AECOM Transportation Lidl GmbH June 2010

Framework Travel Plan – Lidl Store Peel Street, Barnsley



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Rev No	Comments	Checked by	Approved by	Date
1	Revised to reflect client comments	GS	EJS	17-05-10
2	Amended to reflect change to floor areas	GS	EJS	04-06-10
3	Client requested amendments	GS	EJS	07-06-10

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Job No 60147619/M001 Reference Framework Travel Plan Date Created June 2010

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Introduction

Capabilities on project:
Transportation

1 Introduction

1.1 *Introduction*

AECOM has been commissioned by Lidl UK GmbH to prepare a Framework Travel Plan for a proposed store at Peel Street, Barnsley. The site is bounded by Peel Street to the north, West Way to the south and further retail development (Barnsley town centre) to the east. The site is triangular in shape and is currently a disused supermarket with a car park open to the public (on a payment basis) following the closure of the Co-op that previously operated on the site. The proposed development comprises of:

- 1,617m² Lidl Store;
- A second unit of 2,694m² GFA over two floors, comprising 836m² health centre use, with the remainder being non-food retail; and
- 130 Parking Spaces (including 4 disabled spaces and 4 Parent and Child spaces).

Access to the store by car-borne customers will be taken from Peel Street, whilst access for servicing will be taken via West Way. The proposed site layout is illustrated in **Drawing 747-12** (Humphreys Teal Partnership) included in **Appendix A**, whilst the site location plan is shown in **Figure 1**.

A Travel Plan can act as a strategic tool to promote more sustainable travel choices and reduce the reliance on the car resulting in benefits including reduced parking demand and improved accessibility. It can bring about a number of benefits to staff, customers and the wider local community and is also likely to result in localised environmental benefits as a consequence of a *reduction in vehicular traffic.*

The Travel Plan can result in:

- Improved accessibility to the site for visitors;
- Health benefits for visitors resulting from increased levels of walking and cycling and fewer vehicular emissions in the immediate vicinity of the site;
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (as compared with single occupancy car use);
- A reduction in road traffic accidents;
- A pedestrian / cycle friendly environment;
- Improved public transport facilities;
- A reduction in the level of vehicular trips likely to be generated by the development;
- A *reduction in sick leave for staff;*
- An improved environmental awareness.

We trust that the preparation of a Travel Plan from this Framework will make this development an attractive place to work and visit and may alleviate any concerns with respect to the traffic impact of the development by offering realistic and attractive alternatives to the private car for trips to the store.

1.2 The Structure of the Report

Following this introductory section:

- **Section 2** provides details of the policy context within which this Framework Travel Plan has been developed;
- **Section 3** describes the proposed development site and summarises the existing provision for sustainable travel;
- **Section 4** outlines some initial Framework Travel Plan objectives (to be confirmed once the store is operational);
- **Section 5** details the costs and benefits associated with the implementation of a Framework Travel Plan;
- **Section 6** describes the package of initiatives to be implemented and identifies how progress towards these targets will be monitored;
- **Section 7** describes how the Framework Travel Plan will be implemented; and
- **Section 8** provides a summary of the Framework document.

Travel Plan Policy

Capabilities on project:
Transportation

2 Travel Plan Policy

2.1 Introduction

This section of the report details the policy and administrative framework within which this Framework Travel Plan has been developed and outlines the aims and objectives behind the introduction of Travel Plans for new developments.

2.2 National Policy and Guidance

Transport and land-use planning seeks to support the promotion of accessibility by all travel modes. The proposed development has, therefore, to be viewed in the context of National (and local) Government planning guidelines and strategies. A number of pertinent documents that relate specifically to Travel Plans, in the context of the wider planning policy agenda, have been summarised below.

2.2.1 The Transport White Paper, 2004

The Government's strategy for transport is set out in the 2004 Transport White Paper "The Future of Transport – A Network for 2030", which expands on the policies in the previous 1998 White Paper "A New Deal for Transport: Better for Everyone". At the heart of the White Paper is the acknowledgement that the growing demand for transport must be managed more effectively through innovative management techniques, rather than providing more network capacity.

Better management includes more information and improved choices for local authorities, businesses and individuals as well as planning ahead to ensure long term trends in travel are understood, and endeavouring to ensure that the transport network is ready to cope with future demand. The principal objectives are to tackle the problems of congestion and pollution, whilst promoting a variety of sustainable transport choices and reducing car dependency. This approach seeks to achieve integration:

- Within and between different types of transport;
- With the environment;
- With land use planning; and
- With policies for education, health and wealth creation.

The development of a Travel Plan for the Lidl, Peel Street development is in itself complementary to the White Paper. The initiatives herein seek to encourage sustainable travel thus contributing towards national government objectives.

2.2.2 The Smarter Choices Agenda

More recently the Transport White Paper 'The Future of Transport' was published by the Department for Transport (DfT, 20th July 2004). The guidance aims to facilitate smarter individual travel choices, by encouraging the provision of realistic alternatives to the private car.

A further document, 'Smarter Choices: Changing the Way We Travel' (DfT) was published alongside the 2004 White Paper. This illustrates the significant impact of a number of specific initiatives, including Personalised Travel Planning and effective marketing of public transport information on personal travel choices.

The document recognises better use of public transport can help reduce congestion and tackle social exclusion. Furthermore, it describes a long term aspiration to increase walking and cycling in order to reduce car use, improve air quality and increase levels of physical activity.

2.2.3 Planning Policy Guidance Note 13

Policy Planning Guidance Note 13 (PPG13) refers to transport and its relationship to the planning system. PPG13 states that local authorities are expected to consider setting local targets for the adoption of Travel Plans by local businesses and other organisations. The proposed development has been designed to conform to PPG13, having regard particularly to two of the central objectives in the guidance, these being to integrate planning and transport to:

- Promote more sustainable transport choices; and
- Reduce the need to travel, especially by car.

The guidance states that, *"new developments should help to create places that connect with each other in a* sustainable *manner, providing the right conditions to encourage walking, cycling and the use of public transport."*

The provision of convenient, safe and secure facilities for pedestrians, cyclists and public transport users will encourage sustainable movement to the site.

2.2.4 DfT's Guidance on Transport Assessments (GTA)

Published in March 2007, the GTA places an increased emphasis on reducing the traffic impact of new developments, specifically through the implementation of Travel Plans that detail a range of objectives, measures and targets for improving accessibility to a particular site by non-car modes. In contrast to the traditional approach to mitigating the impact of development traffic, the Guidance prioritises sustainable transport initiatives over mitigation through highway improvements (which is now seen as the last resort).

With this in mind, this Travel Plan has been prepared to maximise the potential for travel to the proposed Lidl store by means other than the private car, thus promoting social inclusiveness, whilst minimising traffic impact.

2.3 Local Policy and Guidance

Travel Plans can, as discussed, help to deliver sustainable transport objectives including:

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
- Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
- Reduced overall traffic generation from the site and the associated impacts in terms of congestion and pollution.

2.3.1 South Yorkshire Second Local Transport Plan 2006 - 2011.

There are a number of key priorities set by the government for all local authorities to achieve by 2010 which include the following:

- Reduce congestion;
- Make bus services more accessible, punctual and reliable;
- Reduce the number of people killed or seriously injured in road accidents;
- Improve the air quality by meeting national air quality strategy objectives; and
- Triple the number of cycling trips.

The 2nd South Yorkshire Local Transport Plan (LTP) reflects the objectives of the local authority with respect to transport, giving consideration to the wider policy context as outlined above. The proposed development accords with the above by being situated close to residential areas, the town centre and public transport links, therefore maximising the opportunity for trips by non-car modes.

Furthermore, the LTP provides a related set of objectives for the Borough, including improving access to jobs and services, particularly for those most in need. The proposed development seeks to meet these objectives by providing both a service and employment opportunities for residents.

2.3.2 Barnsley Unitary Development Plan (UDP)

Barnsley UDP has three key aims; to increase the scale and range of job opportunities; to conserve and improve the natural environment in order to maintain and increase the attractiveness of Barnsley as a place to live, work, invest in and visit; and to revitalise communities and lessen disadvantage.

The UDP highlights the importance of sustainable development, and developments located such that they can be accessed by modes of travel other than the private car. The UDP seeks to complement this by creating a transport network that supports sustainable travel and economic regeneration. The location of the proposed Lidl Peel Street development is such that it complements both of these key aims.

To further support these aims the UDP seeks to improve the attractiveness and environment of the Town Centre and other shopping areas to increase the attractiveness of Barnsley Town Centre. The proposed Lidl development will serve both in terms

of economic regeneration in the town centre, but its location is such that it can be accessed by a number of sustainable modes of travel.

2.4 Summary

A number of pertinent national and local policies have been reviewed in the context of the proposals for a new Lidl store at Peel Street, Barnsley.

Given the site's close proximity to Barnsley town centre, the site is highly accessible by public transport. The development of this Framework Travel Plan further demonstrates the commitment of Lidl to encourage sustainable travel to and from the site.

As such, the development proposals are complementary of the prevailing policy agenda, which seeks to maximise opportunities for sustainable travel and reduce the reliance on the private car.

Existing Conditions

3 Existing Conditions

3.1 Introduction

This section describes the existing provision for travel to the site by all modes. They reflect a site visit carried out on Thursday 22nd April 2010.

3.2 Location

The proposed Lidl at Peel Street is located to the western extent of Barnsley town centre. The site is bounded by Peel Street to the north, West Way to the south and further retail development to the east. The site is generally triangular in shape and is currently a car park open to the public on a payment basis (and formerly a Co-op). There are residential areas within walking distance, to the west of the proposed site. Access for customers arriving by car will be taken via Peel Street, with additional pedestrian accesses on Peel Street and West Way. Servicing vehicles will access the site via West Way and exit via Peel Street. The site location is illustrated in **Figure 1**.

3.3 Provision for Public Transport

Guidance, offered by the Institution of Highways and Transportation (IHT), suggests a maximum acceptable walking distance of 400m (and preferable distance of less than 300m) to access the nearest bus stop ('Planning for Public Transport in Developments 1999'). **Figure 2** illustrates the 300m and 400m catchment from the nearby bus stops. As can be seen, the entire *site falls within 300m of a bus stop*.

The closest bus stops are located on Shambles Street, their locations are indicated in **Figure 2**, and the services outlined in **Table 1**.

Table 1 – Bus Services

Bus Service	Route	Frequency	
		Mon - Sat	Sunday
7 / 7a	Barnsley – Blacker Hill	Every 2 Hours	Every 2 Hours
14	Barnsley - Gilroyd	Every 20 Mins	-
20a	Barnsley - Deepcar	Every 2 Hours	Every 2 Hours
21	Barnsley - Cubley	Every 30 Mins	Every Hour
22	Barnsley - Gilroyd	Every 20 Mins	-
23	Barnsley - Stocksbridge	Every 2 Hours	Every 2 Hours
24	Barnsley - Penistone	Every 2 Hours	-
43 / 44	Barnsley - Kingstone	Every 15 Mins	Every 30 Mins

Table 2 outlines the facilities at each of the bus stops,

Table 2 – Bus Stop Facilities

Bus Stop	Facilities						
	Flag	Pole	Shelter	Timetable	Bench	Bin	Bus Cage
1	✓	✓		✓			
2	✓		✓	✓	✓		
3	✓	✓		✓		✓	✓

As can be seen, there is a wide range of frequent bus services available to access the proposed Lidl Peel Street Store.

Photographs 1 – 3 illustrate the bus stop provisions on Shambles Street.



Photograph 2 – Bus Stop 2



Photograph 3 – Bus Stop



Photograph 1 – Bus Stop 1

Barnsley Interchange is located approximately 650m to the east of the site, (illustrated in **Figure 2**) from which a wider range of services can be accessed. Whilst this is in excess of the preferred maximum walking distance to access public transport it is considered the potential for linked trips to additional retail facilities within Barnsley Town centre and the increased range of destinations served means that a proportion of journeys are made via this facility.

Barnsley Train Station is located 650m to the east of the proposed Lidl Peel Street development, illustrated in **Figure 2**. The station is on the Hallam line, with regular services between Leeds and Nottingham and the Huddersfield Line, with regular services between Huddersfield and Sheffield.

In addition, there is a taxi rank and drop off point directly outside the station and the aforementioned bus interchange adjoins the station.

Rail offers a realistic mode of transport to access Lidl, Peel Street, particularly for employees, with regular and wide reaching train services, from an easily accessible station.

3.4 Provision for Cyclists

Over the course of the site visit there were no specific cycle facilities observed on the highway network in the immediate vicinity of the site. Indeed, Sustrans indicates that there are no dedicated on road or traffic free cycle routes to the west of the proposed site. There is a link starting at Barnsley Train Station, eastbound, which joins the Trans Pennine Trail, however this is some 650m from the proposed store. This is illustrated in **Figure 3**.

Currently there are six Sheffield style cycle parking stands located in the pedestrianised area of Barnsley town centre to the east of Peel Street. The location of these are illustrated in **Figure 3**, and shown in **Photograph 4**.



Photograph 4 – Cycle Parking in Barnsley town centre

Cycle parking will be provided at the development in line with the standard design for all Lidl stores, in the form of Butterfly stands fixed to the trolley stand at the front of the store.

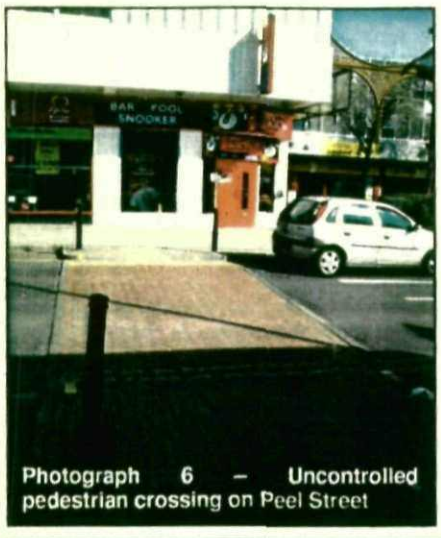
Planning Policy Guidance Note (PGG) 13 states that cycling has the potential to substitute for short car journeys, particularly those of 5km or less. As such there is the potential to encourage cycle trips to be made from the surrounding residential areas by employees, the potential for customers is less so. **Figure 3** shows a 5km cycle isochrone.

3.5 Provision for Pedestrians

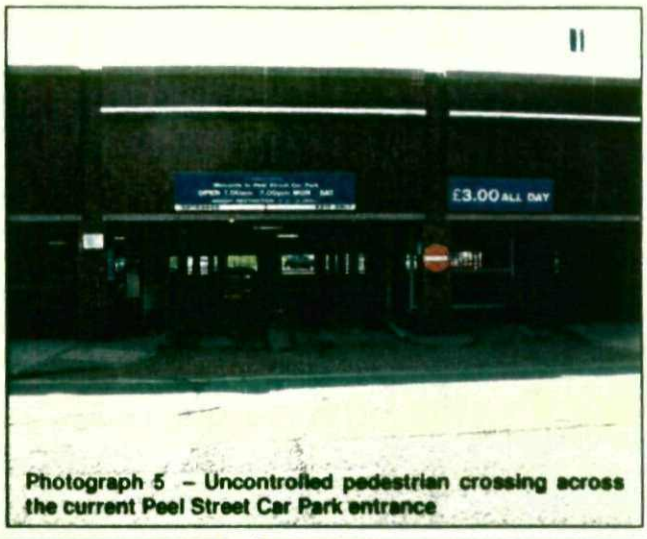
Pedestrians accessing the site from Barnsley town centre will approach the site from the east along Peel Street. There is a wide footway on both sides of Peel Street, from the roundabout junction to the west of the site to the town centre. There are dropped kerbs and tactile paving across all side and access roads. Along the length of Peel Street there are a number of uncontrolled pedestrian crossings points, all of which have tactile paving and dropped kerbs. There is also block paving on the carriageway to indicate the crossing point locations, as illustrated in **Photograph 5**.

Across the current access to the Peel Street car park there are dropped kerbs and tactile paving as illustrated in **Photograph 6**.

There is a controlled pedestrian crossing across Peel Street to the west of the Peel Street car park entrance, this has dropped kerbs and tactile paving, the crossing is surrounded with pedestrian guard railing, as shown in **Photograph 7**.



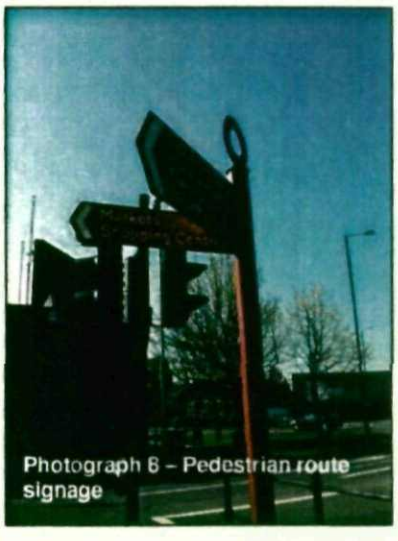
Photograph 6 – Uncontrolled pedestrian crossing on Peel Street



Photograph 5 – Uncontrolled pedestrian crossing across the current Peel Street Car Park entrance



Photograph 7 – Controlled pedestrian crossing across Peel Street



Photograph 8 – Pedestrian route signage

Any pedestrians accessing the site from the nearby residential areas would travel from the west of the site via the large Townend Roundabout. There are signalised pedestrian crossings across all six arms of this roundabout, each with dropped kerbs and tactile paving. All the pedestrian crossings are set back from the give way lines. The entire roundabout is surrounded with pedestrian guard railing to encourage the safe movement of pedestrians through the junction. The pedestrian crossings across West Way, Dodworth Street and Shambles Street are staggered.

Onsite observations indicated that there was a high footfall on the Townend roundabout pedestrian crossings, but there was only a short wait for pedestrians once the push button has been pressed.

Table 3, taken from 'Guidelines for Providing Journeys on Foot' (IHT), indicates that the preferred maximum walking distance to access the proposed Lidl store is 800m for customers and 2km for employees. This distance is illustrated in **Figure 4**.

Table 3 – Suggested Acceptable Walking Distances

	Town Centres (m)	Commuting (m)	Elsewhere
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

In addition to provision for pedestrians, there was also clear signage in the vicinity of the site for pedestrian routes to the key town centre attractions (**Photograph 8**).

The proposed development will significantly enhance access to the site for pedestrians from Pitt Street, a spiral staircase will be provided to allow pedestrians on Pitt Street to access the at-grade pedestrian facilities on Westway, along the southern site boundary. On Westway itself, facilities will be enhanced through the provision of an uncontrolled crossing over the service access and a continuous footway from here to meet the existing provision at the western end of Westway. Currently there is no pedestrian link between Pitt Street and Westway and as such the proposals offer a significant benefit in terms of catering for pedestrian trips.

3.6 Provision for Vehicular Access

The site is bound by Peel Street to the north, there are Pay and Display parking bays provided to the eastern end of the road, with parking limited to an hour maximum. Closer to the current site accesses there are double yellow lines on both sides of the carriageway.

The site is bounded by West Way to the south, this is a dual carriageway around the southern edge of the town centre, which links to the A61. The speed limit along West Way is 40mph.

The site will be accessed via Peel Street by customers, whilst the servicing will be via a one way system, entering the site via West Way and exiting the site onto Peel Street.

As outlined previously, the Lidl Peel Street development will have a total of 130 parking spaces, including 4 disabled bays and 4 parent and child bays. Lidl will seek to limit long stay use by implementing a car park management plan, which will limit parking to short stay.

3.7 Summary

The location of the proposed development is considered to be good as it is in close proximity to surrounding residential areas and the town centre. Public transport and pedestrian facilities are also good. There is, therefore, considered to be significant potential to encourage travel to the site by sustainable modes of transport.

Objectives of the Travel Plan

4 Objectives of the Travel Plan

4.1 Initial Objectives

The Framework Travel Plan objectives provide a focus for the on-going development of the Plan and progress towards them can be used as an indicator in the monitoring process.

The objectives and the reasons for implementing a Travel Plan will be site specific. The following provides a set of initial objectives, which will require verification once the store becomes operational:

- To reduce the impact of the store on local congestion and localised parking issues (should they arise);
- To reduce the environmental impact of store-related travel, and promote the company's commitment to environmental values;
- To reduce the need for unnecessary car travel through the promotion of suitable and reliable alternatives to the private car; and;
- To raise awareness amongst staff and customers of the detrimental impacts of car use in order to encourage the use of *alternatives*.

Travel Plan Initiatives

5 Travel Plan Initiatives

5.1 Introduction

This Section describes the issues to be addressed by Lidl as part of the Framework Travel Plan, the initiatives that will be introduced to overcome these issues and also an indication of the timescale for the implementation of each measure.

On occupation of the development a full staff / customer survey, including stated preferences questions, will be undertaken to determine those measures that are likely to be most effective. A package of initiatives will be implemented, based on their relative impact in terms of reducing the need for car travel.

5.2 Initiatives to Raise Awareness of the Travel Plan

The provision of information related to walking and cycling routes, and public transport services, is particularly important to raise awareness of alternative travel modes of transport available to employees and customers. There are a number of national and local public transport help lines, websites and car share databases that will assist individuals in making informed travel choices - these will be advertised to employees on an information notice board within the store and made available on the Lidl website.

Initiative 1: Travel Plan information will be displayed on a prominently placed Travel Plan Notice Board within the store and on the Lidl website.

New staff members will be given sustainable travel information to assist them in making informed travel choices from their first day of employment. This will highlight pedestrian and cycle routes in the area and provide information on public transport routes and frequencies. This will encourage sustainable travel habits to be established at the earliest opportunity. This information can also be included within the invite to interview.

Initiative 2: All prospective employees will be provided with sustainable travel information.

Initiative 3: Employees will be offered Personalised Travel Planning information.

A range of national / local events are available in which the store could take park e.g. Bike Week. For national events, free publicity materials and ideas on how to encourage engagement are usually provided by the organisers.

Initiative 4: The store will participate in local and national events to promote sustainable travel.

5.3 Initiatives to Ensure Effective Management of the Travel Plan

To be successful, a Travel Plan needs to be fully supported by senior management and have the support of their employees. It is important to impress upon all employees the reasons for implementing the Travel Plan and the benefits that will occur.

Lidl will identify a Travel Plan Co-ordinator at least 6 months prior to the store becoming operational in order to facilitate the delivery of the initiatives detailed within this document.

Given, given the size of the Peel Street store and the anticipated number of staff (20-25), a full time Travel Plan Coordinator is not considered to be a requirement. However, it is recognised that at the commencement of Travel Plan delivery, prior to the store becoming operational and during the early stages of operation, there is likely to be an increased demand for the Travel Plan Coordinator's time. As such, the Coordinator will be given sufficient time to complete the duties required of them at each stage of Travel Plan development and implementation. The Travel Plan Co-ordinator will work proactively with senior management to maximise the potential for the Travel Plan to reduce the reliance on the private car, particularly amongst employees.

Initiative 5: Lidl will designate a member of staff to act as a Travel Plan Co-ordinator – 6 months prior to the store becoming operational.

Initiative 6: Lidl will identify a 'Sustainable Travel Assistant' within the store. The Assistant and Travel Plan Coordinator will meet bi-monthly and communicate regularly to ensure the Travel Plan is implemented to maximum effect – Prior to first occupation.

The Travel Plan Co-ordinator will take responsibility for liaising with external bodies including the local authority and public transport operators, to investigate the potential for improvements to facilities and services and should ensure that issues raised by employees are relayed back to those concerned.

Initiative 7: The Travel Plan Co-ordinator will liaise with external bodies to ensure that issues raised by staff are addressed at the earliest opportunity- As required.

5.4 Initiatives to Promote Walking

The health benefits of walking will be advertised to employees and customers by means of the Travel Plan Notice Board (Initiative 1). Improved health can have a positive impact on the productivity of employees. Lidl will liaise with the local authority to ensure off-site provision for pedestrians is well maintained and the development will be designed in such a way so as to facilitate ease of pedestrian movement between the store and the external network.

Initiative 8: The Travel Plan Coordinator will encourage off-site pedestrian routes that are well lit and maintained, communicating regularly any deficiencies to the local authority - As required.

All staff will be provided with a locker in which to store equipment / clothing used to walk or cycle to work. This is likely to overcome a barrier in terms of encouraging walking and cycling to work.

Initiative 9: All staff will be provided with a locker in which to store personal items, including walking and cycling equipment – On appointment.

5.5 Initiatives to Promote Cycling

Cycling to work produces healthier and therefore more productive employees in addition to reducing car-parking demand. A key measure is the provision of cycle parking. This immediately removes a significant barrier to cycling. Cycle parking should be secure, safe, covered and conveniently located. It is proposed to provide cycle parking facilities in line with local authority parking standards. These will be butterfly stands attached to the trolley bay at the front of the store.

Initiative 10: The development will provide secure cycle parking in line with local authority standards – Included in the design of the development.

The Travel Plan Co-ordinator will liaise with the local authority to source cycle route maps for the local area to provide to employees.

Initiative 10: The Travel Plan Co-ordinator will promote cycling, providing staff with local cycle route maps– Within 3 months of store opening

5.6 Initiatives to Promote Travel by Public Transport

Public transport is often perceived as being unreliable and infrequent, failing to offer direct routes from origin to destination. The public transport marketing strategy should address this issue by identifying the comparative reliability problems of the private car due to congestion. In undertaking a staff / customer survey it will be possible to confirm the predicted catchment for the store and thus encourage targeted (and thus more effective) improvements.

It is important to provide highly accessible travel information in the workplace, to guarantee that all staff are aware of the services and incentives available. To encourage the use of public transport, the provision of maps, written directions and easy to understand timetables are invaluable. As indicated previously the TPC will use the Travel Plan notice boards to publicise public transport information.

Many bus / rail companies offer monthly or annual tickets at a discounted price (as compared with daily tickets). The Travel Plan Co-ordinator will liaise with the local authority and public transport operators to identify the availability of discounted tickets.

Initiative 11: The Travel Plan Co-ordinator will investigate the potential for discounted public transport tickets / passes and season ticket loan agreements – Prior to store opening

Season ticket loan agreements offer an opportunity for staff to take advantage of annual (and thus cheaper) tickets, with repayment directly from salary on a monthly basis. Lidl will offer all staff the opportunity to take up a season ticket loan

agreement (co-ordinated centrally through HR). Where employees leave the company prior to the completion of payment for their ticket through the scheme, monies will be recouped from the employee's final salary payment such that the company does not suffer a loss as a result of the scheme.

Initiative 12: Lidl will offer all staff the chance to take up a season ticket loan agreement for public transport tickets – On employee appointment

5.7 Initiatives to encourage Car Sharing

Car sharing is an effective way to reduce the number of single occupancy trips made by staff, particularly. The identification of staff with similar work and travel patterns is an essential element for a successful car-sharing scheme. However, given the minimal number of staff it is likely that informal car share matches will be made within the store where appropriate. As such, it is not considered beneficial to develop a bespoke car share database for the store, but rather to supplement any informal arrangements with the promotion of the www.carsharesouthyorkshire.com.

Initiative 13: The Travel Plan Coordinator will encourage informal car share arrangements within the store and publicise www.carsharesouthyorkshire.com – On employee appointment.

All staff will be able to take advantage of a guaranteed ride home in an emergency should they require it. This would give peace of mind to those choosing to car share in the event that they needed to leave work for personal reasons. The scheme would be administered by the Travel Plan Coordinator to ensure no abuse of the system occurs.

Initiative 14: The Travel Plan Coordinator will administer a Guaranteed Ride Home scheme for employees – From first occupation.

5.8 Summary

A package of measures aimed at facilitating smarter travel choices and reducing the reliance on the private car have been identified. The measures will be reviewed once the staff / customer travel surveys have been undertaken, to ensure they reflect the needs of store users with respect to provision for travel by means other than the private car.

Targets and Monitoring

6 Targets and Monitoring

6.1 Introduction

This section of the Framework describes the initial trip generation targets for the store and provides the indication of how progress towards these targets will be monitored, including details of methodology, responsibilities and timescales. It also details remedial action that will be introduced in the event that targets are not being met.

6.2 Targets

The results of the staff and customer questionnaires will be used to develop mode share targets having regard to baseline travel characteristics at the time of the store opening. Notwithstanding this, the Transport Assessment for the development includes the maximum predicted trip generation of the development proposals. In the absence of baseline data then, the maximum trip generation has been used as a basis for measurable targets. **Table 4** identifies the agreed trip generation (taken from the TA that supports the application).

Given the nature of the development, it is likely that the predominant influence of the Travel Plan will be on staff travel and, given the minimal number of staff, the actual reduction in single occupancy car trips will be minimal as a consequence of the Travel Plan (reflected in the 5% reduction in vehicular trips target). However, the Travel Plan measures herein will ensure that all staff and visitors are able to make informed travel choices and that these choices can be translated into actual behaviour change as a consequence of Lidl providing the relevant information and facilities at the store.

The travel surveys, to be undertaken within 3 months of occupation (see details below), will enable the measures and targets to be refined to reflect the likely modal shift (the targets below, therefore, are indicative only).

Table 4 – Maximum Trip Generation Target to 2015

	AM		PM		Saturday	
	Arrival	Departure	Arrival	Departure	Arrival	Departure
Trip Generation (Transport Assessment)	52	35	120	140	200	188
Trip Generation (with Travel Plan)	51	34	116	136	190	179
Difference	1	1	4	5	10	9

Source: Transport Assessment, AECOM

Where progress towards targets is slow (identified through the monitoring process discussed hereafter), the Travel Plan Coordinator will seek to identify remedial action to get the Travel Plan back on track. Additional measures over and above those identified within the Travel Plan might be proposed and agreed with the local authority prior to implementation.

6.3 Monitoring

A Travel Plan is not a static document and once the Travel Plan is in place, continuous monitoring will be required to validate the effectiveness of the initiatives therein. Monitoring is essential in the development of the Plan, as is the dissemination of information to employees/customers to show how their actions contribute to meeting its objectives / targets.

Once the store is operational Lidl UK GmbH (Travel Plan Coordinator) will undertake an employee / customer travel survey within 3 months of occupation, to understand travel needs and enable Lidl UK GmbH to:

- Review the suitability of existing public transport services to meet the needs of employees / customers;
- Ascertain employee attitudes towards sustainable modes of transport;
- Determine employee preferences for their intended mode of transport;
- Assess employee attitude to changing their preferred mode of transport if necessary; and
- Identify any additional measures (over and above those identified in this Framework document) that will be most effective in encourage a reduced reliance on the private car or reducing the need to travel.

Having established the baseline situation, the most useful means of monitoring progress made is the use of snapshot surveys that will give information regarding any changes in employees'/customers' mode of travel. Repeating these surveys over time will

show whether the Travel Plan is succeeding in persuading a greater number of customers to travel by more sustainable travel modes. Snapshot surveys will be undertaken on a bi-annual basis, with a full travel survey undertaken every other year.

To support the employee / customer survey, traffic count data will be collected at the car park entrance on an annual basis, at the same time each year. Additional data may also be used to validate progress made, including car park utilisation, use of cycle stands and uptake of the Travel Plan measures. The monitoring of the Travel Plan will be the responsibility of the Travel Plan Coordinator, who will report the results to the local authority annually.

6.4 Summary

In order to demonstrate the progress of the Travel Plan to the local authority it is essential that an on-going monitoring and review programme is implemented. To this end, the Travel Plan Coordinator on behalf of Lidl GmbH will record progress made against the Travel Plan objectives and targets through the use of employee and customer travel surveys, traffic counts and other supplementary indicators.

Implementation

7 Implementation

7.1 Introduction

This Section of the report identifies an indicative programme for the implementation of the Travel Plan. The date of opening has been used to set the relative timescales for implementation of the initiatives. The implementation of the measures will be the responsibility of the Travel Plan Coordinator on behalf of Lidl UK GmbH.

7.2 Timescales & Responsibilities

Table 5 identifies an action plan for the delivery of the Framework Travel Plan measures. The action plan provides a strategy for ensuring the timely implementation of measures and ensures all parties are aware of their respective duties. The Action Plan will be updated to reflect any supplementary measures identified through the employee / customer surveys and will be reviewed annually as part of the ongoing monitoring of the Travel Plan.

Table 5 – Framework Travel Plan Action Plan

Action	Action Owner	Timescale
Travel Plan information should be displayed on a prominently placed Travel Plan Notice Board within the store and on the Lidl website	Travel Plan Co-ordinator	From occupation
All prospective employees should be provided with sustainable travel information	Travel Plan Co-ordinator	Prior to occupation / as required thereafter
Employees could be offered personalised Travel Planning information	Travel Plan Co-ordinator	From employment
The store could participate in local and national events to promote sustainable travel	Travel Plan Co-ordinator	As required
Lidl will designate a member of staff to act as a Travel Plan Co-ordinator	Lidl GmbH	6 months prior to occupation
The Lidl Travel Plan Coordinator will appoint a 'Sustainable Travel Assistant'	Travel Plan Co-ordinator	From occupation
The Travel Plan Co-ordinator will liaise with external bodies to ensure that issues raised by staff are addressed at the earliest opportunity	Travel Plan Co-ordinator	From occupation
The Travel Plan Co-ordinator will encourage off-site pedestrian routes that are well lit and maintained	Travel Plan Co-ordinator	As required from occupation
All staff will be provided with a locker in which to store personal items, including walking and cycling equipment	Lidl GmbH	From occupation
The Travel Plan Co-ordinator will liaise with the local police safety officer to determine demand for improvements to pedestrian, cycle and public transport facilities	Travel Plan Co-ordinator	As required from first occupation
The development will provide secure cycle parking in line with local authority standards	Lidl GmbH	From design of development
Lidl will provide the opportunity for all staff to take 'purchase' a cycle through a salary sacrifice scheme	Lidl GmbH / Travel Plan Co-ordinator	From occupation
The Travel Plan Coordinator will liaise with the local authority to determine the potential for cycle training to be delivered to employees	Travel Plan Co-ordinator	As required from occupation
The Travel Plan Co-ordinator will investigate the potential for discounted public transport tickets / passes and season ticket loan agreements	Travel Plan Co-ordinator	From first occupation
The Company could set up a register of potential car sharers that could be managed by the designated Travel Plan Co-ordinator	Travel Plan Co-ordinator / Sustainable Travel Assistant	Within 3 months of occupation

Capabilities on project:
Transportation

Action	Action Owner	Timescale
Guaranteed Ride Home for car sharers	Travel Plan Co-ordinator	From first occupation

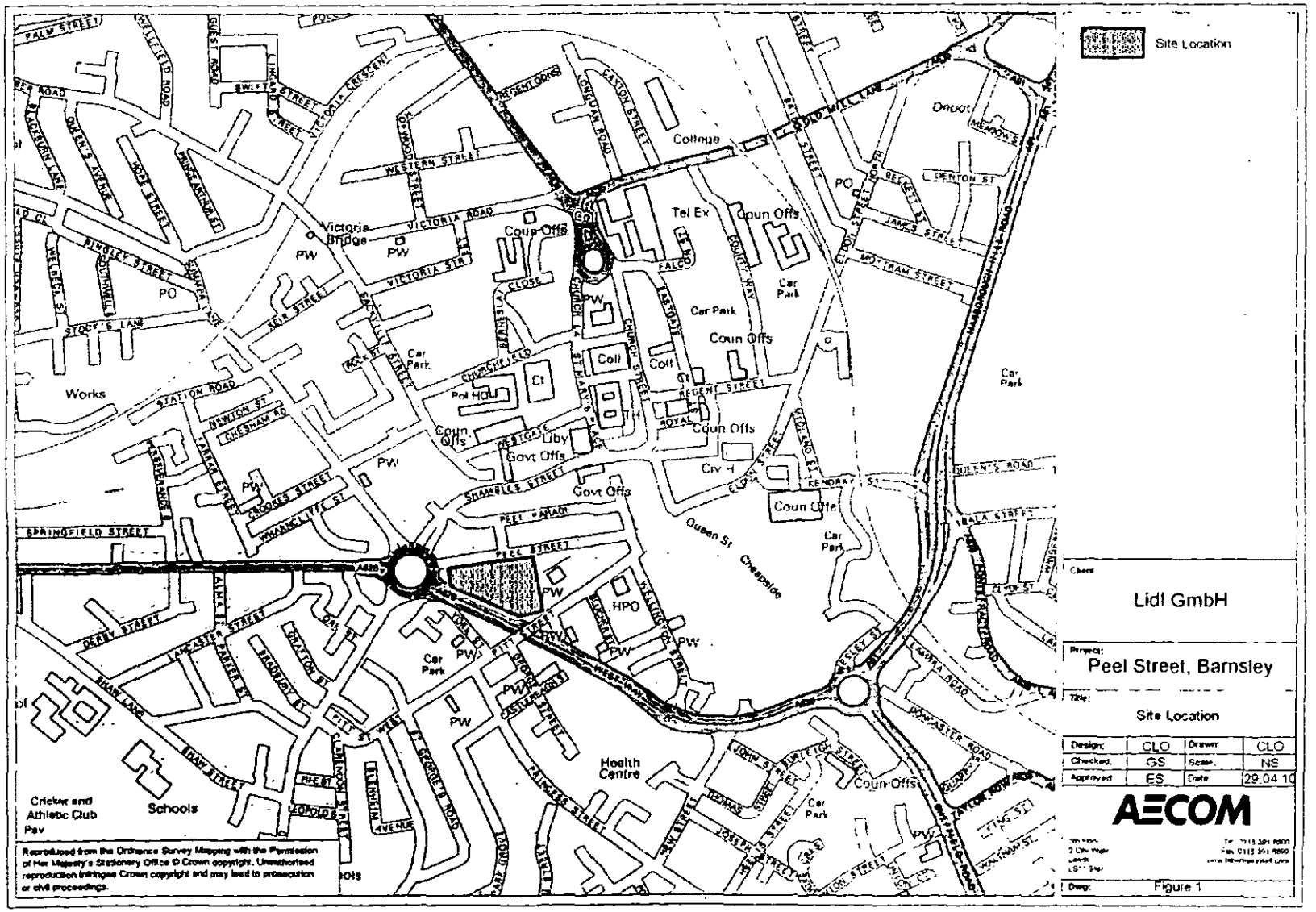
7.3 Summary

The implementation of the initiatives herein will be phased in order to reflect the on-going development of the Travel Plan. With respect to individual initiatives, responsibility for their delivery has been identified, together with an associated timescale (relative to store opening).

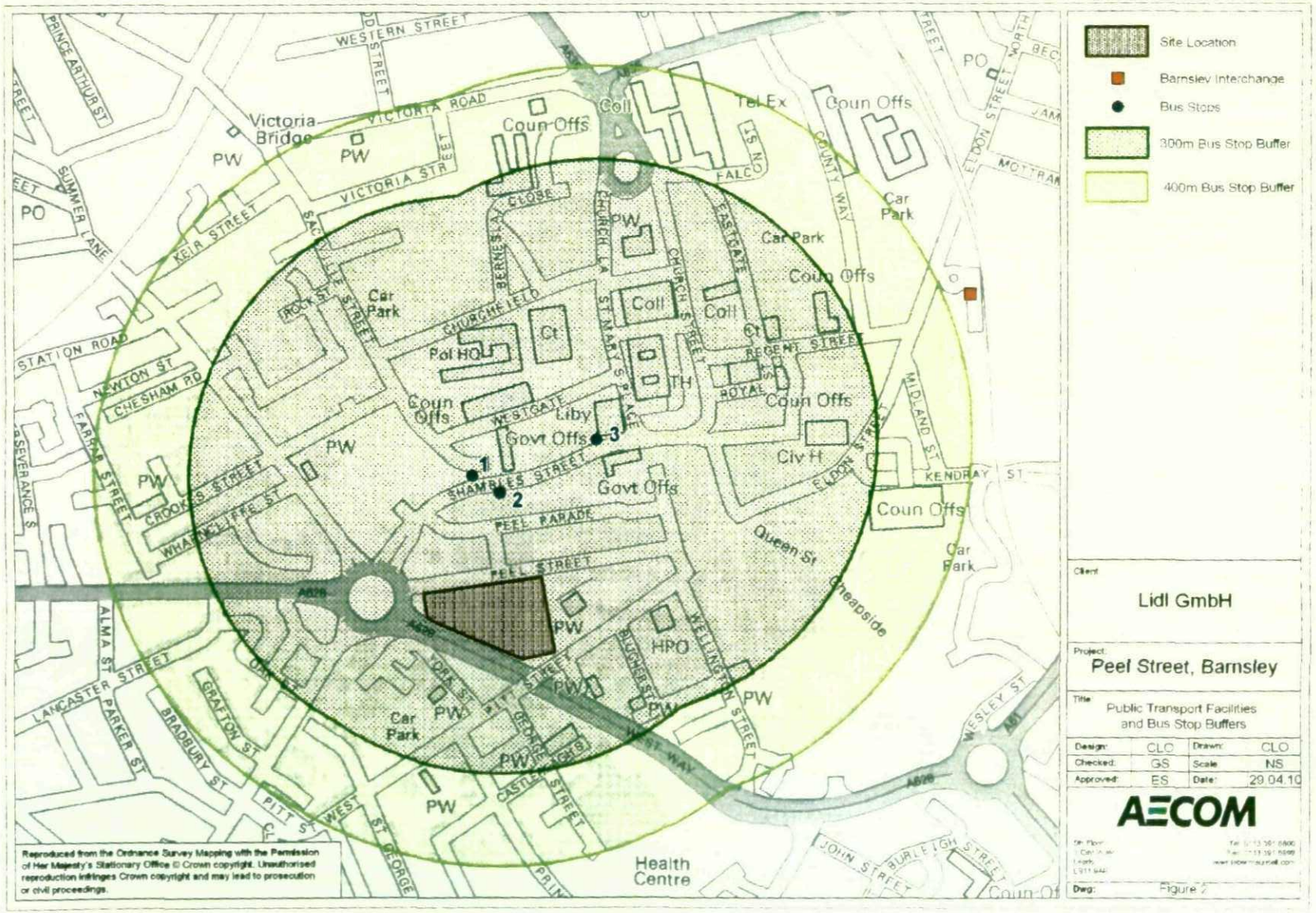
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Capabilities on project:
Transportation

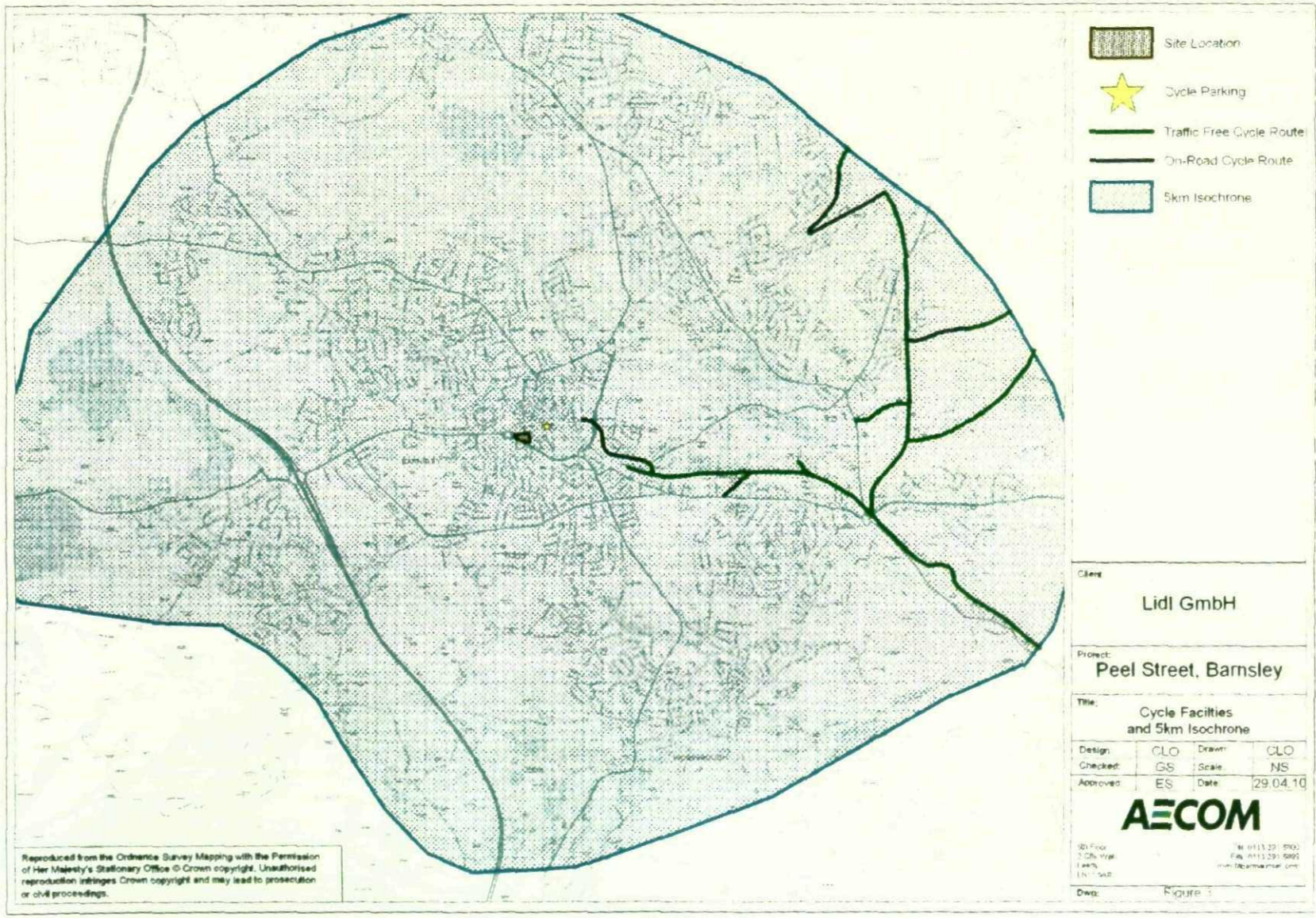
Appendix A - Figures



Capabilities on project:
Transportation



Capabilities on project:
Transportation



Capabilities on project:
Transportation

