

LIDL FOOD STORE, ELETTRA AVENUE, WATERLOOVILLE

Travel Plan

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1. INTRODUCTION

- 1.1 Arcadis Consulting (UK) Ltd. ('Arcadis') has been commissioned by Lidl UK GmbH ('Lidl') to produce a Travel Plan (TP) for a proposed Lidl discount food store at Elettra Avenue, Waterloooville ("the site"). The site comprises circa 1,908sqm total floor area. The site layout is attached at **Appendix A**. Hampshire County Council will secure the Travel Plan for the proposed Lidl store through a Section 106 Agreement. This Travel Plan builds upon an earlier Travel Plan prepared by David Tuck Associates as well as a Framework Travel Plan produced for the former BAE Systems Technology Park.
- 1.2 A Travel Plan is a long-term management strategy for a site that seeks to deliver sustainable transport and associated lifestyle objectives through action, which is articulated in a document that is regularly monitored and reviewed as part of an iterative process that takes account of evolving circumstances but maintains progress towards the agreed targets. Travel Plans are required through the planning process for a wide range of land uses including residential, employment, education, leisure, health.
- 1.3 This TP represents an ongoing and evolving effort by Lidl UK to ensure that their stores operate in a sustainable fashion. 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

- 2.1.1 This section of the TP provides an overview of the existing transportation environment in the vicinity of the development, thereby providing a baseline to the TP. The location of the site is illustrated in **Appendix 1**.

2.2 Site Location

- 2.2.1 The site is located within the Brambles Business Park to the north-west of Waterlooville town centre as shown on Figure 1. The site is approximately 2km to the west of the A3 (M) and 10km
- 2.2.2 The Park currently comprises one structure, known as E Block. The other former buildings were demolished in 2013. The primary means of access to the Park is via a four arm roundabout to the north onto Elettra Avenue at its junction with Waterberry Drive. The Park also benefits from two additional access locations onto Silverthorne Way, in the south central and south east parts of the Park. These were gated for security purposes given the sensitivity of the BAE systems operation, but are not subject to restrictive operation by planning control.

2.3 Surrounding Highway Network

- 2.3.1 Elettra Avenue, between the Elettra Avenue/ Waterberry Drive/ Site Access roundabout and the B2150 Hambledon Road/ Milton Road/ Elettra Avenue roundabout, is a 10m wide carriageway with three lanes. In both the eastbound and westbound direction, a single exit lane is provided from each roundabout which flares to two lanes on the approach to the next roundabout.
- 2.3.2 Elettra Avenue continues west of the roundabout with Waterberry Drive/ site access as a single lane carriageway approximately 7.3m in width and subject to a 30mph speed limit. The B2150 Hambledon Road runs adjacent to the eastern boundary of the site and provides a key strategic link via connections with the A3 (M), to the east of Waterlooville.
- 2.3.3 The B2150 Hambledon Road to the north of the roundabout with Elettra Avenue/ Milton Road is a single lane carriageway approximately 7.3m in width and subject to a 30mph speed limit. The B2150 Hambledon Road to the south of the roundabout with Milton Road/ Elettra Avenue is a dual carriageway of approximately 7.3m in width and subject to a 40mph speed limit.
- 2.3.4 Silverthorne Way also routes around the southern and western part of the site connecting into Elettra Avenue to the north. Along the southern part of The Park, Silverthorne Way connects onto the B2150 Hambledon Road via a left in/ left out priority junction.

2.4 Bus Services

- 2.4.1 Bus stops are located on the B2150 Hambledon Road which serve Brambles Business Park via Waterberry Drive. Bus lay-bys and bus shelters are provided at both of the B2150 Hambledon Road bus stops. A bus stop flag with service and timetable information is provided at the Milton Road stop. A summary of the bus services is detailed in Table 1 below.

Table 1 – Summary of Bus Services

Service No.	Operator	Route	First Service	Last Service	Frequency	
					Mon-Sat (mins)	Sun (mins)
39	Stagecoach	Havant – Wecock Farm	06.00	21.20	10-20	60
7	First	Southsea - Wecock	06.46	22.48	10-60	20-60
8/8X	First	Gunwharf – Clanfield	05.54	00.10	20-60	20-60
X9	First	Gunwharf – Denmead	06.36	19.08	30-60	No Service

- 2.4.2 The site is well connected to major local destinations with 10 buses per hour to Waterlooville town centre, 4 per hour to Portsmouth and Southsea and 4 per hour to Havant. As shown in Table 1 above, the bus services start relatively early in the morning and run until late.

2.5 Walking/ Cycling Access

- 2.5.1 The Brambles Business Park and adjacent local community is served by an extensive network of footways. Existing off-road pedestrian and cycle routes are provided on both sides of Elettra Avenue providing good links into/ out of Brambles Business Park.
- 2.5.2 The off-road pedestrian and cycle route adjacent to the southern carriageway of Elettra Avenue continues in a southerly direction adjacent to the south carriageway of Hambledon Road all the way through to the toucan crossing north of the Maurepas Way/ A3 London Road/ Rockville Drive roundabout.
- 2.5.3 The town centre can be accessed more directly via the signalised crossing at the B2150 Hambledon Road/ Aston Road junction which provides a connection to the off-road pedestrian and cycle route that runs through the Wellington Retail Park connecting to Waterlooville town centre via a subway.
- 2.5.4 The pedestrian and cycle route adjacent to the northern carriageway of Elettra Avenue provides a link to the residential areas accessed off Milton Road via the signalised crossing to the north of the B2150 Hambledon Road/ Milton Road/ Elettra Avenue roundabout.

2.6 Summary

- 2.6.1 The proposed development provides opportunities to use modes other than the car and will provide staff in particular with an alternative mode of travel. The site is located extremely close to frequent bus services, which provide linkage to several other conurbations. Therefore the site is ideally located to take advantage of sustainable travel opportunities. Also the site benefits from high connectivity to local residential areas and is close to the West of Waterlooville major development.

3. THE DEVELOPMENT

3.1 Introduction

- 3.1.1 The proposed development consists of a Lidl discount food store (circa 1,908sqm) at the former BAE Systems Technology Park on Elettra Avenue, Waterlooville. A separate Transport Assessment has been prepared by David Tuck Associates for the development.

3.2 Store Operation

- 3.2.1 Lidl stores are commonly open between 07:00 and 22:00 Monday to Saturday and between 10:00 and 16:00 or 11:00 and 17:00 on Sundays.
- 3.2.2 It is envisaged that around forty 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 Car Parking

- 3.3.1 It is proposed to provide 100 car parking spaces for customers, including six disabled parking spaces. 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.

3.4 Cycle Parking

- 3.4.1 Cycle parking spaces will be provided for both employees and customers. These will be located in a convenient and secure location and will be provided in accordance with Havant Borough Council's cycle parking standards.

4. TRAVEL PLAN OBJECTIVES

4.1 Introduction

- 4.1.1 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.
- 4.1.2 The Government's National Planning Policy Framework (NPPF, March 2012) 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;
 - Consider the needs of people with disabilities by all modes of transport.
- 4.1.3 In addition to assisting in achieving Central Government aims and objectives, a TP can have a number of benefits to 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.
- 4.1.4 The third Hampshire Local Transport Plan (LTP3) sets out the highway authority's detailed policies and proposals for developing an integrated transport strategy from 2011 to 2031. On 6 May 2014 the Executive Member for Environment and Transport approved a rolled forward three year Implementation Plan as part of a process of annual review and revision which is carried out each spring.
- 4.1.5 The LTP3 is a step towards realising the County's vision of 'safe, efficient and reliable ways to get around a prospering and sustainable Hampshire'. Hampshire has three main transport priorities over the next 20 years:
- To support economic growth by ensuring the safety, soundness and efficiency of the transport network in Hampshire;
 - Provide a safe, well-maintained, and more resilient road network in Hampshire; and
 - Manage traffic to maximise the efficiency of existing network capacity.
- 4.1.6 Relevant to the proposed site are the following targets and indicators:
- Road safety: to reduce the number of people killed or seriously injured in road traffic accidents on Hampshire's roads by 20% from 2004 to 2008 average by 2020. To reduce the number of children killed or seriously injured in road traffic accidents on Hampshire's roads by 20% from the 2004 to 2008 average by 2020;
 - Level of congestion at local priority sites: to address issues within local priority areas with congestion using a programme of practical interventions;
 - Reduce carbon emissions;
 - Increase public transport usage; and
 - Good local accessibility: to reduce the need to travel in terms of trip length and frequency.

4.2 Overall Objectives

- 4.2.1 The 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.
- 4.2.2 A survey will be carried out to ascertain the prevailing modal travel patterns of the employees. These results will be integral in the future implementation of the Travel Plan. The survey will aim to ascertain:
- 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.
- 4.2.3 A sample questionnaire is shown at Appendix B.

- 4.2.4 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.
- 4.2.5 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.
- 4.2.6 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. 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.

4.3 Benefits of a Travel Plan

- 4.3.1 The principal benefits of the travel plan are those that arise directly from reductions in vehicle use; namely proportionately less congestion, noise, air pollution, delays to road users and accidents.
- 4.3.2 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.
- 4.3.3 TP's 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.
- 4.3.4 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.
- 4.3.5 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.
- 4.3.6 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.
- 4.3.7 The 2011 Census 'Travel to Work' data, as summarised in Table 2 below, has been used to determine the baseline target modal share that will be used as a starting point from which future targets are to be set.

Table 2 – Travel to Work Census Statistics – 2011

Method of Travel	Baseline Modal Share
Train	0.8%
Bus, minibus or coach	4.6%
Motorcycle, scooter or moped	1.4%
Motorcycle, scooter or moped	76.3%
Passenger in a car or van	6.4%
Passenger in a car or van	3.5%
On foot	6.1%
Other	0.6%
Total	100%

Source: Method of Travel to Work – 2011 Census, ONS (QS701EW)

- 4.3.8 According to the Travel to Work statistics, 76.3% of employees within the Waterlooville area travel to work by private car (as a single occupancy car driver).
- 4.3.9 Given the site's high connectivity to local residential areas and the excellent public transport links there is likely to be potential to increase use of sustainable methods of travel by employees working at the store.
- 4.3.10 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 occupation and will have a minimum target response rate of 35%. 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 including in Hampshire and also Hampshire County Council guidance on Travel Plans. However it will be reassessed after the initial staff travel surveys.
- 4.3.11 The target for modal shift will be set over a five year period following the initial travel survey, and will be reviewed in years 1, 3 and 5 in conjunction with Hampshire County Council. Should the target for modal shift not be met, remedial measures will be proposed and agreed with Hampshire County Council.

5. MEASURES

5.1 Introduction

- 5.1.1 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 Hampshire County Council (as highway authority).
- 5.1.2 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' website (<http://myjourneyhampshire.com>), which includes a journey planner; and
 - Targeting recruitment in the local area, with posts being advertised:
 - in-store;
 - in local job centres;
 - in the local press.
- 5.1.3 As established, the TPC will be responsible for all aspects of overseeing and promoting the TP and will work in conjunction with Hampshire County Council.
- 5.1.4 The measures below will be introduced to increase use of sustainable transport modes for employees accessing the site.

5.2 Walking and Cycling Strategy

- 5.2.1 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 the local centres as well as existing residential development 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.
- 5.2.2 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.
- 5.2.3 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.
- 5.2.4 Cycling is a key area of growth for sustainable travel. Additional incentives for cycle use will include:
- Provision of storage space for cycle helmets, reflective clothing etc.;
 - Provision of facilities that can be used for changing;

- 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; and
- Details of local cycle routes (within information packs provided).

5.2.5 There is also sufficient space in the warehouse for all staff to park their bicycles if required. The warehouse, coloured blue on the Site Plan in Appendix A, is adjacent to the store and is a highly secure storage area. There is ample room to park bicycles within the curtilage of this facility however this will be monitored.

5.3 Car Sharing

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

- Encouraging staff to sign up with local car share scheme Hantscarshare.com.
- Supporting the setting up of a car-sharing database for the whole of the former BAE Systems Technology Park (this was referred to in the Framework Travel Plan) and promoting it to employees of the store.

5.4 Public Transport

5.4.1 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.

5.4.2 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 back to Hampshire County Council on the outcome of liaising with local bus operators.

6. IMPLEMENTATION

6.1 Introduction

- 6.1.1 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

- 6.2.1 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.
- 6.2.2 At this stage the travel patterns of staff are unknown and therefore provisional SMART targets have been set using the 2011 Census 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
Train	0.8%	2	0.8%	0.0%	0	0.8%	0.0%	0
Bus	4.6%	1	4.6%	0.0%	2	7.1%	2.5%	3
Motorcycle	1.4%	1	1.4%	0.0%	1	1.4%	0.0%	1
Driving a car or van	76.3%	30	71.5%	-4.8%	29	66.5%	-5.0%	27
Passenger in a car or van	6.4%	2	8.9%	2.5%	4	8.9%	6.4%	4
Bicycle	3.5%	1	3.5%	0.0%	1	6.0%	2.5%	2
On foot	6.1%	2	8.6%	2.5%	3	8.6%	0.0%	3
Other	0.3%	-	0.3%	0.3%	0	0.3%	0.0%	0
Staff Total	100%	40	100%	-	40	100%	-	40

6.3 Action Plan

6.3.1 **Table 4** below provides an action plan for the implementation of the TP and will be continually reviewed through the lifetime of the TP.

Table 4 – Action Plan

Action	Timeframe	Responsibility	Funding
TPC to be appointed	Three to six months before first occupation	Lidl	Lidl
Parking controls to be introduced to prevent miss-use of car park	Before/at first occupation	Store/Area Manager	Lidl
Cycle facilities such as parking/lockers/storage to be provided	Before/at first occupation	Store/Area Manager	Lidl
Consult employees on the Travel Plan at regular staff meetings	On-going	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 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
Work with other occupiers of the former BAE Systems site to set up and promote a car-sharing database	At first occupation	TPC	Lidl
Carry out a staff survey and submit a monitoring report ¹ to Hampshire County Council	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

¹ The reports will summarise the approach, survey results and analysis and will be provided within 3 months of the surveys.

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

6.4 Management Arrangements and the TPC

- 6.4.1 As identified previously within this report, the TPC will be responsible for the implementation of the TP. More specifically, the role of the TPC requires:

- Overseeing the development and implementation of the TP;
- Obtaining and maintaining commitment and support for the TP;
- Providing relevant transport information and raising awareness; and
- Acting as the point of contact for all TP enquiries.

- 6.4.2 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 devoting on average 1-2 days a month to the Travel Plan but 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.

- 6.4.3 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. Lidl has a budget of approximately £2,000 per year to cover these requirements. In addition the Lidl store liaison with the TPC will typically allocate up to 1 hour per week on travel planning related activities.

- 6.4.4 Lidl and the TPC will work with local businesses to share knowledge and co-ordinate travel planning initiatives and to establish a steering group to take on responsibility for the Travel Plan at the end of the five-year monitoring period.

6.5 Summary

- 6.5.1 Arcadis has been commissioned by Lidl to produce a Travel Plan (TP) for the Lidl food store at Elettra Avenue, Waterloooville. The Travel Plan has primarily been produced to influence staff travel to and from the Lidl store.

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

- 6.5.3 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 C.

APPENDIX A

Plans



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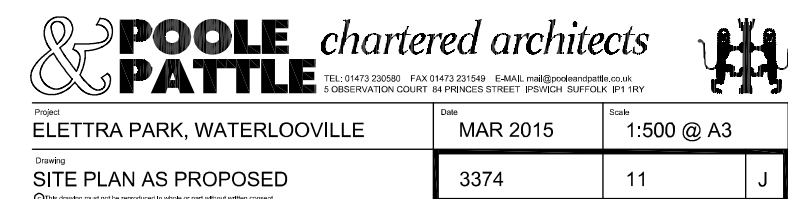
Key:

- | | | | |
|--|------------------|--|--------------------------------|
| | Site Location | | Shared Pedestrian/ Cycle Route |
| | Local Bus Routes | | Off Road Cycle Route |
| | Bus Stops | | Footways around Business Park |

Figure 1
 Drawing Title
 Job Title
 Client

Drawing No : 17144-01
 Site Location and Accessibility
 Redevelopment of E Block, Waterlooville
 Hargreaves

Scale : NTS



APPENDIX B

Sample Survey Questionnaire

Appendix B - Travel Survey

1. Home postcode	2. Usual place of work (building and site)
3. Do you have a disability which affects your travel arrangements?	4. What time do you usually arrive at work?
☐ Yes	☐ Before 6.30 am
☐ No	☐ 6.30 – 7.00 am
	☐ 7.00 – 7.30 am
	☐ 7.30 – 8.00 am
	☐ 8.00 – 8.30 am
	☐ 8.30 – 9.00 am
	☐ 9.00 – 9.30 am
	☐ 10.00 – 10.30am
	☐ Varied shift pattern (please specify)
5. What time do you usually leave for home?	6. Do you work:
☐ 3.00 – 3.30 pm	☐ Part time
☐ 3.30 – 4.00 pm	☐ Full time
☐ 4.00 – 4.30 pm	
☐ 4.30 – 5.00 pm	
☐ 5.00 – 5.30 pm	
☐ 5.30 – 6.00 pm	
☐ 6.00 – 6.30 pm	
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☐ 7.30 – 8.00 pm	
☐ 8.00 – 8.30 pm	
☐ 8.30 – 9.00 pm	
☐ 9.00 – 9.30 pm	
☐ 9.30 – 10.00 pm	
☐ After 10.00 pm	
☐ Varied shift pattern (please specify)	
7a. What mode of travel do you most frequently use to travel to work? (only tick one box)	7b. What other modes do you occasionally use to travel to work? (tick all that apply)
☐ Walk	☐ Walk
☐ Cycle	☐ Cycle
☐ Motorcycle	☐ Motorcycle
☐ Bus	☐ Bus
☐ Train	☐ Train
☐ Car Drive	☐ Car Drive
☐ Car Share (Driver)	☐ Car Share (Driver)
☐ Car Share (Passenger)	☐ Car Share (Passenger)

☐ Other (please specify)

☐ Other (please specify)

7c. Why do you choose to travel in this way? (Tick all that apply)

- ☐ Convenience
☐ Cost
☐ Health Reasons
☐ Alternative not available
☐ Need to work for purposes
☐ Other (please specify)

8. Do you ever use a different mode of transport?

- ☐ Yes
☐ No

If yes, how

- ☐ Car (on your own)
☐ Car (with others)
☐ Bus
☐ Train
☐ Motorbike
☐ Walk
☐ Cycle
☐ Taxi

9. How would you *prefer* to travel to work?
(please tick only one)

- ☐ Car (on your own)
☐ Car (with others)
☐ Bus
☐ Train
☐ Motorbike
☐ Walk
☐ Cycle
☐ Taxi

10. Do you ever work from home?

- ☐ Yes
☐ No

11. If so, how often?

- ☐ more than once a week
☐ Once a week
☐ Once a fortnight
☐ Once a month
☐ Occasionally

12. How far do you travel to work?

- ☐ Less than one mile
☐ 1 – 2 miles
☐ 2 – 5 miles
☐ 6 – 10 miles
☐ 11 – 25 miles
☐ 26 miles or more

13. How long does your journey generally take you?

- ☐ Less than 15 minutes
☐ 16-30 minutes
☐ 30-45 minutes
☐ 45-60 minutes
☐ Over an hour

Please specify

14. Are you aware that this Organisation has a Travel Plan?

- ☐ Yes
☐ No

Car Driving specific information

If you do not regularly drive to work, please go directly to Question 21

15. Do you use any other transport for work travel?

- ☐ Car (with others)
☐ Bus
☐ Train
☐ Motorbike
☐ Walk
☐ Cycle
☐ Taxi

Other (please specify)

16. What are the main reasons for driving to work (tick no more than 3)?

- ☐ Drop/collect a child off at school on the way
☐ Need car for other activities after work (eg shopping, gym)
☐ Distance from home too great to walk or cycle
☐ Need the car for work during the day
☐ No one to car share with
☐ No public transport or it would take too long
☐ Personal safety
☐ Car needed because of health (eg physical disability)
☐ Cheaper than public transport
☐ More reliable than public transport

Other (please specify)

17. Would you be prepared to car share?

- ☐ Yes
☐ No
☐ Already do

18. Are you prepared to pay for parking?

- ☐ Yes
☐ No

If yes, how much per day

19. On average how often do you use your car alone for work purposes?

- ☐ Less than once a month
☐ One day per week or less
☐ At least 2 days per week
☐ At least 4 days per week

20. How many miles for work purposes do you travel on average per month?

_____ Miles

21. Do you use any other transport for work travel?

- ☐ Passenger in car/van or car sharing
 - ☐ Taxi
 - ☐ Train
 - ☐ Bus
 - ☐ Pool vehicle
 - ☐ Bicycle
 - ☐ Motor cycle
 - ☐ Other (please specify)
-

22. Below is a list of other possible ideas that could be implemented in your workplace to reduce the number of journeys made commuting to and from work, and for work during the day.

Please tick one box in each row to indicate how useful you find each idea.

	Very Useful	Fairly Useful	Not very Useful	Not at all Useful
Car Share Scheme	☐	☐	☐	☐
Flexi-time (one day off per month for overtime hours worked).	☐	☐	☐	☐
Condensed working hours (such as 9 day fortnight)	☐	☐	☐	☐
Teleworking/teleconferencing	☐	☐	☐	☐
Work from home	☐	☐	☐	☐
Alternatives to company car (such as cash)	☐	☐	☐	☐
Lease or loan system for bicycles	☐	☐	☐	☐
Cheaper bicycles (company discount)	☐	☐	☐	☐
Use of taxi to train station (for business journeys)	☐	☐	☐	☐
Lease or loan to convert car to alternative fuel	☐	☐	☐	☐
Car parking charges	☐	☐	☐	☐
Company pool cars	☐	☐	☐	☐
Discounted bus/train travel	☐	☐	☐	☐
Extra holidays for those not driving to work	☐	☐	☐	☐
Showers	☐	☐	☐	☐
Lockers	☐	☐	☐	☐
Cycle stands	☐	☐	☐	☐
Cycle and pedestrian paths	☐	☐	☐	☐
Cash incentive to renounce your parking permit	☐	☐	☐	☐
Personalised journey planners*	☐	☐	☐	☐

*provides information on alternative travel options to the car for the trips that you make

If you think personalised journey planners would be very or fairly useful and would like to receive information, please enter your contact details below.

Name

Address

Other comments, suggestions and ideas:

APPENDIX C

TRACES Template

Appendix C

TRACES Template

Hampshire County Council has a requirement to show how the travel plan achieves the TRACES elements. The elements required at each stage are shown under the TRACES column.

Business / Development:

Criteria	Brief assessment / cross reference to plan	TRACES*	Points	
			Score	Out of
Background				
Name of business / occupier (or developer/agent/ speculative development status)	Section 1	T	1	1
Staff numbers, working hours, shifts etc	Section 1 (estimated at present)	T	1	1
customers, visitors and delivery movements	Note: Lidl consolidates delivery movements into only one lorry movement per day. Customers are outside TP scope agreed at TA scoping.	T	1	1
Is the scope of the plan clear and does the plan relate to the different needs of all users, occupiers, residents, visitors etc (business travel, commuting, visitors, customers, deliveries, fleet vehicles, disabled access)	Yes the TP uses a template that meets requirements and has been approved by highway and planning authorities across the south of England.	T,R,A	2	2
Is there reference to the wider company ethos and business plan or previous experience with travel plans	Yes, section 1.	T,R	1	1
Physical description of the site and its location. To include on site infrastructure (e.g. car parking spaces) and off site infrastructure (e.g. public transport services)	Comprehensive description is provided in section 2.	T	2	2
Is the plan clear about who has responsibility to deliver the travel plan (the developer or responsibility passed to the occupier)	Yes.	T,R,C	1	1

Consultation and partnerships				
Does the plan demonstrate that staff, unions and HR have been (or will be) involved in the preparation of the plan. Have the opinions of those who will be affected (including the local community) been included in the action plan.	Lidl employees are familiar with the TPC arrangements at other stores and work closely with the management team to ensure that expenditure on travel planning is cost effective.	T,R	2	2
Is there agreement with the highway / transport authority on the measures relevant to them. Evidence of liaison with the local authority.	The requirements of the TP were agreed at the TA scoping meeting(s).	T,R,A	2	2
Is there agreement with the local public transport operators on measures relevant to them	Not applicable at present.	T,R,A	2	2
Are any other key partnerships identified (e.g. cycle retailers, train operators) or is there membership of a commuter forum	Local cycle retailer has been identified.	T,C,A	1	1
Site and travel surveys				
Have site audits been undertaken	Yes – see section 2.	T,C	1	1
Have surveys been carried out of existing transport links and public parking stock (i.e. is there potential for displaced parking to take place)	Yes – this is covered in detail in the TA.	T,C	1	1
Have travel surveys been undertaken / planned (staff, visitors, customers etc). If so, what is the response rate / data quality?	Yes, planned following commencement of trading.	T,C	2	2
Has an appropriate survey methodology been proposed and agreed including timescales	Yes.	T,A,C	1	1
Is a sample survey questionnaire provided	Yes.	T,A,C	1	1
What level of data analysis has been used to inform the development of the action plan (reference to local or national data)	Local, and National – plus Census.	T,C	2	2

Are patterns of staff /visitor travel outlined	Not relevant until operational.	T	2	2
Visions, Objectives and Targets				
Does the plan have clear and appropriate overall aims and objectives.	Yes.	T,R,A,C	1	1
does the plan have targets (related to the aims and objectives). Minimum of % SOV versus other modes	Yes.		2	2
Are there 'aim' and 'action' type targets	Yes.	T,R,A,C	2	1
Is the plan clear about how the targets have been developed (e.g. are they based on evidence like survey results)	Yes – see section 3.	T,R,A	2	2
Are the targets SMART	Yes	T,R,A	1	1
Are indicators of success proposed	Yes.	T,R,A	1	1
Are the targets consistent with LDF and LTP objectives and policies	Yes.	T,R	2	2
Action Plan				
has an action plan been included?	Yes – section 5.	T	1	1
Is it clear how initiatives and measures support the overall aims and objectives	Yes.	T,R	3	3
Are measures related to survey results or in line with over all aims and objectives	Yes.	T,R	3	3
Do actions have defined and realistic timescales	Yes.	T,R,A	4	4
Are initiatives and measures prioritised in the plan	Yes.	R,A	3	3
Are there details of who is responsible for each action	Yes.	T,R,A	2	2
Are all modes of travel to the site considered (walking, cycling, bus, train, taxi, motorbike, multimodal journeys, car, car share' deliveries)	Yes all appropriate.	T,C	4	4

Are measures identified to assist all users of the site and all journey types	Yes all appropriate.	T,C	4	3
Provision of marketing / information for each mode	Yes.	R,A,C	2	2
Provision of incentives for each mode	Yes – as much as appropriate.	R,A,C	2	2
Is there a strong car parking policy (e.g. to what extent is car parking managed to promote car sharing and reduce SOV trips)	As part of the TA a parking accumulation study has been undertaken to ensure there is appropriate parking to avoid overspill, and at the same time prevent over-provision which would otherwise create a disincentive to use sustainable travel modes.	R,A,C	3	3
Are non transport solutions considered (e.g. flexible working hours, working from home, teleconferencing)	Considered inappropriate for a retail store. Shift patterns are however scheduled to avoid peak travel periods.	R,A,C	3	3
Evaluation and Monitoring				
Does the plan state when next survey will be undertaken	Yes – table 4	T,S	1	1
Are there mechanisms in place for reviewing and updating the plan in light of experience	Yes – part of the TPC role.	T,S	1	1
Are barriers to implementation discussed with amelioration measures proposed	This is addressed in the appointment of an independent TPC which overcomes the difficulty of managing staff changes in a very dynamic retail environment.	T,R,A	2	2
Are proposals for long term monitoring included	Yes.	T,S	1	1
Are the proposals for implementing and managing the plan in the longer term (5-15years) clear	Yes.	T,S	2	2
Roles and responsibilities				
Is there a steering group to over see the development of the plan with working groups to assist in delivering the plan (where appropriate)	NA	T,C	1	1
Are staffing implications of delivering the plan made clear	Yes well understood.	T,A,C	1	1
Is there support and commitment from senior management	Yes and has been for consistently for over 5 years.	T,C	1	1

Is a Travel plan co-ordinator in place or is there agreement on when a co-ordinator will be in place	Yes.	T,C	1	2
What is the level of seniority of the travel planner. Will it be a full or part time role.	Specialist appointment, part-time.	T,C	2	2
Awareness, promotion and marketing				
What measures are in place to ensure that the travel plan is promoted over a sustained period of time (e.g. newsletters., events, websites).	Promotion of events and communications via staff room notice board.	A,C,S	3	3
Are promotional events coordinated with national and local events	Yes – as appropriate.	R,A	2	2
Is there a mechanism for disseminating results of the survey	Yes.	T	1	1
Funding				
Are sources of funding (at an appropriate scale) identified for delivery of the action plan	Yes.	T,R,C	2	2
Is the funding of the travel plan co-ordinator role clear	Yes.	T,R,C	2	2
Is there funding allocated for promotional events and marketing	Yes.	T,R,C	2	2
is funding allocated for the requirement of ongoing monitoring of the plan	Yes.		1	1
Deliverability / Enforceability				
Is a Section 106 agreement drafted which ensures delivery of the travel plan	Yes.	T,E	2	2
Is there clarity on what needs to be done by when and appropriate incentives / sanctions in place to enforce the agreement	Yes.	T,E	3	3
Is the travel plan explicit in terms of objectives, management, monitoring and review?	Yes.	T,E	4	4

Are there transition arrangements in place for changes in user / owner / occupier	NA	T,E,S	1	1
Total			106	106

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