

Travel Plan

**Proposed Lidl Food Store
Church Road North, Wavertree**

Lidl Great Britain Limited

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1.0 INTRODUCTION

- 1.1 This Travel Plan has been prepared on behalf of Lidl Great Britain Limited (hereafter referred to as the 'Applicant') and provides a review of the sustainable travel aspects related to the proposed development of a new A1 discount food store on Church Road North in Wavertree, Liverpool. 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 1,121m² and a Gross Internal Area (GIA) of 1,980m² and parking for 70 cars. Cycle parking will also be provided.
- 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)**, which was published in 2018 and updated in February 2019. This did not alter anything in relation to transportation policy but did clarify that the presumption in favour of sustainable development would not apply if there was a negative impact on habitats.

- 2.7 The NPPF aims to provide a framework within which locally-prepared plans for housing and other development can be produced. The framework aims to streamline the planning process, making it more accessible at neighbourhood and community level and simplifying the decision making process.
- 2.8 The NPPF aims to promote sustainable transport, and ensure that transport issues are considered from the earliest stages of plan making and development proposals so that:
- The potential impacts of development on transport networks can be addressed.
 - Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage are realised.
 - Opportunities to promote walking, cycling and public transport use are identified and pursued.
 - The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account.
 - Patterns of movements, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.
- 2.9 Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.
- 2.10 With regard to promoting sustainable transport the NPPF states:

'All developments that will generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a Transport Statement or Transport Assessment so that the likely impacts of the proposal can be assessed. In assessing sites that may be allocated for development in plans, or specific applications for development, the decisions made should ensure that:

- *Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, depending on 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.'*

Good Practice Guidelines: Delivering Travel Plans through the Planning Process

- 2.11 The key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled “**Good Practice Guidelines: Delivering Travel Plans through the Planning Process**”. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.12 The guidelines identify that travel plans are an important tool for delivering sustainable access as part of a new development, and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.

Conclusion

- 2.13 This travel plan has been developed in line with national transport policy and guidance.

3.0 SITE ACCESSIBILITY

- 3.1 The existing site is occupied by a Co-Operative foodstore. The site is bordered by Childwall Road to the north, Church Road North to the west and residential properties to the south and east. The site is situated in the area of Wavertree, approximately 5km east of Liverpool City Centre.
- 3.2 The site location in the context of the surrounding transport network is shown in **Figure 3.1** below.

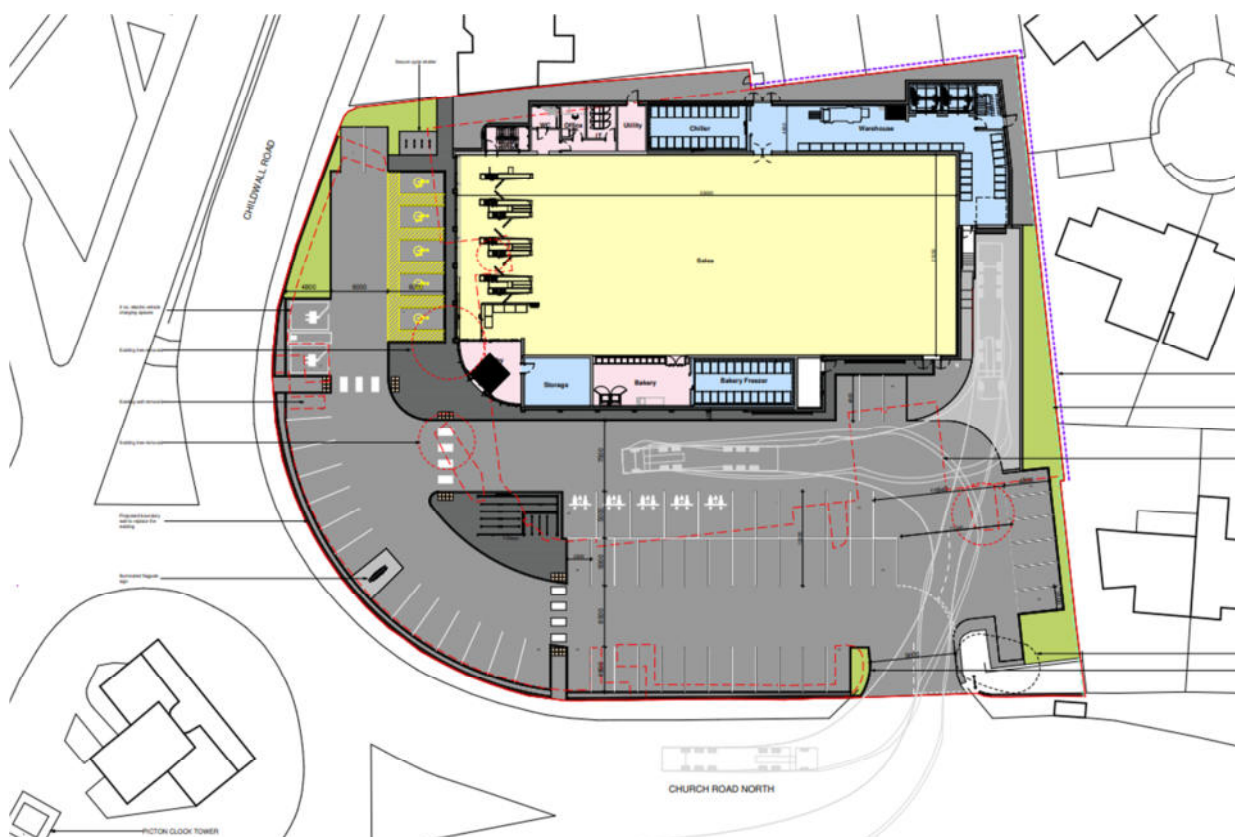
Figure 3.1: Site Location Plan



Proposed Development

- 3.3 The proposals for the application site include the construction of a discount food retail unit (Use Class E) with a total retail floor area (RFA) of approximately 1,121sqm and a Gross Internal Area (GIA) of 1,654sqm (ground floor) with a further 326sqm at first floor level (warehousing and ancillary). The total GIA of the store is 1,980sqm.
- 3.4 The site layout can be seen below in **Figure 3.2**.

Figure 3.2: Proposed Site Layout



- 3.5 A total of 70 car parking spaces are proposed on the site. Of the 70 spaces provided, five will be designated to parent and child standard, five will be DDA compliant, and two will be electric vehicle charging points (rapid charge). The spaces will be clearly marked and positioned close to the store entrance and trolley bays for customers' convenience.
- 3.6 A loading bay will be provided on-site to accommodate delivery vehicles up to the size of a maximum legal articulated HGV. This is proposed on the western elevation of the foodstore and therefore occupying a similar location to the route that existing vehicles would take when servicing the site.

- 3.7 Cycle parking is proposed at the front of the store as per similar Lidl sites of this scale. Four Sheffield stands, providing 8 cycle parking spaces will be provided. The cycle stands will serve both employees and customers of the food store and will be located under cover of the canopy, and alongside the customer packing area, so in full view of both staff and customers inside the store.
- 3.8 Secure staff cycle parking will also be provided for employees within the warehouse.
- 3.9 The store will trade between the hours of 7am to 11pm Monday to Saturday, and for six consecutive hours between 10am and 6pm on Sundays. There will be between 10 to 12 staff members on site at any one time. Staff shifts are managed on an ongoing, proactive basis to ensure that an appropriate number of staff are on-site when required. Typical management shifts will run from 6am to 4pm, and 10.30am to 8.30pm; shop floor staff shifts will be flexible, and extend from 4 to 10 hour shifts, dependent on the requirements of the store.

Deliveries

- 3.10 Deliveries to the store will be made by articulated lorry via Church Road North. 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.
- 3.11 Deliveries will typically take place outside the normal highway peak hours to minimise any disruption or conflict with customers.

Minimum Accessibility Standard Assessment (MASA)

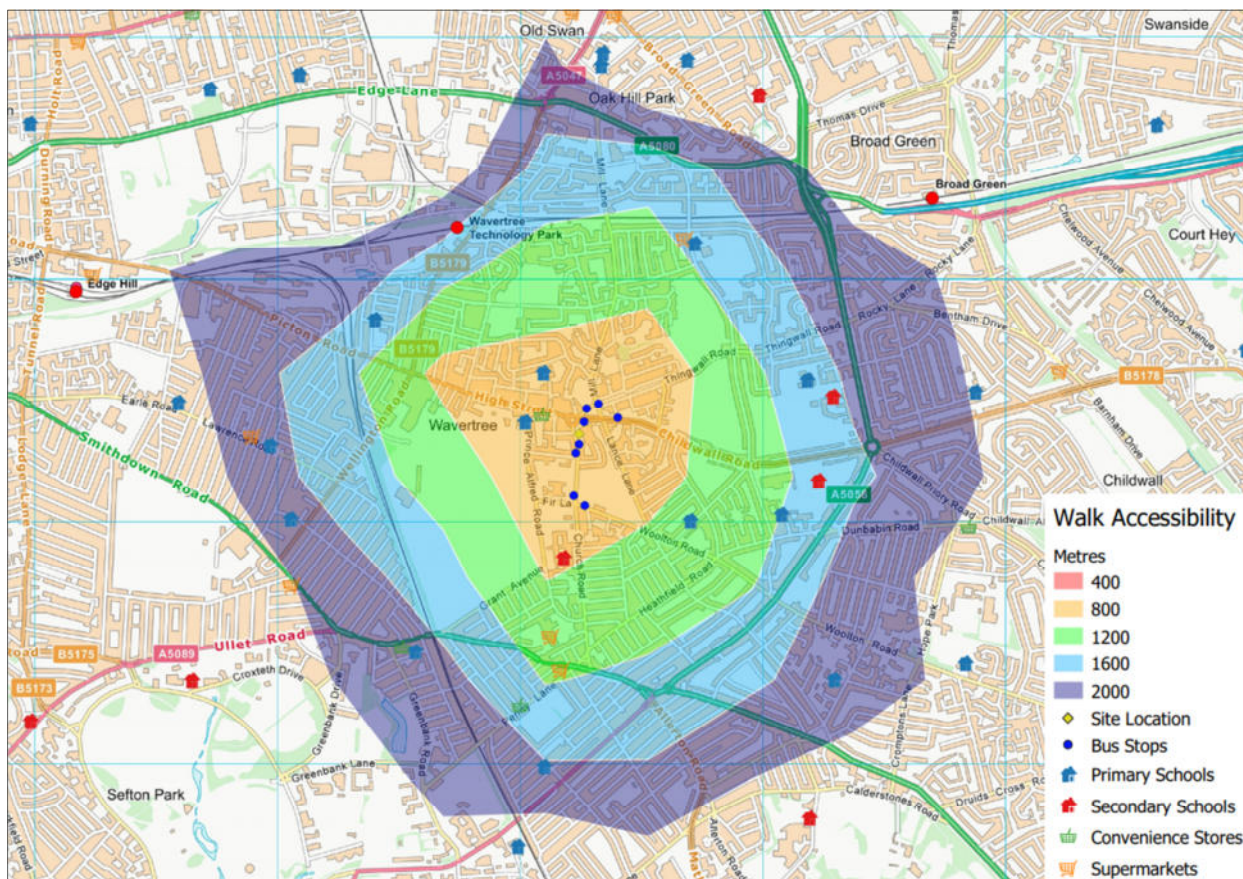
- 3.12 A MASA assessment has been undertaken on the site and the following results were obtained. This confirms that the site either meets or exceeds targets for each measure. Further details of the site's accessibility criteria follow. The full MASA schedule is reproduced at **Appendix 1**.

Development Type	Location	Development Size	Target score for walking	Target score for cycling	Target score for Public Transport	Target score for vehicle access & parking
Retail	Other urban	Medium	4	3	4	1
Proposed Lidl	Church Road North, Wavertree	1,980sqm GIA	4 (meets above target)	3 (meets above target)	5 (exceeds above target)	2 (exceeds above target)

Access by Non-Car Modes: Walking

- 3.13 Walking is recognised as the most important mode of travel at a local level and it offers the greatest potential to replace short car trips, particularly under 2 kilometres.
- 3.14 TRACC software has been used to assess the accessibility of the development by foot as shown on **Figure 3.3** below.

Figure 3.3: Walk Accessibility within 2km



- 3.15 The figure 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.
- 3.16 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:

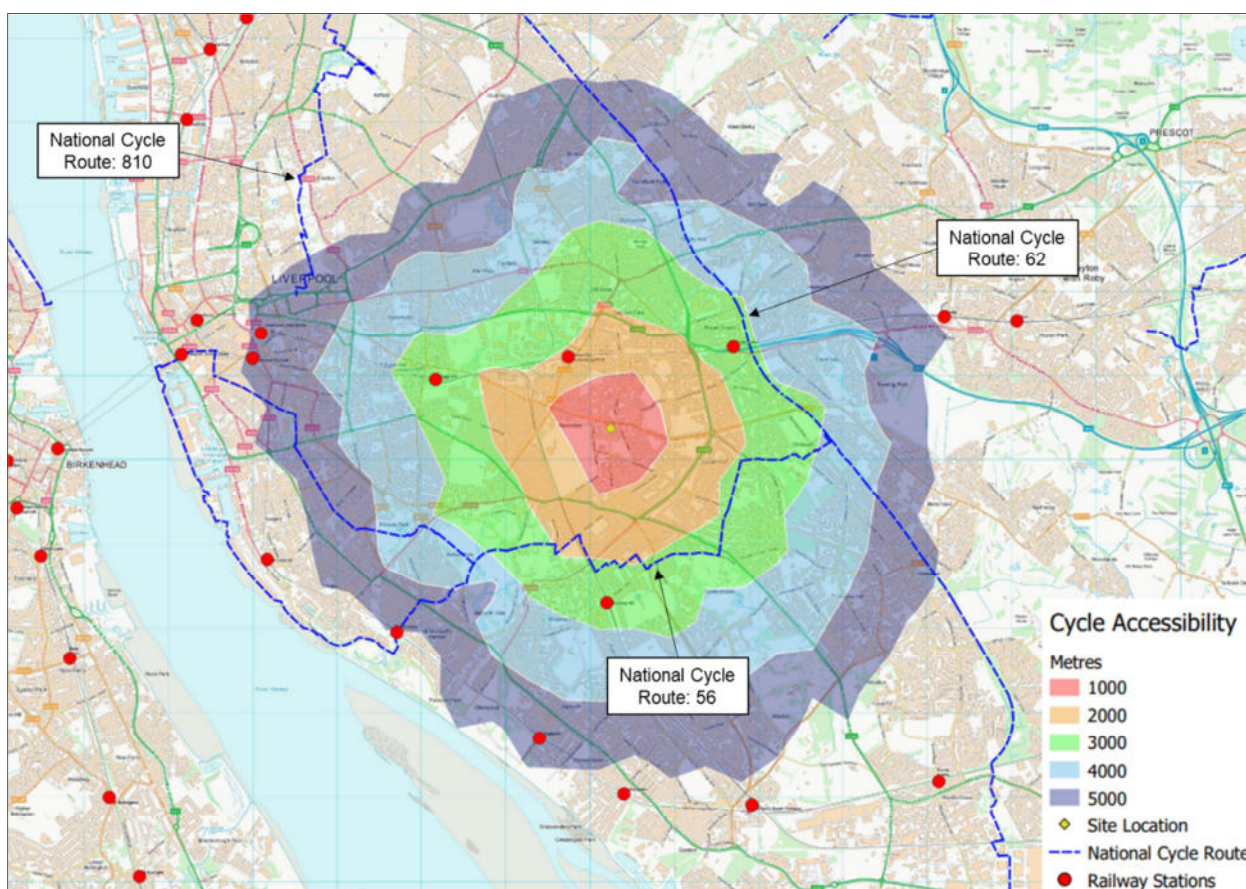
Table 3.1 - Accessibility to Local Facilities from the Development Site

Service	Detail	Distance
Bus stops	Church Road North	<50m
	Childwall Road	120m
	Lake Road	170m
	Mill Lane	210m
Open Space	Village Green, Lake Road	90m
Nursery	Busy Bees Nursery, Childwall Road	190m
Primary School	Wavertree Church of England School	350m
Secondary School	The Liverpool Blue Coat School	400m
GP	Lance Lane Medical Centre	400m
Dentist	Duthie Dental, Woolton Road	650m
Supermarket	ASDA	1000m

- 3.17 The surrounding area benefits from a good level of pedestrian infrastructure. Street lighting and wide footways are provided on all the local roads. Dropped kerbs are provided at the majority of junctions in the vicinity of the application site, with tactile paving also provided at the controlled roundabout crossing points. Combined, this infrastructure helps to create a conducive walking environment for pedestrians.
- 3.18 Numerous pedestrian crossing points will also be provided within the Lidl car park, allowing pedestrians and cyclists to access the store from Church Road North and Childwall Road.

Access by Non-Car Modes: Cycling

- 3.19 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.
- 3.20 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

- 3.21 The mapping provided above demonstrates that areas such as Childwall, Mossley Hill, Edge Hill and Broad Green, and the surrounding residential areas are within a 5km cycle distance from the site, in addition to the areas which are accessible on foot.
- 3.22 The map also demonstrates that the site is within 5km of National Cycle Routes 56, 62 and 810, which cater for longer cycling journeys.
- 3.23 The existing cycle infrastructure combined with the cycle parking provision and topography of the area will ensure that employees and customers will easily be able to access the proposed development by bike.

Public Transport: Bus

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

- 3.25 The nearest accessible bus stops to the site are located adjacent to the site access on Church Road North. Further bus stops are available on Childwall Road, Lake Road and on Mill Lane. The Childwall Road, Lake Road and Church Road North bus stops provide a flag, shelter, seating and timetable information; the bus stop on Mill Lane provides a flag and timetable information. There are good pedestrian links directly from the site to the bus stops. All stops are within 400m of the site access.
- 3.26 The frequency of the different bus services available from the 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
61	Palace Fields - Liverpool	Childwall Road	30 mins	30 mins	60 mins
62	Melling Road – Coventry Road	Church Road North	30 mins	30 mins	30 mins
68	Ashfield Road – Bootle New Strand Station	Church Road North / Childwall Road	30 mins	30 mins	No Service
68A	Aigburth Vale - Bootle	Church Road North / Childwall Road	60 mins (evenings only)	60 mins (evenings only)	30 mins
78	Halewood – Queen Square Bus Station	Church Road North	30 mins	60 mins	60 mins
79	Liverpool ONE – Halewood Shopping Centre	Childwall Road	10 mins	10 mins	20 mins
79C	Liverpool – Widnes	Childwall Road	20 mins	20 mins	30 mins
204	Liverpool ONE Bus Station – Belle Vale Bus Facility	Childwall Road	60 mins	60 mins	60 mins

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

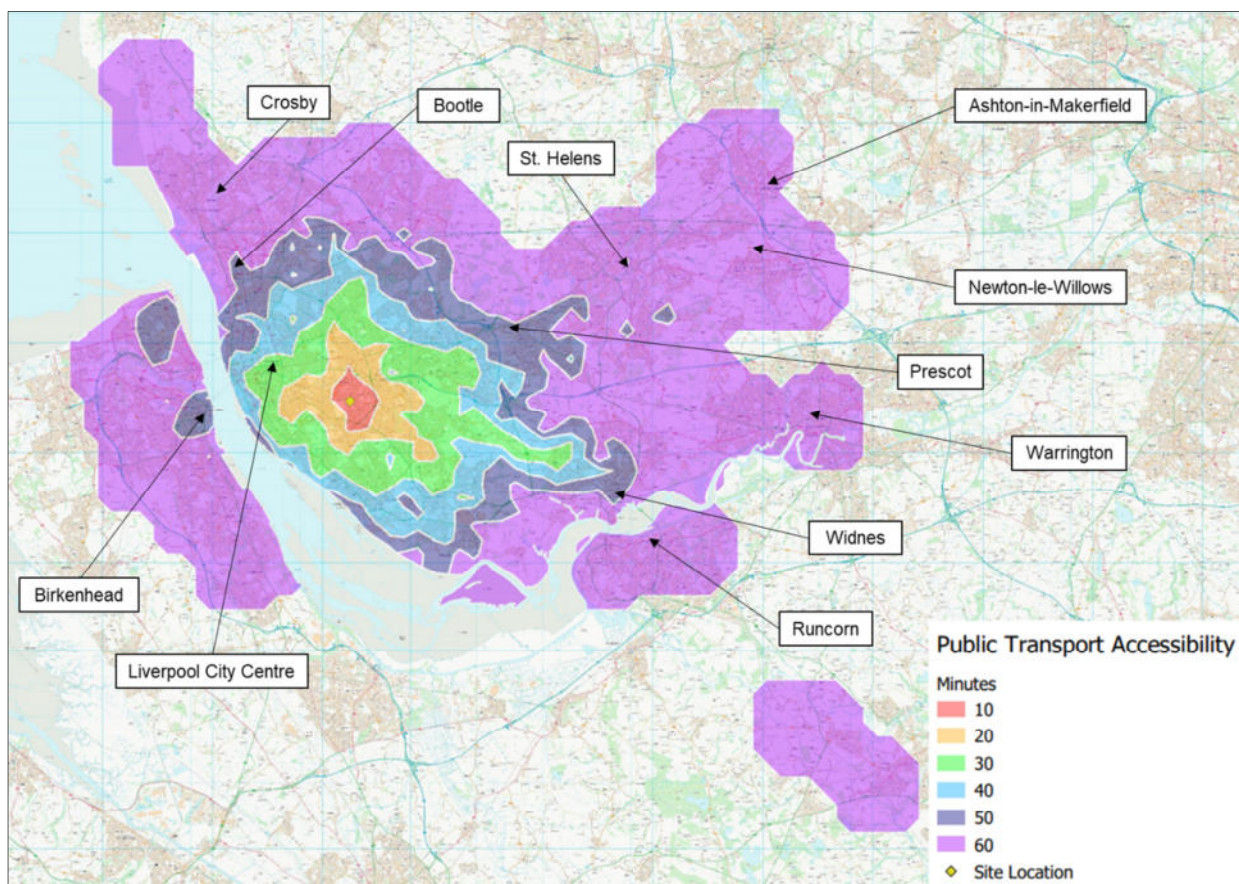
Public Transport - Rail

- 3.29 Wavertree Technology Park Railway Station is the nearest stations to the development site. This station is located within an approximate 20-minute walk / 5-minute cycle.
- 3.30 Wavertree Technology Park Railway Station provides a ticket office and ticket machines. Limited disabled parking is provided. Cycle storage is provided for 20 bikes. Services from the

station run to Manchester Airport, Manchester Victoria, Liverpool Lime Street and Wigan North Western.

- 3.31 **Figure 3.5** below illustrates the distance that can be travelled within 60 minutes by public transport to and from the site.

Figure 3.5: Public transport accessibility within 60 minutes



- 3.32 The time includes the walk to the bus stops and demonstrates that key areas such as Birkenhead, Crosby, Bootle, St. Helens, Ashton-in-Makerfield, Newton-le-Willows, Prescot, Warrington, Widnes, Runcorn and Liverpool City Centre, in addition to the local surrounding areas, are within an acceptable 60 minute public transport commute.

Summary

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

4.0 TRAVEL PLAN MANAGEMENT

Travel Plan Coordinator

- 4.1 The travel plan will be managed by a travel plan coordinator (TPC). The TPC will provide a key role in delivering a successful travel plan. The TPC role will be undertaken by the store manager. The store manager (TPC) contact name will be provided to Liverpool City Council (LCC) 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 LCC 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 LCC.

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 LCC.

5.0 TRAVEL SURVEY

- 5.1 Travel surveys are undertaken in order to understand how staff currently travel, how they would like to travel and what would encourage them to make those changes; repeat surveys are used to monitor ongoing travel patterns, over time. Surveys are also useful in providing an indication of what targets would be most appropriate for a development.
- 5.2 Regular staff travel surveys are required to support the store. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.
- 5.3 The surveys will be produced by the site travel plan coordinator (TPC) and disseminated to all staff within three months of the first occupation of the site, to collect the following data:
- Origin postcode;
 - Typical working patterns;
 - Mode of travel to work;
 - Measures that will encourage use of active travel modes or public transport; and,
 - Barriers to use active modes / public transport.
- 5.4 The TPC will strive to achieve a 30% return rate for the staff surveys to ensure the findings are representative of staff travel patterns.
- 5.5 The responses received from the surveys will be entered into a spreadsheet to enable modal shift to be tracked over time, as well as providing information on which measures are most likely to encourage modal shift. The findings will be used to update the travel plan and as a basis for confirmation or modification of the identified targets and measures. The travel plan will be resubmitted to LCC 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.
- 6.3 This travel plan has been prepared to achieve the following objectives:
- Achieve the minimum number of single occupancy car movements to and from the development;
 - Reduce reliance upon the car and improving awareness and usage of alternative modes;
 - Promote walking, cycling, public transport and car sharing;
 - Minimise the total travel distance of staff;
 - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.

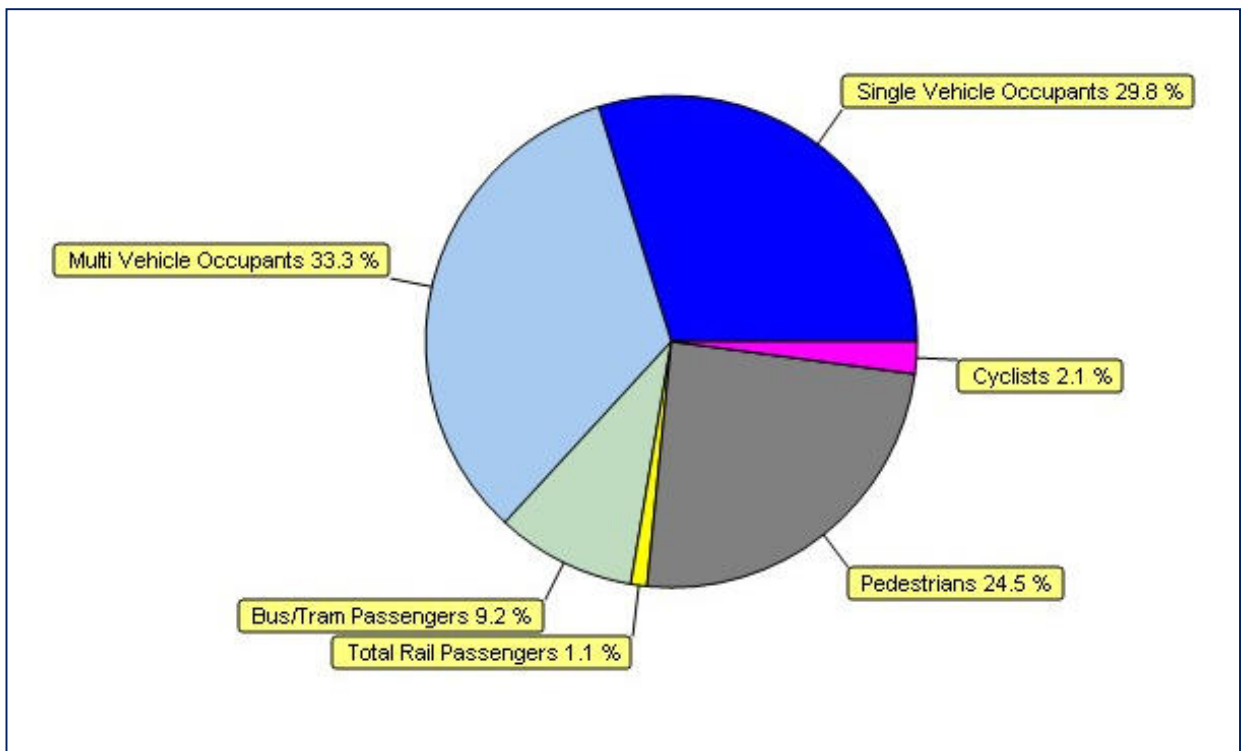
Modal Share Targets

- 6.4 In order to secure a successful implementation of the Travel Plan, the travel patterns of future employees of the site will be monitored. Since the occupiers of the Proposed Development are not yet in situ, the modal split for Lidl's employees are assessed 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 employees of the site and targets revised, if required, following analysis of the results. Details on the frequency of the travel surveys and monitoring processes are outlined in the 'Travel Plan Monitoring and Review' section of this report.

Forecast Modal Split of Employees

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

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



Source: TRICS

- 6.8 The majority of trips are represented by cars at 63.1%. A significant proportion (24.5%) of the trips to and from Lidl discount food stores are on foot and this is commensurate with the fact that they seek to locate wherever possible close to an established residential catchment. Those who travel by public transport account for 10.3% of the modal split.
- 6.9 Travel patterns of future employees of the site will be better assessed once the baseline travel surveys take place.

Targets

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

Table 6.1 - Five-year Targets

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

- 6.11 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;
 - 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;

- 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 LCC.

Walking

- 7.8 Walking is suitable for journeys under 2km and can be combined with other methods such as public transport to cover longer distances.
- 7.9 The following initiatives can encourage employees or visitors to walk as part of their journey:
- Raise awareness of the health benefits of walking through promotional material in the welcome pack and on noticeboards;
 - Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
 - Promote campaigns on public health or active travel such as Walk to Work and National Walking Month; 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;
- Arrange and promote discounts for staff for purchase of cycles and accessories at a local store;
- Utilise Lidl's membership of the Cycle to Work Scheme to offer tax-free bikes and cycling equipment for journeys to work. More information can be found online at <https://www.cyclescheme.co.uk/>;
- Provide cycle information, including route maps, useful tips and guidance. Such information can be found on the Sustrans website www.sustrans.org.uk or at www.cyclinguk.org and locally on LCC's website (<https://liverpool.gov.uk/parking-roads-and-travel/getting-around-liverpool/cycling/>);
- Provide information to staff on any local cycle proficiency 'Bikeability' courses. Information about Community Cycle Clubs in Liverpool, some of which offer learn to ride and led rides can be found on the Cycling UK website (www.cyclinguk.org);
- Promote campaigns, such as National Bike Week, Cycle to Work Day and Family Bike Rides;
- Investigate staff interest in setting up a Bicycle User Group (BUG) to encourage employees to cycle to work; 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 welcome packs and on staff noticeboards;
- Provide details of the websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Traveline journey planner (<https://www.traveline.info/>) and the Merseytravel website (<https://www.merseytravel.gov.uk/>);

- Provide details of season tickets and any discounts that can be secured for staff with the local public transport operators such as interest free annual season ticket loans. Information about ticketing offers and the MetroCard can be found on the Merseytravel website;
- 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.

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 are travelling together, less car trips take place.
- 7.14 Postcode mapping of staff or customers can identify who is living along the same routes so that their trips can be potentially combined. Staff and customers 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 that may be able to share journeys together.
- 7.15 Should sufficient interest be present, the TPC will set up a car share scheme for the organisation using online software, such as <http://carshare.liftshare.com/>. Interest in a formal scheme will be assessed as part of the first annual review of the travel plan.

Car Parking Management

- 7.16 The TPC will ensure the car parking operates effectively and to capacity. To achieve that, the ongoing supply and demand within the car parking area will be monitored during travel survey periods.
- 7.17 If the parking area is fully utilised, the TPC will gain an overview of the surrounding road network parking levels, to identify whether customers or employees park in the local neighbourhood.
- 7.18 The following measures will be considered:
- Introduce a parking permit scheme where car parking spaces are provided on the basis of need e.g. mobility, business travelling or car sharers;
 - Allocate empty spaces to extra cycle storage or car share bays, and;
 - Introduce incentives for staff choosing not to park.

Reducing the need to travel

7.19 The TPC can promote several measures on alternative working practices that reduce the need to travel for employees:

- Introduce policy on flexible working such as teleworking and flexitime where possible;
- Adoption of 'smart' working practices such as teleconferencing, audioconferencing or hot desking where employees share desks according to availability, and;
- Local recruitment strategy and incentives for staff to relocate closer to work – Lidl has adopted this strategy in the recruitment process of 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 of 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 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 LCC. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from staff.
- 8.6 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, with agreement with the local authority, in order to maintain a realistic travel plan goal.

- 8.7 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.
- 8.8 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review and agreement within 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 TP period requires extending.

9.0 ACTION PLAN

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

Table 9.1: Travel Plan Action Plan

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

Ongoing Tasks			
Update staff with any service or 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 LCC	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 LCC	As agreed with LCC	TPC	Staff time
Undertake annual cycle and car parking surveys	As agreed with LCC	TPC	Staff time

10.0 CONCLUSION

- 10.1 This travel plan reviews the existing transport facilities surrounding 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 food store;
 - Reducing reliance upon using a car and improving awareness and usage of alternative sustainable 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.

S|C|P

APPENDIX 1

Minimum Scores

3.11 The minimum standard scores which are detailed have been developed through open and transparent testing by partner authorities and stakeholders on Merseyside. The scores have been tried and tested by transport and development professionals on real life developments.

Table 3.1: Minimum Levels of Accessibility: Minimum Scores for 'Medium' 'Large' and 'Major' Developments

Development Type	Location (see key below)	Development Size	Minimum score for walking	Minimum score for cycling	Minimum score for public transport	Minimum score for vehicle access
A1 Retail D2 Assembly & Leisure	Urban Centre	Major & Large	2	5	5	3
		Medium	2	3	3	2
	Other Urban	Major & Large	4	5	6	2
		Medium	4	3	4	1
A3 Restaurants & Cafes	Urban Centre	All	1	4	4	3
A4 Drinking Establishments	Other Urban	All	4	5	4	1
A5 Hot Food Takeaway						
A2 Financial and Professional Services	Urban Centre	Major & Large	2	5	5	3
		Medium	2	4	5	2
	Other Urban	Major & Large	4	5	6	1 or 3 ⁽²⁾
		Medium	4	4	4	1
B1 Business (including educational sites)	Urban Centre	Major & Large	2	5	5	3
		Medium	2	4	5	2
	Other Urban	Major & Large	4	5	6	1 or 3 ⁽²⁾
		Medium	4	4	4	1
B2 Industrial Uses	Urban Centre	Major & Large	n/a	n/a	n/a	n/a
		Medium	2	4	4	1
	Other Urban	Major & Large	2	3	5	1 or 3 ⁽²⁾
		Medium	2	2	4	1
B8 Storage and distribution	Urban Centre	Major & Large	n/a	n/a	n/a	n/a
		Medium	2	4	4	1

Development Type	Location (see key below)	Development Size	Minimum score for walking	Minimum score for cycling	Minimum score for public transport	Minimum score for vehicle access
	Other Urban	Major & Large	2	3	5	1 or 3 ⁽²⁾
		Medium	2	2	4	1
C1 Hotels	Urban Centre	Major & Large	2	5	5	3
		Medium	2	3	5	3
	Other Urban	Major & Large	4	5	5	1
		Medium	4	3	4	1
C3 Dwelling Houses (For flats with no 'internal circulation', issues, i.e. no car park, reduce walking and cycling target by 1.)	Urban Centre	Major & Large	4	4	5	3
		Medium	2	3	5	3
	Other Urban	Major & Large	4	5	5	1
		Medium	4	3	5	1
C2 and D1 Residential and non-residential institutions (medical centres, museums and galleries, public halls and meeting places)	Urban Centre	All	2	5	5	3
	Other Urban	All	4	5	6	1

Notes:

(1) Urban Centres = Urban Centres in Liverpool are the City Centre (as defined by the Liverpool Vision City Centre boundary in Appendix F), and District Centres as shown on the UDP/LDF proposals map.

Other Urban = The areas that are not in the City / District Centres.

(2) In locations outside of the main centres, if reduced parking standards can not be applied with on-street parking controls (score 3), then the maximum parking level may be sought (score 1)

Minimum Accessibility Standard Assessment**Minimum Accessibility Standard Assessment**

Proposal: Proposed Discount Foodstore, Church Road North, Wavertree

Address: Church Road North, Wavertree				
Completed By: Jack Hulme, SCP				
Access Diagram				
Has a diagram been submitted which shows how people move to and through the development and how this links to the surrounding roads, footpaths and sight lines? (This can be included within the Design and Access Statement, see Section 2.25.) If a diagram has not been submitted your application may not be processed.				Yes / No
Access on Foot			Points	Score
Safety	Is there safe pedestrian access to and within the site, and for pedestrians passing the site (2m minimum width footpath on both sides of the road)? If no your application must address safe pedestrian access.			Yes / No <div style="border: 1px solid black; padding: 2px; text-align: center;">Yes</div>
Location	Housing_Development: Is the development within 500m of a district or local centre (see Accessibility Map 1 in Appendix F) Other_development: Is the density of existing local housing (i.e. within 800m) more than 50 houses per hectare (see Accessibility Map 4 in Appendix F)	Yes	2	<div style="border: 1px solid black; padding: 2px; text-align: center;">2</div>
		No	0	
Internal Layout	Does 'circulation' and access inside the sites reflect direct, safe and easy to use pedestrian routes for all; with priority given to pedestrians when they have to cross roads or cycle routes?	Yes	1	<div style="border: 1px solid black; padding: 2px; text-align: center;">1</div>
		No	0	
External Layout	Are there barriers between site and local facilities or housing which restrict pedestrian access? (see Merseyside Code of Practice on Access and Mobility)e.g. <ul style="list-style-type: none"> No dropped kerbs at crossings or on desire lines; Steep gradients; A lack of a formal crossing where there is heavy traffic; Security concerns, e.g. lack of lighting. 	There are barriers	-2	<div style="border: 1px solid black; padding: 2px; text-align: center;">1</div>
		There are no barriers	1	
Other	The development links to identified recreational walking network (see Accessibility Map 1). If no, please provide reasons why not.			Yes / No <div style="border: 1px solid black; padding: 2px; text-align: center;">4</div>
			Total (B)	<div style="border: 1px solid black; padding: 2px; text-align: center;">4</div>
Summary	Box A: Minimum Standard (from Table 3.1)	<div style="border: 1px solid black; padding: 2px; text-align: center;">4</div>	Comments or action needed to correct any shortfall	
	Box B: Actual Score	<div style="border: 1px solid black; padding: 2px; text-align: center;">4</div>		

Access by Cycle			Points
Safety	Are there safety issues for cyclists either turning into or out of the site or a road junctions within 400m of the site (e.g. dangerous right turns for cyclists due to the level of traffic)? If yes, you must address safety issues in your application.		Yes / No <input type="checkbox"/> No
Cycle Parking	Does the development meet cycle parking standards, in a secure location with natural surveillance, or where appropriate contribute to communal cycle parking facilities? If no, you must address cycle parking standards and cycle parking facilities.		Yes / No <input type="checkbox"/> Yes
Location	Housing_Development: Is the development within 1 mile of a district or local centre (see Accessibility Map 1)	Yes	2
	Other_Development: Is the density of local housing (e.g. within 1 mile) more than 50 houses per hectare (see Accessibility Map 4 in Appendix F)	No	0
Internal layout	Does 'circulation' and access inside the site reflect direct and safe cycle routes; with priority given to cyclists where they meet motor vehicles?	Yes	1
		No	0
External Access	The development is within 400m of an existing or proposed cycle route (see Accessibility Map 1 in Appendix F) and / or proposes to create a link to a cycle route, or develop a route?	1	-1
	The development is not within 400m of an existing or proposed cycle route (see Accessibility Map 1 in Appendix F)	-1	
Other	Development includes shower facilities and lockers for cyclists	Yes	1
		No	0
			Total (B)
			3
Summary	Box A: Minimum Standard (From Table 3.1)	<input type="text" value="3"/>	Comments or action needed to meet any shortfall

3 Minimum Accessibility Standard Assessment

	Box B: Actual Score			
		3		
Access by Public Transport			Points	Score
Location and access to public transport	Is the site within a 200m safe and convenient walking distance of a bus stop, and/or within 400m of a rail station? (See Accessibility Map 2 in Appendix F).	Yes	2	2
		No	0	
	Are there barriers on direct and safe pedestrian routes to bus stops or rail stations i.e. <ul style="list-style-type: none"> • A lack of dropped kerbs; • Pavements less than 2m wide; • A lack of formal crossings where there is heavy traffic; or • Bus access kerbs. 	There are barriers	0	1
		There are no barriers	1	
Frequency	High (four or more bus services or trains an hour)		2	2
	Medium (two or three bus services or trains an hour)		1	
	Low (less than two bus services or trains an hour)		0	
Other	The proposal contributes to bus priority measures serving the site		1	
	The proposal contributes to bus stops, bus interchange or bus or rail stations in the vicinity and/or provides bus stops or bus interchange in the site		1	0
	The proposal contributes to an existing or new bus service		1	
			Total (B):	5

Summary	Box A: Minimum Standard (from Table 3.1)	4	Comments or action needed to correct any shortfall	
	Box B: Total Score	5		
Vehicle Access and Parking			Points	Score
Vehicle access and circulation	Is there safe access to and from the road? If no, you must address safety issues.			Yes / No
	Can the site be adequately serviced? If no, you must address service issues.			Yes / No
	Is the safety and convenience of other users (pedestrians, cyclists and public transport) affected by the proposal? If yes, you must address safety issues.			Yes / No
	Has access for the emergency services been provided? If no, you must provide emergency service provision.			Yes / No
	For development which generates significant freight movements, is the site easily accessed from the road or rail freight route networks (i.e. minimising the impact of traffic on local roads and neighbourhoods) (see Accessibility Map 3 in Appendix F)? If no, please provide an explanation.			Yes / No
Parking	The off-street parking provided is more than advised in Section 4 for that development type. If yes, parking provision must be reassessed.			Yes / No

	The off-street parking provided is as advised in Section 4 for that development type	1	Yes / No
	The off-street parking provided is less than 75% of the amount advised in Section 4 for that development type (or shares parking provision with another development)	2	Yes / No
	For development in controlled parking zones:		Yes / No
	• Is it a car free development?	1	Yes / No
	• Supports the control or removal of on-street parking spaces (inc provision of disabled spaces), or contributes to other identified measures in the local parking strategy (including car clubs)	1	Yes / No
Total (B):			2
Summary	<p>Box A:</p> <p>Minimum Standard</p> <p>(From Table 3.1)</p> <p>Box B:</p> <p>Total Score</p>	<div>1</div> <div>2</div>	<p>Comments or action needed to correct any shortfall. If conditions are appropriate for the reduced level of parking (see section 4), but this has not been provided, please explain why.</p>