



**LIDL GREAT BRITAIN LIMITED
PROPOSED FOODSTORE
PURBROOK WAY, HAVANT**

TRAVEL PLAN

NOVEMBER 2020



the journey is the reward

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**Lidl Great Britain Limited
Proposed Foodstore
Purbrook Way, Havant
Travel Plan**

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1 Introduction

- 1.1 Mayer Brown Ltd has been appointed by Lidl to prepare this Travel Plan in support of a proposed foodstore on Purbrook Way in Havant, Hampshire (PO9 3QJ).
- 1.2 Planning permission is being sought for construction of a 1,899sqm Gross Internal Area (GIA) Lidl foodstore. The store would be served by a 132-space car park, whilst vehicular access to the site would be provided via a priority junction arrangement along the western boundary of the site, with a separate pedestrian access provided along the southern boundary providing direct access to Purbrook Way.
- 1.3 This Travel Plan has been developed as a long-term strategy with the aim of promoting and facilitating trips to / from the site using the most sustainable modes of travel available, thereby minimising the impact that proposals will have upon the local highway network through a reduction in single occupancy private car travel.
- 1.4 The primary objective of the Travel Plan is to reduce unnecessary vehicular trips undertaken by staff and customers through the promotion and facilitation of suitable alternative modes of travel when accessing the site.
- 1.5 A review of the site in terms of location, development proposals and accessibility has been undertaken in order to highlight any potential barriers to usage of sustainable travel modes in the local area.
- 1.6 A range of physical and managerial measures have been outlined within the Travel Plan which aim to work towards this objective and meet outlined targets.
- 1.7 The Travel Plan and its obligations will become effective upon occupation of the store for a period of up to five years, although it is envisaged that the legacy of the Travel Plan to reduce unnecessary vehicular trips and promote / facilitate more sustainable modes of travel where possible will continue past this period.

2 Objectives & Motivations

- 2.1 Governmental guidance has highlighted the requirement for a reduction in car usage (particularly single occupancy journeys) and an increase in use of public transport, walking, cycling and car sharing.
- 2.2 Preparation of the Travel Plan has considered, although is not limited to, the following Department for Transport guidance documents:
- The New National Planning Policy Framework (2018);
 - Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (2011);
 - Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009); and
 - The Essential Guide to Travel Planning (2008).

Objectives

- 2.3 The objective of the Travel Plan is to implement a long-term change in travel patterns. Although the Travel Plan is aimed at both customers and staff, it is considered that staff travel provides more scope for change, due to:
- Staff undertaking a higher frequency of trips to the site compared to customers;
 - The level of control / influence that employers have over the behaviour of staff; and
 - A car journey being generally preferred by customers undertaking bulk shopping trips, the predominant trip type at discount stores.
- 2.4 The primary objective of the Travel Plan is to encourage the utilisation of sustainable modes of travel when accessing the site and in turn reducing unnecessary vehicular trips, primarily single occupancy private car travel, where suitable alternative modes of travel are available.
- 2.5 It is envisaged that this objective will be achieved through:
- i) Making staff and customers aware of the potential benefits / advantages of travel by sustainable modes of travel; and
 - ii) Introducing a package of physical and managerial measures to encourage / facilitate travel by sustainable modes of travel to the site.

Motivations

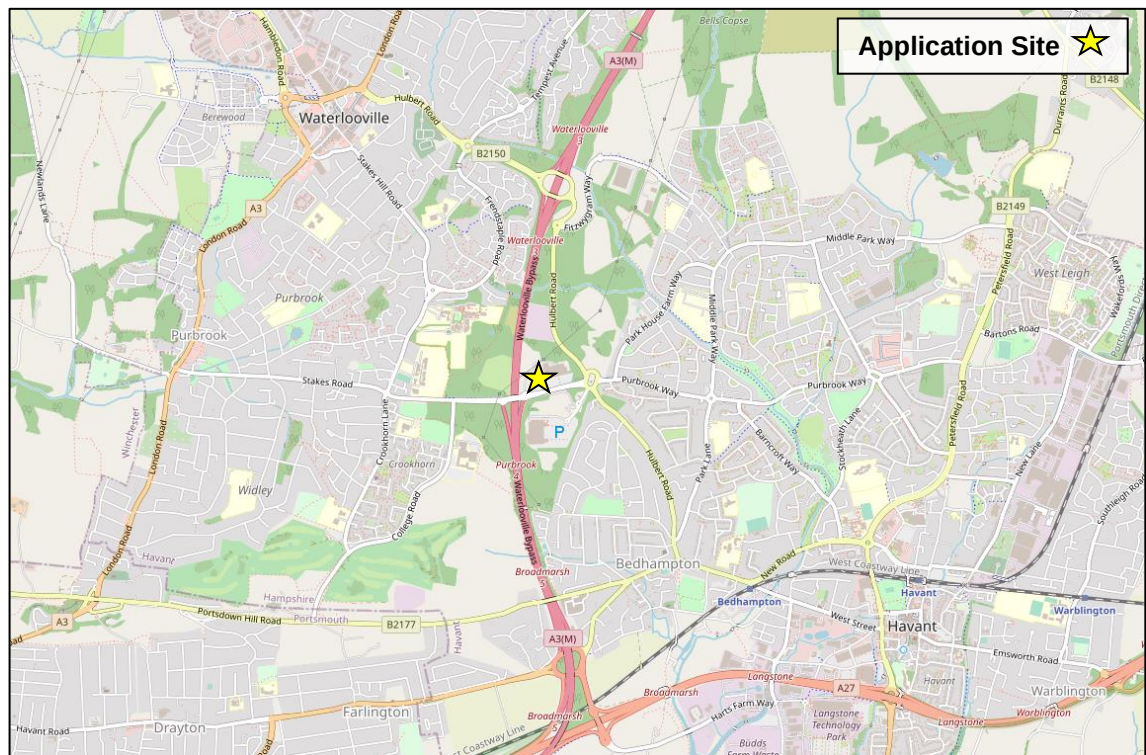
- 2.6 The proposed development of a new foodstore provides an opportune time in which to develop a Travel Plan, in particular due to new staff accessing the site with no current favoured travel choice. Measures and initiatives implemented as part of the Plan not only benefit store customers and staff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

Statement of Intent

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

3 Site Description

- 3.1 The proposed foodstore site is located on the western edge of Havant in Bedhampton, within Havant Borough Council's area of control and with Hampshire County Council acting as the local highway authority.
- 3.2 The site is bounded by Purbrook Way to the south, whilst the access road and car park for the adjacent B&Q Havant store bounds the site to the northwest and east respectively. The private access road joins Purbrook Way at a roundabout junction, with a fourth exit-only arm providing access to the A3(M) Junction 4 southbound carriageway.
- 3.3 Purbrook Way provides a local vehicular link between Purbrook to the west and Havant to the east. To the east of the site (towards Havant), Purbrook Way forms a large partially signal-controlled roundabout junction with Hulbert Road and to the private access road for the Asda Havant superstore.
- 3.4 To the west (towards Purbrook), Purbrook Way forms a three-arm roundabout with the northbound off-slip from the A3(M). The A3(M) is a trunk road controlled by Highways England that starts at the M27 to the south, and then continues north as the A3 towards Petersfield, Guildford and London.
- 3.5 The site location is shown in relation to the local highway network in **Figure 3.1**.



Source: Map data © OpenStreetMap contributors, CC BY-SA; www.openstreetmap.org; www.creativecommons.org
Figure 3.1: Site Location Plan

Development Plans

- 3.6 Development proposals seek to provide a 1,899sqm GIA Lidl foodstore, with access for vehicles provided via a priority junction via the unclassified access road to the west of the site.
- 3.7 A total of 132 car parking spaces will be provided onsite, including 7 disabled, 9 parent & child and 2 Electric Vehicle (EV) charging spaces. Additionally, dedicated motorcycle parking provision will be provided onsite, accommodating around 5 motorcycles.
- 3.8 As part of the development proposals 10 cycle spaces would be provided onsite, located along the southern glazed store frontage in a well monitored / sheltered position in addition to a direct / convenient non-motorised vehicular access between Purbrook Way and the proposed Lidl foodstore frontage.
- 3.9 The proposed site layout is provided in **Appendix A**.

Store Operation

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

Deliveries & Servicing

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

4 Site Accessibility

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

Walking

- 4.3 Walking is the most important mode of travel at a local level as it offers the greatest potential to replace short car trips for journeys.
- 4.4 The Chartered Institute of Highways and Transportation document 'Planning for Walking', published in March 2015, indicates that people will typically only walk if their destination is less than a mile away, with a typical catchment of around 800m or a 10-minute walk time based on a comfortable walking pace of 80m per minute. In relation to commuting trips, it is considered that staff may be willing to walk further than this (800m) but typically not more than 2km.
- 4.5 An 800m walk from the site includes some residential areas in Bedhampton accessed from Purbrook Way and Hulbert Road.
- 4.6 Extending walking distances to 2km suggests that a large area of northwest Havant is located within an appropriate walking distance of the site.
- 4.7 Shared footway / cycleways along with regularly spaced street lighting are provided along the northern side of Purbrook Way, with a Toucan crossing providing access to a footway / cycleway along part of the southern side. Uncontrolled pedestrian crossing points consisting of dropped kerbs and central refuges are provided on the northern arm of the B&Q roundabout with Purbrook Way, providing pedestrian access from Purbrook.

Cycling

- 4.8 Cycling is seen as a viable alternative for journeys of up to 5km, equivalent to a 20-minute cycle time based on a speed of 10mph (16kph).
- 4.9 A 5km cycle distance suggests that the majority of Havant is likely to be accessible via cycle, as well as Purbrook and southern parts of Waterloooville.

- 4.10 The site is well provided for with off-road shared footway / cycleways. There is a cycle path along the northern side of Purbrook Way, adjacent to the site, which continues across the Purbrook Way / Hulbert Road gyratory via Toucan crossings. This provides access to the residential single-carriageway sections of Purbrook Way and Hulbert Road where cyclists re-join the carriageway.
- 4.11 It also continues to the west along the northern side of Purbrook Way, over the A3(M) bridge to College Road. These paths give cyclists the choice of cycling along the dual carriageway section of Purbrook Way or using a quieter off-road path.
- 4.12 Beyond the cycle paths, there is a network of quieter residential streets that allow cyclists to travel around the local area whilst avoiding the busiest vehicular routes.

Public Transport

- 4.13 There are bus stops provided approximately 100m walk from the pedestrian entrance to the site. The footway / cycleway along Purbrook Way provides convenient access between the site and the eastbound bus stop, and the Toucan crossing over Purbrook Way provides a link to the westbound stop. Both stops have shelters with seating and timetable information.
- 4.14 A summary of non-school services operating to / from stops in the vicinity of the site are outlined in **Table 4.1**, based on information in Hampshire County Councils Havant and Petersfield Public Transport Guide (March 2019). Although this information may not be the most recent, it provides an indication of typical service frequency prior to the coronavirus outbreak.

Service Number	Description / Route	Frequency		
		Mon – Fri	Sat	Sun & Bank Holidays
20	Havant – Q.A Hospital - Portsmouth	Every 30 minutes	Every 30 minutes	No service
37	Havant – WaterlooVille – Clanfield - Petersfield	Hourly	Every 90 minutes	No service
39	Havant – Leigh Park – WaterlooVille – Wecock Farm	Every 12 minutes	Every 12 minutes	Hourly

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

- 4.15 **Table 4.1** indicates that the site benefits from a good level of daytime bus services to/from surrounding areas.
- 4.16 The nearest railway station to the site is Bedhampton, located just over 2km from the site, so a journey from here could be combined with onward travel by bicycle.

- 4.17 Havant station in the centre of town is around 3km from the site and all three local bus services stop at this station, with route 37 having a journey time of less than ten minutes.
- 4.18 Bedhampton station typically receives two trains per hour to Portsmouth & Southsea, one per hour to London Waterloo and one per hour to Littlehampton. Havant receives a higher level of service, with five trains per hour to London stations, two to Brighton, one to Littlehampton, six to Portsmouth stations and two to Southampton Central.

Public Transport Accessibility Index

- 4.19 In line with BREEAM guidance, the existing public transport Accessibility Index (AI) for the site has been calculated based upon public transport nodes located within 650m of the site and the average number of services stopping per hour at each node during the proposed Lidl store operating hours (07:00 – 22:00). This indicates an AI of 3.10.

Local Amenities

- 4.20 Existing local amenities accessible within c. 500m walk of the store entrance, include:
- Food outlets – B&Q café and food van, McDonalds and KFC; and
 - Access to an outdoor open space – Johnstons Coppice.
- 4.21 These local amenities increase potential for customer linked trips and allow staff to access these amenities via non-car travel modes when making trips out of the workplace during their working day e.g. to get lunch.

Accessibility Summary

- 4.22 In summary, it is considered that the site benefits from good links to surrounding residential areas via active travel modes with footway / cycleways, Toucan crossing facilities and regularly spaced street lighting provided on the local highway. The site also provides convenient access to frequent public transport services serving residential areas in the vicinity of the site and further afield, in addition to connecting bus and rail services in central Havant.

5 Travel Plan Management

- 5.1 A Travel Plan Co-ordinator (TPC) will be appointed by Lidl to implement and manage the Travel Plan and will be funded accordingly throughout the 5-year duration of the Travel Plan. The TPC will be appointed prior to occupation of the new foodstore to ensure that any actions / measures required prior to trading have been completed.
- 5.2 Once appointed, relevant contact details for the nominated TPC will be provided to the local authority and included within the Travel Plan document and associated materials as appropriate. Any change in the appointed TPC during the 5-year lifetime of the Travel Plan will be notified to the local authority.
- 5.3 The role of the TPC will include:
- Overall responsibility for the Travel Plan;
 - Taking a lead role in the development, implementation and review of the Travel Plan with assistance / support from Lidl management as required;
 - Promotion and marketing of the Travel Plan and its associated measures;
 - Assisting and providing personal journey planning to staff as and when required;
 - Monitoring onsite facilities and infrastructure to ensure it is fit for purpose and investigate possible improvements / additional provision if required;
 - Acting as a point of contact for the Travel Plan and addressing staff and customer questions / queries regarding travel to and from the store and within the site; and
 - Mediating with the Local Authority and public transport operators.

Marketing and Promotion

- 5.4 All staff will be made aware of the existence of the Travel Plan upon commencing employment, and the role of individuals in achieving its aims / objectives will be explained.
- 5.5 The Travel Plan and its associated measures will be promoted to staff on an ongoing basis through promotional material such as posters and leaflets. Employee feedback on existing or potential future travel initiatives will be included as a discussion point on the agenda at team meetings.
- 5.6 As appropriate, the TPC or a nominated representative will attend staff team meetings or provide appropriate materials for distribution to promote the Travel Plan and its associated measures. Staff will be requested to highlight any current issues or suggestions in relation to the Travel Plan or travel to / from the site in general.

- 5.7 Travel will be raised as an agenda item at staff team meetings. Given the nature of the business, this is considered to be most appropriate for the site rather than a separate Steering Group. The group will discuss how best to improve and implement the Travel Plan, as well as other issues relating to travel to and from the store that may occur.

Resources and Funding

- 5.8 Suitable resources will be provided by Lidl for the implementation of the Travel Plan and its associated measures and initiatives.
- 5.9 Certain measures / initiatives, including provision of cycle parking, noticeboards and staff welfare facilities will form part of the development construction / fitting out stages and as such, the associated costs are included within these stages.
- 5.10 The TPC role includes liaison with the local authority, public transport operators and other third parties as appropriate, including liaison in relation to a number of outlined measures where obtaining items such as cycle training and discounted public transport tickets is required.
- 5.11 With regards to promotional leaflets / posters and updated timetables / mapping information, costs associated with printing etc are envisaged to be funded through general store / regional administration costs or similar.

6 Travel Plan Measures

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

Staff Recruitment

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

Travel Noticeboard

- 6.4 Travel information and promotional materials will be provided on noticeboards in appropriate / prominent location(s) within the building and will be regularly updated with information about travel options and events, including:
- A summary of the Travel Plan objectives and targets;
 - Health, financial and environmental benefits of the utilisation of sustainable travel;
 - National and regional sustainable travel campaigns / events such as Walk to Work week, National Bike Week, and National Car Free Day;
 - Appropriate information / leaflets in relation to walking, cycling and public transport within the local area;
 - Details of the benefits of car sharing and appropriate websites;
 - Useful travel / journey planning websites such as My Journey Hampshire (myjourneyhampshire.com); and
 - A list of local taxi companies' contact details, which provides an alternative means of transport for trips when other modes of transport may not be available / preferable.
- 6.5 Contact details for the TPC will be on display so that they can contact them with any issues / concerns or suggestions on additional content regarding travel to / from the store.

Working Practices

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

Walking & Cycling

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

Staff Welfare Facilities

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

Cycle Parking

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

Cycle Training

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

Cycle to Work Scheme

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

Bicycle Users Group

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

Bicycle Maintenance

- 6.15 A basic cycle maintenance repair kit and pump will be provided for communal staff use. This will be conveniently located to enable staff access but avoid misuse or loss, with staff made aware of its provision / location.

Local Authority Liaisons

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

Public Transport

- 6.17 In addition to providing local public transport route / timetable information, the following measures will be implemented to encourage travel to / from the store by public transport.

Journey Planning

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

Websites

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

Mobile Resources

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

Discounted Ticketing

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

Public Transport Operator Liaisons

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

Driving Sustainably

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

Car Sharing

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

Electric Vehicles

- 6.25 As part of the proposals, a rapid EV charging point is being installed onsite providing capacity to charge 2 vehicles at the same time.
- 6.26 Staff will be provided with details of different Electric Vehicle types, the benefits / incentives for going Electric, details of local charge point locations and grants available for the purchase of new plug-in vehicles.
- 6.27 Annual monitoring of the utilisation of the EV spaces would be undertaken.

Customers

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

Fleet Management

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

7 Travel Plan Targets

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

Aim Targets

- 7.4 The Travel Plan aims to reduce the dependence upon single occupancy private car travel when accessing the site and hence the Travel Plan targets aspire to:
- Decrease percentage of staff accessing store via single occupancy private car; and
 - Increase percentage of staff utilising active modes (walking / cycling), public transport and car sharing to access the store.
- 7.5 To identify a modal split for staff travel, an initial (Year 1) travel survey will be undertaken within 6 months of the occupation of the store, with a sample survey included in **Appendix B** of this report.
- 7.6 **Table 7.1** outlines interim short, medium and long-term staff modal shift targets, utilising 2011 Census Travel to Work data for the Havant workplace population, to take into account local site-specific characteristics in regard to travel mode choice.

Travel Mode	Baseline (2011 Census Data)	Short Term (Year 1)	Medium Term (Year 3)	Long Term (Year 5)
Car Driver (single occupant)	63%	61% (-2%)	58% (-5%)	55% (-8%)
Car Share (driver or passenger)	15%	16% (+1%)	17% (+2%)	18% (+3%)
Walking	9%	21% (+1%)	23% (+3%)	25% (+5%)
Cycling	4%			
Public Transport	7%			
Other, including Motorcycle and Taxi	2%	No change expected		

Table 7.1: Travel Plan 'Aim' Targets

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

7.8 Targets detailed in **Table 7.1** will be reviewed and updated accordingly following the undertaking of the initial (Year 1) staff travel survey.

Remedial Measures

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

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

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

Action Targets

7.11 **Table 7.2** sets out measures and actions discussed previously within this Travel Plan, alongside implementation target dates for completion. These will include educating and informing customers about ways they may travel to the store.

Target Date	Action / Measure
Prior to trading	• Appointment of Travel Plan Coordinator; • Staff recruitment focused within local area; • Provide changing / storage facilities for staff; • Provide cycle parking facilities; • Provide Electric Vehicle charging facilities; • Provide cycle maintenance kit; • Install travel noticeboard(s) with appropriate information, including walking, cycling and public transport information, journey planning resources and local taxi providers; and • Investigate public transport discounts that may be available to staff.
Within 3 months of trading	• Undertake initial (Year 1) staff travel survey; • Promote and encourage staff participation in car share scheme; and • Investigate and promote availability of cycle training and maintenance courses.
Year 3 and 5	• Undertake updated staff travel surveys; • Review the Travel Plan and its associated measures / targets; and • Prepare / issue monitoring report to local authority.
Ongoing	• Liaison with local authority and public transport operators regarding infrastructure and services in the vicinity of the site as appropriate; • Staff recruitment focused within local area; • Promote Local / National Awareness Events; and • Updating sustainable travel information as appropriate; and • Review Fleet Management Policies and Procedures.

Table 7.2: Travel Plan ‘Action’ Targets

8 Monitoring & Review

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

Monitoring

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

Staff Travel Survey

8.3 Updated staff travel surveys will be undertaken on or around the third and fifth year anniversaries of the initial (Year 1) staff travel survey to provide updated travel data, free of seasonal bias.

8.4 The TPC will aim to maximise the staff travel survey response rates but a robust minimum response rate of 75% will be set.

Monitoring Report

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

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

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

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

Ongoing Monitoring

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

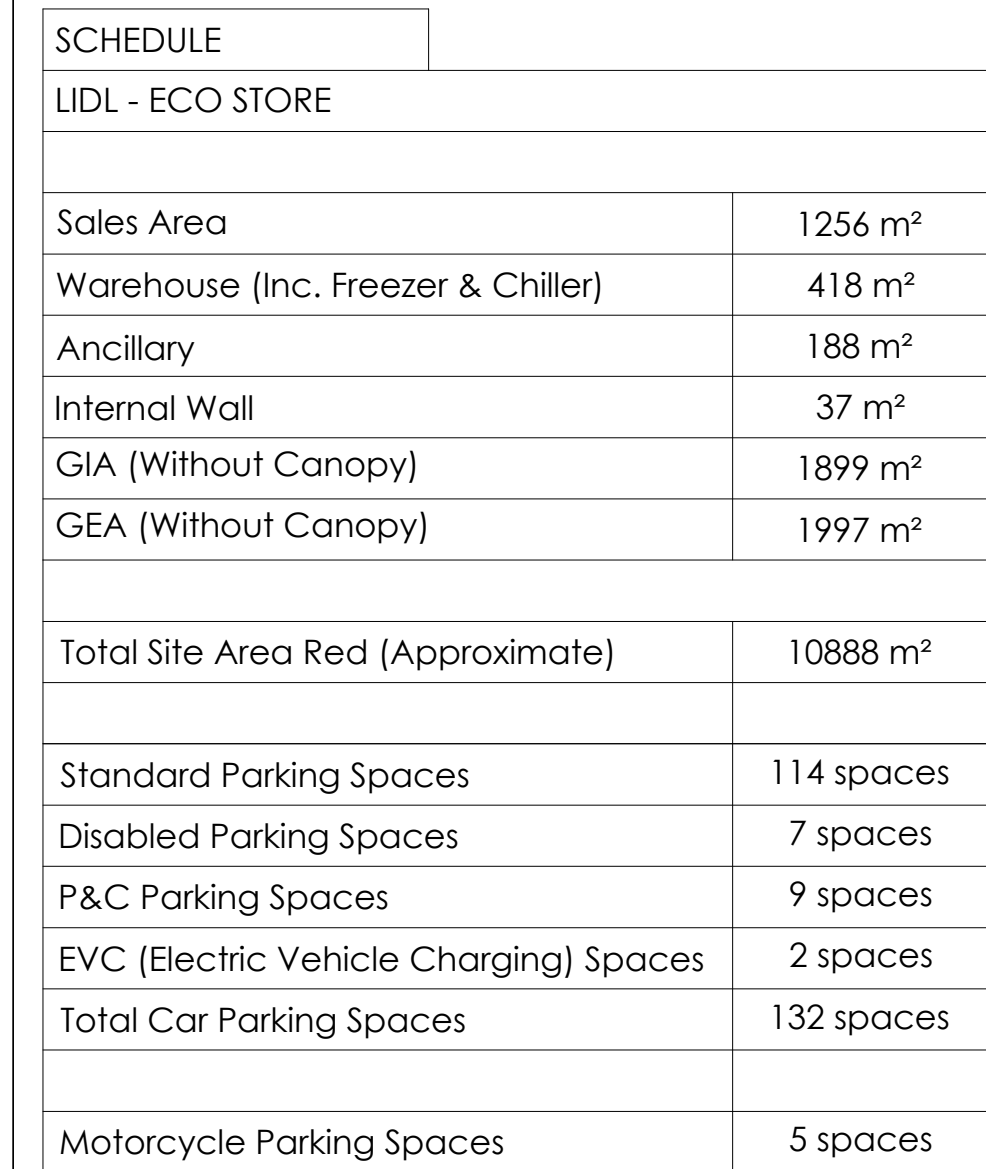
- Customer and staff feedback relating to any concerns or comments regarding travel to / from the store and within the site;
- Ensuring internal pathways are kept clean and clear for pedestrian use;
- Condition and use of staff storage facilities;
- Ensuring the cycle maintenance repair kit is suitably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

Review

8.9 The Travel Plan is not a fixed document and the strategy and measures herein are expected to require reviewing over the period of the Plan to accommodate changes in circumstances which are beyond the occupants' control, although the objectives of the Plan will not change.

8.10 If the TPC believes that there is a justifiable reason to undertake a review of the Travel Plan and its associated objectives, targets or measures the TPC will liaise with the local authority accordingly.

APPENDIX A: Site Layout



APPENDIX B: Example Staff Travel Survey

Lidl Purbrook Way, Havant - Staff Travel Survey



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

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

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

About You

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

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

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

About Work

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

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

Your Travel Habits

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

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

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

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

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

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

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

Alternative Travel Modes

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

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

Additional Information

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

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