LIDL – BRISTOL ROAD, GLOUCESTER

INTERIM TRAVEL PLAN
JULY 2016
Contents

MISSION STATEMENT .............................................................................................................. 3

1 INTRODUCTION .................................................................................................................. 4
  Background .......................................................................................................................... 4
  Scope .................................................................................................................................. 5
  This Document .................................................................................................................... 5

2 ACCESSIBILITY AND EXISTING TRAVEL ..................................................................... 6
  The Site ................................................................................................................................ 6
  Accessibility .......................................................................................................................... 7
    Pedestrian and Cycle Access ............................................................................................... 7
  Accessibility by Public Transport ......................................................................................... 10
    Bus .................................................................................................................................... 10
  Disabled Access .................................................................................................................... 11
  Parent and Child Access ...................................................................................................... 12
  Existing Travel Patterns ...................................................................................................... 12

3 OBJECTIVES AND TARGETS ............................................................................................. 13
  Objectives ............................................................................................................................ 13
  Targets ................................................................................................................................ 14
    Action Targets .................................................................................................................... 14
    Aim Targets ........................................................................................................................ 14

4 TRAVEL PLAN STRATEGY ................................................................................................. 15
  Management .......................................................................................................................... 15
    Travel Plan Coordinator .................................................................................................... 15
  Consultation Strategy ........................................................................................................... 15
  Marketing Strategy ............................................................................................................... 15
  Area-wide Travel Plan Forum ............................................................................................. 16

5 MEASURES .......................................................................................................................... 17
  Introduction .......................................................................................................................... 17
    Welcome Packs and Other Information Provision ............................................................. 17
    Walking ............................................................................................................................... 18
    Cycling ............................................................................................................................... 18
    Public Transport ............................................................................................................... 18
    Car Sharing ........................................................................................................................ 19
    Influencing Customer Travel ............................................................................................ 19
  Delivery Measures .............................................................................................................. 20

6 MONITORING AND REVIEW .......................................................................................... 21
  Monitoring ............................................................................................................................ 21
Review ................................................................................................................................. 21
Reporting ............................................................................................................................ 22

7 ACTION PLAN .................................................................................................................. 23

Figures

Figure 1 - Site Location Plan
Figure 2 - Proposed Site Layout
Figure 3 - 2km walking and cycling isochrone
Figure 4 - 5km walking and cycling isochrone
Figure 5 - Extract from Sustrans Cycling Map

Appendices

Appendix A - Travel Plan Questionnaire Survey
MISSION STATEMENT

Lidl UK GmbH are committed to sustainable development and promoting sustainable travel choices. We have produced the following Interim Travel Plan for the Lidl store at Bristol Road, Gloucester to meet these aims.

In order for the Travel Plan to be a success, the commitment of all employees is required. If everybody makes a small contribution, even just changing travel habits once a week, it can make a big difference.

We encourage all employees to try and choose green travel modes wherever practical, and to be aware of the sustainable travel choices they have available to them. Together we can all make a valuable contribution to reducing congestion and pollution, improving the local environment and ensuring a better quality of life for everybody.

Lidl UK GmbH
1 INTRODUCTION

Background

1.1 Go-surveys limited have been commissioned by Lidl UK GmbH to provide traffic and transport advice in support of their planning application for the redevelopment of their existing store adjacent to Bristol Road, Gloucester.

1.2 The existing store is considered a 'first generation' of Lidl stores and as such it now struggles to meet Lidl’s high servicing and operational requirements. In short, the new store will be 'future proofed' to achieve Lidl’s expectations and those of their customers, ensuring that they produce the best possible shopping experience in store, whilst providing a first rate place of employment for their staff.

1.3 The scope of this Interim Travel Plan has been prepared in accordance with both local and national planning policy guidance, a summary of which is provided below:

- Delivering Travel Plans through the Planning Process (DfT, 2009);
- The Essential Guide to Travel Planning (DfT, 2008);
- Making Travel Plans Work – Lessons from UK case studies (DfT, 2002); and

1.4 These documents are widely regarded as providing best practice guidance within the UK and Wales and describe the travel plan process for workplace travel plans and advise that travel plans should include the following:

- **Background/Introduction** – information on site location, number of employees and nature of work and hours of business;
- Data from the **site audit** and **staff travel survey** – describe general trends and baseline modal split for travel to the site;
- **Objectives** – stating what the travel plan is trying to achieve;
- **Targets** – linked to the objectives of the plan and reflect policies and relevant information from the Transport Assessment where this has been required;
- **Measures** – what actions will be taken to facilitate the achieving of targets set;
- **Action Plan** – clear strategy for implementing the Travel Plan;
- **Monitoring and Review** – clear plan for monitoring and reviewing the Travel Plan; and
• Travel Plan Co-ordinator – the name of the appointed person/s responsible for the implementation of the Plan.

Scope

1.5 This Travel Plan is primarily directed at reducing unnecessary or unsustainable car travel made by employees at all levels, including management to the site. It is however noted that the primary trip generator to the store is customer travel. While car travel is considered to be necessary for certain customers and their shopping habits, it is understood that vehicles are often used unnecessarily and for very short trips. The Travel Plan will therefore not only focus on employee travel but will also include measures aimed at raising awareness of sustainable transport modes to customers.

This Document

1.6 This Interim Travel Plan has been written as a standalone document and contains all the relevant information needed to effectively implement and monitor the Travel Plan.

1.7 The structure of the report is as follows:

• Section 3: provides an overview of the existing accessibility of the site and store characteristics; and employee travel patterns;
• Section 4: provides details on the Travel Plan objectives and targets set for the site;
• Section 5: summarises the strategy for achieving the set targets;
• Section 6: sets out the measures that will be implemented to help achieve the objectives and targets of the Travel Plan;
• Section 7: outlines how the monitoring and review programme that will ensure the Travel Plan continues to develop;
• Section 8: summarises the actions that need to be undertaken to ensure successful implementation of the Travel Plan.
2 ACCESSIBILITY AND EXISTING TRAVEL

The Site

2.1 The site is located to the west of Bristol Road approximately 3km to the south-west of Gloucester town centre. The site is bordered to the north and south by a number of light industrial units, to the east by Bristol Road a public house and a number of residential properties, and to the west by the Gloucester and Sharpness canal.

2.2 Vehicular access is provided via the Bristol Road/ Tuffley Avenue/Site Access signalised junction. Pedestrian access is provided via a footway adjacent to the site access road. The existing access proposals will remain unchanged as part of the development proposals.

2.3 The location of the site is shown in Figure 1 with the proposed site layout of the site shown in Figure 2.

Figure 1: Site Location Plan.
2.4 The location of the site is ideally positioned to meet the convenience shopping needs in this part of the Gloucester. It will cater mainly for food and convenience shopping needs, as well as the 'top-up' and other needs of a significant walk-in catchment population.

2.5 The opening hours of the redeveloped Lidl store will be 08:00-22:00 Monday to Saturday and 10:00-16:00 on Sunday. It is anticipated that on completion of the development proposals the Lidl store will employ up to 40 members of staff.

Accessibility

Pedestrian and Cycle Access

2.6 One of the main factors demonstrating the suitability of a development site is its accessibility by non-car modes of transport. This helps to reduce the reliance on the use of the private car as well as promoting the aims of ‘smarter’ travel choices.

2.7 It is reasonable to expect that the typical able bodied person is capable of walking at least 2km for day to day activities. The thrust of sustainability policy is that there will be an increasing propensity for people to use non single car occupancy modes, of which walking is one. People will choose their mode based on their journey purpose, and it is reasonable to conclude that a significant proportion of local residents will choose to walk to the site.
2.8 It is reasonable to expect that for a typical able bodied person a cycle distance of up to 5km is readily achievable and attractive. The propensity for people to choose to cycle will depend on journey purpose and individual ethos.

2.9 **Figures 3 and 4** show the 2km walking and 5km cycling catchment for the site respectively.

**Figure 3 – 2km Walking/cycling Isochrone**

**Figure 4 – 5km Walking/Cycling Isochrone**
2.10 There are a number of existing footways that serve the site providing access to the local residential catchment area. In addition, there are controlled pedestrian crossing points at the Bristol Road/ Tufley Avenue adjacent to the site providing safe and convenient crossing points for residents of the large residential area to the east of the site.

2.11 Street lighting is present on the majority of the roads within the vicinity of the site, further enhancing pedestrian safety.

2.12 Bristol Road is allocated as an advisory route for cyclists. An extract from the Sustrans Cycling Map is shown in Figure 5.

Figure 5 – Extract from Sustrans Cycling Map.
Accessibility by Public Transport

Bus

2.13 The site is served by a large number of bus services that directly pass the site on the Bristol Road with a number of bus stops located in close proximity of the site (i.e. within 50m) providing the site with frequent public transport links to the surrounding local communities. **Photograph 3** shows the bus stop to the north of the site on Bristol Road.

**Photograph 3**: Bus Stop Located on Bristol Road.
2.14 The bus provision within the vicinity of the site provides frequent services to a number of locations as detailed in Table 2.1.

Table 2.1 – Bus services within vicinity of the site.

<table>
<thead>
<tr>
<th>Service</th>
<th>Route</th>
<th>Frequency</th>
</tr>
</thead>
</table>
| 12      | Gloucester – Quedgely – Hardwicke - Gloucester | **Mon - Sat** – Hourly  
First service: 06:15 / Last Service: 23:19  
**Sun** – 2 services per hour  
First service: 08:59 / Last Service: 18:29 |

2.15 Full details of the bus routes serving the site can be found at: [www.stagecoachbus.com](http://www.stagecoachbus.com) and [www.traveline.info](http://www.traveline.info).

**Rail**

2.16 Gloucester Rail Station is located approximately 2.4km to the northeast of the site. Gloucester Rail Station provides routes to a number of destinations including:

- Cheltenham
- Worcester;
- Bristol;

2.17 Access to the site by multi modal journeys including rail is therefore considered a viable option for employees. Full details of rail services to/from Gloucester railway station can be found at arrivatrainswales.co.uk, crosscountrytrains.co.uk, gwr.com, and londonmidland.com.

**Disabled Access**

2.18 Disabled customers will be accommodated through the provision of dedicated parking bays (8 bays/6% of total parking spaces) that will be located within close proximity to the entrance to the store. Level access will be provided between the parking spaces and store entrance.
Parent and Child Access

2.19 The provision of parent and child spaces (4 bays/ 3% of total parking spaces) adjacent to the entrance to the store will improve the convenience for customers traveling to the site (with children) by car.

Existing Travel Patterns

2.20 Table 2.2 summarises the existing travel to work mode for people working in the ward of Podsmead in Gloucester, based on the 2011 Census. The information suggests that 64.4% of people travel as car driver to work with the remainder travelling by other modes. This demonstrates that many people travel to work by car, however the table also shows that there is an existing relatively high level of travel by sustainable modes (31.1%) especially bus users, car sharing as a passenger in a car/van and pedestrians/cyclists.

Table 2.2 – 2011 Census Data (Travel to Work)

<table>
<thead>
<tr>
<th>Mode</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work mainly at or from home</td>
<td>3.3%</td>
</tr>
<tr>
<td>Underground, metro, light rail, tram</td>
<td>0.1%</td>
</tr>
<tr>
<td>Train</td>
<td>0.7%</td>
</tr>
<tr>
<td>Bus, minibus or coach</td>
<td>7.5%</td>
</tr>
<tr>
<td>Taxi</td>
<td>0.2%</td>
</tr>
<tr>
<td>Motorcycle, scooter or moped</td>
<td>1.1%</td>
</tr>
<tr>
<td>Driving a car or van</td>
<td>64.4%</td>
</tr>
<tr>
<td>Passenger in a car or van</td>
<td>5.9%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>5.0%</td>
</tr>
<tr>
<td>On foot</td>
<td>11.4%</td>
</tr>
<tr>
<td>Other</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

2.21 An employee travel survey will be undertaken after six months of the opening of the redeveloped store and the results will be used for setting the baseline targets. The undertaking of the baseline survey represents the start of the Travel Plan for monitoring purposes and is described as Year 0. A copy of the travel survey questionnaire is included at Appendix A.
3 OBJECTIVES AND TARGETS

Objectives

3.1 This Travel Plan is primarily aimed at reducing the dependence of employees on travel by car for the journey to and from the store. Therefore the main objectives of this Travel Plan are to;

• Identify the modal split for employees accessing the store.
• Identify the barriers, both perceived and real, that affect modal choice.
• Review and update the package of physical measures and management procedures which are being implemented to encourage employees and visitors to travel by sustainable modes.

3.2 It should also be noted that customers generate a significant number of trips to and from the site and therefore can also be targeted through the Travel Plan. The secondary objectives of the Travel Plan are to:

• Increase customer awareness of the advantages and availability of sustainable modes of transport to the store.

3.3 Past experience has shown that Travel Plans can bring economic, environmental, health and social benefits both to employees and customers travelling to and from a site as well as to local people living and shopping in the area. The key benefits which can result following the implementation of a Travel Plan are outlined below:

• **Economic** – more sustainable travel modes can save money. Increasing the critical mass using public transport can make services more viable, and car sharing can significantly reduce travel costs.
• **Environmental** – a reduction in car journeys made to and from the site reduces the level of air and noise pollution in and around the site.
• **Health** – by adopting more sustainable modes of travel, such as walking or cycling, people’s physical and mental well-being improves and they lead a healthier lifestyle.
• **Social** – people are not cocooned in their cars and interact with other individuals on their journey to and from the site. Increased pedestrian and cycle activity makes an area feel safer.
Targets

3.4 The success of the Travel Plan is measured by whether it achieves its objectives through set targets which will be identified following the initial survey. The targets, which are related to the objectives, can be ‘action’ targets or ‘aim’ targets. Action targets set out specific commitments to implement measures within certain timescales to ensure delivery. Aim targets provide numerical goals for modal shift.

3.5 All targets will be SMART (Specific, Measurable, Achievable, Realistic, Time-bound).

Action Targets

3.6 The action targets are set out in the Action Plan (Section 7) and include the following key milestones;

- The Travel Plan Coordinator (TPC) will be appointed prior to occupation.
- The Travel Plan Coordinator’s role, name and contact details will be included within the Travel Plan and provided to the Council before the store opens.
- The Travel Plan will be formally launched within one month of the store opening.
- The baseline survey will be conducted within 3 months of the store opening.
- The Full Travel Plan will be produced with an Action Plan following the baseline surveys. This Full Travel Plan will have clear aims and objectives which outline modal shift targets over a 3 year period.
- Monitoring surveys will be undertaken on the anniversary of the baseline survey which will monitor the modal shift of employees.

Aim Targets

3.7 The Travel Plan will be monitored over a five year period. Once the staff travel survey results have been analysed, specific targets will be set according to the monitoring programme set out in Section 6. The main target will be to reduce dependency on the private car. Other targets will include increasing levels of public transport patronage, and increasing walking and cycling modal splits.

3.8 Specific targets have not been set for customer travel as by its very nature, this is more difficult to influence.
4 TRAVEL PLAN STRATEGY

Management

Travel Plan Coordinator

4.1 The appointment of a Travel Plan Coordinator (TPC) is one of the most important aspects of any Travel Plan. The role of TPC at the new redeveloped Lidl store is likely to be undertaken by the store manager.

4.2 The TPC will champion the Travel Plan and support a number of measures to promote sustainable travel.

4.3 The TPC will be given sufficient time and resources to enable the travel plan initiatives to be implemented, and therefore specific details of time and costs associated with the implementation of the initiatives are not considered necessary within this report.

Consultation Strategy

4.4 The success of the Travel Plan will rely on the support of employees. As such, the TPC will retain close contact with the store management and employees. The role also involves responsibility for liaising with key stakeholders, including the planning and highway officers at Gloucester City Council (GCC).

Marketing Strategy

4.5 The Travel Plan will be introduced at a formal launch when all employees will be provided with an employee Induction Pack. This Induction Pack will contain Travel Plan and sustainable transport information and any other relevant transport information.

4.6 New employees will be made aware of the existence of the Travel Plan at the commencement of their employment. The details of the Travel Plan, its objectives and the role of individuals in achieving the objectives of the Travel Plan will be explained.

4.7 Contact details of the TPC will be advertised in store in the event that employees wish to discuss specific matters directly.
4.8 Following the launch, information will be disseminated to employees to promote events/campaigns/promotions/services/initiatives by the following means:

- Employees notice boards;
- Payslips;
- Employees Newsletters;
- Induction packs;
- Leaflet drops in staff pigeon holes of lockers (where applicable); and
- Internet / Intranet (where applicable).

4.9 Customers will receive sustainable travel and other information via a number of initiatives as outlined in Section 5.

**Area-wide Travel Plan Forum**

4.10 It may be possible for new businesses, residents and other interested local groups to form a Travel Plan Forum in Gloucester and more specifically in the ward of Podsmead. Setting up this forum would allow all parties to discuss which area-wide measures they feel would be most effective in achieving a modal shift towards sustainable travel. Such a forum would require the support of GCS.
5 MEASURES

Introduction

5.1 Once existing travel patterns have been established, Lidl will have the opportunity to adopt, as part of the Travel Plan, some of the following measures.

5.2 This list is by no means exhaustive, but represents those measures, which, at this stage, are seen as most applicable to this site and most likely to achieve success. The list has not been compiled in order of priority, but has instead been grouped together by transport mode.

Welcome Packs and Other Information Provision

5.3 As part of their introduction, new employees should be provided with an information pack containing information on public transport services close to the site and other measures for encouraging use of non-car modes of travel. Notice boards would also be utilised in communal areas and in prominent locations around the store to promote sustainable travel to the store.

5.4 The availability of information for alternatives to the car is an important aspect of Travel Plans. It is recommended that all existing and new employees receive the packs which will contain the following information:

• A summarised version of the Travel Plan Strategy document, that sets out the purpose and benefits etc.;
• Timetables and route maps for public transport, particularly buses. This should include isochrone maps (walking distances from bus stops) showing scheduled journey times and timetable information which corresponds to the store’s opening hours;
• Contact numbers and web details for local public transport operators;
• Local taxi company details;
• Cycling and walking maps for the local area and the contact details of local and national cycling organisations, such as SUSTRANS;
• Details of the car share scheme if one is implemented;
• Web details for any community travel sites and community forum sites.
5.5 This list is not exhaustive and information or ideas within reason, which the council consider relevant, may be included.

Walking

5.6 There are inherent advantages that will encourage employees to walk to work. In summary, these are:

- A number of people live within walking distance of their work place; and
- There are good pedestrian linkages and safe crossing facilities to residential areas. Bus stops and other local facilities are all within walking distance of the site.

5.7 The TPC should monitor and encourage maintenance of all pedestrian routes to a high standard and discuss with the local authority any further improvements to pedestrian routes and linkages. For example, they should seek to identify any particular safety hazards, poorly lit areas, "missing links" etc.

5.8 The information packs should highlight the pedestrian routes to/from the site, principally the direct route available to and from residential areas. The information packs should also seek to encourage walking through participation of events such as the National Walk to work week, and initiatives such as 'pedometer challenges’ in conjunction with the NHS Health Improvement Practitioners.

Cycling

5.9 The information pack should provide information to employees on safe cycle routes in the area and promote the use of cycling including National Bike Week.

5.10 As part of the development proposals for the store, cycle parking spaces will be provided for both employees and customers. These will be located in a convenient and secure location.

5.11 Lockers will be provided for employees.

Public Transport

5.12 General, up to date information on public transport services will be available via the Traveline website and links to this should be included in the welcome pack. The close
proximity of public transport facilities should be promoted, and is a significant benefit in travelling to the store by this transport mode.

5.13 The TPC in conjunction with GCS should encourage the bus operator to provide and maintain clear service information for users at bus stops. This is a significant benefit for existing and potential bus passengers. Clearly displaying the Traveline telephone number and website information in relevant locations helps inform users of the public transport options available to them. Employees should also be guided towards the availability of Personalised Travel Plans e.g. through the public transport operators or those offered by Liftshares ‘myPTP’ scheme.

5.14 The TPC will also endeavour to discuss with the local Public Transport Operators the potential for incentives to promote bus/rail travel to employees/customers – e.g. discounted employee bus/rail season tickets to see if this is something they could provide to encourage use of their services.

**Car Sharing**

5.15 The introduction of an in-house car share scheme for employees will be organised by the TPC. This database could also be used to enable employees to search for a walking or cycling ‘buddy’, and this will be promoted to make walking and cycling safer, more attractive and more appealing to employees.

5.16 The stores should also provide a Guaranteed Ride Home Scheme for employees. This would allow employees to be provided with a guaranteed ride home in the event of an emergency or should a fellow car sharer let them down.

5.17 Employees will also receive information on the car sharing scheme operated by liftshare. The liftshare scheme allows car drivers to join a car sharing database with other people in the area.

**Influencing Customer Travel**

5.18 Customers will receive sustainable travel and other information via initiatives as outlined below:

- Introduction of customer travel information boards. Information will include bus maps and timetables, general location and amenity maps, showing cycle lanes,
and walking routes/distances. The information boards should be provided in prominent locations within the store.

5.19 Sustainable travel by customers will also be encouraged by the provision of safe and conveniently located cycle parking at the store.

Delivery Measures

5.20 In general, food stores already implement operational procedures that are in keeping with the ethos of sustainable development for its delivery schedules. All goods delivered to depots are carried to store in one consignment with HGV's filled up to full capacity. After servicing stores HGV's travel to another store and carry back recycling leading to efficiencies and minimising the movement of empty HGV's.

5.21 Many also time their deliveries meaning servicing is kept to a minimum and often scheduled to fall outside of the peak highway periods.
6  MONITORING AND REVIEW

Monitoring

6.1 The Travel Plan will be monitored on a five-year cycle. The monitoring surveys should be undertaken annually with the review completed within 2 months of the annual surveys which is in line with Travel Plan good practice monitoring and reporting requirements.

6.2 The surveys that are to be undertaken, represent the baseline survey and the start of the Travel Plan for monitoring purposes, and is known as Year 0.

6.3 If targets are not being met the Travel Plan will continue to be monitored for a further 4 years, i.e. Year 9, bringing the total monitoring period to 9 years. However it is envisaged that the monitoring programme will help to identify what is causing the target to not be met. Rectifying problems could involve implementing more or different measures or adjusting targets to more realistic levels.

6.4 The monitoring will be undertaken in-house by the TPC using the approved questionnaire a copy of which is provided in Appendix A. Go-surveys Ltd are available to provide support and advice as retained transport consultants.

6.5 Additional monitoring may be useful to ascertain whether different aspects of the Travel need to be modified. These may include:

- Monitoring the level and usage of parking spaces and the level of any overspill parking in the surrounding area;
- Monitoring the utilisation of cycle stands;
- Monitoring the take up of the car sharing scheme;
- Recording comments received from employees relating to the operation and implications of the Travel Plan.

Review

6.6 The Travel Plan Review will be undertaken on a yearly basis and completed by the end of November each year. The first monitoring survey will show whether the trend towards targets being met is achieved and whether the measures implemented are having the desired effect on employee travel.
6.7 The second stage involves the TPC undertaking a full and comprehensive review of the Travel Plan at Year 3 once the third monitoring survey has been undertaken and the results analysed. This review will involve updating the Travel Plan document to take into account changes to transport availability, staffing changes, changes in travel patterns, and revisions to targets and measures if deemed necessary by the store.

6.8 Any on-going monitoring of utilisation, for example use of the car share scheme, will be included within the review.

**Reporting**

6.9 The TPC will compile a Monitoring Report annually outlining the results of the monitoring survey and review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be available on request to GCS, and retained for information.

6.10 Based on data collated from the Travel Surveys, the monitoring report will include as a minimum the following information:

- Site name and address;
- A summary of the Travel Plan;
- How and when monitoring information was gathered;
- Whether travel patterns are meeting objectives and targets;
- Employees attitudes towards the Travel Plan; and
- Proposals to further develop the Travel Plan and make revisions to measures and targets if targets are not being met.
## ACTION PLAN

<table>
<thead>
<tr>
<th>Action Type</th>
<th>Action</th>
<th>Responsibility</th>
<th>Timeframe</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>Appointment of Travel Plan Coordinator</td>
<td>Store management</td>
<td>Prior to occupation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Baseline travel survey (full survey)</td>
<td>TPC</td>
<td>Completed (Year 0) three months after store opening.</td>
<td>This represents the start of the travel plan for monitoring purposes and is known as Year 0.</td>
</tr>
<tr>
<td>Baseline Travel Patterns</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Document Completion</td>
<td>Travel Plan document completion</td>
<td>TPC</td>
<td>Prior to store becoming operational</td>
<td>Completed to fulfil planning condition and adopted by store.</td>
</tr>
<tr>
<td></td>
<td>Travel Plan launch</td>
<td>TPC with liaison with Store Management</td>
<td>Within one month of the store opening</td>
<td>This represents the start of the travel plan for implementation purposes.</td>
</tr>
<tr>
<td>Implementation</td>
<td>Implementation of measures</td>
<td>TPC with liaison with Store Management</td>
<td>From the start of construction and on-going</td>
<td>Dependent on the nature of the measure. Physical measures such as changing facilities will be implemented during extension construction. Other measures will be implemented on an on-going basis. The TPC will need to create a detailed implementation timetable.</td>
</tr>
<tr>
<td></td>
<td>Information provision and production of a travel notice board for Employees</td>
<td>TPC</td>
<td>Prior to occupation</td>
<td>Information includes: the Travel Plan, bus timetables, walking/pedestrian and cycle routes.</td>
</tr>
<tr>
<td>Implementation</td>
<td>Awareness raising of sustainable transport</td>
<td>TPC</td>
<td>Prior to occupation and on-going</td>
<td>The TPC will produce a campaign timetables outlining events and promotions for staff in relation to the travel plan and sustainable transport.</td>
</tr>
<tr>
<td></td>
<td>Car Share Scheme</td>
<td>TPC</td>
<td>Prior to occupation</td>
<td>Promotion of car sharing scheme to encourage employees to find other employees to share with</td>
</tr>
<tr>
<td>Introduction of customer information boards</td>
<td>TPC</td>
<td>At store opening</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>-----</td>
<td>-----------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taxi phone provided for customers</td>
<td>Store management</td>
<td>At store opening</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hand out leaflet to customers promoting alternative modes of transport</td>
<td>TPC</td>
<td>At regular intervals beginning within 4-6 months of the store becoming operational.</td>
<td>It is expected that this will be a twice yearly event.</td>
<td></td>
</tr>
</tbody>
</table>

**Monitoring, Review & Reporting**

<table>
<thead>
<tr>
<th>Monitoring of measure and initiative take-up</th>
<th>TPC</th>
<th>On-going</th>
<th>This will involve regular monitoring of cycle and motorcycle parking use, car share scheme use, and uptake of other measures implemented.</th>
</tr>
</thead>
<tbody>
<tr>
<td>First monitoring survey (snapshot survey)</td>
<td>TPC</td>
<td>At Year 1</td>
<td>On the first anniversary of the completion of the baseline survey.</td>
</tr>
<tr>
<td>Review and reporting 1</td>
<td>TPC and Council</td>
<td>Within 3 months of Year 1 monitoring survey result analysis</td>
<td>This will be a monitoring report provided to the Council, it will update employee travel patterns and identify areas for improvement.</td>
</tr>
<tr>
<td>Second monitoring survey (snapshot survey)</td>
<td>TPC</td>
<td>At Year 2</td>
<td>On the second anniversary of the completion of the baseline survey</td>
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<tr>
<td>Review and reporting 2</td>
<td>TPC and Council</td>
<td>Within 3 months of Year 2 monitoring survey result analysis</td>
<td>This will be a monitoring report provided to the Council; it will update employee travel patterns and identify areas for improvement.</td>
</tr>
<tr>
<td>Full monitoring</td>
<td>TPC</td>
<td>At Year 3</td>
<td>On the third anniversary of the completion of the baseline survey</td>
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<td>-----------------------------</td>
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<td><strong>Review and reporting 3</strong></td>
<td>TPC and Council</td>
<td><strong>Within 3 months of Year 3 monitoring survey result analysis</strong></td>
<td><strong>This will be a monitoring report provided to the Council; it will update employee travel patterns and identify areas for improvement.</strong></td>
</tr>
<tr>
<td><strong>Fourth monitoring survey (snapshot survey)</strong></td>
<td>TPC</td>
<td><strong>At Year 4</strong></td>
<td><strong>On the fourth anniversary of the completion of the baseline survey.</strong></td>
</tr>
<tr>
<td><strong>Review and reporting 4</strong></td>
<td>TPC and Council</td>
<td><strong>Within 3 months of Year 4 monitoring survey result analysis</strong></td>
<td><strong>This will be a monitoring report provided to the Council; it will update employee travel patterns and identify areas for improvement.</strong></td>
</tr>
<tr>
<td><strong>Full monitoring survey</strong></td>
<td>TPC</td>
<td><strong>At Year 5</strong></td>
<td><strong>On the fifth anniversary of the completion of the baseline survey.</strong></td>
</tr>
<tr>
<td><strong>Full Review</strong></td>
<td>TPC and Council</td>
<td><strong>Within 3 months of Year 5 monitoring survey result analysis</strong></td>
<td><strong>This will be a monitoring report provided to the Council; it will update employee travel patterns and identify areas for improvement.</strong></td>
</tr>
</tbody>
</table>
APPENDIX A

Example Travel Plan Questionnaire Survey
Employee Travel Survey – Lidl, Bristol Road, Gloucester

All information provided is anonymous. Thank you for your cooperation.

Q1  Full home postcode: …………………………

Q2  Gender:
    Male  □
    Female □

Q3  Are you:
    Full Time □
    Part Time □

Q4  Age:
    Under 25 □
    25 -34 □
    35 – 44 □
    45 – 54 □
    55 or over □

Q5  Do you have any disability which affects your travel arrangements?
    Yes □
    No □

Q6  How do you usually travel to the Lidl Store?
    Bus □
    Bicycle □
    Car driver (on your own) □
    Car driver (with a passenger) □
    Car passenger □
    Walk □
    Motorcycle / Moped / Scooter □
    Train □
    Other ………………………………………… □

Q7  If you drive to the store where do you normally park?
    On Site □
    Street □
Q8  Which of the following do you occasionally use instead of your usual form of transport?

- Bus
- Bicycle
- Car driver (on your own)
- Car driver (with a passenger)
- Car passenger
- Walk
- Motorcycle / Moped / Scooter
- Train
- Other ………………………………….
- No alternative used

Q9  How long does it usually take for you to travel to and from the store?

<table>
<thead>
<tr>
<th>To work</th>
<th>From work</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 15 min</td>
<td>☐</td>
</tr>
<tr>
<td>16 – 30 min</td>
<td>☐</td>
</tr>
<tr>
<td>31 – 60 min</td>
<td>☐</td>
</tr>
<tr>
<td>61 – 90 min</td>
<td>☐</td>
</tr>
<tr>
<td>Over 90 min</td>
<td>☐</td>
</tr>
</tbody>
</table>

Q10  If you regularly come to the store by car what is you main reason?

- Get a lift
- Health reasons
- Lack of an alternative
- Convenience
- Car essential to perform job
- Dropping off / collecting children

Q11  Are you prepared to car share?

- Yes, using liftshare.com (or already do) ☐
- Yes, independently (or already do) ☐
- No ☐

Q14  Are you aware of liftshare.com (the UK wide car-sharing scheme)?

- Yes ☐
- No ☐
Q12  Which of the following changes would encourage you to cycle to the store? (If you already do
cycle which would you most like to see?)

- Safer, better lit cycle routes
- Improved cycle parking on site
- Discount or loan to buy a bike
- Cycle training to improve skills
- Other ..............................................................
- Nothing

Q13  Which of the following would encourage you to use the bus to travel to the store? (If you
already use the bus which would you most like to see?)

- More frequent services
- More reliable services
- Improved public transport information
- Improved pedestrian conditions around bus station
- Bus stops within closer proximity of home / work
- Cleaner and more comfortable buses
- Improved facilities at bus stops
- Cheaper / subsidised fares
- Other ..............................................................
- None

Q14  Which of the following would encourage you to use the train to travel to the store? (If you
already use the train which would you most like to see?)

- More frequent services
- More reliable services
- Improved public transport information
- Improved pedestrian conditions around train station
- Train stations within closer proximity of home
- Cleaner and more comfortable trains
- Improved facilities at train stations
- Cheaper / subsidised fares
- Other ..............................................................
- None

Q15  Do you have any comments about your travel to the Lidl store?

........................................................................................................................................
........................................................................................................................................
........................................................................................................................................
........................................................................................................................................