



LIDL STORE, MANOR ROAD, HAYLING ISLAND

Travel Plan

JUNE 2017

Incorporating

EC HARRIS
BUILT ASSET
CONSULTANCY



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Version Control

Version	Date	Author	Description of Revision	Reviewed by:
01	June 2017	C. Collins / E. Mitchell	Draft for client consideration	A. James
02	June 2017	C. Collins / E. Mitchell	Updated following client comments	A. James

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1. INTRODUCTION

Arcadis Consulting (UK) Ltd. ('Arcadis') has been commissioned by Lidl UK GmbH ('Lidl') to produce a Travel Plan ('TP') for the construction of a new Lidl discount food store on Manor Road, Hayling Island. The proposed development will seek to develop an existing area of open grass land currently accessed from the A3023 Manor Road, via a gate. The proposed Lidl store comprises circa 1,340 m² retail area, with associated car and cycle parking. The site layout is attached at **Appendix A**.

Hampshire County Council charges fees for the evaluation and monitoring of travel plans, which vary according to the size of development. Category 'A' fees will be paid to the 'County' for the evaluation and monitoring of this Travel Plan.

A Travel Plan is a long-term strategy for improving and managing access to a site focusing on promoting sustainable modes, and minimising single occupancy car trips. For the purposes of the planning process, travel plans must be documented and contain objectives and targets, policies and measures to be implemented, an action plan as well as monitoring and review arrangements.

This TP represents an ongoing and evolving effort by Lidl UK to ensure that their stores operate in a sustainable fashion. Provisional targets are based on 2011 Census statistics for travel modes to work. The content of this TP aims to influence sustainable travel to and from the proposed Lidl food store.

2. EXISTING AND PROPOSED TRANSPORT CONDITIONS

2.1 Introduction

This section of the TP provides an overview of the existing transportation environment in the vicinity of the site, thereby providing a baseline for the TP. The location of the site is illustrated in **Appendix A**.

2.2 Site Location

The application site is located in the centre of Hayling Island, near Portsmouth. The existing site is currently open grass land, accessed via a gate on Manor Road.

The site is bounded by the A3023 Manor Road to the north and Church Road to the east, which are both predominantly residential. To the north of the site is open farm land and buildings and an area of woodland to the south. Close to the development site there are residential areas and holiday parks for tourists including The Oven Campsite and Hayling Island Holliday Park.

The development site is located in a sustainable location benefitting from existing bus, pedestrian and cycle links. The site is well situated within close proximity of residential areas, visitor accommodation and a College.

2.3 Surrounding Highway Network

The A3023 is the main north-south route through Hayling Island. Near the site, the A3023 Manor Road is a single carriageway subject to a 40mph speed limit for a majority of its length, reducing to 30mph south of Lexden Gardens (south of the site). The carriageway connects to the A3023/ Church Road roundabout to the east and Beach Road/ A3023 to the south.

Church Road is a single carriageway connecting to the A3023/ Church Road roundabout to the north and Elm Grove to the south. Church Road travels through a predominantly residential area with several shops and services, and is subject to a 30mph speed limit. Pedestrian footways line both sides of the carriageway.

Both Church Road and Manor Road connect the site to the south of the Island.

2.4 Bus Services

Bus services operate 7 days a week, with timetabled services starting and finishing before and after store operating hours. Access by bus is therefore considered to be a practical alternative to the private car for site users.

The nearest bus stops are located approximately 220m west of the site, on Manor Road next to The Oven Campsite. The southbound stop is served by bus service 30 and the northbound bus service 31, both stops comprise a flagged pole with timetable information. The frequency for these services are presented in **Table 1**.

The locations of these bus stops within a reasonable walking distance (less than 400m), are shown on the Walking Accessibility Plan in **Appendix A**.

Table 1: Summary of Bus Services

No.	Route	Monday - Friday		Saturday		Sunday	
		Operating Hours	Daytime Freq.	Operating Hours	Daytime Freq.	Operating Hours	Daytime Freq.
30	Purbrook - Purbrook	05:36-21:12	2 per hour	06:06-21:12	2 per hour	08:17-19:47	1 per hour
31	Hayling Island – Havant	07:58-22:40	2 per hour	07:13-22:40	2 per hour	09:45-19:15	1 per hour

Source: Traveline

Appendix B provides detailed timetable information for each bus service, operating within the vicinity of the site.

2.5 Rail Services

The nearest railway station is Havant railway station located approximately 7.2km north of the site. There is no railway line on Hayling Island. It is therefore reasonable to assume that rail services would not form a practical form of transport for accessing the site.

2.6 Walking/ Cycling Access

The surrounding area is relatively flat with a good provision of footways and is therefore considered conducive to trips on foot. There is a footway on the southern side of Manor Road, which abuts the northern boundary of the site. The footway is well lit and considered to be in good condition. There are also footways along both sides of Church Road, along the eastern edge of the site, and on Havant Road to the north-east.

To facilitate the safe movement of pedestrians across local roads, there are informal dropped kerb crossings located at appropriate locations along local roads, which include the A3023 / Church Road roundabout to the north-east of the site.

It is widely considered that journeys of up to 2km represent an acceptable distance for walking. A walking accessibility plan has been produced using TRACC software illustrating a 1km and 2km catchment area from the site, see **Appendix A**. A 2km walking distance covers a large extent of the Island, reaching towards Stoke (north) and the residential areas of South Hayling (south). There are a range of public transport stops and residential areas within a 1km walk (approximately 12.5 minutes' walk) of the site.

The Hayling Billy Leisure Trail, part of National Cycle Network (NCN) Route 2, provides a traffic free north-south route across the Island and an alternative to the A3023, which comprises a number of junctions, identified in the Havant Borough Council Cycle Map and Guide¹ in **Appendix A**, as being difficult for cyclists.

There is also an alternative on-road route in the north of the Island, following Northney Road, St Peter's Road, Copse Lane and Yewtree Lane. **Appendix A** also includes the Cycle Map of Hayling Island, which identifies on-road cycle routes and off-road cycle tracks, the location of other cycle facilities and local amenities on the Island. These routes link to Langstone in the north and the sea front in the south. A new section of cycle path was recently created alongside the A3023 near Mill Rythe Junior School, north-east of the proposed Lidl store.

2.7 Summary

The proposed development provides opportunities to use modes other than the car and will provide staff in particular with alternative modes of travel. The site is located close to frequent bus services and the national cycle network, which provide links to surrounding residential areas and other settlements. Therefore, the site is ideally located to take advantage of sustainable travel opportunities.

¹ Havant Borough Council (2014), *Cycle Map and Guide*.

3. THE DEVELOPMENT

3.1 Introduction

The proposed development consists of a new Lidl discount food store (circa 1,340m² on land located at Manor Road on Hayling Island, near Portsmouth). The proposed development will seek to develop an existing area of open grass land.

A separate Transport Assessment has been prepared by RPS Group for the development.

3.2 Store Operation

Lidl stores are commonly open between 07:00 and 22:00 Monday to Saturday and between 10:00 and 16:00 on Sundays.

It is envisaged that around 40 full and part time staff will be employed at the proposed store. On average ten staff are likely to be working in store at any one time.

3.3 Vehicular and Pedestrian Access

A new shared site access is proposed onto Manor Road, see Site Plan in **Appendix A**. The new site access is located approximately 130 metres to the west of the Manor Road /Church Road roundabout.

An additional pedestrian entrance located to the east of Manor Road, near the Manor Road /Church Road roundabout will also be provided (refer to the Site Plan in **Appendix A**). This adjoins the footway on Manor Road with dedicated marked pedestrian routes through the car park, connecting to the food store entrance.

3.4 Car Parking

It is proposed to provide 126 car parking bays for customers, including 10 disabled parking bays and eight family parking bays, in accordance with the Havant Borough Council (HBC) Parking Supplementary Planning Document (SPD)², adopted in July 2016. The parking spaces are shown on the Site Plan included in **Appendix A**. The exact number of spaces will however be secured via conditions. No parking will be allocated for employees. Disabled persons working at the store would be able to use the disabled parking spaces referred to above.

It is anticipated that standard car parking controls that apply at all Lidl car parks will be implemented at the site, i.e. providing 90 minutes free parking to shoppers, with a £90.00 charge if a vehicle stays over 90 minutes and if a vehicle returns within two hours.

3.5 Cycle Parking

The store will provide eight long-stay (for staff) and 11 short-stay (for customers/visitors) cycle spaces, in accordance with the HBC Parking Supplementary Planning Document (SPD), adopted in July 2016. These will be located in a convenient and secure location close to the Manor Road/ Church Road junction, as shown on the Site Plan in **Appendix A**.

The location benefits from good natural surveillance and is close to Church Road, where the majority of non-vehicular traffic is anticipated to come from. Additional staff cycle storage space is available within the warehouse, which will be monitored by CCTV at all times. Whilst there will be no dedicated area for cycle storage within the warehouse, there is plenty of room available, and the level of safety/security will be substantially higher than any external secure cycle store.

² Havant Borough Council (2016), *Parking Supplementary Planning Document, Adopted July 2016*.

3.6 Deliveries

Lidl stores only have two or three HGV deliveries per day. The HGV delivers frozen, chilled and ambient goods, and transports waste and recycling on the return trip, thereby minimising delivery trips.

4. TRAVEL PLAN OBJECTIVES AND POLICY

4.1 Introduction

The principal objective of a TP is to promote sustainable travel for a particular development site and achieve a travel trend modal shift away from single occupancy car travel, thereby reducing future traffic demand. Lidl are committed to sustainable development and promoting alternative modes of travel for staff journeys to work and this is reflected in company policy. At Lidl stores parking is not allocated to staff (with the exception of disabled parking) so as to encourage staff to consider and use alternative modes of travel. Furthermore, recruitment for Lidl stores is targeted at the local area, which helps to reduce dependency on car journeys.

4.2 National Policy

The Government's *National Planning Policy Framework*³ (NPPF) states that:

'Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people.'

This TP promotes the aims and objectives set out in the NPPF through a package of key measures that seek to:

- Give priority to pedestrian and cycle movements, and access to high quality public transport facilities;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones; and
- Consider the needs of people with disabilities by all modes of transport.

In addition to assisting in achieving Central Government aims and objectives, a TP can have a number of benefits for individuals and the local community as well as the site, such as:

- An improvement in the environmental image of the site;
- Reduced need for car parking spaces;
- Improved access to the site for visitors and deliveries;
- Reduced traffic generation resulting in improved air quality, noise levels, local traffic conditions and a cleaner, more attractive environment;
- Reduced stress caused by driving, allied with improved health from adopting alternative travel habits;
- Enhancement of the role of safe walking and cycling in the local area (where appropriate) and therefore an improved environment for all pedestrians and cyclists;
- Improved viability and therefore provision of local public transport services, which are available to those travelling to and from the site as well as the rest of the local community; and
- A reviewable operation so that any adverse transport impact can be quickly dealt with and emerging opportunities maximised.

4.3 Local Policy

The *Third Hampshire Local Transport Plan (LTP3)*⁴ sets out the highway authority's long term transport strategy for 2011 to 2031. It comprises the following two parts:

- Part A is a 20-year Strategy, which sets out a long-term vision for how the transport network of Hampshire will be developed over the next 20 years, and
- Part B is a three-year Implementation Plan setting out the planned expenditure on transport over the period April 2014 to March 2017.

³ Department for Communities and Local Government, *National Planning Policy Framework*, Adopted March 2012.

⁴ Hampshire County Council (2011), *Third Hampshire Local Transport Plan (LTP3)*, Adopted February 2011.

There are 14 policy objectives presented in the LTP3 under five broad themes: 'supporting the economy through resilient highways'; 'management of traffic'; 'the role of public transport'; 'quality of life and place'; and 'transport and growth areas'.

Reference is made to Travel Plans (page 38) "all developments which generate significant amounts of movement should be required to provide a Travel Plan". Under the theme 'management of traffic' as they can be used as a tool to encourage lift sharing and use of park and ride, both of which can reduce the number of cars on the road, and consequently reduce the number of parking spaces generally required.

Chapter 5 of the LTP3 is entitled North Hampshire Transport Strategy and includes the administrative district of Hart District Council. Challenges for the region include:

- "Reducing car dependency through development of high-quality public transport alternatives, in partnership with operators and 'Smarter Choices' programmes;
- Ensuring the timely delivery of transport infrastructure, information services and sustainable transport measures to support, and mitigate the impact of new development;
- Managing and mitigating the impacts of increasing traffic, including
- HGV movements on core routes and in more rural areas; and
- Enabling the rail network to play a greater role in catering for local commuter journeys and supporting measures to improve access for all."

HCC's LTP Implementation Plan, published in May 2014, contains the proposals for delivery of the policies and priorities within the Strategy during the three-year period April 2014 to March 2017. It demonstrates how both capital and revenue funding, available from central Government, council tax and developer contributions is to be used to deliver Hampshire's transport priorities.

The County Council is also a partner in three successful Department for Transport (DfT) Local Sustainable Transport Fund (LSTF) projects that were awarded funding in 2012. The first of these is a 'large project' of which element three "a travel marketing campaign – My Journey" comprises travel awareness campaigns, station and interchange travel plans, travel planning work with residents and businesses, hospital travel plans, travel to school and college initiatives and promotion of the South Hampshire smartcard ticketing system, with a total cost of £5.1m.

The *Havant Borough Council (HBC) Adopted Core Strategy*⁵, is the principal document of the Local Development Framework (LDF) and sets out the vision, objectives, spatial development strategy and overarching policies that will guide the development in the borough of Havant to 2026. The Core Strategy states:

'For developments which would generate significant amounts of travel, a transport assessment and a company or site travel plan will be required (detailing the approach to minimise the expected traffic impact of new development)'.

DM11 Planning for More Sustainable Travel - The council will seek to ensure that every opportunity is taken to increase integration of sustainable travel modes and availability of non-motorised modes by appropriate measures including:

1. Securing on-site and/or off-site interventions that promote integrated travel and access by non-motorised modes.
2. Requiring safe and secure vehicular and cycle parking and turning facilities to adopted standards.
3. Securing appropriate improvements to public and community transport (including infrastructure requirements) in accordance with the Hampshire Local Transport Plan and (where applicable) the relevant sub-regional transport strategy.
4. Proposals for reducing opportunities for informal parking in the area surrounding the development where this would impact on the capacity, operation and safety of the local highway network and/or the amenity of the locality.

⁵ Havant Borough Council (2011), *Core Strategy, Adopted March 2011*.

5. Ensuring that new developments are located and designed at the outset to encourage lower vehicle speeds and safe, permeable, inclusive layouts that integrate with existing pedestrian, cycle and public transport routes. This will facilitate and encourage short distance trips by cycle and walking, including to public transport interchanges.

Policy DM12 Mitigating the Impacts of Travel - New developments will be required to mitigate their travel impact, including the environmental impacts of travel and impacts on amenity, health and climate change, where appropriate, the following criteria must be met:

1. Adequate provision is made for integrated and improved transport infrastructure or appropriate mitigation measures, through direct improvements and S106 contributions in accordance with the Hampshire County Council Transport Contributions Policy.
2. The submission of a transport assessment and travel plan alongside any planning application on proposals for major development or where a proposal is likely to have significant transport implications.
3. The submission of a transport statement must accompany planning applications to explain changes to travel demand.
4. A bond is provided which will be used to mitigate negative travel impacts of the development, should the travel plan fail to achieve its targets. This bond will be held by the relevant local transport authority.
5. In relation to outline planning applications, a framework for the preparation of travel assessments and travel plans will be submitted with the planning application proposals.

DM14 Car and Cycle Parking on Development (excluding residential) - Development will only be permitted where it provides parking for cars, motor cycles and cycles in accordance with the relevant standards (Appendix 5 of the Core Strategy). Such parking provision must be appropriately located in relation to the development and be practical for its intended use.

4.4 Overall Objectives

This Travel Plan is based around two main phases; firstly, to take into consideration the relevant existing transport conditions to the development and the surrounding environment and, secondly, to propose a number of measures designed to increase travel awareness for employees and to effectively manage and reduce the level of single-occupancy car use.

A survey will be carried out to ascertain the prevailing modal travel patterns of the employees. The survey results will be integral in the future implementation of the Travel Plan. The survey will aim to ascertain:

- Main mode of travel;
- Attitudes towards more sustainable modes of transport;
- Journey lengths and origin;
- Preferences regarding the current modes of transport;
- Attitudes to changing their preferred mode of transport if necessary;
- Most effective measures to induce a shift from private car usage to more sustainable modes of transport.

A sample questionnaire is shown at **Appendix C**.

By analysing the results of the survey, it will be possible to establish the prevailing travel choices and the general travel characteristics of staff. It will then be possible to tailor future transport initiatives and focus on addressing the travel patterns of these groups.

The TP focuses on employees. Measures proposed within the plan are intended to encourage, vary, or change their travel behaviour from reliance on the private car.

This focus on employees has been adopted because the Government's main focus for travel plans has been towards employers and, as such, it is considered realistically more feasible to evaluate travel patterns and successfully implement quantifiable initiatives with staff working at the store than with the more variable customer base. Trips to food stores are also typically by car due to the bulky nature of

the purchase. However, the site's high connectivity to local residential areas and its excellent public transport links, as well as the provision of cycle parking for customers and staff, will provide customers with alternatives to the car.

4.5 Benefits of a Travel Plan

The principal benefits of the TP lie in the delivery of sustainable transport objectives, including:

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
- Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
- More environmentally friendly delivery and freight movements, including home delivery services.

There will also be a range of less tangible benefits resulting from the implementation of this travel plan, these include:

- Improved organisational image;
- Reduced on site congestion;
- Cost savings - to staff, visitors and the organisation as travel becomes more efficient;
- An improved environment for pedestrians and cyclists; and
- Energy savings - through reduced fossil fuel use.

TPs are evolving documents that need to remain adaptable to changing working practices and local conditions and, therefore, the plan targets may require review if they prove to be inappropriate.

TP targets will seek to be transparent, realistic, achievable, committed to and enforceable taking the following factors into consideration:

- The location of the development;
- Public transport availability to the site;
- Local Transport Plan targets;
- Level of parking provided; and
- Provision for cycle and motorcycle parking and on site facilities.

However, it is important to note that targets must be set in relation to existing patterns of travel behaviour, local public transport and the availability of parking. The targets should most easily demonstrate the commitment to deliver the package of measures set out in the plan.

The targets set must be cognisant of the potential for proportional changes in the travel modes used to get to the site. Inevitably, when staff modal travel patterns are unknown, it is difficult to be precise as to realistic target modal splits. As a result, the intention is for the plan to be a working document that will be reviewed and updated regularly.

The 2011 Census 'Travel to Work' data has been extracted for the Hayling East and Hayling West Wards that cover the proposed development site, as summarised in **Table 2**. Due to the purpose of this staff Travel Plan, the travel to work categories of 'not in employment' and 'work mainly from home' have been excluded as not relevant. An average mode share has been calculated to determine the baseline target modal share that will be used as a starting point from which future targets are to be set.

According to the Travel to Work statistics, 76% of employees within the ward travel to work by private car (as a single occupancy car driver) and 17% via sustainable modes.

Given the site's high connectivity to local residential areas and the public transport links there is likely to be potential to increase use of sustainable methods of travel by employees working at the store.

Table 2: Travel to Work Census Statistics (2011)

Method of Travel	Hayling West	Hayling East	Average Baseline Share
<i>Train</i>	3%	2%	3%
<i>Bus, minibus or coach</i>	2%	3%	3%
<i>Motorcycle, scooter or moped</i>	1%	1%	1%
<i>Driving a car or van</i>	77%	75%	76%
<i>Passenger in a car or van</i>	5%	5%	5%
<i>Bicycle</i>	3%	3%	3%
<i>On foot</i>	8%	9%	8%
<i>Other</i>	1%	2%	1%

Source: Method of Travel to Work – 2011 Census, ONS (QS701EW). Rounding has been applied.

The above target modal share will be reviewed once the results of the initial travel survey have been collected. The survey will be carried out within six months of the store opening. To ensure a minimum target response rate of 35%, Lidl management will be involved in the surveys and staff will be incentivised to respond to the surveys. From the baseline modal share, the TP target for modal shift will be to reduce travel by private vehicle by 10%. This target reflects targets agreed with local authorities for other Lidl stores and HCC guidance on Travel Plans. However, it will be reassessed after the initial staff travel surveys.

The target for modal shift will be set over a five-year period following the initial baseline travel survey, and will be reviewed in years 1, 3 and 5 in conjunction with HCC. In the event that the target for modal shift were not met, the causes would be identified and analysed. An action plan of measures would then be proposed in consultation with the store's staff and HCC Travel Plan Officer. Such measures could include a programme of promotional activity around sustainable travel (e.g. events such as bike breakfasts, Doctor Bike, cycle training) and staff incentives.

5. MEASURES

5.1 Introduction

This package will amount to a commitment during the first five years to implement the Travel Plan. However, it is accepted that a Travel Plan is an on-going commitment and this period may need to be extended in consultation with HCC (as the highway authority).

The initial target for the TP should be to influence the travel modes adopted by staff working at the site. In order to do so, it is essential that a number of measures are implemented at an early stage to ensure that staff are aware of the TP. Measures include:

- Appointing a Travel Plan Co-ordinator (TPC) to oversee all aspects of the TP;
- Setting an example through management participation;
- Provision of a welcome pack to all staff including local sustainable travel information;
- Provision of sustainable travel information in the staff room to encourage and motivate staff to use alternative travel modes;
- Consult and engage employees by including the Travel Plan as an agenda item at regular staff meetings (if there is sufficient staff interest, consideration will be given to setting up a staff travel forum);
- Consulting with Lidl's Human Resources department and any unions representing staff;
- Promoting sustainable travel options in company documentation and publicity material;
- Promoting the 'My Journey' Hampshire travel website (<https://myjourneyhampshire.com>) and the 'Traveline South East and Anglia' website (<http://www.travelinesoutheast.org.uk>), both of which include a public transport journey planner;
- Promoting the travel plan and sustainable travel options as part of the recruitment process; and
- Targeting recruitment in the local area, with posts being advertised:
 - in-store;
 - in local job centres;
 - in the local press.

As established, the TPC will be responsible for all aspects of overseeing and promoting the TP and will work in conjunction with HCC.

The measures below will be introduced to increase use of sustainable transport modes for employees accessing the site.

5.2 Walking and Cycling Strategy

Walking and cycling are the two most sustainable modes of transport and therefore play a key role in the TP. The site's location within walking and cycling distance of existing residential areas will allow staff to take advantage of these modes of travel. A range of measures will be utilised to help ensure that site users adopt sustainable travel behaviour from the outset.

People often do not consider walking to a destination that they perceive to be located a long distance from their home. The walking strategy aims to encourage walking by raising awareness of the facilities and amenities that are available via convenient and pleasant walking routes in the local area.

Local walking maps will be provided to staff. Maps of the local area will highlight local facilities and show suggested walking routes to these destinations. Showing walking times to key destinations is an effective way of helping staff appreciate convenient trips that could be completed without the need of a car. Walking route planners such as www.walkit.com will also be promoted.

Cycling is a key area of growth for sustainable travel. Additional incentives for cycle use will include:

- Provision of lockers to store outdoor clothing and equipment;
- Provision of facilities that can be used for changing and showering;
- Provision of cycle parking spaces for staff and visitors;
- Negotiating with local cycle stores staff discounts on bicycles and accessories;

- A ride home will be offered for anyone with safety concerns about their return journey by bicycle or in emergency situations;
- Details of local cycle routes (within information packs provided); and
- Reporting any defects and / or maintenance issues to the highway authority.

5.3 Car Sharing

Car sharing is a simple and effective way to quickly reduce the number of lone car trips. The following measure will be employed to promote car sharing at the site:

- Encouraging staff to sign up with local car share scheme [Hantscarshare.com](https://hantscarshare.com).

5.4 Public Transport

The site is well connected to the local public transport network. The TPC will encourage the use of public transport by:

- Highlighting the location of local bus stops close to the store;
- Providing timetable information; and
- Contacting local bus operators to find out what kind of bespoke marketing is available for the store.

Past studies have indicated that cost (or perceived cost) is a major factor to discourage the use of public transport. The TPC will liaise with local bus operators to investigate the possibility of providing staff with discounted or subsidised tickets, or season ticket options. All information will be made readily available and widely promoted in order to maximise knowledge amongst staff. The TPC will report to HCC on the outcome of liaising with local bus operators.

6. IMPLEMENTATION

6.1 Introduction

In order to have the greatest effect, targets should be put in place to act as a guide for the TPC. An objective of TPs is to provide an ongoing improvement process including periodic monitoring where necessary. The whole Travel Plan will then be reviewed in consultation with the Council.

6.2 SMART Targets

The progress of the TP will be measured by a number of Specific Measurable Achievable Realistic and Time bound (SMART) targets. These SMART targets are comparative with that of local, regional and national travel statistics. The SMART targets will aim to increase the existing use of sustainable travel modes notably; walking, cycling, public transport, car sharing and reduce single occupancy car journeys to similar levels or better than the national, regional and local situation.

At this stage, the travel patterns of staff are unknown and therefore provisional SMART targets have been set using the 2011 Census, 'Method Travel to Work' statistics. A percentage modal shift has been applied to the estimated number of 40 staff at the Lidl store. The initial SMART targets are set out below in **Table 3**.

Table 3: Target Modal Splits

Method of Travel	Initial Estimate (%)	Staff	Short Term Year 2 SMART Targets (%)	Overall Change (%)	Staff	Medium Term 2 – 5 Years SMART Targets (%)	Overall Change (%)	Staff
Bus	3%	1	2.5%	5.5%	2	0%	5.5%	2
Motorcycle	1%	0	0%	1%	0	0%	1%	0
Driving a car or van	79% ⁶	32	-5%	74%	30	-5%	69%	28
Passenger in a car or van	5%	2	0%	5%	2	2.5%	7.5%	3
Bicycle	3%	1	0%	3%	1	2.5%	5.5%	2
On foot	8%	3	2.5%	10.5%	4	0%	10.5%	4
Other	1%	1	0%	1%	1	0%	1%	1
Staff Total	100%	40		100%	40		100%	40

Rounding has been applied

⁶ The average baseline modal share calculated using 2011 'Method of Travel to Work' data for the wards of Hayling West and Hayling East, presented a modal split of 3% for train. The modal split for train has been redistributed to the 'driving a car or van' category, under the assumption that travel by train would not form a practical commuting method of travel, for accessing the site (as explained in Section 2.5).

6.3 Action Plan

Table 4 below provides an action plan for the implementation of the TP and will be continually reviewed through the lifetime of the TP. The TP target for modal shift will be to reduce travel by private vehicle by 10%.

Table 4: Action Plan

Action	Timeframe	Responsibility	Funding
TPC to be appointed	Before first occupation	Lidl	Lidl
Parking controls to be introduced to prevent miss-use of car park	Before/at first occupation	Lidl Store/Area Manager	Lidl
Cycle facilities such as parking/lockers/storage to be provided	Before/at first occupation	Lidl Store/Area Manager	Lidl
Consult employees on the Travel Plan at regular staff meetings	On-going	Lidl Store Manager/TPC	Lidl
Check with store manager that staff are being recruited locally	Before/at first occupation and regularly thereafter	TPC	Lidl
Carry out initial staff survey to collect baseline data	Within six months of first occupation	TPC	Lidl
Investigate public transport discounts/season tickets and cycle store discounts that may be available to staff	Before/at first occupation	TPC	Lidl
Travel packs to be issued to employees to provide information on walking/cycling/car-sharing/public transport in order to encourage use of these modes	At first occupation and to new employees subsequently	TPC	Lidl
Carry out a staff survey and submit a monitoring report to HCC	Years 1, 3 and 5	TPC	Lidl
Update travel information	On-going	TPC	Lidl
Monitor uptake of measures, sustainable travel and use of cycle parking	On-going	TPC	Lidl

The measures established within this TP intend to create a notable shift in modal choice for staff accessing the site.

6.4 Monitoring

The TPC will be responsible for monitoring the TP and reviewing progress in meeting targets. A staff travel survey will be undertaken within six months of first occupation and will be followed by repeat surveys in years 1, 3 and 5. The TPC will submit monitoring reports to HCC in years 1, 3 and 5. These reports, to be submitted within three months of the surveys, will summarise the survey results and report on progress towards achieving targets.

6.5 Management Arrangements and the TPC

As identified previously within this report, the Travel Plan Co-ordinator will be responsible for implementing, progressing, promoting and monitoring the Travel Plan and their appointment is critical

to the success of the Travel Plan. They will be the main contact for site users and County Council officers.

The TPC will be supported by Lidl (steering/management group to oversee the development of the TP) and will be granted sufficient resources to implement the measures outlined within the TP. The TPC role will be part-time, with the TPC spending more time at certain periods such as the first few months after the store opens, which will be a key period in terms of fostering sustainable travel habits. The TPC will keep in close contact with the store management and employees.

Arcadis will fulfil the role of TPC (contact details provided at the beginning of this document) and will ensure that the measures stated within this TP are implemented in a satisfactory manner. In addition, the Lidl store liaison with the TPC will typically allocate up to one hour per week on travel planning related activities.

6.6 Summary

Arcadis has been commissioned by Lidl to produce a Travel Plan (TP) for the construction of a new Lidl food store accessed from Manor Road, Hayling Island. The Travel Plan has primarily been produced to influence staff travel to and from the Lidl store.

Lidl will appoint a TPC to implement the Travel Plan for the store.

This Travel Plan has been developed in accordance with Hampshire County Council Guidance on Travel Plans for Workplace Developments⁷.

Hampshire County Council has a specific requirement that the Travel Plan should demonstrate that it achieves the TRACES elements set out in its guidance. This review is provided in **Appendix D**.

⁷ <http://www3.hants.gov.uk/workplacetravel/informationforbusinesses/workplacetravelplans-2.htm>

APPENDIX A

Site Layout Plan

Site Location Plan

Walking Accessibility Plan

Hayling Island Cycle Maps and Guide

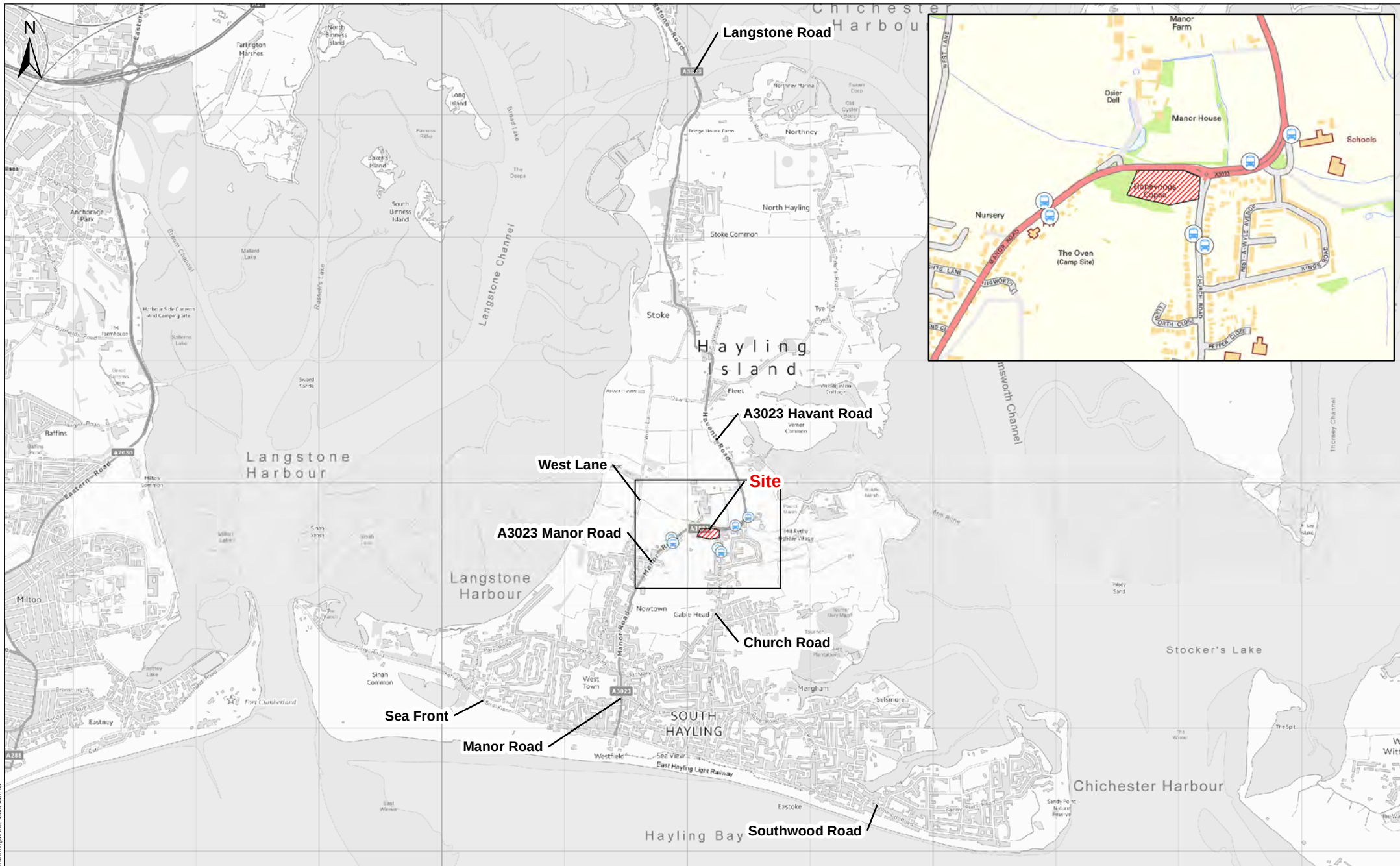


Site area	1.16ha (2.86 acres)
GIA ground	2,186 sq m
GEA ground	2,267 sq m

PARKING		
Standard	108	
Disabled	10	
Parent & child	8	
TOTAL	<u>126</u>	spaces

Short stay cycle parking		11 cycles
Long stay cycle parking		8 cycles

Project Lidl, Hayling Island	Date March 2017	Scale 1:500 @ A3	
Drawing Site Plan as Proposed	3671	02	N



Bus Stops



Date: Dec 2016 Scale: NTS Rev: 1
 Drwg. No: JNY9067-01 Drawn: CR Checked: AN

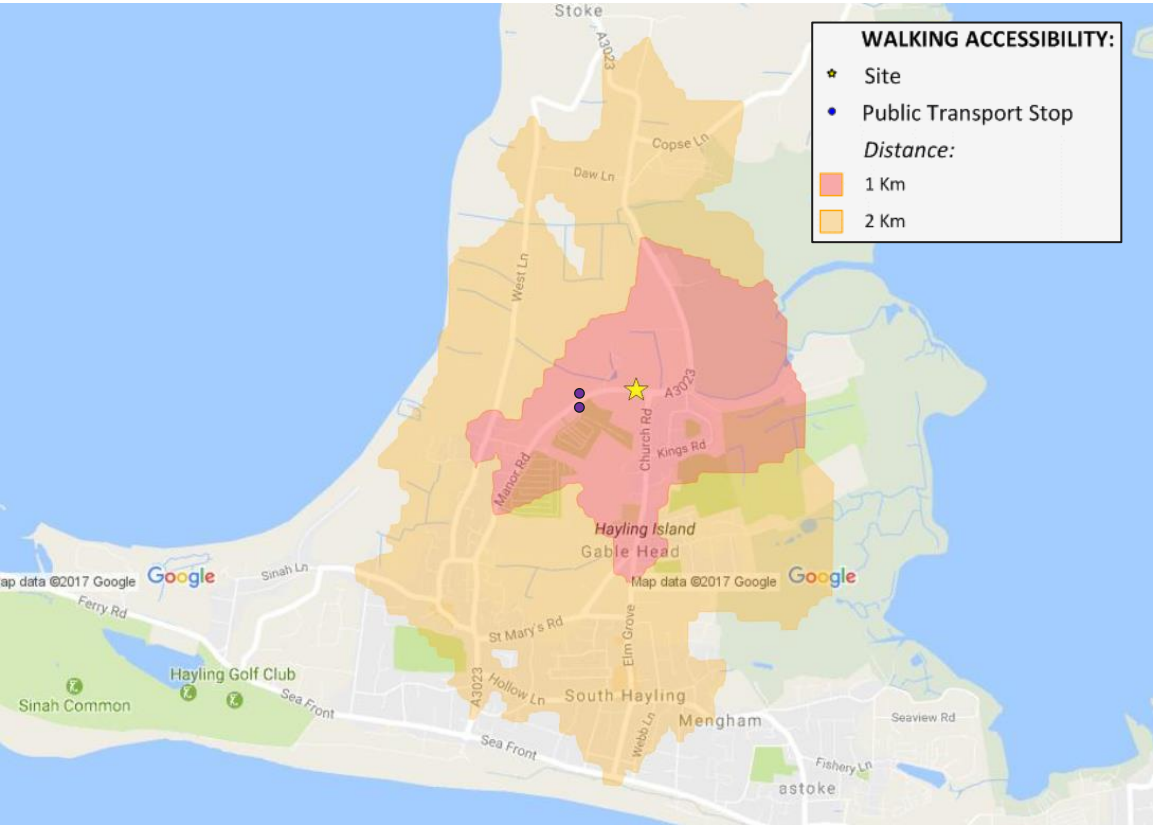
Project:
 LIDL

Title:
 SITE LOCATION AND HIGHWAY NETWORK

Figure No:
 1

Transport

Proposed Lidl Store, Hayling Island – Walking Accessibility Plan



Source: TRACC Visography