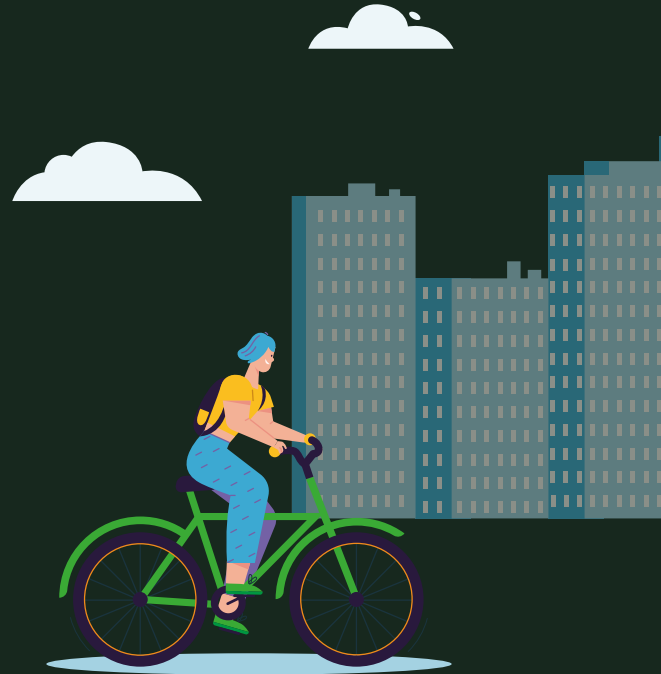
- It streamlines the travel plan process and assists you in effectively monitoring travel plans.
- It provides you with multi-modal trips and carbon emissions data in real-time.
- It helps you to accelerate the decarbonisation of transport.
- It provides you with car parking demands for every single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



How can it help your area?

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

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





Capabilities

2

Carbon Footprint and Offsetting

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



It's all systems Go

So what's under the bonnet?



Go Car Share

Join and find both drivers or passengers to share with



Go Park

Book your car park space before you set off



Go Navigate

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



Go VIP

Book your business travel using sustainable means



Go Green

Carbon offset projects



Go Rewards

Redeem your travel rewards and SUSGO Tokens



Go Shop

Find and buy sustainable products



Go Partners

Explore the people we work closely with



Go Car Share

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

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

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





Go Park

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

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

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



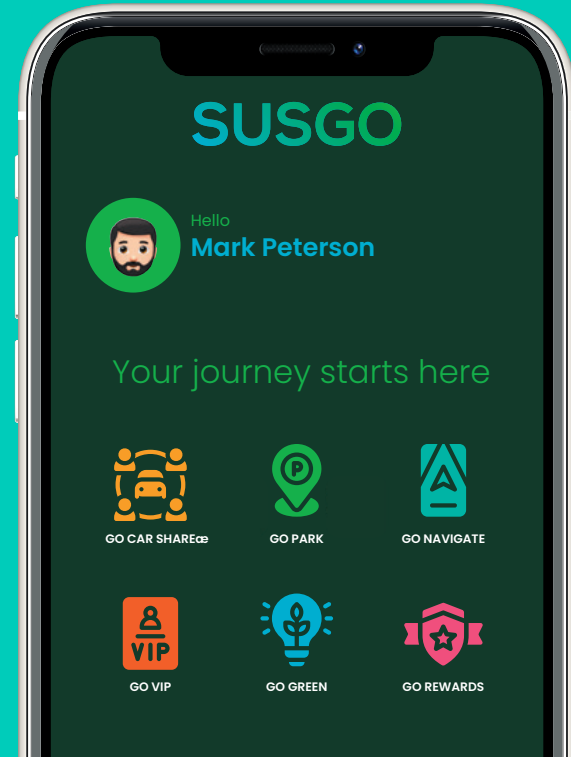


Go Navigate

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

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

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





Go VIP

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

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

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





Go Green

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

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

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



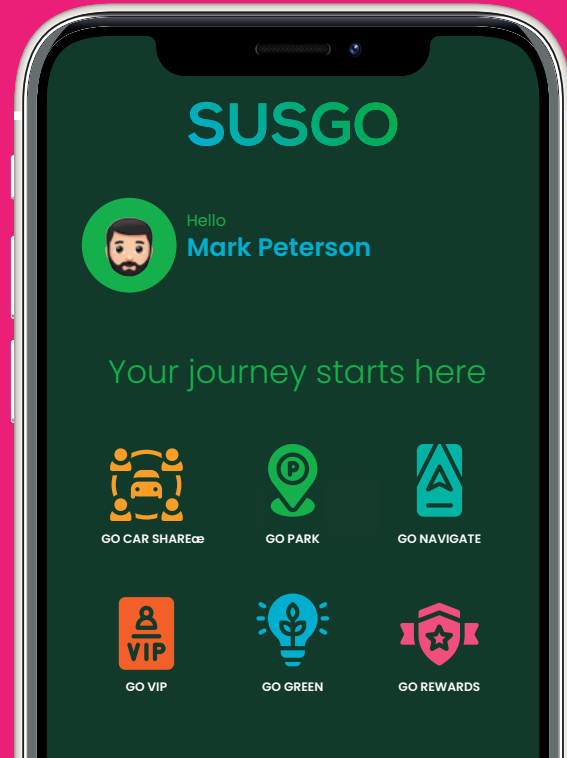


Go Rewards

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

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

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





Go Shop

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

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

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





3

Relationships

Who's on board.

We have some great names.

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



MARSHALL



EVERYMAN



küchenhaus



essity

We're on the right path.



Department
for Transport

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

Department for Transport, Centre for Connected and Autonomous Vehicles.



Get your skates on.

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

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

Speak with us.

info@susgo.co.uk



