



# **Travel Plan**

**Proposed Lidl Food Store  
Buckingham Road, Aylesbury HP19 9QH**

**Lidl Great Britain Limited**

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## 1.0 EXECUTIVE SUMMARY

- 1.1 This report has been prepared by SCP on behalf of Lidl Great Britain Ltd, to support a Section 73 planning application for a new discount food store located off Buckingham Road, Aylesbury.
- 1.2 This travel plan has been prepared to achieve the following objectives:
- Achieving the minimum number of single occupancy car traffic movements to and from the development;
  - Reducing reliance upon the car and improving awareness and usage of alternative modes;
  - Promoting walking, cycling, public transport and car sharing;
  - Minimising the total travel distance of staff and customers; and
  - Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 1.3 The following five-year targets have been set, which have been generated by forecasting modal split for employees, based on current TRICS trip generation data. The Lidl stores selected from TRICS are all new format Lidl stores surveyed specifically to gauge recent employee travel behaviour.

**Table 1.1: Proposed Targets**

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

- 1.4 The targets will be updated following the first travel survey, to be undertaken within three months of site occupation.
- 1.5 Key measures to be delivered through the travel plan implementation include:
- A travel information (welcome) pack to be issued to all staff upon occupation of the site
  - Travel noticeboards
  - Walking measures including:
    - Raising awareness of the health benefits of walking
    - Maps showing walking routes including distances and times to local residential areas and key services

- Promotion of walking campaigns
  - Cycling measures including:
    - Provision and promotion of cycle parking and facilities
    - Promotion of the Lidl Cycle to Work Scheme
    - Promotion of cycle information including mapping and route guidance
    - Provision of cycle training information
  - Public transport measures including:
    - Provision of public transport information, including bus and rail
    - Provision of journey planning assistance and promotion of available software
    - Consideration of requests for modified shift times to accommodate public transport timetables
  - Car sharing measures including:
    - Informal partner matching
    - Set up of a formal scheme, if demand dictates
  - Measures to reduce the need to travel, including:
    - Flexible working policy for management staff
    - Smart working practices for management staff
    - Local recruitment policy and relocation incentives for staff
  - Car parking management
  - Marketing measures
- 1.6 As this is a Framework Travel Plan, it should be noted that the Lidl takes responsibility for delivery and implementation of the travel plan, as identified in the following report, upon occupation of the site.
- 1.7 Travel Plan Coordinator contact details will be communicated to the Buckinghamshire Council Sustainable Travel Team prior to occupation of the site.

## **2.0 INTRODUCTION**

- 2.1 This report has been prepared by SCP on behalf of Lidl Great Britain Ltd, to support a planning application for a new discount food store located off Buckingham Road, Aylesbury, HP19 9QH. Lidl Great Britain Ltd is the identified retailer for the foodstore and will be responsible for implementing the travel plan.
- 2.2 The proposals for the application site include the construction of a Class E discount food retail unit, with a sales floor area of 1,444m<sup>2</sup>, a Gross Internal Area (GIA) of 2,128m<sup>2</sup> and parking for 115 cars.
- 2.3 The store will trade between the hours of 7am to 11pm Monday to Saturday, and for six consecutive hours between 10am and 6pm on Sundays. There will be between 10 to 12 staff members on site at any one time.
- 2.4 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**

- 2.5 A travel plan is an important tool for delivering sustainable access to a development. A retail development comprises a workplace for staff. This development type requires a travel plan which focuses on a single destination, to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.
- 2.6 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.
- 2.7 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.
- 2.8 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.

### 3.0 TRAVEL PLANNING BACKGROUND

3.1 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.

3.2 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

3.3 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.

3.4 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

3.5 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

3.6 Travel Plans are currently secured within the planning system within the context of the government's **National Planning Policy Framework** (NPPF), which was published in 2018 and most recently revised in December 2023.

3.7 The NPPF states that when promoting developments "it should be ensured that:

- *appropriate opportunities to promote sustainable transport modes are taken up, given the type of development and its location;*
  - *safe and suitable access to the site can be achieved for all users; and*
  - *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree”.*
- 3.8 It goes on to say that “*Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.*”
- 3.9 With regard to promoting sustainable transport the NPPF states at para 117 that “*All developments that will generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a Transport Statement or Transport Assessment so that the likely impacts of the proposal can be assessed.*”
- 3.10 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.
- 3.11 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.
- 3.12 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 tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.
- 3.13 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.
- 3.14 Travel plans should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should to fit in with wider strategies for transport in the area.
- 3.15 The key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled “**Good Practice Guidelines: Delivering Travel Plans through the Planning Process**”. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.



3.16 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.

3.17 **Buckinghamshire's Local Transport Plan 4** (2016 – 2036) is also in place and has been reviewed. The following policies relate to travel planning:

- Policy 1 – Efficient and effective transport provision– *“We will work to deliver our services in the most efficient way; to reduce the need to travel; and to help reduce demand for Council services.”*
- Policy 2 –Travelling in Buckinghamshire and beyond: improving our connectivity – *“We will work to improve the connectivity and reliability of Buckinghamshire’s transport network, stimulate economic growth and promote safer more sustainable travel.”*
- Policy 3 - Managing the impact of new developments – *“We will keep Buckinghamshire thriving and attractive by getting the best deal from new development. Our dedicated Development Management Policy will help developers to ensure new development meets Buckinghamshire’s needs.”*
- Policy 7 – Reliable road travel – *“We will work with partners to find ways to improve the reliability and connectivity of Buckinghamshire roads. We will work to give Buckinghamshire’s people and businesses the certainty of journey times they need.”*

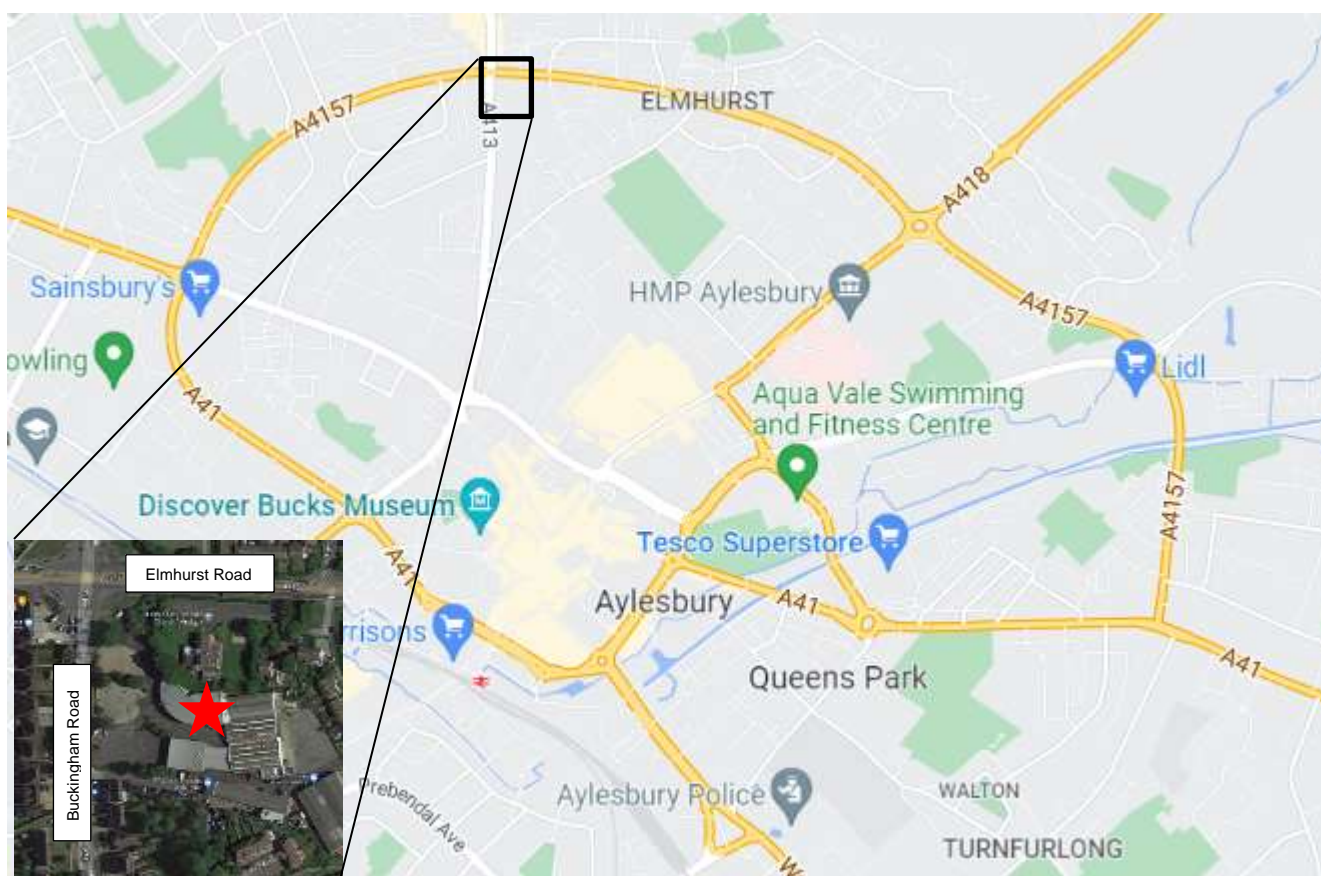
## **Conclusion**

3.18 This travel plan has been developed in line with local and national transport policy and guidance.

## 4.0 SITE ACCESSIBILITY

- 4.1 The site comprises an irregular shaped piece of land located in the south-eastern quadrant of the Buckingham Road/Elmhurst Road junction, approximately 1.3km to the north of Aylesbury centre.
- 4.2 The site is bound by the A413 Buckingham Road to the west, St Clare's RC Catholic Church Aylesbury and the A4157 Elmhurst Road to the north, and existing residential uses to the south and east.
- 4.3 The site location in the context of the surrounding transport network is shown in **Figure 4.1** below.

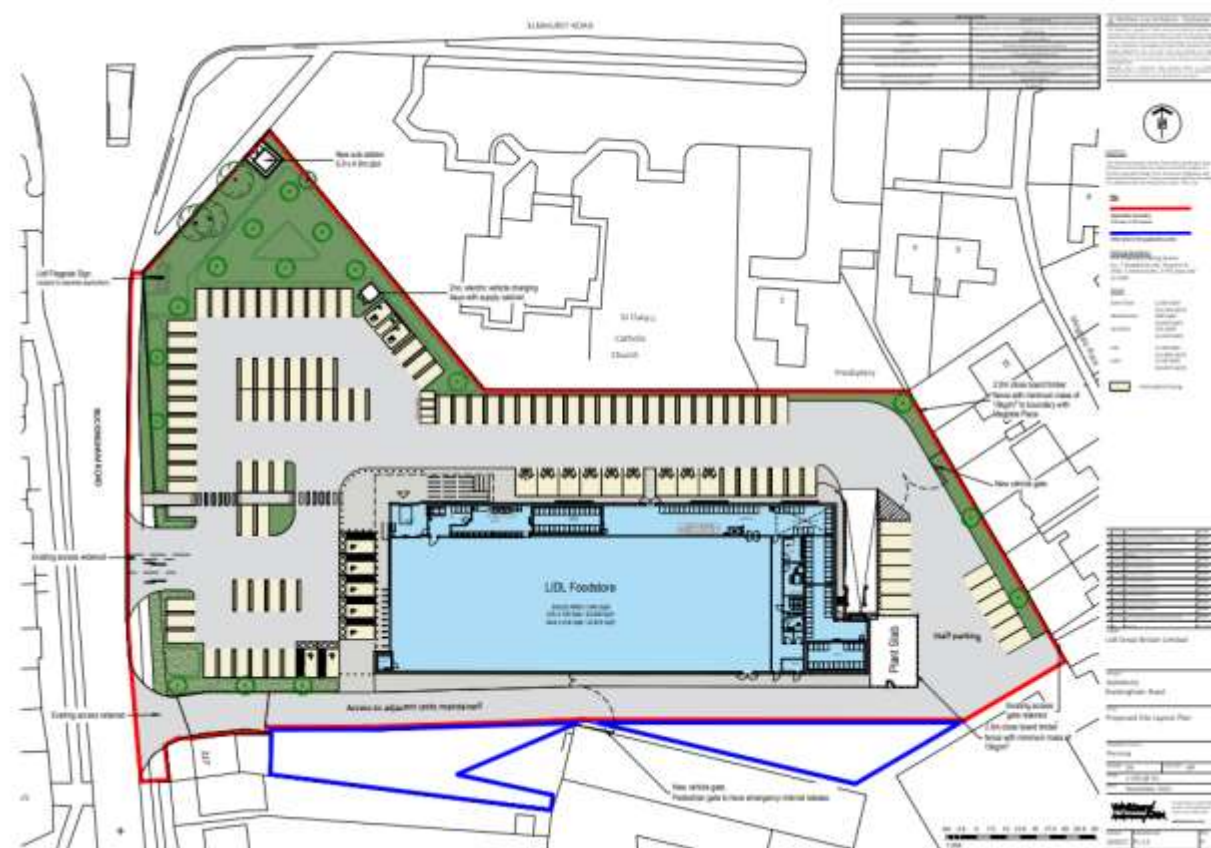
**Figure 4.1: Site Location Plan**



Source: Google Maps

## Development Proposals

- 4.4 The proposals for the application site include the construction of a Class E discount food retail unit, with a Gross Internal Area of 2,128sqm and a sales area of 1,444sqm. The Lidl site access will be taken from Buckingham Road by means of a priority junction.
- 4.5 The site layout can be seen below in **Figure 4.2**.

**Figure 4.2: Proposed Site Layout**

- 4.6 115 car parking spaces will be provided on site, out of which seven will be provided to disabled standards, nine classified as parent and child spaces, two for electric vehicle charging points and twelve for staff. The DDA, parent and child and electric vehicle spaces will be clearly marked and positioned close to the store entrance for customers' convenience.
- 4.7 Cycle parking will be provided on site in the form of ten Sheffield cycle stands which will provide space for up to twenty bicycles. The cycle stands will serve both employees and customers of the food store and will be located under cover of the canopy, and alongside the customer parking area, so in full view of both staff and customers inside the store.
- 4.8 The store will trade between the hours of 7am to 11pm Monday to Saturday, and for six consecutive hours between 10am and 6pm on Sundays. There will be between 10 to 12 staff members on site at any one time. Staff shifts are managed on an ongoing, proactive basis to ensure that an appropriate number of staff are on-site when required. Typical management shifts will run from 6am to 4pm, and 10.30am to 8.30pm; shop floor staff shifts will be flexible, and extend from 4 to 10-hour shifts, dependent on the requirements of the store.

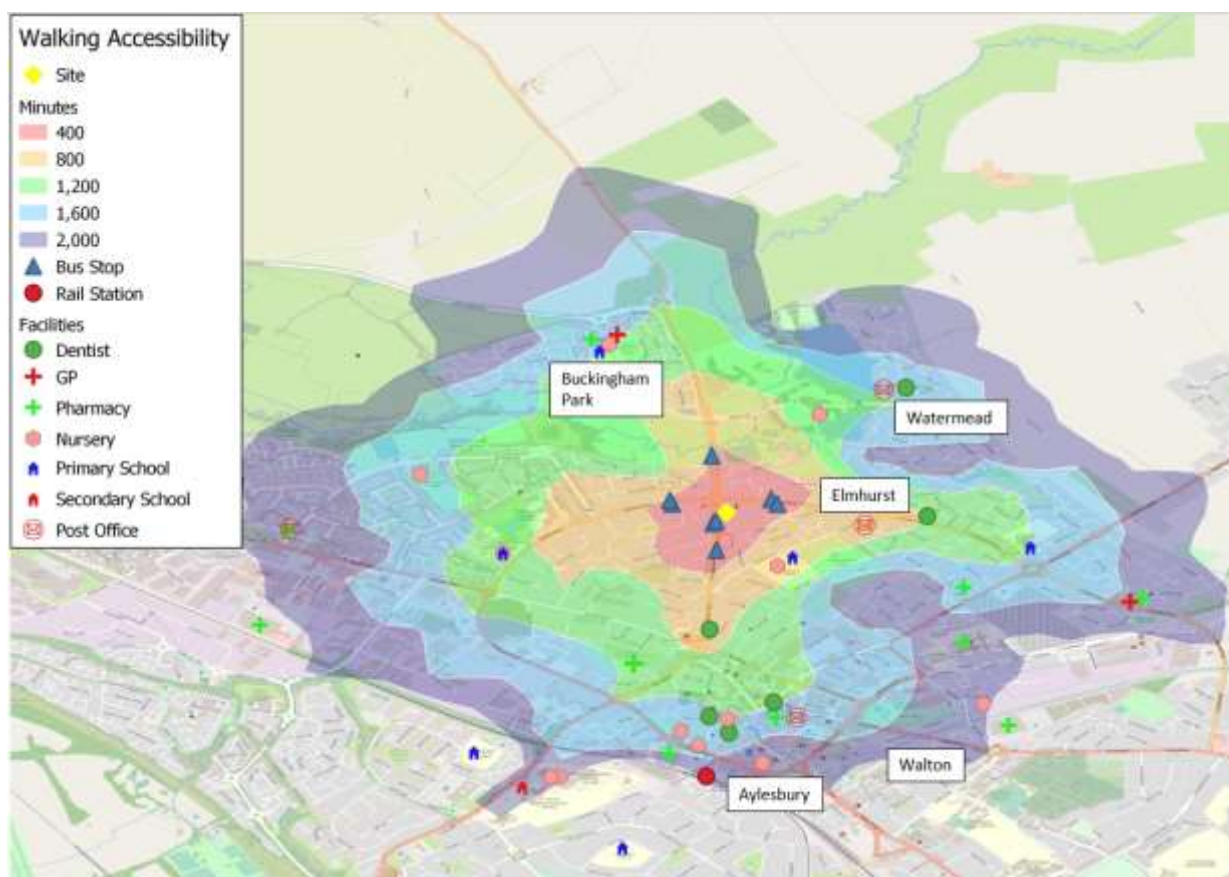
## Deliveries

- 4.9 Deliveries to the store will be made by articulated lorry via the A413 Buckingham Road. It is anticipated that there will be just two dedicated deliveries per average day and up to three deliveries during seasonal peak periods, such as Easter and Christmas. Recycling and waste will be taken away by the delivery vehicles, reducing the number of vehicles visiting the store per day.
- 4.10 Deliveries will typically take place outside the normal highway peak hours to minimise any disruption or conflict with customers.

## Access by Non-Car Modes: Walking

- 4.11 Walking is recognised as the most important mode of travel at a local level and offers the greatest potential to replace short car trips, particularly those under two kilometres.
- 4.12 TRACC software has been used to assess the accessibility of the development by foot as shown on **Figure 4.3** below. The plan shows the areas within a 2km walk of the site.

**Figure 4.3: Walk Accessibility within 2km**



Source: TRACC

- 4.13 The figure demonstrates that the residential areas of Buckingham Park, Watermead, Elmhurst, and the northern parts of Walton and Aylesbury are within the 2-kilometre walking catchment area. This demonstrates that, as is Lidl policy, employees from the local area will be able to access the site by foot. This also indicates that a significant proportion of potential customers will also be within reasonable walking distance of the site.
- 4.14 A number of local amenities are also within a 2km walk of the site (up to 20 minutes' walk) which will promote linked trips, as shown in **Table 4.1** below:

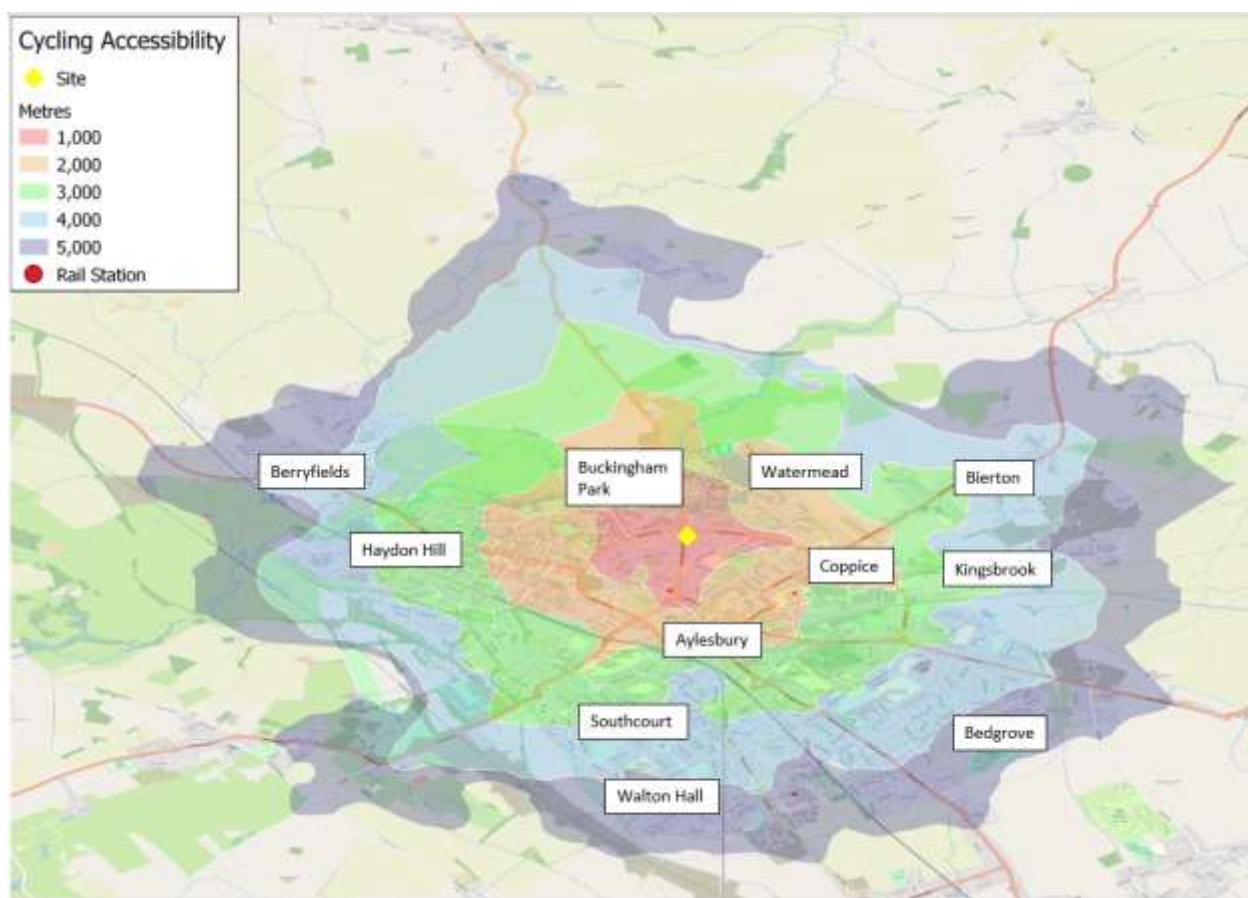
**Table 4.1 - Accessibility to Local Facilities from the Development Site**

| Service          | Detail  | Distance |
|------------------|---|----------|
| Bus stops        | Buckingham Road                                 | <50m     |
| ATM              | Nisa Local, Buckingham Road                     | 120m     |
| Primary School   | Elmhurst School, Dunsham Lane                   | 550m     |
| Dentist          | Aylesbury Dental Health Centre, Buckingham Road | 550m     |
| Leisure Centre   | Reflexions Health & Leisure, Watermead          | 750m     |
| High Street      | Buckingham Street                               | 1km      |
| Nursery          | Kids Inc Day Nursery – Aylesbury, The Pavilion  | 1km      |
| Pharmacy         | Lansdales Pharmacy, Whitehill Lane              | 1.1km    |
| Coffee shop      | Costa Coffee, Aylesbury Shopping Park           | 1.1km    |
| Doctor           | Whitehill Surgery, Whitehill Lane               | 1.1km    |
| Rail Station     | Aylesbury Station, Station Way West             | 1.7km    |
| Secondary School | Sir Henry Floyd Grammar School, Oxford Road     | 1.8km    |

- 4.15 The surrounding area benefits from a reasonable level of pedestrian infrastructure. There are wide footways along Buckingham Road, as well as street lighting. Dropped curbs and tactile paving are provided at a number of crossings and junctions in the development site local area. Signalised crossing facilities are provided at the A413 Buckingham Road / A4157 Elmhurst Road junction. This infrastructure supports a conducive walking environment for pedestrians.
- 4.16 A pedestrian crossing point will also be provided within the Lidl car park.

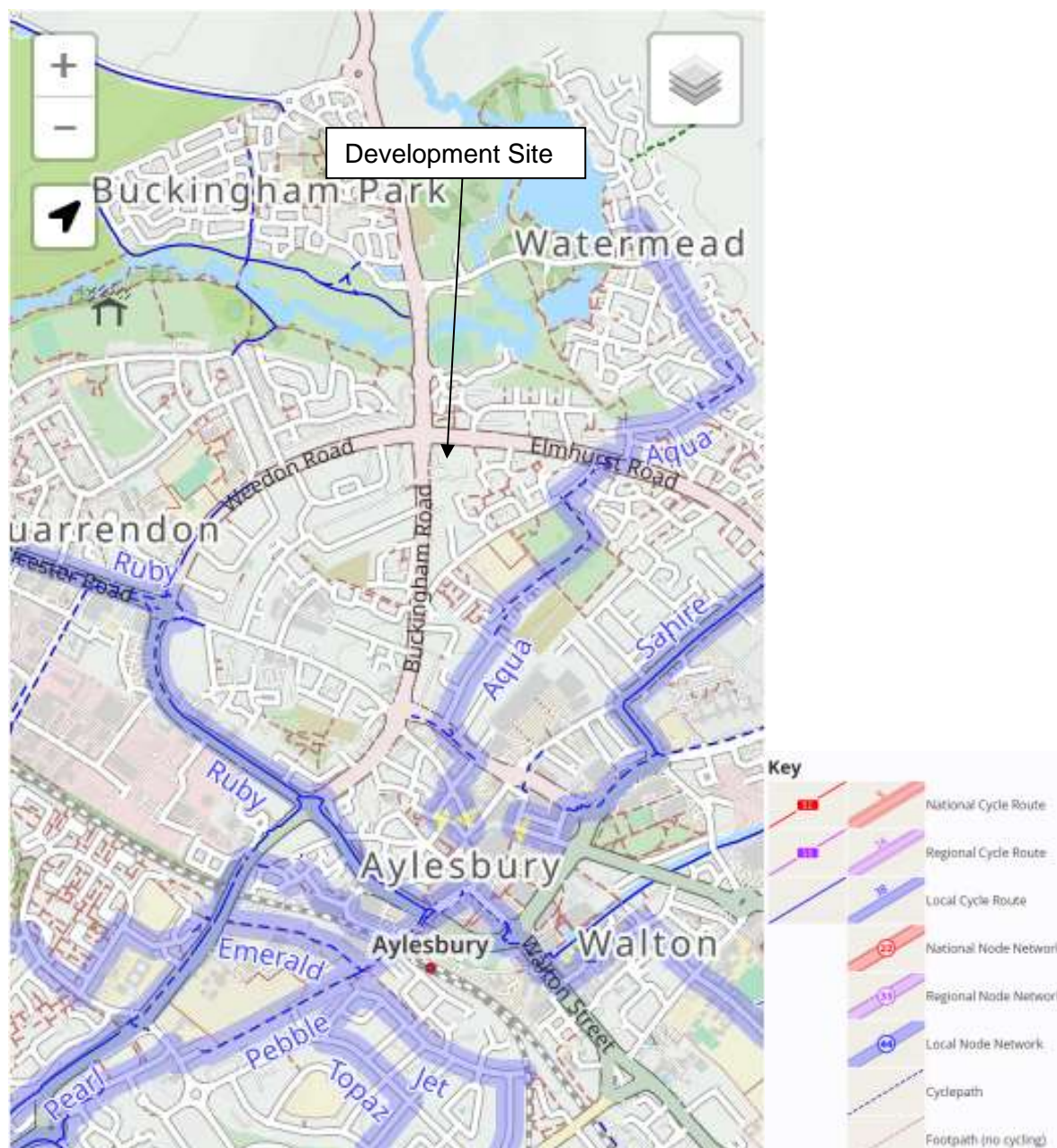
#### **Access by Non-Car Modes: Cycling**

- 4.17 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.
- 4.18 The cycle accessibility plan in **Figure 4.4** shows a 5-kilometre cycling catchment area from the site.

**Figure 4.4: Cycle Accessibility within 5km**

- 4.19 The mapping provided above demonstrates that all of Aylesbury and the surrounding residential areas are within a 5km cycle distance from the site, with these areas including Berryfields, Walton Hall, Bedgrove, Kingsbrook, Bierton, Haydon Hill and Coppice, in addition to the areas which are accessible on foot.
- 4.20 There is limited accessibility to the National Cycle Network from the proposed site, however there are a number of local on-road routes available. These can be seen in **Figure 4.5** and on [www.cyclestreets.net](http://www.cyclestreets.net).

Figure 4.5 – Local Cycle Routes



Source: CycleStreets.net

- 4.21 Cycle routes are located along Aylesbury Road, running north-east to Berton, along the southern fringe of the Aylesbury ring road A41, and south-west on the A418 from Aylesbury towards Hartwell.
- 4.22 As noted above, the cycle parking provided for the site will be located under the canopy and in front of the glazed end to the store; this will provide natural surveillance from the street and car park externally, and from customers at the packing shelf internally.

- 4.23 The cycle parking provision and topography of the area is conducive to cycling, and will enable employees and customers to access the proposed development by bike.

### Access by Non-Car Modes: Public Transport

#### Bus

- 4.24 In terms of bus services, the Chartered Institute of Highways & Transportation's (CIHT's) "*Guidelines for Planning for Public Transport in Developments*" document identifies, at section 6.20, that "*Bus stops are located to minimise passengers' walking distance to their final destination. The maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m.*"
- 4.25 The nearest accessible bus stops to the site are located adjacent to the site along Buckingham Road and are therefore well within the recommended walking distance. The bus stops consist of a flag and pole arrangement, with a shelter additionally provided at the north-bound bus stop. There are good pedestrian links directly from the site to the bus stops.
- 4.26 Further bus stops are provided on Elmhurst Road, both to the east and west of the site, both sets of bus stops are within 300m of the site access. Both sets of bus stops consist of a flag and pole arrangement.
- 4.27 **Figure 4.3** presented above illustrates that there are eight bus stops within approximately 400m walking distance from the site. The frequency of the different bus services available from these stops is outlined in **Table 4.2**.



**Table 4.2: Bus services within 400m of the site**

| Service No. | Destinations  | Bus Stop Location           | Average Frequency        |                           |                          |
|-------------|---|-----------------------------|--------------------------|---------------------------|--------------------------|
|             |   |                             | Weekday                  | Saturday                  | Sunday                   |
| 2           | Aylesbury – Meadowcroft – Hayden Hill – Quarrendon                                  | Elmhurst Rd                 | 25 mins<br>07:10 – 18:00 | 40 mins<br>07:50 – 17:10  | 40 mins<br>07:50 – 17:10 |
| 6A          | Aylesbury – Watermead – Buckingham Park   | Buckingham Rd / Elmhurst Rd | 30 mins<br>06:15 – 19:45 | 30 mins<br>07:45 – 18:45  | -                        |
| 60          | Buckingham – Winslow – Granborough – North Marston – Oving – Whitchurch – Aylesbury | Buckingham Rd               | 07:25, 11:45, 17:27      | 120 mins<br>08:45 – 16:45 | -                        |
| 60A         | Buckingham – Winslow – Granborough – North Marston – Oving – Whitchurch – Aylesbury | Buckingham Rd               | 09:45, 13:45             | -                         | -                        |
| 153         | Aylesbury – Weedon – Aston Abbots – Cublington – Stewkey                            | Buckingham Rd               | 14:35*                   | -                         | -                        |
| 154         | Aylesbury – Stewkey – Newton Longville  | Buckingham Rd               | 12:15**                  | -                         | -                        |
| X6          | Aylesbury – Milton Keynes   | Buckingham Rd               | 60 mins<br>05:55 – 20:25 | 60 mins<br>06:00 – 20:25  | -                        |

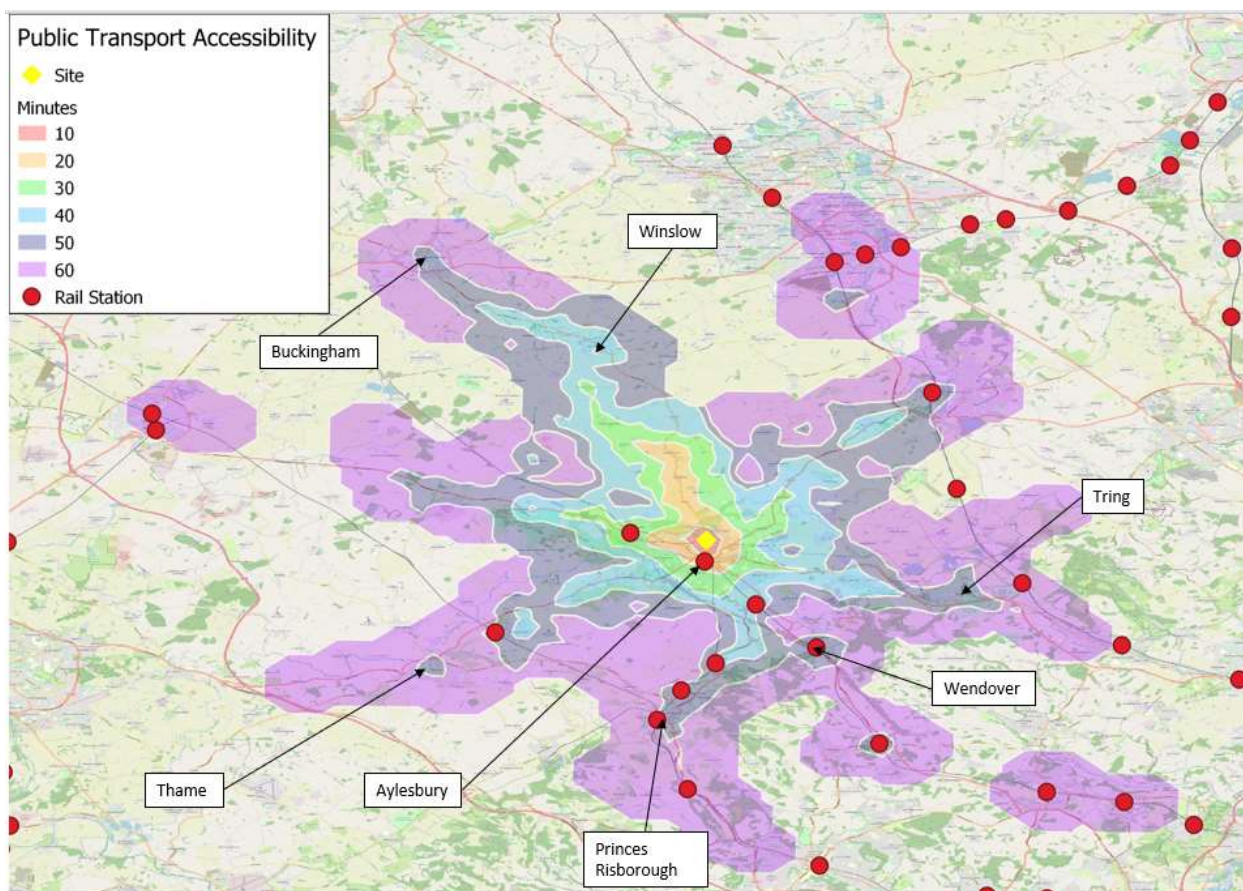
\*Wednesday Only

\*\*Friday Only

- 4.28 It is demonstrated that there are several bus services within close proximity to the site which provide opportunities for employees and customers to access the store from the surrounding area via bus on weekdays and weekends.

### Rail

- 4.29 Aylesbury Rail Station is the nearest rail station to the development site and is located approximately 1.7km from the site, equivalent to a 20-minute walk. The station provides 150 cycle storage spaces in a combination of stands, wheel racks and lockers. 301 car parking spaces are also provided. Both a ticket office and ticket machines are available at the station, and it is staffed during daytime and evening hours. The station is step-free and provides a ramp for train access.
- 4.30 A taxi rank is available outside the station, with a bus stop also in close proximity, which additionally provides access to several services which stop close to the development site.
- 4.31 Services from the station run to a variety of destinations, including Aylesbury Vale Parkway, London Marylebone, Rickmansworth, Wendover, Great Missenden and Stoke Mandeville.

**Figure 4.6: Public Transport Accessibility within 60 Minutes**

4.32 The time includes the walk to the bus stops and rail stations and demonstrates that key areas such as Buckingham, Thame, Princes Risborough, Wendover and Tring, in addition to the local surrounding areas, are within an acceptable 60-minute public transport commute.

### Summary

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

## **5.0 TRAVEL PLAN MANAGEMENT**

### **Travel Plan Coordinator**

- 5.1 The travel plan will be managed by a travel plan coordinator (TPC). The TPC will provide a key role in delivering a successful travel plan. The TPC role will be undertaken by the store manager. The store manager (TPC) contact name will be provided to the local authority as soon as the post has been filled.
- 5.2 The TPC role will be established prior to the opening of the Lidl store and will act as the fulcrum for the development of the travel plan measures and the day-to-day operation of the plan. The TPC will act as the main contact for the travel plan and will be responsible for:
- Set up and launch the travel plan
  - Manage the day-to-day operation of the travel plan
  - Undertake baseline and annual staff travel surveys
  - Produce annual progress report
  - Manage and implement the travel plan and associated measures
  - Undertake marketing and communication with staff
  - Monitor and review the travel plan
  - Get involved in any area-wide travel initiatives, to be advised by BC
- 5.3 The TPC will be in post from first occupation until a point five years following occupation.
- 5.4 The TPC will exchange contact details with Buckinghamshire Council (BC) officers.

### **Funding**

- 5.5 Appropriate funding will be allocated by Lidl Great Britain Limited at the start of the travel plan process to cover the costs related with monitoring the travel plan over an agreed period of time.
- 5.6 The funding will cover all costs related to the TPC, implementation of measures and initiatives, marketing of the travel plan, annual monitoring and submission of review reports. The funding stream will allow the travel plan to operate for a minimum of five years, subject to the requirements of BC.

## **6.0 TRAVEL SURVEY**

- 6.1 Travel surveys are undertaken in order to understand how staff currently travel, how they would like to travel and what would encourage them to make those changes; repeat surveys are used to monitor ongoing travel patterns, over time. Surveys are also useful in providing an indication of what targets would be most appropriate for a development.
- 6.2 Regular staff travel surveys are required to support the store. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.
- 6.3 The surveys will be produced by the site travel plan coordinator (TPC) and disseminated to all staff within three months of the first occupation of the site, to collect the following data:
- Origin postcode;
  - Typical working patterns;
  - Mode of travel to work;
  - Measures that will encourage use of active travel modes or public transport; and,
  - Barriers to use active modes / public transport.
- 6.4 Surveys will be carried out using iTrace software, if online surveys are considered viable for a retail site of this nature.
- 6.5 The TPC will strive to achieve a minimum 30% return rate for the staff surveys to ensure the findings are representative of staff travel patterns.
- 6.6 The responses received from the surveys will be entered into a spreadsheet to enable modal shift to be tracked over time, as well as providing information on which measures are most likely to encourage modal shift. The findings will be used to update the travel plan and as a basis for confirmation or modification of the identified targets and measures. The travel plan will be resubmitted to BC within three months of the survey closing.
- 6.7 All data collected from the travel survey will be subject to the provisions of the Data Protection Act. To ensure confidentiality, the TPC alone will manage the database and be responsible for the release of information, with all data being used solely for travel plan purposes.

### **Future Surveys**

- 6.8 The TPC will be responsible for the surveys and will undertake a survey annually (at the same time of year) for the first five years of store operation.

- 6.9 An annual review will be undertaken following each survey, to identify progress towards delivery of measures and achievement of targets. The review will summarise the data collected, and propose revised initiatives and measures where targets have not been met, including a revised action plan. If necessary, new parking management techniques to support the travel plan will also be developed at this time.
- 6.10 The TPC will submit the results of each annual review along with the survey data to the local authority for their review and discussion, within three months of the survey closing.

## **7.0 TRAVEL PLAN OBJECTIVES AND TARGETS**

- 7.1 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.
- 7.2 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.

### **Travel Plan Objectives**

- 7.3 This travel plan has been prepared to achieve the following objectives:
- Achieving the minimum number of single occupancy car traffic movements to and from the development;
  - Reducing reliance upon the car and improving awareness and usage of alternative modes;
  - Promoting walking, cycling, public transport and car sharing;
  - Minimising the total travel distance of staff and customers; and
  - Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.

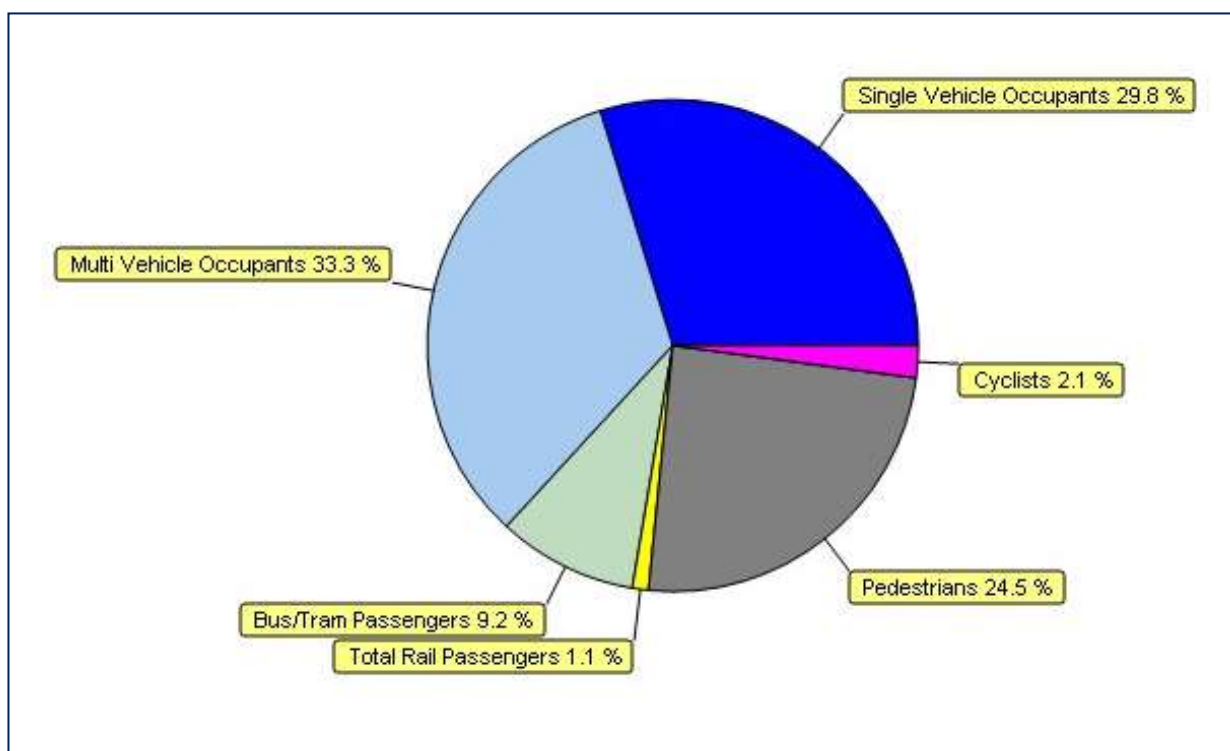
### **Modal Share Targets**

- 7.4 In order to secure a successful implementation of the travel plan, the travel patterns of future employees and visitors of the site will be monitored. Since the occupiers of the Proposed Development are not yet in situ, modal split for employees are estimated based on current TRICS trip generation data.
- 7.5 The Lidl stores selected from TRICS are all new format Lidl stores surveyed specifically to gauge recent employee travel behaviour.
- 7.6 Once the site is occupied, a baseline travel survey will be carried out within three months of occupation for both employees and customers, and targets revised, if required, following analysis of the results. Details on the frequency of the travel surveys and monitoring processes are outline in the 'Travel Plan Monitoring and Review' section of this report.

### Forecast Modal Split of Employees

- 7.7 The modal split at **Figure 7.1** below demonstrates the total trips referring to people movements to and from Lidl food stores during 7am – 8am, excluding goods vehicles. This is considered to be representative of employee arrivals.

**Figure 7.1: Total trips – TRICS multimodal survey for Lidl stores - Employees**



Source: TRICS

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

### **Targets**

- 7.10 **Table 7.1** below shows the provisional one year, three year and five-year targets for the site. By the end of the first year of the foodstore being fully operational it is anticipated that 37% of staff will travel to work by non-single occupancy private car mode. As the green travel ethos spreads it is hoped this will increase further to 42% by year three and to 47% by year five.

**Table 7.1 - Five-year Targets**

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

7.11 It is hoped that the initial designed-in features for the development, together with the promotion of the travel plan process will encourage staff to travel to work by sustainable modes.

### Indicators

7.12 The TPC will be responsible for implementing measures at the store, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.

7.13 Milestones to assess progress against the travel plan objectives and targets include:

- Issue of a travel plan information pack to all staff within one week of site occupation;
- Undertaking cycle and car parking surveys; and
- Uptake of the various measures, including interest in car sharing.

7.14 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.



## **8.0 TRAVEL PLAN MEASURES**

8.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost-effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with staff, for example, through travel surveys, is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular. The below measures have been agreed to be useful at this time; changes may be made over the course of the travel plan in conjunction with the local authority, to ensure that appropriate measures are in place.

8.2 It should be noted that timescales for implementation, responsibility and funding are identified against each of the measures in the implementation plan (Section 10 of this report).

### **Travel Awareness**

#### [Provide a Welcome Pack to all Staff](#)

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

8.4 The TPC will make new employees aware of the existence of the travel plan by providing them with a welcome pack, which would be issued on appointment of their position, prior to occupation, to ensure that sustainable travel patterns are created from the outset. Any parking management policies will be explained to members of staff during the recruitment process.

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

- An introduction to the travel plan, listing any key measures along with the contact details of the TPC;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
- Public transport information, including:
  - A map showing the location of the store in relation to the local area, highlighting nearby bus stops;
  - Bus timetables of existing local services from nearby bus stops
  - Rail timetables for services from the nearby Aylesbury Rail Station;
- Active travel information, including:
  - A map showing local cycle and walking routes, which would also indicate the locations of cycle parking and cycle shops in the area;

- Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
- Health information;
- Information about car sharing;
- Links to journey planning software; and
- Details of local taxi firms.

#### Provide Travel Information Noticeboards & Supporting Information for Staff

- 8.6 A travel information noticeboard (TIB) will be installed in the staffroom to encourage travel via sustainable modes. This will include up-to-date travel information, promotion of sustainable travel events including Bike to Work Week / Walk to Work Week, and contact details for the TPC.
- 8.7 The TPC will ensure that any changes to the travel plan or any relevant information such as seasonal timetable changes are passed on to members of staff on a biannual basis via noticeboards.
- 8.8 The TPC will promote and encourage staff to participate in national and local events, organised by others, aimed at promoting awareness of sustainable transport. The range of events that will be promoted will be agreed and co-ordinated with BC.

#### **Walking**

- 8.9 Walking is suitable for journeys under two kilometres and can be combined with other methods such as public transport to cover longer distances.
- 8.10 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 a travel information pack and on noticeboards;
  - Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
  - Promote campaigns on public health or active travel such as Walk to Work and National Walking Month; and
  - Liaise with a local taxi firm to provide competitive rates for staff in case of emergency to replace a regular walk journey.
- 8.11 Other walking initiatives that may be considered as the travel plan progresses will include policies against parking provision for staff who live within walking distance of the site.

## Cycling

8.12 The TPC will encourage cycling as an alternative mode of travel by implementing the following measures:

- Provision of cycle parking and/or storage for staff in accordance with guidelines, with cycle parking spaces to be provided to the front of the store;
- Promote cycle parking, change and locker facilities to employees;
- Arrange and promote discounts for staff for purchase of cycles and accessories at a local store;
- Utilise Lidl's membership of the Cycle to Work Scheme to offer tax-free bikes and cycling equipment for journeys to work. More information can be found online at <https://www.cyclescheme.co.uk/>;
- Promote the cycle streets website for local cycle route planning (<https://www.cyclestreets.net/>);
- Provide cycle information, including route maps, useful tips and guidance. Such information can be found on the Sustrans website [www.sustrans.org.uk](http://www.sustrans.org.uk) or at [www.cyclinguk.org](http://www.cyclinguk.org) and locally on BC's website (<https://www.buckinghamshire.gov.uk/parking-roads-and-transport/cycling-and-walking/>);
- Provide information to staff on any local cycle proficiency 'Bikeability' courses (<https://www.bikeability.org.uk/about-cycle-training/cycle-training-for-adults/>);
- Promote campaigns, such as National Bike Week, Cycle to Work Day and Family Bike Rides;
- Investigate staff interest in setting up a Bicycle User Group (BUG) to encourage employees to cycle to work; and
- Liaise with a local taxi firm to provide competitive rates for staff in case of emergency to replace the regular cycle journey.

## Public Transport

- 8.13 The TPC will encourage use of public transport by implementing the following initiatives:
- Provide up-to-date public transport information of existing services, including route maps and timetables, within travel information packs and on staff and customer noticeboards;
  - Provide details of the websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Traveline journey planner;
  - Provide details of season tickets and any discounts that can be secured for staff with the local public transport operators, along with interest free annual season ticket loans;
  - Consideration of requests for modified shift times to better suit public transport timetables; and
  - Promote bus use through participation in national events such as Catch the Bus Week.

## Car Sharing

- 8.14 Car sharing can play an essential role in reducing the use of cars, and consequently congestion levels and CO2 emissions. As more people travel together, less car trips take place.
- 8.15 Postcode mapping of staff can identify who lives along the same routes so that their trips can be potentially combined. Staff will be consulted by the TPC to allow potential car sharers to register an interest and provide details of their journey to and from the store. The TPC can then identify suitable matches of staff who may be able to share journeys together.
- 8.16 Should sufficient interest be present, the TPC will set up a car share scheme for the organisation using online software, such as <http://carshare.liftshare.com/> or <https://liftshare.com/uk/community/bucks>. Interest in a formal scheme will be assessed as part of the first annual review of the travel plan.

## Car Parking Management

- 8.17 The TPC will ensure the car parking operates effectively and within capacity. To achieve that, the ongoing supply and demand within the car parking area will be monitored during travel survey periods.
- 8.18 If the parking area is fully utilised, the TPC will gain an overview of the surrounding road network parking levels, to identify whether customers or employees park in the local neighbourhood.

8.19 The following measures will be considered:

- Introduce a parking permit scheme where car parking spaces are provided on the basis of need e.g. mobility, business travelling or car sharers;
- Allocate empty spaces to extra cycle storage or car share bays, and;
- Introduce incentives for staff choosing not to park / choosing to car share.

### **Reducing the Need to Travel**

8.20 The TPC will promote measures to encourage alternative working practices, to reduce the need to travel for employees:

- Introduce policy on flexible working for management staff such as teleworking and flexitime where possible;
- Adoption of 'smart' working practices such as teleconferencing and audioconferencing as an alternative to travelling to other locations for meetings, where appropriate, and;
- Local recruitment strategy and incentives for staff to relocate closer to work – this is something Lidl have already adopted for all store staff.

### **Personalised Travel Planning**

8.21 Targeting individual journeys can be an effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

8.22 The TPC will assist staff in the development of a personalised journey plan for staff regular commute journeys, upon request. The journey plan could include (dependent on which modes of transport are identified as being of most interest):

- Maps showing the location of the bus stops at either end of the journey, along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current fare for travel;
- Suggestions of how to incorporate sustainable travel elements to the journey, and;
- Timetable information of public transport services used in the journey.

8.23 Journey planning tools can be found at [www.traveline.info](http://www.traveline.info) and [www.cyclestreets.net](http://www.cyclestreets.net) for public transport and cycling journeys.

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## Marketing Summary

- 8.24 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.
- 8.25 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:
- Welcome packs will be distributed to all staff upon store opening (or before to opening, where viable);
  - Staff travel information noticeboards will be set up within the staff room, to promote new and ongoing measures along with events, for example, linked to Walk to Work Week and European Mobility Week. Noticeboards will be maintained by the TPC on a biannual basis, or as required;
  - Provision of a range of promotional and marketing resources to staff;
  - Updated information will be communicated to staff to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.

## **9.0 TRAVEL 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 the local authority the effectiveness of measures implemented and the progress being made towards travel plan objectives;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the travel plan by reporting successes;
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- The data can be shared with any other nearby employment travel planning sites, as well as inform the local authority and public transport operators of local travel patterns.

9.3 Annual travel surveys will be used to monitor the number of staff walking, cycling, and travelling by car and public transport to and from the site. Surveys will be carried out using iTrace software, where online surveys are considered feasible. 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 an annual basis for the first five years of site operation.

### **Reviewing**

9.5 The TPC will undertake an annual review of the travel plan following monitoring, in conjunction with BC. 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 during survey periods, such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.
- 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 within three months of surveys being undertaken. This will take place for five years; further reporting will be undertaken by agreement with the local authority, if the travel plan period requires extending.



## 10.0 ACTION PLAN

10.1 The Action Plan at **Table 10.1** below outlines the implementation programme of the proposed measures and monitoring plan, including timescales and responsibilities.

**Table 10.1: Travel Plan Action Plan**

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

|  |   |     |                       |
|--|---|-----|-----------------------|
| Implement measures in line with staff requirements / interest, including promotion of national annual events such as Bike Week | Ongoing                                 | TPC | Staff time            |
| Provide ongoing journey planning assistance to staff   | Upon request                            | TPC | Staff time            |
| Ongoing parking management and review  | Ongoing                                 | TPC | Staff time            |
| <b>Travel Plan Monitoring / Review</b>   |   |     |                       |
| Conduct repeat travel survey at same time of year as baseline survey (using iTrace, where possible)                            | Annually, for 5 years                   | TPC | Staff time + printing |
| Analyse responses, produce progress report and submit to BC (using iTrace, where possible)                                     | Within 3 months of survey completion    | TPC | Staff time            |
| Report updates to staff and customers using noticeboards   | Within 1 month of analysis taking place | TPC | Staff time + printing |
| Continue regular monitoring as set out and agreed with BC  | As agreed with BC                       | TPC | Staff time            |
| Undertake annual cycle and car parking surveys   | As agreed with BC                       | TPC | Staff time            |

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## **11.0 CONCLUSION**

- 11.1 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.
- 11.2 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Achieving the minimum number of single occupancy car traffic movements to and from the development;
  - Reducing reliance upon the car and improving awareness and usage of alternative modes;
  - Promoting walking, cycling, public transport and car sharing;
  - Minimising the total travel distance of staff and customers; and
  - Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 11.3 This document therefore ensures that sustainable access to the development is facilitated.