



**LIDL GREAT BRITAIN LIMITED
PROPOSED FOODSTORE
STONEHAM LANE, STONEHAM**

TRAVEL PLAN

AUGUST 2022



the journey is the reward

**LIDL GREAT BRITAIN LIMITED
PROPOSED FOODSTORE
STONEHAM LANE, STONEHAM**

TRAVEL PLAN

AUGUST 2022

Project Code:	B/LIDLStoneham.1
Prepared by:	RB
Approved by:	HI
Issue Date:	August 2022
Status:	Final 03

Lidl Great Britain Limited
Proposed Foodstore
Stoneham Lane, Stoneham
Travel Plan

List of Contents

Sections

1	Introduction	1
2	Objectives & Motivations	2
3	Site Description.....	4
4	Site Accessibility	6
5	Travel Plan Management.....	9
6	Travel Plan Measures	11
7	Travel Plan Targets	16
8	Monitoring & Review	19

Figures

Figure 3.1: Site Location Plan	4
--------------------------------------	---

Tables

Table 4.1: Bus services stopping in the vicinity of the site	7
Table 7.1: Travel Plan ‘Aim’ Targets	17
Table 7.2: Travel Plan ‘Action Plan’	18
Table 8.1: Travel Plan Monitoring Timetable	20

Appendices

APPENDIX A: Site Layout

APPENDIX B: Example Staff Travel Survey

1 Introduction

- 1.1 Mayer Brown Ltd has been appointed by Lidl to prepare this Travel Plan in support of a proposed foodstore forming part of the North Stoneham Park local centre in Eastleigh, Hampshire (SO50 9SB).
- 1.2 Planning permission is being sought for construction of a 1,987sqm Gross Internal Area (GIA) Lidl foodstore. The store would be served by an 88-space car park, whilst vehicular access to the site would be provided via a crossover junction arrangement along the western boundary of the site onto Whieldon Way.
- 1.3 This Travel Plan has been developed as a long-term strategy with the aim of promoting and facilitating trips to / from the site using the most sustainable modes of travel available, thereby minimising the impact that proposals will have upon the local highway network through a reduction in single occupancy private car travel.
- 1.4 The primary objective of the Travel Plan is to reduce unnecessary vehicular trips undertaken by staff and customers through the promotion and facilitation of suitable alternative modes of travel when accessing the site.
- 1.5 A review of the site in terms of location, development proposals and accessibility has been undertaken in order to highlight any potential barriers to usage of sustainable travel modes in the local area.
- 1.6 A range of physical and managerial measures have been outlined within the Travel Plan which aim to work towards this objective and meet outlined targets.
- 1.7 The Travel Plan and its obligations will become effective upon occupation of the store for a period of up to five years, although it is envisaged that the legacy of the Travel Plan to reduce unnecessary vehicular trips and promote / facilitate more sustainable modes of travel where possible will continue past this period.
- 1.8 The Travel Plan together with associated costs, including appropriate monitoring and evaluation fees and a bond will be secured through a Section 106 Agreement (if necessary) with the local authorities (Hampshire County Council as Highway Authority and Eastleigh Borough Council as Local Planning Authority).

2 Objectives & Motivations

- 2.1 Governmental guidance has highlighted the requirement for a reduction in car usage (particularly single occupancy journeys) and an increase in use of public transport, walking, cycling and car sharing.
- 2.2 Preparation of the Travel Plan has considered, although is not limited to, the following guidance documents:
- National Planning Policy Framework (updated 2021);
 - Planning Practice Guidance 'Travel Plans, Transport Assessments and Statements' (2014)
 - Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (2011);
 - Hampshire County Council's 'A Guide to Development Related Travel Plans' (2009)
 - Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009); and
 - The Essential Guide to Travel Planning (2008).
- 2.3 Additionally, as part of the overall development of the proposals, consideration was given to relevant National, Regional and Local policies, including:
- Department for Transport's 'Manual for Streets' (2007);
 - Hampshire's Local Transport Plan 2011-2031 (2013);
 - Hampshire Parking Strategy and Standards (2002); and
 - Eastleigh Borough Local Plan 2016-2036 (April 2022).

Objectives

- 2.4 The objective of the Travel Plan is to implement a long-term change in travel patterns. Although the Travel Plan is aimed at both customers and staff, it is considered that staff travel provides more scope for change, due to:
- Staff undertaking a higher frequency of trips to the site compared to customers;
 - The level of control / influence that employers have over the behaviour of staff; and
 - A car journey being generally preferred by customers undertaking bulk shopping trips, the predominant trip type at discount stores.

- 2.5 The primary objective of the Travel Plan is to encourage the utilisation of sustainable modes of travel when accessing the site and in turn reducing unnecessary vehicular trips, primarily single occupancy private car travel, where suitable alternative modes of travel are available.
- 2.6 It is envisaged that this objective will be achieved through:
- i) Making staff and customers aware of the potential benefits / advantages of travel by sustainable modes of travel; and
 - ii) Introducing a package of physical and managerial measures to encourage / facilitate travel by sustainable modes of travel to the site.

Motivations

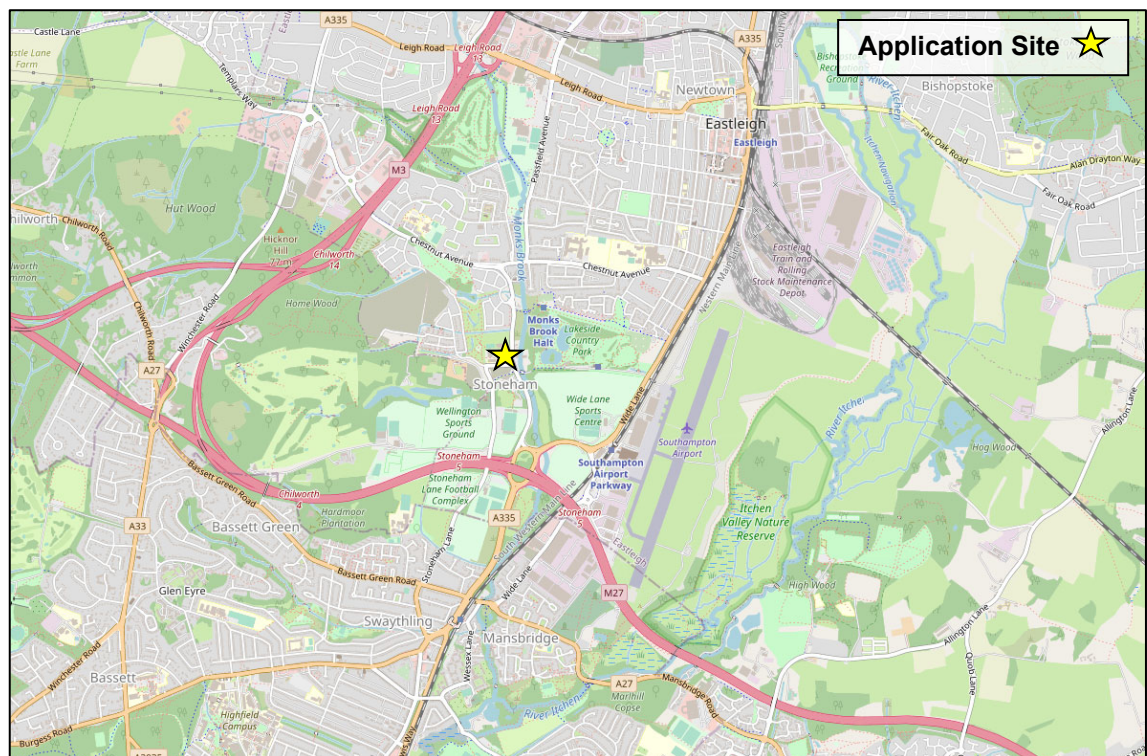
- 2.7 The proposed development of a new foodstore provides an opportune time in which to develop a Travel Plan, in particular due to new staff accessing the site with no current favoured travel choice. Measures / initiatives implemented as part of the Plan not only benefit store customers and staff directly but also the local community and employers.
- 2.8 Promotion of sustainable modes of travel provides benefits for staff, including possible health, fitness and monetary benefits, in addition to improved accessibility assisting staff recruitment, flexibility and retention.
- 2.9 In addition, utilisation of sustainable modes also benefits the customers, employers and the local community through freeing up spare capacity within the car park, improving environmental credentials for the store in addition to a healthier / more productive workforce and reducing traffic levels and the associated impact this may have both within the site and upon the local highway network.

Statement of Intent

- 2.10 This Travel Plan signifies Lidl's continued efforts to ensure that their stores operate in a sustainable manner, including a commitment to promote sustainable development.
- 2.11 General Lidl policies which specifically aim to promote and support sustainable travel modes include, but are not limited to the following:
- Promoting the health and wellbeing of staff and in turn promoting the benefits of active lifestyles, including utilisation of active travel modes (walking and cycling);
 - Typically, no allocated parking provided to staff (except for disabled parking) in order to encourage staff to consider and utilise alternative modes of travel to single occupancy private car; and
 - Staff recruitment generally targeted at the local area, increasing potential for sustainable travel modes to be a viable alternative for staff accessing the store.

3 Site Description

- 3.1 The proposed foodstore site is located on the southern edge of Eastleigh, forming part of the North Stoneham Park local centre, within Eastleigh Borough Council's area of control and with Hampshire County Council acting as the local highway authority.
- 3.2 As part of the wider North Stoneham Park development a new link road has been constructed, which runs along the southern boundary of the site and forms a roundabout with Stoneham Lane. Access to the local centre is provided via Whieldon Way running along the western side of the application site.
- 3.3 Whieldon Way is approximately 5.5m in width with a 2m footway currently provided along the eastern side of the carriageway bounding the application site. A raised section of carriageway is provided to promote / facilitate a more pedestrian friendly environment in addition to acting as a traffic calming measure to reduce vehicle speeds.
- 3.4 Stoneham Lane runs along the eastern perimeter of the site, providing access to residential areas of Eastleigh to the north and the M27 junction 5 (Stoneham Interchange) / residential area of Swaythling, Southampton to the south.
- 3.5 The site location is shown in relation to the local highway network in **Figure 3.1**.



Source: Map data © OpenStreetMap contributors, CC BY-SA; www.openstreetmap.org; www.creativecommons.org

Figure 3.1: Site Location Plan

Development Plans

- 3.6 Development proposals seek to provide a 1,987sqm GIA Lidl foodstore, with access for vehicles provided via a crossover junction arrangement from the local centre access road running along the western edge of the site.
- 3.7 A total of 88 car parking spaces will be provided onsite, including 5 disabled, 8 parent & child and 2 Electric Vehicle (EV) charging spaces. 5 covered cycle stands, providing 10 cycle spaces would be provided onsite, located in a well monitored location close to the store entrance.
- 3.8 In relation to non-vehicular access, a 3m link will be provided along the eastern and western sides of the store, linking to a new cycle link running along the northern boundary of the site whilst a new raised crossing point would be provided across the local centre access road to provide safe / convenient access to the wider local centre to the west.
- 3.9 The proposed site layout is provided in **Appendix A**.

Store Operation

- 3.10 The store opening hours are envisaged to be as per standard Lidl operational hours, 07:00 - 22:00 Monday to Saturday including bank holidays, and 10:00 - 16:00 on Sundays. Staff are onsite outside of these hours, typically between 05:00 – 23:00 Monday to Saturday and 07:00 – 17:00 Sundays.
- 3.11 The proposed foodstore will employ c.40 employees, who will occupy a combination of both part and full-time positions with numbers of staff onsite typically ranging from 3 to 10 at any one-time depending on the day / time of the week.

Deliveries & Servicing

- 3.12 Lidl stores typically have only 2 - 3 HGV deliveries per day. The HGV delivers frozen, chilled and ambient goods, and transports waste and recycling on the return trip in order to reduce servicing / delivery trip numbers.
- 3.13 It is considered that the delivery vehicles will not materially affect sustainable transportation modes within the site due to:
- Very low frequency of delivery vehicles and associated low vehicle speeds, with a speed limit of 10mph for delivery and servicing vehicles within the car park; and
 - Suitable lighting provided within the car park to ensure good visibility.

4 Site Accessibility

- 4.1 Whilst it is recognised that a car will often be necessary for bulk food shopping trips, it is important that the store is accessible by non-car modes of transport for those without the use of a car, for customers undertaking smaller shopping trips and for staff regularly travelling to and from work. Therefore, an assessment of how the site can be accessed via non-car modes of travel has been undertaken.

Walking

- 4.2 Walking is the most important mode of travel at a local level as it offers the greatest potential to replace short car trips for journeys.
- 4.3 The Chartered Institute of Highways and Transportation document 'Planning for Walking', published in March 2015, indicates that people will typically only walk if their destination is less than a mile away, with a typical catchment of around 800m or a 10-minute walk time based on a comfortable walking pace of 80m per minute.
- 4.4 In relation to commuting trips, it is considered that staff may be willing to walk further than this (800m) but typically not more than 2km.
- 4.5 An 800m walk from the site includes the adjacent new build residential areas that form the NSP development, along with some of the residential areas bounding Chestnut Avenue. Southampton Airport Parkway rail station is located just beyond 800m to the south-east of the site.
- 4.6 Extending walking distances to 2km suggests that a large area of Eastleigh to the north and Swaythling to the south, including Swaythling rail station, is located within an appropriate walking distance of the site.
- 4.7 There is a footway along both sides of Highwood Avenue and a shared footway / cycleway on Stoneham Lane. Regularly spaced street lighting is provided along all routes along with uncontrolled pedestrian crossing points consisting of dropped kerbs at junctions and with central refuges at roundabouts. A Toucan crossing is provided across Stoneham Lane south of the Concorde Roundabout where the shared footway / cycleway ends. This provides a link towards an off-road footway / cycleway leading eastwards towards Southampton Airport Parkway station.
- 4.8 Within the NSP development, a series of connecting off-road pedestrian routes are provided.

Cycling

- 4.9 Cycling is seen as a viable alternative for journeys of up to 5km, equivalent to a 20-minute cycle time based on a speed of 10mph (16kph).
- 4.10 A 5km cycle distance suggests that all of Eastleigh and the majority of Chandler's Ford is likely to be accessible via cycle to the north, as well as Swaythling, Portswood and the some of Southampton to the south.
- 4.11 As previously discussed, Stoneham Lane has a shared footway / cycleway which forms part of National Cycle Network Route 23 that runs from Reading to Southampton via Basingstoke, Alresford, Winchester and Eastleigh.
- 4.12 In addition, there is a network of quieter residential streets identified by Eastleigh Borough Council as having 'light' or 'very light' traffic that allow cyclists to travel around the local area whilst avoiding the busiest vehicular routes. There are a number of Toucan crossings provided on roads where traffic levels are higher.

Public Transport

- 4.13 There are bus stops provided on both sides of Stoneham Lane adjacent to the site and connected via the existing footway / cycleway provision. Both stops have poles with timetable information.
- 4.14 A summary of non-school services operating to / from the stops in the vicinity of the site are outlined in **Table 4.1**.

Service Number	Description / Route	Frequency		
		Mon – Fri	Sat	Sun & Bank Holidays
Bluestar 2	Southampton – Portswood – Eastleigh – Fair Oak	Every 15 minutes	Every 20 minutes	Every 30 minutes

Table 4.1: Bus services stopping in the vicinity of the site

- 4.15 **Table 4.1** indicates that the site benefits from a good level of daytime bus services to / from surrounding areas.
- 4.16 As previously discussed, the nearest railway station to the site is Southampton Airport Parkway, approximately 825m from the site and therefore easily accessible by both walking and cycling via an off-road path.
- 4.17 Southampton Airport Parkway station is on the South West Main Line with trains running between London Waterloo and Weymouth. Typical services include 2 trains per hour to London Waterloo via Winchester, Basingstoke, Woking and Clapham Junction, and 3 trains per hour to Bournemouth via Southampton Central.

Accessibility Summary

- 4.18 In summary, it is considered that the site benefits from good links to surrounding residential areas via active travel modes with footway / cycleways, Toucan crossing facilities and regularly spaced street lighting provided on the local highway.
- 4.19 The site also provides convenient access to frequent bus services serving residential areas in the vicinity of the site and further afield, in addition to connecting rail services at Southampton Airport Parkway.
- 4.20 Overall, it is considered that the application site is well located to promote and facilitate travel via sustainable modes.

5 Travel Plan Management

- 5.1 A Travel Plan Co-ordinator (TPC) will be appointed by Lidl to implement and manage the Travel Plan and will be funded accordingly throughout the 5-year duration of the Travel Plan. The TPC will be appointed prior to occupation of the new foodstore to ensure that any actions / measures required prior to trading have been completed.
- 5.2 Once appointed, relevant contact details for the nominated TPC will be provided to the local authority and included within associated materials as appropriate. Any change in the appointed TPC during the 5-year lifetime of the Travel Plan will be notified to the local authority.
- 5.3 Initially, the contact for the Travel Plan, prior to the construction of the store is detailed below. Once the store has been completed, these contact details will be updated with the nominated TPC.

Appointed Travel Plan Coordinator: Douglas Symington

Contact Address: Lidl Great Britain Limited
Foxes Park, Brownhill Way,
Nursling, Southampton,
Hampshire, SO16 0AW

Contact Telephone: 023 8074 2584

Contact E-mail: Douglas.Symington@lidl.co.uk

- 5.4 The TPC role will include taking overall responsibility for the Travel Plan, in addition to:
- Taking a lead role in the development, implementation and review of the Travel Plan with assistance / support from Lidl management as required;
 - Promotion and marketing of the Travel Plan and its associated measures;
 - Providing personal journey planning to staff as and when required; and
 - Acting as a point of contact for the Travel Plan and liaising with third parties.
- 5.5 The TPC role will be part-time equating to around 0.5 days per month, with a concentration of tasks during certain key periods such as prior to / around store opening, monitoring surveys / reports and local / national travel awareness events.

Marketing and Promotion

- 5.6 All staff will be made aware of the existence of the Travel Plan and the role of individuals in achieving its aims / objectives will be explained.
- 5.7 The Travel Plan and its associated measures will be promoted to staff on an ongoing basis through promotional material such as posters and leaflets. Employee feedback on existing or potential future travel initiatives will be included as a discussion point on the agenda at team meetings.
- 5.8 As appropriate, the TPC or a nominated representative will attend staff team meetings or provide appropriate materials for distribution to promote the Travel Plan and its associated measures. Staff will be requested to highlight any current issues or suggestions in relation to the Travel Plan or travel to / from the site in general.
- 5.9 Travel will be raised as an agenda item at staff team meetings. Given the nature of the business, this is considered to be most appropriate for the site rather than a separate Steering Group. The group will discuss how best to improve and implement the Travel Plan, as well as other issues relating to travel to and from the store that may occur.

Resources and Funding

- 5.10 Suitable resources will be provided by Lidl for the implementation of the Travel Plan and its associated measures and initiatives.
- 5.11 Certain measures / initiatives, including provision of EV charging, cycle parking and staff welfare facilities will form part of the development construction / fitting out stages and as such, the associated costs are included within these stages.
- 5.12 Based upon experience of implementing similar Travel Plans at other Lidl stores it is envisaged that the overall cost of the TPC role, covering pre-opening and a 5-year Travel Plan duration, would be between £12,500 – £15,000 with specific time spent weekly / monthly largely dependent on the tasks in hand and the time of year e.g. public transport timetable changes, staff travel surveys, promotional events etc.
- 5.13 With regards to promotional leaflets / posters and updated timetables / mapping information, costs associated with printing etc are envisaged to be funded through general store / regional administration costs or similar.

6 Travel Plan Measures

- 6.1 A range of physical, managerial and awareness measures have been outlined that will be implemented to promote and facilitate use of sustainable modes of travel when accessing the store. This list is non-exhaustive, with the TPC free to investigate other potential measures / initiatives.

Staff Recruitment

- 6.2 Staff recruitment will be targeted within the local area, where sustainable modes of travel are a more viable alternative for travel to work, providing benefits for both staff and the store. Staff located nearby provide a more flexible workforce to meet operational demands, for example covering sickness, short notice shift changes, overtime etc.
- 6.3 As part of the staff recruitment process the aims and objectives of the Travel Plan and sustainable travel options available will be highlighted and promoted.

Travel Information / Promotional Material

- 6.4 Travel information and promotional materials will be made available within the staff welfare area (or similar appropriate / prominent location) within the building and will be regularly updated with information about travel options and events, including:
- A summary of the Travel Plan objectives and targets;
 - Health, financial and environmental benefits of the utilisation of sustainable travel;
 - National and regional sustainable travel campaigns / events such as Walk to Work week, National Bike Week, and National Car Free Day;
 - Local walking / cycling route maps and public transport timetable information;
 - Details of the benefits of car sharing and appropriate websites;
 - Promotion of free health / healthy living / fitness tracking apps such as Better Points, One You Couch to 5K, Strava etc;
 - Useful travel / journey planning websites such as My Journey Hampshire (myjourneyhampshire.com); and
 - A list of local taxi companies' contact details, which provides an alternative means of transport for trips when other modes of transport may not be available / preferable.
- 6.5 Contact details for the TPC will be provided so that they can contact them with any issues / concerns or suggestions on additional content regarding travel to / from the store.

Working Practices

- 6.6 Varying shift patterns are necessary for operational flexibility, but store management will endeavour to accommodate colleague requests for minor amendments to their shifts to facilitate use of sustainable modes of transport wherever possible.

Walking & Cycling

- 6.7 In addition to providing local walking and cycling route information as part of travel information / promotional material, the following measures will be implemented to encourage travel to and from the store by foot / cycle.

Staff Welfare Facilities

- 6.8 Staff welfare facilities will include facilities to allow staff to change out of and store wet weather gear and cycling clothing / equipment.

Cycle Parking

- 6.9 A total of 10 cycle parking spaces, in the form of 5 'Sheffield' style stands, will be provided close to the store entrance for use primarily by customers and benefiting from good natural surveillance, shelter from the elements and providing a safe location for cyclists to mount / dismount.
- 6.10 Additional storage space is available within the store non-sales / warehouse area for staff to securely / safely store cycles if required.

Cycle Training

- 6.11 Details of local adult cycle training courses aimed at adults who have either never cycled before or who would prefer a bit more confidence before cycling to work, will be displayed and include detail of where additional information can be obtained from.
- 6.12 Hampshire County Council do not currently advertise any adult cycle training offers; however any adults wishing to receive training can get in touch with a local Bikeability instructor to discuss their requirements, with instructor details provided on the Bikeability website (www.bikeability.org.uk) and the Cyclist Touring Club website (www.ctc-maps.org.uk). Hampshire Cycle Training (www.hampshirecycletraining.org.uk) offer a range of courses for different ages, needs and ability.

Cycle to Work Scheme

- 6.13 Eligible staff will be able to sign up to a Cycle to Work Scheme which allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit. Availability and details of this scheme will be highlighted to staff by the TPC.

Bicycle Users Group

- 6.14 Bicycle Users Groups support staff who cycle to and from work. The TPC will investigate support for such a group through staff meetings, as these groups are most successful when championed by keen cyclists and set up a group if there is sufficient support. This may be in conjunction with other local businesses, to ensure a critical mass of cyclists in order to make the group effective.

Bicycle Maintenance

- 6.15 A basic cycle maintenance repair kit and pump will be provided for communal staff use. This will be conveniently located to enable staff access but avoid misuse or loss, with staff made aware of its provision / location. Based upon all staff having ready access to this facility, assistance could be provided if customers have a cycle maintenance issue and alert a member of staff accordingly.

Discounted Cycle Equipment

- 6.16 Initial contact has been made with local bicycle shops (Wessex Bike Hub who offer both sales and repairs, and Cycle Doctor who offer repairs only), both of whom would consider a small discount to employees sent via the Travel Plan.

Local Authority Liaisons

- 6.17 The TPC will liaise with the local authority as appropriate to pass on comments / concerns received from staff and customers in relation to local walking / cycling routes.

Public Transport

- 6.18 In addition to providing local public transport route / timetable information as part of travel information / promotional material, the following measures will be implemented to encourage travel to / from the store by public transport.

Journey Planning

- 6.19 Details of useful public transport journey planning websites and mobile applications will be put on display to allow staff and customers to easily plan their journeys to and from the site. Suggested websites and mobile applications to be promoted include:

Websites

- myjourneyhampshire.com – advertised as a ‘one stop destination for travel information and advice in and around the Hampshire area’ providing information on walking, cycling, public transport, car sharing and additional journey planning resources.

Mobile Resources

- [@MyJourneyHants](https://twitter.com/MyJourneyHants) – Twitter account keeping the public updated on live road and public transport information for Hampshire and upcoming travel events.
- [Traveline GB](#) – Free app providing live bus times, smart journey planning journeys and detailed route maps.
- [Nextbuses](#) – providing live bus information, where available, and scheduled times on mobile phones.

Discounted Ticketing

- 6.20 Information and details of local ticketing offers, such as weekly, monthly and annual ticket options which offer cheaper travel for longer term tickets will be put on display.

Public Transport Operator Liaisons

- 6.21 The TPC will liaise with local public transport providers as appropriate to pass on comments / observations / concerns received from staff and customers in relation to local public transport routes.

Driving Sustainably

- 6.22 Whilst it is recognised that it may not always be possible / feasible to adopt alternative travel modes to the car, and that some people are reluctant to change due to a range of differing reasons, there is still the potential to raise awareness of the benefits of using the car in a more sustainable manner in these circumstances.

Car Sharing

- 6.23 Car sharing represents a good option for staff living in areas with limited access to public transport, or essential car users who want to save money. The TPC will provide promotional material to employees to raise awareness of the cost benefits of car sharing in addition to where to find further information and frequently asked questions.
- 6.24 Staff will be encouraged to sign up to a local car share scheme allowing them to simply and securely find car share partners for regular trips to / from the site, in addition to occasional leisure journeys outside work.

- 6.25 Staff will be provided with details for the Hampshire car share website (www.hantscarshare.com) which provides information in relation to car sharing, a savings calculator and help with finding a car share partner.

Electric Vehicles

- 6.26 As part of the Lidl foodstore, a rapid rate (50kW) charging point is being installed onsite providing capacity to charge 2 vehicles at the same time. Further details for the use of these spaces are outlined on onsite signage or can be found online at www.pod-point.com.
- 6.27 Staff will be provided with details of different Electric Vehicle types, the benefits / incentives for going Electric, details of local charge point locations and grants available for the purchase of new plug-in vehicles.
- 6.28 Annual monitoring of the utilisation of the EV spaces would be undertaken.

Customers

- 6.29 Various 'soft' measures will be implemented to improve customer awareness of available travel options. Through increased awareness and knowledge, it is hoped that customers will seek to improve their sustainable transport usage and better understand the environmental benefits.
- 6.30 Sustainable travel modes will be promoted to customers through promotional material within the store and include:
- Health, financial and environmental benefits of the utilisation of sustainable travel;
 - Appropriate information / leaflets showing local walking/cycling routes and public transport timetable information;
 - Useful travel / journey planning websites; and
 - Cycle parking facilities available at the store.
- 6.31 Relevant promotional material provided to staff, such as car share schemes and local / national awareness events will also be made available to customers as appropriate.

Fleet Management

- 6.32 Lidl will keep under review their company fleet management policies and procedures in order to ensure that, consistent with operational requirements, they target low CO₂ emissions e.g. through avoiding unnecessary delivery movements and ensuring route optimisation.

7 Travel Plan Targets

- 7.1 The primary objective of the Travel Plan is to encourage the utilisation of sustainable travel modes when accessing the site and in turn reduce unnecessary vehicular trips (primarily single occupancy car journeys) where suitable alternative modes of travel are available.
- 7.2 In order to assess success in achieving this objective, appropriate Travel Plan targets will be set. Staff behaviour is, to a certain degree, possible to positively influence but it is more difficult to manage customer travel, particularly if customers have a large amount of shopping to carry. However, Lidl aims to provide sufficient information to enable customers to make an informed choice about their travel.
- 7.3 As a result, Aim targets primarily focus on staff travel as these provide the greatest scope for a reduction in single occupancy private car travel, whilst Action targets include items to promote sustainable travel to both customers and staff.

Aim Targets

- 7.4 The Travel Plan aims to reduce the dependence upon single occupancy private car travel when accessing the site and hence the Travel Plan targets aspire to:
- Decrease percentage of staff accessing store via single occupancy private car; and
 - Increase percentage of staff utilising active modes (walking / cycling), public transport and car sharing to access the store.
- 7.5 To identify a modal split for staff travel, an initial (Baseline) travel survey will be undertaken within 6 months of the occupation of the store, with a sample survey included in **Appendix B** of this report.
- 7.6 **Table 7.1** outlines interim short, medium and long-term staff modal shift targets, utilising 2011 Census Travel to Work data for the Eastleigh 006 workplace population, to take into account local site-specific characteristics in regard to travel mode choice.

Travel Mode	Baseline (2011 Census Data)	Short Term (Year 1)	Medium Term (Year 3)	Long Term (Year 5)
Car Driver (single occupant)	72%	70% (-2%)	67% (-5%)	62% (-10%)
Car Share (driver or passenger)	10%	11% (+1%)	12% (+2%)	14% (+4%)
Walking	6%	17% (+1%)	19% (+3%)	22% (+6%)
Cycling	4%			
Public Transport	6%			
Other, including Motorcycle and Taxi	2%	2%	2%	2%

Table 7.1: Travel Plan 'Aim' Targets

7.7 Targets set out within **Table 7.1** are considered 'SMART' (Specific, Measurable, Achievable, Realistic, Time-bound) and are in line with the objectives of this Travel Plan: to achieve a reduction in single occupancy car travel over the period covered by the Travel Plan through an increase in car sharing, active modes (walking and cycling) and public transport usage.

7.8 Targets detailed in **Table 7.1** will be reviewed and updated accordingly following the undertaking of the initial (Baseline) staff travel survey.

Remedial Measures

7.9 In the event that the Travel Plan is not on track to meet its targets, the future year reviews will outline any additional or remedial measures that may be used to guide the Travel Plan back on track.

7.10 Remedial measures may include, but are not limited to, the following:

- Management of staff parking through limiting availability to only those who cannot access the store via sustainable modes of travel due to individual circumstances: e.g. unusual shift times, childcare / dependants' responsibilities, disabilities / medical conditions etc.;
- Promotional events held at the store / site to promote various elements such as cycle training and public transport season ticket discounts;
- Personalised journey planning provided to all staff;
- Staff car share matching undertaken based on home postcodes and working hours, with introductions arranged which will make staff aware of the possibility and incentives involved in participating in a car sharing scheme.

Action Plan

- 7.11 **Table 7.2** sets out an action plan for the implementation of the various measures outlined previously within this Travel Plan in line with its objective to encourage the utilisation of sustainable modes of travel when accessing the site and in turn reduce unnecessary vehicular trips.

Action / Measure	Target Date	Responsibility	Funding
GENERAL			
Appointment of Travel Plan Coordinator	Prior to trading	Lidl	Lidl
Staff recruitment focused within local area	Prior to trading & Ongoing	Lidl	Lidl
Provide Staff Travel information / promotional material, including walking / cycling / public transport route information. Updates as appropriate	Prior to trading & ongoing	TPC	Lidl
Working Practices – shift pattern flexibility	Ongoing	Store Manager	Lidl
Promote Local / National Awareness Events	Ongoing	TPC	Lidl
Liaison with local authority and public transport operators as appropriate	Ongoing	TPC	Lidl
WALKING & CYCLING			
Provide changing / storage facilities for staff	Prior to trading	Contractor	Lidl
Provide cycle parking facilities	Prior to trading	Contractor	Lidl
Provide cycle maintenance kit	Prior to trading	TPC	Lidl
Investigate potential local shops discounts	Prior to trading	TPC	Lidl
Investigate and promote availability of cycle training and maintenance courses	Within 3 months of trading	TPC	Lidl
Investigate / monitor support for Bicycle Users Group	Ongoing	TPC	Lidl
PUBLIC TRANSPORT			
Investigate public transport discounts	Prior to trading	TPC	Lidl
DRIVING SUSTAINABLY / CUSTOMERS / FLEET MANAGEMENT			
Provide Electric Vehicle charging facilities	Prior to trading	Contractor	Lidl
Promote and encourage staff participation in car share scheme	Within 3 months of trading	TPC	Lidl
Provide Customer Travel information / promotional material. Updates as appropriate	Prior to trading & ongoing	TPC	Lidl
Review Fleet Management Policies and Procedures	Ongoing	Lidl	Lidl

Table 7.2: Travel Plan ‘Action Plan’

8 Monitoring & Review

8.1 Monitoring and review of the Travel Plan will be undertaken by the TPC.

Monitoring

8.2 Monitoring of the Travel Plan includes the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence.

Staff Travel Survey

8.3 Updated staff travel surveys will be undertaken annually, on or around the anniversary of the initial (baseline) staff travel survey to provide updated travel data, free of seasonal bias.

8.4 The TPC will aim to maximise the staff travel survey response rates but a minimum response rate of 35% will be set / attained in order that the travel questionnaire surveys are considered statistically significant.

8.5 If required, consideration will be given to providing an incentive for respondents which is enticing to all staff regardless of chosen mode of travel, for example respondents being entered into a prize draw to win an online shopping gift card / voucher.

Monitoring Report

8.6 Following the undertaking of the updated staff travel surveys, the TPC will compile a monitoring report for issue to the local authority outlining:

- Updated travel survey results / analysis;
- Measures and their impact over the previous period;
- Achieved targets against previously set targets; and
- Objectives and targets for the forthcoming period.

8.7 The monitoring report will be issued to Hampshire County Council within their role as Local Highway Authority, and Eastleigh Borough Council in their role as Local Planning Authority. This will be done within three months of completion of the updated travel surveys in order to refine and agree the measures / initiatives for the Travel Plan moving forward and to ensure that targets remain SMART (Specific, Measurable, Achievable, Realistic and Time-bound).

8.8 Travel survey results and a summary of the monitoring report detailing key details, e.g. achieved modal split against set target, will be made available in store.

Ongoing Monitoring

8.9 The TPC will undertake ongoing monitoring, recording / addressing any pertinent information to be considered as part of the development of the Travel Plan. Ongoing monitoring would include:

- Customer and staff feedback relating to any concerns or comments regarding travel to / from the store and within the site;
- Ensuring internal pathways are kept clean and clear for pedestrian use;
- Condition and use of staff storage facilities;
- Ensuring the cycle maintenance repair kit is suitably stocked / fit for use;
- Counts of cycles parking onsite, including formal and informal locations;
- Electric Vehicle charging facilities utilisation; and
- The take-up of staff on any discounts / schemes promoted by the TPC, e.g. awareness events, cycle training, car share schemes and ticketing discounts.

8.10 **Table 8.1** sets out a timetable of the various Travel Plan monitoring tasks / actions.

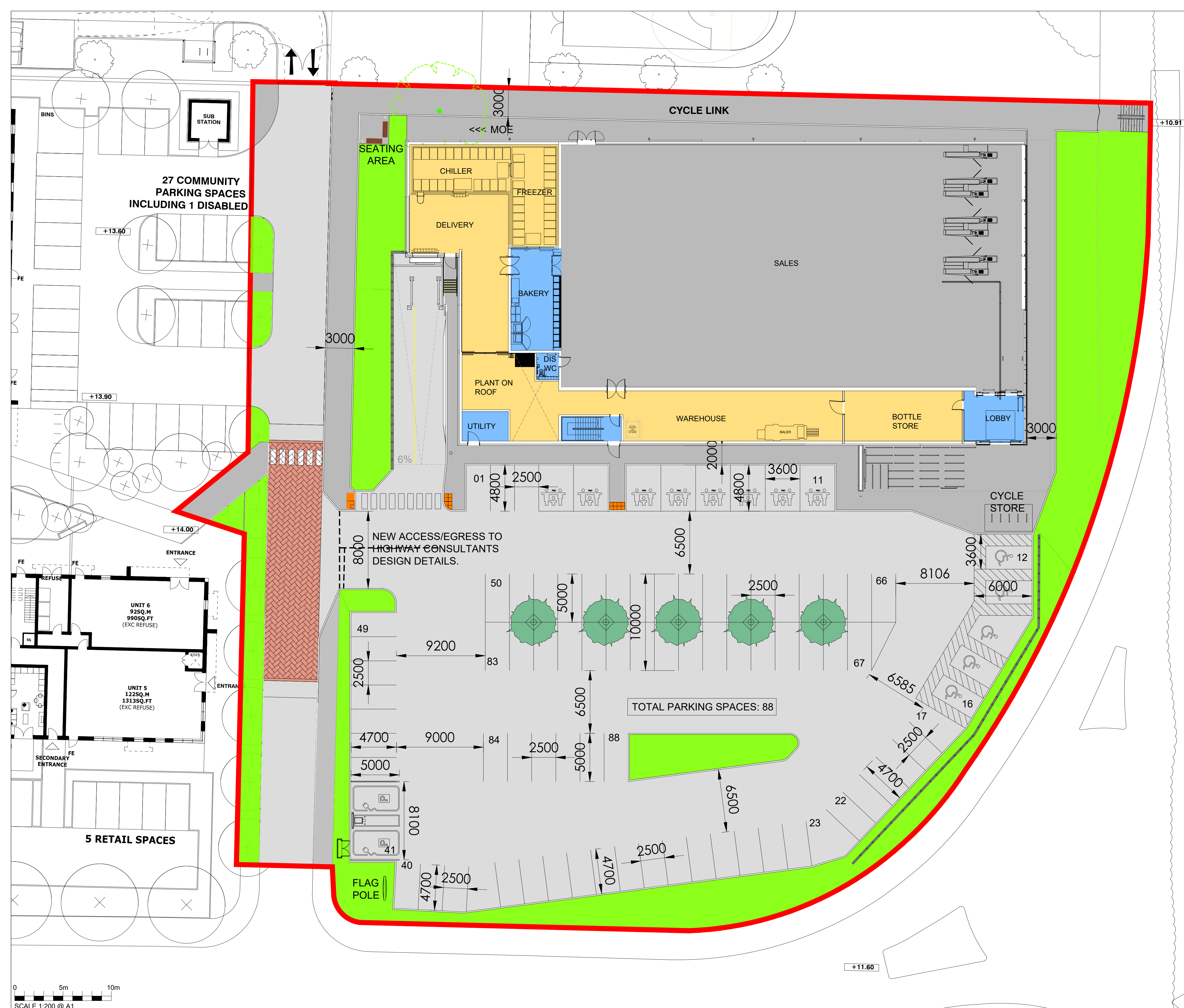
Target Date	Monitoring Tasks / Action
Within 6 months of trading	• Undertake initial (Baseline) staff travel survey
Annually (Years 1 – 5)	• Undertake updated staff travel surveys, on or around the anniversary of the Baseline travel survey
Annually (Within 3 months of travel survey completion)	• Review the Travel Plan and its associated measures / targets; and • Prepare / issue monitoring report to local authority.
Ongoing	• Customer and staff feedback relating to any concerns or comments regarding travel to / from the store and within the site; • Ensuring internal pathways are kept clean and clear for pedestrian use; • Condition and use of staff storage facilities; • Ensuring cycle maintenance repair kit is suitably stocked / fit for use; • Counts of cycles parking onsite; • Electric Vehicle charging facilities utilisation; and • The take-up of staff on any discounts / schemes promoted by the TPC.

Table 8.1: Travel Plan Monitoring Timetable

Review

- 8.11 The Travel Plan is not a fixed document and the strategy and measures herein are expected to require reviewing over the period of the Plan to accommodate changes in circumstances which are beyond the occupants' control, although the objectives of the Plan will not change.
- 8.12 If the TPC believes that there is a justifiable reason to undertake a review of the Travel Plan and its associated objectives, targets or measures the TPC will liaise with the local authority accordingly.

APPENDIX A: Site Layout



- LEGEND**
- BOUNDARY LINE
 - PROPOSED ZEBRA CROSSING AND TACTILE PAVING
 - PROPOSED PARENT AND CHILD CAR PARKING SPACES
 - PROPOSED DISABLED CAR PARKING SPACES
 - PROPOSED LANDSCAPED AREAS
 - PROPOSED CYCLE PARKING
 - PROPOSED TROLLEY BAY

SCHEDULE	
LIDL - BESPOKE ECO STORE	
GROUND FLOOR	
Sales Area	1210m ²
Warehouse GIA inc. freezer/chiller	485 m ²
Ancillary GIA inc all welfare & bakery	123 m ²
Internal walls	30 m ²
GIA	1848 m ²
FIRST FLOOR	
Ancillary	132 m ²
Internal walls	7 m ²
GIA (excluding vertical circulation)	139 m ²
TOTAL GIA	1987 m ²
Total Site Area Red (Approximate)	7239 m ²
Standard Parking Spaces	73 spaces
Disabled Parking Spaces	05 spaces
P&T Parking Spaces	08 spaces
EVC Spaces	02 spaces
Total Parking Spaces	88 spaces

APPENDIX B: Example Staff Travel Survey

Lidl Stoneham, Eastleigh - Staff Travel Survey



A staff travel survey is being undertaken to understand your current travel patterns, any issues you may have with your journey to and from the site, and how this could be improved.

We would appreciate you taking a few minutes to answer some questions.

There are no correct or incorrect responses – we are interested in your personal view.

About You

Home Post Code _____ *required for understanding journey distances/times/routes*

Age Group ☐ 15-18 ☐ 19-24 ☐ 25-44 ☐ 45-64 ☐ 65-74 ☐ 74+

Do you have a health problem/disability that affects your choice of travel? ☐ Yes ☐ No

About Work

On Average, how many days do you work at the store per week?

☐ 1 day ☐ 2 days ☐ 3 days ☐ 4 days ☐ 5 days ☐ 6 days ☐ 7 days

Your Travel Habits

Please indicate how frequently you utilise each of the following travel modes for your journey to/from work?

In the case of multi-modal journeys, the main mode should be that utilised for the furthest distance

	Usual (1 choice)	Occasionally	Never
Drive (no passengers)	☐	☐	☐
Drive (with passengers)	☐	☐	☐
Car passenger	☐	☐	☐
Walk	☐	☐	☐
Cycle	☐	☐	☐
Bus	☐	☐	☐
Train	☐	☐	☐
Motorcycle	☐	☐	☐
Taxi	☐	☐	☐
Other	☐	☐	☐

If you drive, what is your main motivations for this?

- | | |
|--|---|
| ☐ Comfort | ☐ Reliability |
| ☐ Cheaper | ☐ Safety |
| ☐ Quicker | ☐ No Alternative |
| ☐ Other commitments (e.g. School run) | |
| ☐ Other (please specify below) | |
- _____

If you currently car share, as a driver or passenger, what statement below best describes you?

- | |
|--|
| ☐ Drive with colleague passenger |
| ☐ Drive with non-colleague passenger |
| ☐ Passenger with colleague driver |
| ☐ Passenger with non-colleague driver |

Alternative Travel Modes

If you always/mostly drive, please indicate if you would consider using the following alternative travel modes?

- | | | | | |
|---|---|------------------------------|--------------------------------|-------------------------------------|
| ☐ Walk | ☐ Bicycle | ☐ Bus | ☐ Train | ☐ Motorcycle |
| ☐ Car Sharing (with colleague) | ☐ Car Sharing (with non-colleague) | | | |

Additional Information

Please provide any additional comments or ideas on how we can assist or encourage you to walk, cycle, car share or use public transport more frequently for your journey to/from work.

