Travel Plan

Proposed Discount Foodstore Development
New Close Lane, Witney

Lidl UK GmbH

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CONTENTS

1.0 INTRODUCTION .......................................................................................... 1
2.0 TRAVEL PLAN BACKGROUND .................................................................... 2
3.0 SITE AUDIT .................................................................................................. 6
4.0 TRAVEL PLAN ADMINISTRATION ............................................................... 15
5.0 TRAVEL SURVEY .......................................................................................... 16
6.0 TRAVEL PLAN TARGETS ............................................................................ 18
7.0 TRAVEL PLAN MEASURES ......................................................................... 21
8.0 ACTION PLAN ............................................................................................. 25
9.0 PLAN MONITORING AND REVIEW .......................................................... 27
10.0 CONCLUSION .................................................................................................. 29
1.0  INTRODUCTION

Background

1.1 This travel plan has been prepared by SCP on behalf of Lidl UK GmbH, to support a planning application for a new discount foodstore located on New Close Lane, Witney, OX28 4TT. There is currently a Lidl Store in Witney on Ducklington Lane, approximately 650m north of the application site; this is due to close if planning permission is granted on this site.

1.2 The proposals include a foodstore of 1,325m$^2$ Sales Area. The site will also provide car parking for 115 vehicles, including 7 spaces designed to accessibility standards, and 8 parent and child spaces.

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 and a destination for customers. This 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 PLAN 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 produced in 2012 and recently updated, on 24th July 2018.

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 The document states that all developments which generate significant amounts of movement should be required to provide a travel plan, and that the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.

2.11 Planning Practice Guidance (PPG) is in place to support the NPPF. The PPG on “Travel Plans, Transport Assessments and Statements” was provided in 2014. The PPG provides advice on when these documents are required, and what they should contain.

2.12 The document states that travel plans should where possible be considered in parallel to development proposals, and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.
2.13 The primary purpose of a travel plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and telecommuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.

2.14 Travel plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements, all of which should be proportionate.

2.15 Travel plans should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should fit in with wider strategies for transport in the area.

2.16 A further 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.

2.17 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.

2.18 In terms of local planning policy, Oxfordshire County Council use their “Local Transport Plan 2015 – 2031, “Connecting Oxfordshire”. This sets out the transport vision, goals, challenges and the strategy for the period up to 2031.

2.19 The government requires LTPs to demonstrate a contribution to delivering “shared priorities” and places emphasis on outcome indicators relating to accessibility, road casualty reduction, public transport patronage, congestion reduction and air quality. Local authorities must show that their LTPs contribute to the achievement of their broader policy aims and service delivery as set out in their community strategies.

2.20 Oxfordshire County Council’s LTP identifies three key themes which support its five overarching transport goals, which are the following:

- Theme 1: Supporting growth and economic vitality.
Goal: To support jobs and housing growth and economic vitality.

- Theme 2: Reducing emissions.
  - Goal: To support the transition to a low carbon future.

- Theme 3: Improving quality of life.
  - Goal: To support social inclusion and equality of opportunity
  - Goal: To protect, and where possible enhance Oxfordshire’s environment and improve quality of life
  - To improve public health, safety and individual wellbeing

2.21 This travel plan has been developed in line with local and national transport policy and guidance.
3.0 SITE AUDIT

The Existing Site

3.1 The proposed development site lies on a plot of land south of Witney town centre and directly west of the roundabout linking the A415 and A40. The immediate surrounding areas include the Witney Sewage Treatment Works to the west, residential land to the south-east, adjacent to the A415 and a Shell petrol station to the north of the site.

3.2 Figure 3.1 shows the location of the site.

**Figure 3.1 Site Location**

![Site Location Map](source: Google Maps)

Development Proposals

3.3 The proposals for the application site comprise the construction of a new discount foodstore with a Gross External Area of 2,175sqm and a Gross Internal Area of 2,098sqm. The Sales Area will be 1,325sqm.

3.4 There is currently a Lidl Store in Witney on Ducklington Lane, approximately 650m north of the application site. However, this is due to close if planning permission is granted on this site.

3.5 The proposed site layout is provided in Figure 3.2.
3.6 The Lidl foodstore will operate from 8am – 10pm Monday to Saturday, and 10am to 4pm on Sundays. Staff shifts will be managed on an ongoing, proactive basis to ensure that an appropriate number of staff are on-site when required. Typical management shifts run from 6am to 4pm, and 10.30am to 8.30pm; shop floor staff shifts are flexible, and extend from 4 to 10 hour shifts, dependent on the requirements of the store.

3.7 A total of 115 car parking spaces will be provided on the site as part of the proposed development layout. Of the 115 spaces provided for the proposed discount foodstore, eight parking spaces will be designated as parent and child and seven parking spaces will be DDA compliant. These spaces will be clearly marked and positioned close to the store entrance and trolley bay for customers’ convenience.

3.8 Sheffield Stands will be provided for customer cycle parking within the site car park, with the potential to accommodate 12 bikes. This provision of cycle spaces is within the local parking standards of 1 cycle space per 200m², which requires that 11 spaces are provided as minimum.

3.9 Secure staff cycle spaces will also be available within the warehouse, with a staff cycle parking standard of 1 space per 12 staff.
3.10 The proposed site will tie in with existing footways located in the vicinity of the site, with a new uncontrolled pedestrian crossing over an extended splitter island to the east of the access.

Deliveries

3.11 Deliveries to the store will be made by articulated HGV via the access from New Close Lane. It is anticipated that there will be just one to two dedicated deliveries per average day, increasing to three deliveries during seasonal peak periods, such as Easter and Christmas.

3.12 HGVs that have made deliveries to the store will be reloaded with empty crates, waste and packaging to return to the depot for recycling, reducing the number of HGVs visiting the store per day.

Access by Non-Car Modes of Transport

3.13 The accessibility of the application site by non-car modes is a key consideration in the planning process. The requirement to ensure that sites are accessible by non-car modes of transport is set out in both local and national planning policy.

Walking

3.14 A walk distance of 2km is suggested as being able to replace short car journeys. Figure 3.3 shows the areas that are accessible by foot within 2km of the store, broken down into 400m bands.
Figure 3.3 – 2km Walk Accessibility

The figure demonstrates that the site is within walking distance of a number of residential areas such as Ducklington to the south-east and those to the north within Witney. Employees in the local area will therefore be able to access the site by foot. A significant proportion of potential customers will also be within easy walking distance of the site.

The site is within walking distance of two bus stops to the north of the site as indicated on the above figure; bus services using these stops are detailed later in this chapter.

A number of facilities are available within 2km of the site, including those shown in Table 3.1.
Table 3.1 – Facilities within 2km

<table>
<thead>
<tr>
<th>Facility</th>
<th>Name</th>
<th>Distance from site</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATM</td>
<td>Shell Garage</td>
<td>120m</td>
</tr>
<tr>
<td>Outdoor open space</td>
<td>The Leys</td>
<td>800m</td>
</tr>
<tr>
<td>Primary School</td>
<td>Queen Emma’s Primary School</td>
<td>1km</td>
</tr>
<tr>
<td>Post Office</td>
<td>Burwell Farm Post Office</td>
<td>1.1km</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>Lloyds Pharmacy, Sainsburys, Witan Way</td>
<td>1.1km</td>
</tr>
<tr>
<td>Dentist</td>
<td>Corn Street Dental Practice</td>
<td>1.4km</td>
</tr>
<tr>
<td>Bank</td>
<td>Barclays</td>
<td>1.5km</td>
</tr>
<tr>
<td>Nursery School</td>
<td>St Hugh of Lincoln Nursery</td>
<td>1.7km</td>
</tr>
<tr>
<td>Bank</td>
<td>HSBC</td>
<td>1.9km</td>
</tr>
<tr>
<td>GP</td>
<td>Nuffield Health Centre, Welch Way</td>
<td>2km</td>
</tr>
</tbody>
</table>

3.18 Generally, the topography of the area is conducive to walking. There are good, well surfaced and street-lit footways in the area.

3.19 In terms of local infrastructure to support walking journeys to the proposed store, there is a short 2m wide footway adjacent to the Shell Garage on the northern side of New Close Lane. Dropped kerbs and tactile paving are provided to enable pedestrians to safely move around some of the major arms of the roundabout, including on Ducklington Lane to the north which leads to Witney town centre, as well as on the slip roads to the south and east which provide pedestrian access to Witney Road and the Oxford Witney Hotel. The footways along the north and south-east of the roundabout are shared cycle / footways, and are approximately 4m wide.

3.20 When travelling towards Witney town centre from the site, there is a 2m wide, well-lit footway which extends just beyond the northbound bus stop on the A415. On the southbound side of the road, there is a shared 4m wide cycle / footway. The route continues along the A40 to Witney, linking with further routes to key residential areas. Dropped kerbs and tactile paving are provided at key junctions.

3.21 The site is therefore considered to be accessible on foot, which will serve to encourage local staff and shoppers to travel in this way when viable.
Cycling

3.22 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.

3.23 Figure 3. illustrates a 5km catchment from the centre of the proposed development and shows that the whole of Witney is accessible within this distance.

Figure 3.4 - 5km Cycle Accessibility

3.24 Figure 3.5 illustrates the available local cycle routes in the vicinity of the site.
3.25 The site is situated close to the National Cycle Network, thereby providing a safe longer distance route for cyclists.

3.26 As noted above, cycle accessibility towards Witney is good, with a shared cycle and footway running from the store to the town centre. Give-way markings and tactile paving are present, and much of the cycle way is set back from the road with grass verges.

3.27 The topography of the area is generally flat.

3.28 The existing cycle infrastructure combined with the on-site cycle stand provision for cyclists will therefore ensure that employees and customers will be easily able to access the proposed development by bike.
Public Transport

3.29 Transport policy recommends that the maximum walking distance to a bus stop should be 400m, equating to an approximate five-minute walk.

3.30 The nearest bus stops to the site are located 500m to the north of the site, situated on both sides of the A415. The bus stops provide shelter and timetable information. The stops are considered to be easily accessible via the existing footway network.

3.31 Table 3.2 summarises the buses which currently operate close to the development site.

Table 3.2 – Bus Service Summary

<table>
<thead>
<tr>
<th>Service Number</th>
<th>Route</th>
<th>Operator</th>
<th>Average Service Headway (mins)</th>
<th>Direction of Travel</th>
<th>Mon-Fri</th>
<th>Sat / Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Witney – Abingdon</td>
<td>Stagecoach</td>
<td>120</td>
<td></td>
<td>120</td>
<td>120</td>
</tr>
<tr>
<td>19</td>
<td>Carterton – Bampton – Standlake – Witney</td>
<td>Stagecoach</td>
<td>60-120</td>
<td></td>
<td>60-120</td>
<td>60-120</td>
</tr>
<tr>
<td>S2</td>
<td>Oxford – Winey - Carterton</td>
<td>Stagecoach</td>
<td>30</td>
<td></td>
<td>30</td>
<td>30</td>
</tr>
</tbody>
</table>

3.32 The table demonstrates that locations in Witney can be accessed by all three services, with the centre of Witney accessible within an approximate 10-minute journey from the proposed store.

3.33 Figure 3.6 indicates a number of locations which are within a 60-minute public transport commute from the proposed site. The time includes the walk to the bus stops and demonstrates that key areas of Oxford, Burford and Northleach, amongst others, are within an acceptable 60-minute public transport commute.
3.34 In summary it is concluded that the site is easily accessible by all the main non-car modes of transport and travel by all forms of transport will therefore be encouraged.
4.0 TRAVEL PLAN ADMINISTRATION

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. A store manager (TPC) contact name will be provided to the local authority as soon as the post has been filled.

4.2 The TPC role will be established prior to the opening of the 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.

4.3 The TPC will exchange contact details with Oxfordshire County Council (OCC) 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 OCC.

Funding

4.4 Appropriate funding will be allocated by Lidl UK GmbH at the start of the travel plan process to cover the costs involved in administering the travel plan over an agreed time period.

4.5 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the travel plan and annual monitoring. The funding stream will allow the travel plan to operate for a minimum of five years.

4.6 In addition, and in line with the OCC Transport for New Developments: Transport Assessments and Travel Plans guidance (March 2014) document, a contribution of £1,240 will be made to OCC to cover the 5-year monitoring tasks to be undertaken by OCC. This is based on a Sales Area of 1,325sqm.
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. 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.

5.2 A survey and analysis template will be obtained from the Travel Plans Team at OCC, 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.

5.3 The TPC will strive to achieve an 80% return rate for the staff surveys in line with OCC guidance, to ensure the findings are representative of staff travel patterns.

5.4 The responses received from the surveys will be entered into the OCC template / 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. All data collected from the travel survey will be subject to the GDPR provisions, therefore no personal data will be collected, stored or passed on to a third party.

Future Surveys

5.5 The TPC will be responsible for the surveys and will undertake a survey (at the same time of year) on a biennial basis over the first five years of store operation, on years one, three and five.

5.6 A review will be undertaken following each survey using OCC’s template, 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.

5.7 The TPC will submit the results of the review along with the survey data to the local authority for their review and discussion, within three months of the survey taking place.
6.0 TRAVEL PLAN TARGETS

Objectives

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 Baseline travel surveys will be carried out and analysed by the travel plan coordinator which will establish the existing travel patterns of staff at the store. As this data is not currently available, initial targets have been drafted with reference to the existing modal split for people travelling to work in West Oxfordshire from elsewhere in the country (Source: Office of National Statistics, 2011 data), which can be seen in Table 6.1 below:
### Table 6.1 - Travel to Work Modal Split

<table>
<thead>
<tr>
<th>Mode</th>
<th>2011 Census – Method of Travel to Work</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>West Oxfordshire</td>
</tr>
<tr>
<td>Car Driver</td>
<td>71%</td>
</tr>
<tr>
<td>Car passenger</td>
<td>5%</td>
</tr>
<tr>
<td>Public Transport</td>
<td>3%</td>
</tr>
<tr>
<td>Walk and Cycling</td>
<td>20%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: ONS (2011 data)

6.5 **Table 6.2** below shows the five-year targets for the site. By the end of the fifth year of the foodstore being fully operational it is anticipated that 50% of staff will travel to work by sustainable modes of transport.

### Table 6.2 - Five-Year Targets

<table>
<thead>
<tr>
<th>Mode of Transport</th>
<th>Year 1 Target</th>
<th>Year 3 Target</th>
<th>Year 5 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Driver</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Walk and Cycling</td>
<td>20%</td>
<td>25%</td>
<td>30%</td>
</tr>
<tr>
<td>Car passenger</td>
<td>5%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Public Transport</td>
<td>5%</td>
<td>8%</td>
<td>10%</td>
</tr>
</tbody>
</table>

6.6 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**

6.7 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 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.

6.8 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.

6.9 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.

7.2 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*

7.3 Good accurate information on the range of services and travel initiatives available at Lidl will be a critical element of a successful travel plan.

7.4 The TPC will make new employees aware of the existence of the travel plan by providing them with an information leaflet summarising the travel plan as part of a welcome pack, which would be issued prior to starting work at the store, 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.

7.5 It is likely that staff will live in close proximity to the site, which provides employment for the local area. This should result in the majority of employees living within an acceptable walk and cycle distance (2km and 5km respectively).

7.6 The welcome pack will include, though not exclusively, the following:

- An introductory leaflet providing a summary of 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;
  - Details of where public transport timetables can be found;
- Active travel information, including:
A map showing local cycle and walking routes, which could also indicate the locations of 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 and/or promotion of the free to use taxi phone in the store (if available).

Walking

7.7 The TPC will encourage walking as a mode of travel to work by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material in the welcome pack;
- Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
- Promote the [www.walkit.com](http://www.walkit.com) website for journey planning on foot;
- Encourage local staff to walk into work together, to provide company on the journey; and
- Promote walking to work, for example, using national events such as Walk to Work Week (May, annually) ([www.walktoworkweek.org.uk](http://www.walktoworkweek.org.uk/)).

Cycling

7.8 The TPC will encourage cycling as an alternative mode of travel to work by implementing initiatives such as:

- Provision of 12 cycle parking spaces in accordance with OCC parking guidelines;
- Additional allowance for staff to park bikes within the warehouse;
- Provide and promote personal storage areas for employees’ cycle kit;
- Encourage local staff to cycle into work together, to provide company on the journey;
- Promotion of existing Cycle to Work Scheme (interest-free loan) offered to all Lidl staff;
- Promote any existing cycle training and maintenance sessions;
• Promote Bike to Work Week in June (http://bikeweek.org.uk/us/); and
• Investigate staff interest in setting up a Bicycle User Group (BUG) to encourage employees to cycle to work.

Public Transport Information

7.9 The TPC will encourage use of public transport as a mode of travel to work by implementing the following initiatives:

• Provide up-to-date public transport information, including route maps and timetables, within welcome packs;
• Provide details of local taxi firms in the welcome pack;
• Provide details of season tickets and any discounts that can be secured for staff with the local public transport operators; and
• 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.

Car Sharing Scheme

7.10 Car sharing is an effective way of reducing car parking demand, reducing congestion and improving local air quality through a reduction in vehicles arriving at the site.

7.11 The TPC will promote car sharing to staff using any locally available schemes within three months of occupation of the store. Information about schemes such as the Oxfordshire County Council scheme (https://liftshare.com/uk/community/oxfordshire), www.blablacar.com and https://liftshare.com will be placed in the welcome pack.

7.12 The sites will match interested staff with other local residents / commuters looking to travel at roughly the same times in the same direction.

Car Parking Management

7.13 The car park will provide 115 car parking spaces in total, including eight parent and child spaces, and seven disabled spaces.

7.14 The ongoing supply and demand within the car parking area will be monitored during travel survey periods.
7.15 No dedicated staff car parking will be provided at the store. This will be explained to all staff at their interviews or at their induction session prior to occupation. This will eliminate any misunderstandings regarding the parking management policy for staff.

**Personalised Journey Planning**

7.16 Targeting individual journeys can be the most 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.

7.17 The TPC will encourage staff to develop personalised journey plans for regular journeys through use of the Traveline journey planning service, details of which will be provided within the welcome pack.

**Marketing Summary**

7.18 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. The following marketing tasks will be undertaken as part of the travel plan implementation:

- Development of an introduction for the travel plan, providing a summary of the contents and key measures for implementation, to be disseminated within welcome packs;
- Creation and issue of welcome packs for distribution to all staff on appointment of their position / upon first occupation;
- 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 **ACTION PLAN**

8.1 The action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action. An indication of who is responsible for delivery of each measure can also be found in the action plan.

<table>
<thead>
<tr>
<th>Action</th>
<th>Target Date</th>
<th>Responsibility</th>
<th>Budget Indication</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial Setup – Prior to Occupation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide all highway and transport measures as agreed with OCC</td>
<td>As per planning agreements with OCC</td>
<td>Lidl / OCC</td>
<td>Lidl</td>
</tr>
<tr>
<td>Appointment of TPC</td>
<td>At least 1 month prior to store completion</td>
<td>Lidl</td>
<td>Staff time</td>
</tr>
<tr>
<td>Exchange contact details with relevant officers</td>
<td>At least 1 month prior to store completion</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Obtain public transport timetables, maps, car sharing information, route plans etc. to provide to staff</td>
<td>At least 1 month prior to store completion</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Negotiate and liaise with public transport operators</td>
<td>At least 1 month prior to store completion</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Procure and produce information to populate welcome packs</td>
<td>2 weeks prior to store completion</td>
<td>TPC</td>
<td>Staff time + materials</td>
</tr>
<tr>
<td><strong>Upon Occupation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue travel welcome packs to staff</td>
<td>Upon occupation</td>
<td>TPC</td>
<td>Staff time + printing</td>
</tr>
<tr>
<td>Promote cycle parking and personal storage areas to staff</td>
<td>Upon occupation</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Promote Cycle to Work Scheme</td>
<td>Upon occupation</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td><strong>Within 3 Months of Occupation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue travel survey to staff; analyse and issue final travel plan to OCC within 3 months of survey completion</td>
<td>Within 3 months of occupation</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Promote any local area / site-specific cycle training and cycle maintenance sessions</td>
<td>Within 3 months of occupation</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Set up Bicycle User Group (BUG) for staff, if interest present</td>
<td>Within 6 months of occupation</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Ongoing Tasks</td>
<td>Ongoing Tasks</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
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<td>-----------------------------</td>
</tr>
<tr>
<td>Update staff with any service or provision changes regarding local transport</td>
<td>6 monthly to align with seasonal timetable changes</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Promote local car share schemes</td>
<td>Ongoing</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Encourage staff to walk and cycle to work together</td>
<td>Ongoing</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Promote local cycle route and walking websites</td>
<td>Ongoing</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Implement measures in line with staff requirements / interest, including promotion of national annual events such as Bike Week and Walk to Work Week</td>
<td>Ongoing</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Promote journey planning websites to staff</td>
<td>Ongoing</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Ongoing parking management and review</td>
<td>Ongoing</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Monitoring / Review</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conduct repeat travel survey at same time of year as baseline survey, in years 3 and 5</td>
<td>Years 3 and 5</td>
<td>TPC</td>
<td>Staff time + printing</td>
</tr>
<tr>
<td>Analyse responses, produce progress report and submit to OCC</td>
<td>Within 3 months of survey completion</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Continue regular monitoring as set out in this document</td>
<td>As set out</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
<tr>
<td>Undertake cycle and car parking surveys</td>
<td>During survey periods</td>
<td>TPC</td>
<td>Staff time</td>
</tr>
</tbody>
</table>
9.0 PLAN MONITORING AND REVIEW

9.1 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

9.2 Monitoring of the plan is important for the following reasons:

- It demonstrates to OCC 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; and
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective.

9.3 Travel surveys will be used to monitor the number of staff walking, cycling, 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.

9.4 The TPC will monitor travel patterns associated with the site on a regular basis. Surveys will take place on a biennial basis in years one, three and five of site operation.

Reviewing

9.5 The TPC will undertake a review of the travel plan following monitoring, in conjunction with OCC. 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.

9.6 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.

9.7 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 OCC.

9.8 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.
10.0 CONCLUSION

10.1 This travel plan has been prepared by SCP on behalf of Lidl UK GmbH Limited to support a planning application for a new discount foodstore located on New Close Lane, Witney.

10.2 This travel plan reviews the existing transport facilities at 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.

10.3 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:

- Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
- Promoting walking, cycling, public transport and car sharing;
- Minimising the total travel distance of staff; and
- Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.

10.4 This document therefore ensures that sustainable access to the development is facilitated.