

Lidl GB Limited

Proposed Lidl Food Store, Kirkby Retail Park

Travel Plan

Project No. 250469

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SCP GENERAL NOTES

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1 INTRODUCTION

- 1.1 This travel plan (TP) has been prepared on behalf of Lidl Great Britain Limited ('Lidl') in response to Condition 10 of the planning approval 25/00627/FUL:

Prior to the occupation of each unit, a Travel Plan for that unit must have been submitted to and been approved by the Local Planning Authority in consultation with the Local Highway Authority.

The approved Travel Plan shall include:

- *Active travel measures, including, EV/pool vehicles, and engagement with local community groups and Merseytravel.*
- *Funding for promotional events and materials.*

The approved Travel Plan shall be fully implemented within 3 months of occupation of each retail unit.

- 1.2 The document sets out Lidl's commitment to reducing the number of vehicular trips generated by the proposed development of a new discount food store at land located on Kirkby Retail Park, to the south of the A506 Hall Lane, Kirkby.
- 1.3 The proposals include the construction of a Class E discount foodstore with a retail sales floor area of 1,516sqm and 2,235sqm of gross internal area. Car parking for the store will be shared with that of the existing Kirkby Retail car park which is located to the front of the store.
- 1.4 Those spaces bordering the immediate frontage of the site will be reconfigured to be consistent with other Lidl stores and remove the existing shared trolley bay used for other existing stores. This will lead to provision for, 15 accessible spaces (both disabled and parent & child) and three motorcycle spaces.
- 1.5 This report aligns with both national and local transport policy, in seeking to provide sustainable development with good access to jobs and facilities; to encourage non-car modes of transport; to ensure that the highways impact of new developments is acceptable or mitigated against; and to promote good site design with appropriate parking levels.
- 1.6 As explored further in the following sections of this travel plan, it can be seen that the site has good levels of accessibility by all the main non-car modes of transport. Access to the site by foot and cycle is of a good standard, and both bus and train connections are also available within close proximity, thereby enabling access to the site from a range of local destinations. The development therefore contributes towards the policy aims of being sustainably located.

Site location

- 1.7 The site is located within Kirkby Town Centre, approximately 1.4km north east of Junction 6 of the M57.

- 1.8 The application site is located on Hall Lane Car Park, a pay and display surface car park operated by KMBC. The A506 Hall Lane borders the site to the north, Telegraph Way to the west and south, and Kirkby Retail Park car park to the east.
- 1.9 The location of the site in the context of the local highway network is illustrated in Figure 1.1.



Figure 1.1 Site Location – Local Context Plan

Source: Google Maps

The need for a travel plan

- 1.10 A travel plan is an important tool for delivering sustainable access to a development. A retail development comprises a workplace for staff. This development type requires a travel plan which focuses on a single destination, to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.
- 1.11 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. A development-related travel plan will normally be prepared alongside a transport assessment. The plan should then continue to be implemented, for the life of the development.
- 1.12 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

- 1.13 As with other retail travel plans, the main emphasis of this travel plan will be on the journeys made by employees as it is difficult to influence the general public, particularly on journeys involving the carriage of heavy or bulky goods.
- 1.14 Travel plans can result in a variety of benefits to employees and the wider community, as well as address a range of issues, including:
- Promote healthy lifestyles and sustainable, vibrant communities;
 - Provide adequately for all users, with a variety of mobility needs;
 - Reduce demand for car parking, thereby enabling more efficient land use;
 - Reduce pressure on highway capacity, particularly at peak times;
 - Improve social inclusion;
 - Cut carbon emissions and their contribution to climate change;
 - Reduce road danger and protect vulnerable road users; and
 - Improve local air quality, while reducing noise pollution.
- 1.15 A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.
- 1.16 As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.17 This travel plan focuses on influencing greater use of sustainable transport by staff when travelling to and from the site, and will establish and promote the sustainable transport links available. The travel plan also suggests measures to reduce reliance on private vehicle use, and to reduce the overall need and distance that shoppers travel.

2 POLICY CONTEXT

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

National policy

National Planning Policy Framework (NPPF), December 2024

- 2.2 Travel plans are currently secured within the planning system within the context of the government's National Planning Policy Framework (NPPF).
- 2.3 The NPPF aims to provide a framework within which locally-prepared plans for housing and other development can be produced. The framework aims to streamline the planning process, making it more accessible at neighbourhood and community level and simplifying the decision-making process.
- 2.4 The NPPF aims to promote sustainable transport, and ensure that transport issues are considered from the earliest stages of plan making and development proposals so that:
- The potential impacts of development on transport networks can be addressed.
 - Opportunities from existing or proposed transport infrastructure and changing transport technology and usage are realised.
 - Opportunities to promote walking, cycling and public transport use are identified and pursued.
 - The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account.
 - Patterns of movements, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.
- 2.5 Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.
- 2.6 The document states that all developments which generate significant amounts of movement should be required to provide a travel plan, and that the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.

Planning Practice Guidance (PPG)

- 2.7 Planning Practice Guidance (PPG) is in place to support the NPPF. The PPG on "Travel Plans, Transport Assessments and Statements" was provided in 2014. The PPG provides advice on when these documents are required, and what they should contain.
- 2.8 The document states that travel plans should where possible be considered in parallel to development proposals, and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.

- 2.9 The primary purpose of a travel plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.
- 2.10 Travel plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements, all of which should be proportionate.
- 2.11 Travel plans should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should fit in with wider strategies for transport in the area.

Good Practice Guidelines: Delivering Travel Plans through the Planning Process, 2009.

- 2.12 A further key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled “Good Practice Guidelines: Delivering Travel Plans through the Planning Process”. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.13 The guidelines identify that travel plans are an important tool for delivering sustainable access as part of a new development, and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.

Local policy

Knowsley Local Plan: Core Strategy, January 2016

- 2.14 The Local Plan (LP) establishes a strategic approach through which to deal with transport issues and make improvements to the transport network over the period of 2016 to 2028.
- 2.15 All new development will be required to comply with the following:

Policy CS2 Development Principles (Principle 3)

Reduce the need to travel and increase accessibility by:

- a) Selecting locations that reduce the need to travel, especially by car, and enable people as far as possible to meet their needs locally;*
- b) Assisting the Council in achieving a shift towards more sustainable modes of transport for people, goods and freight;*

- c) *Encouraging safe and sustainable access for all, particularly by promoting the use of public transport, walking and cycling between homes and employment; and*
- d) *Supporting the provision and retention of shared space, community facilities and other local services (such as local shops, health facilities, education provision, meeting places, sports venues, cultural buildings, public houses and places of worship).*

Policy CS7 Transport Networks

Overall Transport Strategy:

- 1) *Planning powers and other interventions will be used to support a sustainable and integrated transport system that will:*
 - a) *Support the economy by facilitating efficient movement of people and goods within the borough and linking to Liverpool City Centre, the Port of Liverpool, Liverpool John Lennon Airport and other destinations in the surrounding area;*
 - b) *Help meet the development needs of the borough through to 2028;*
 - c) *Ensure people can get to where they need to by a choice of walking, cycling and public transport;*
 - d) *Enhance road safety;*
 - e) *Seek to reduce carbon emissions; and*
 - f) *Improve the health and wellbeing of local people.*

Location, Design and Management of New Development:

- 2) *New development will be required to be:*
 - a) *Located and designed to prioritise accessibility and sustainable modes of travel through a choice of walking, cycling, public transport, and incorporate access for private vehicles. Where deficiencies are identified, developer contributions will be required to improve the accessibility of the location;*
 - b) *Located and designed to ensure that larger scale proposals (attracting a lot of visitors, customers and/or employees) are located in the most accessible locations;*
 - c) *Where subject to a planning application, accompanied (except in the case of smaller scale proposals) by Transport Assessments and/or Travel Plans;*
 - d) *In compliance with adopted cycle, car, disabled and service vehicle parking standards for different types and scales of new development;*
 - e) *Inclusive of measures that will mitigate carbon emissions and improve air quality where appropriate.*

Knowsley Replacement Unitary Development Plan, June 2006

- 2.16 The Unitary Development Plan (UDP) sits alongside the Core Strategy and outlines the Council's strategy for the Borough's development, identifying areas suitable for development and those that should be protected from it.

2.17 The saved UDP policies relating to transport are:

Policy T5: Location of Major Traffic Generating New Development

1. Major developments should be or be capable of being located within safe and convenient walking distance of public transport facilities (defined as being no more than 400 metres from a bus stop and/or 800 metres from a rail station or Merseytram stop).
2. Developments that are likely to generate significant movement of freight or other vehicular traffic should be located at sites, which have good access to, and which will not cause an unacceptable amount of congestion on the rail network or the Strategic Road Network as indicated on the Proposals Map.

Policy T6: Ensuring Choice of Travel to Serve New Developments

1. Proposals for new development should provide or be served by a good choice of modes of travel which is appropriate to the scale and nature of the development, as follows:
 - a) Well lit, safe, convenient and clearly sign-posted footways and cycle routes both within the site and linking to the surrounding area and to public transport facilities;
 - b) Cycle parking facilities in accordance with the Council's minimum standards;
 - c) Car parking facilities which do not exceed the Council's maximum standards;
 - d) Parking facilities for the less mobile, delivery and other service vehicles within the site in accordance with the Council's minimum standards;
 - e) Safe and convenient vehicular access to and from the highway and within the site; and
 - f) Good provision of public transport to the site. In the case of major developments, and any other developments likely to generate a significant amount of travel demand, the provision of additional public transport facilities such as bus stops, bus layover bays, taxi bays or other facilities may be required within or adjacent to the site.

Policy T7: New Development and Walking & Cycling Routes

1. New development should preserve and where possible enhance the walking & cycling network, as it can help enhance and provide access to green corridors & the countryside as well as promoting and encouraging exercise and healthy living for all.

Policy T8: Transport Assessments

Development proposals that would prejudice the primary function of any part of the highway network (i.e. the motorway, trunk road, primary and local highway network) by generating a material increase in traffic, which would overload the access to, or any part of the network, will not be permitted, unless the necessary mitigation measures required are undertaken.

Planning applications for the following forms of development will be required to be accompanied by a Transport Assessment:

- a) Major traffic generating development proposals;*
- b) Proposals which, either by themselves or in conjunction with wider proposals of which the development forms a part, are likely to cause significant harm as a result of existing road capacity or safety problems in the area;*
- c) Proposals which are likely to significantly increase pollution and/or noise as a result of traffic generation; or cause pollution levels in Air Quality Management areas to exceed guideline levels;*
- d) Proposals that would generate a material increase in traffic entering or using any motorways, trunk roads or other primary routes; and*
- e) Proposals that would impact on the bus network.*

Policy T9: Travel Plans

The following forms of development will require the submission and implementation of a Travel Plan:

- a) Major traffic generating development proposals*
- b) Smaller development proposals which, either by themselves or in conjunction with other proposals, would:*
 - Generate significant amounts of vehicular traffic in or near to Air Quality Management Areas; or*
 - Exacerbate an existing traffic problem in the surrounding area which would otherwise justify a refusal of planning permission.*

Travel Plans will be encouraged to be as sustainable and innovative as possible and also provide inclusive access for all.

Conclusion

- 2.18 In general, the national and local transport policy documents set out above follow similar themes and promote common aims. These are to provide sustainable development with good access to jobs and facilities, to encourage non-car modes of transport, to ensure that the highways impact of new developments is acceptable or mitigated against and to promote good site design with appropriate parking levels.
- 2.19 This travel plan has been developed in line with national and local transport policy and guidance.

-
- 1.8m high timber fence going around all perimeter to corner of building
- Signage to be retained with added LIDL signage
- Existing CCTV camera to be retained
- The existing kerb line is to be retained wherever possible to preserve the boundary between landscaped areas and neighbouring properties. Resurfacing works may be required to the existing tarmac surface on approach to ensure surface quality and continuity across the site. A Roadworthy Non Gate (RNG) Assessment will be required due to the proposed changes to the proposed changes to the LIDL unit
- Potential Proposed relocation of the gate and location to be confirmed
- Automated sliding Gate for RGT entrance
- External plant indicator
- RGT entrance
- TO INDEPENDENT ENGINEERS DESIGN
- Private fence around external plant that is not facing motorway to the perimeter
- Lorry shown as indicative
- Unit 2 to be fully serviced with raised off saving including 1 m up and up
- Fire escape route to be marked out on service yard
- Tax drop off location
- Glazed drop front with matching canopy as per existing unit
- Glazed drop front to allow views from down from existing commercial street
- Existing cycle parking to be combined further up away from entrance
- Existing CCTV pole
- Impact lockers
- Existing lockers to be retained where possible. LIDL to move to suit them
- Motorway parking
- Parking edged in blue to be added as per plan
- Block paving to replace previous lay paving to match surrounding existing block paving
- Existing shared toilet bay used for other existing stores to be removed
- Block paving to match existing paving
- Proposed flagstone signage
- Removal of existing borders
- Removal of existing cycle parking
- Bike Storage
- Relocation of parking space to be mounted onto CCTV pole
- Existing CCTV pole to have crash protection similar to lamp post
- Kinky C of E Primary School
- ASOB HALL LANE
- MELEGRAH WAY
- HOME BARGAINS
- KFC

Source: Space Architects

- ## Car parking

- Lidl GB Limited
Proposed Lidl Food Store, Kirkby Retail Park, Travel Plan
250469-TP (0.0)

- 3 standard bays;
- 9 parent & child bays;
- 6 disabled bays; and
- 3 motorcycle spaces.

3.6 In addition, an existing shared trolley bay which occupies two spaces will be removed. The results in an overall net loss of 10 car parking bays. The car park provision for the western side of the retail park therefore reduces from 198 to 188 spaces.

3.7 The parent & child and accessible spaces will be clearly marked and positioned close to the store entrance and trolley bays for customers' convenience.

Cycle parking

3.8 Ten Sheffield stands in the north-western corner of the site will be relocated closer to the store entrance to provide cycle parking for 20 bikes to the south-west of the store.

3.9 These will be overlooked by customers at the packing area and are therefore under constant surveillance for additional security. Secure staff cycle parking is also provided for employees within the warehouse.

3.10 A further 10 Sheffield stands will be provided to the south of the site, close to the entrance of the adjacent retail unit, providing a total of 40 cycle parking spaces across the Lidl store and retail unit. The parking arrangement is illustrated to scale on the site layout in Appendix 1.

4 ACCESSIBILITY

- 4.1 This chapter sets out the existing transport context and presents a review of the accessibility of the site by alternative and active modes of transport, including walking, cycling and public transport modes. The surrounding highway network, pedestrian and cycle facilities, and public transport connections in the vicinity of the site were reviewed to support the assessment of accessibility of the site at present.

Surrounding Highway Network

A506 Hall Lane

- 4.2 The A506 Hall Lane is two-lane single carriageway, subject to a 30mph speed limit and forms the northern boundary of the site. The road links Valley Road to County Road to the east, and provides access to both Hall Lane car park and the multi-storey car park via Telegraph Way and Norwich Way.
- 4.3 Footways are provided on both sides of Hall Lane, with street lighting present throughout. A pedestrian crossing facility, in the form of a puffin crossing, is located on the site frontage. There are bus stops located 120m and 130m away from the site on Hall Lane. Further information about bus services can be found in Chapter 4.

Telegraph Way

- 4.4 Telegraph Way is located to the west of the site and is access via a ghost-island right-turn priority junction with Hall Lane. It provides access to Hall Lane Car park, Telegraph Way taxi rank (and turning area) and Kirkby Multi-Storey Car park.
- 4.5 The multi-storey car park has 348 spaces, has a separate access and egress and is for long-stay parking.
- 4.6 The road also provides access to Norwich Way, which is a cul-de-sac but provides access and parking for a B & M store, Kirkby Library and Central House. There is also another taxi rank located off Norwich Way.

A506 Valley Road

- 4.7 To the south west of the site, the A506 meets a four-arm roundabout with Cherryfield Drive and Kirkby Row, and runs south as Valley Road, in the form of a two-lane dual carriageway with a grassed central reserve.
- 4.8 Valley Road is subject to a 40mph speed limit and provides a link to Junction 6 of the M57, approximately 1.4km from the site. The road benefits from a segregated footpath and cycleway along its eastern edge.

A5208 County Road

- 4.9 The A5208 County Road is a dual carriageway road located to the east of the site, running north/south. It links the A506 Hall Lane to the west with the A5207 Moorgate Road to the south east, and is subject to a 30mph speed limit, enforced by speed cameras. This increases to 40mph for a short section of the road between its junctions with Simonswood Lane and Moorgate Road.
- 4.10 County Road benefits from pedestrian footways on both sides of the carriageway and is fully lit with street lighting columns. There are dropped kerbs and signalised pedestrian crossing facilities provided at various locations to assist pedestrian crossing on County Road.
- 4.11 The A06 Hall Lane meets the A508 County Road at a four-arm signalised junction with Old Rough Lane. There are signalised pedestrian crossing facilities on all arms of the junction, along with dropped kerbs and tactile paving.
- 4.12 To the south of this junction is the access to Kirkby Retail park, which is formed of a three-arm signalised junction with Irlam Drive/ there are signalised pedestrian crossing facilities, dropped kerbs and tactile paving on all arms of the junction.
- 4.13 To the north of the A5208 County Road / A506 Hall Lane signal-controlled crossroads, County Road runs as the A506 and becomes a single carriageway.

Access on foot

- 4.14 Walking is recognised as the most important mode of travel at a local level and offers the greatest potential to replace short car trips, particularly those under 2km.
- 4.15 TRACC software has been used to assess the accessibility of the development by foot as shown in Figure 4.1. The plan shows the areas within a 2km walk of the site.

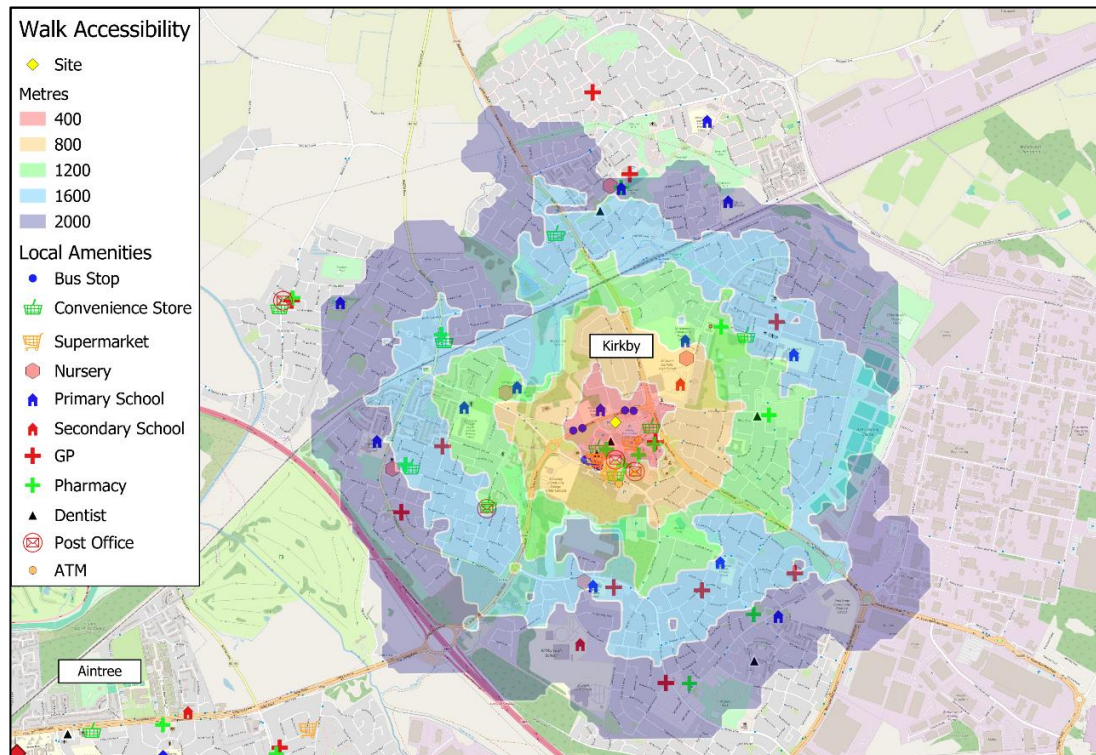


Figure 4.1 Walking Accessibility within 2km

Source: TRACC

- 4.16 Figure 4.1 demonstrates that Kirkby Town Centre and surrounding residential areas are within a 2km walking catchment area of the site. This demonstrates that employees and customers from the local area will be able to access the site by foot.
- 4.17 A number of local amenities are also within a 2km walk of the site (up to 28 minutes' walk) which will promote linked trips on foot for customers and also for staff before and after work/in breaks; as shown in Table 4.1

Table 4.1 Accessibility to Local Facilities from the Development Site

Facility/amenity	Detail	Distance
Bus Stop	Hall Lane adj Millbrook Drive	90 m
Dentist	mydentist, Telegraph Way	100 m
Bus Stop	County Road	150 m
Supermarket	Morrisons	150 m
Primary School	Kirkby C Of E Primary School	170 m
ATM	Morrison's ATM	180 m
Convenience Store	B&M	220 m
GP	St Chad's Health Centre	240 m
Pharmacy	Rowlands Pharmacy Market Square	250 m
Post Office	Kirkby Post Office	400 m
Secondary School & 6 th Form	All Saints Catholic High School	550 m
Railway Station	Kirkby Merseyrail	1.0 km
Nursery	Tiger Tots Nursery	1.2 km
Railway Station	Headbolt Merseyrail	1.3 km

- 4.18 Table 4.1 demonstrates that the site is in close proximity to a number of public transport facilities and local amenities that may promote pass-by / linked trips.
- 4.19 The surrounding area benefits from a very good existing level of pedestrian infrastructure, mainly due to the proximity of the Kirkby Retail Park, which is very accessible on-foot as there are a number of pedestrian crossing points along the A506 (Hall Lane) and the A5208 (County Road) which connect the retail park to the surrounding residential areas. The nearest signalised crossing point is 140m walking distance from the site entrance along Hall Lane. This will provide staff and customers safe crossing opportunities from residential areas to the north of the site.

Access by bike

- 4.20 Transport policy identifies that cycling represents a realistic and healthy option when compared to the private car, for journeys up to 5km as a whole journey, or as part of a longer journey by public transport.
- 4.21 The cycle accessibility plan in Figure 4.2 shows a 5km cycling catchment area from the site.

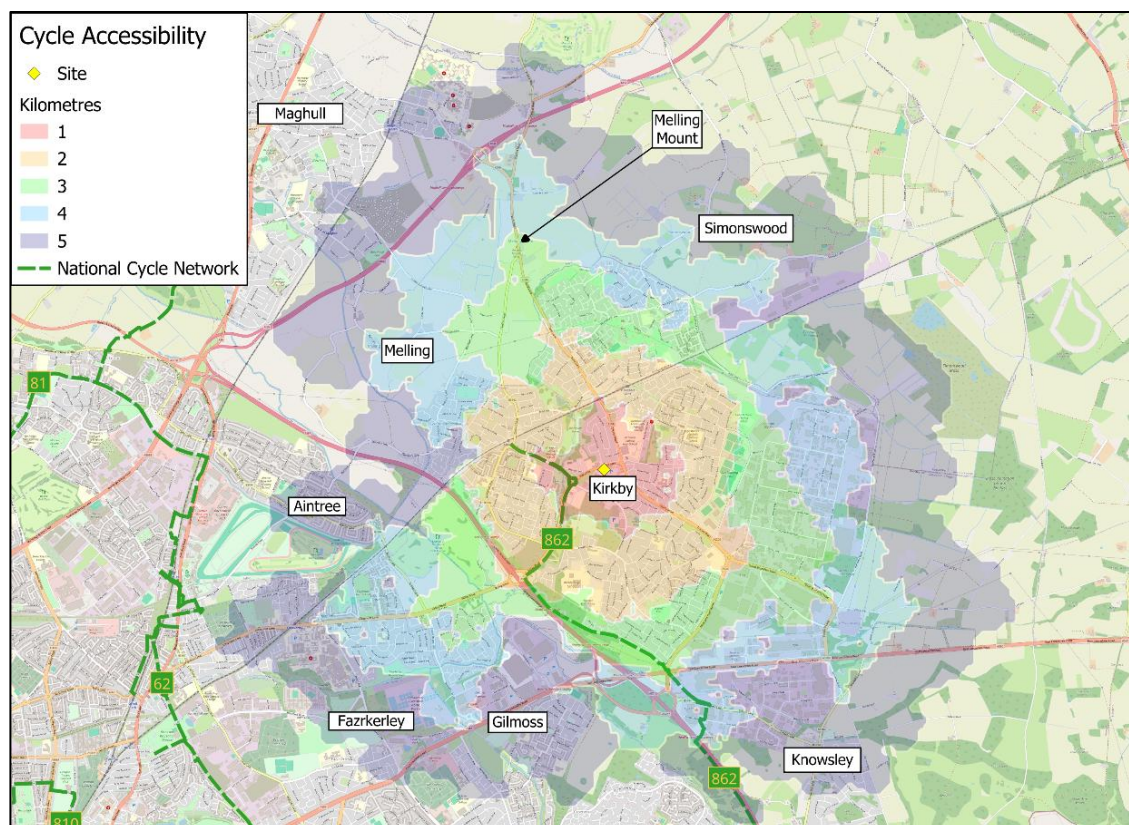


Figure 4.2 Cycle Accessibility within 5km

Source: TRACC

- 4.22 National Cycle Route (NCR) 862 can be accessed in an approximate 1-minute cycle via Hall Lane. This dedicated cycle route connects Stockbridge Village and Knowsley to Kirkby Town Centre encouraging customers and staff to cycle, decreasing short term car trips and congestion through Kirkby and the surrounding areas.

- 4.23 Local Cycle Routes are also accessible from the site. Although they are unnamed there are numerous signed, traffic free and shared use routes available for cyclists to safely and efficiently access the site from across Kirkby. These routes are shown on the active travel plan in Figure 4.3.



Figure 4.3 Local Active Travel Plan

Source: Merseytravel

- 4.24 In addition to this, there is cycle access from the site to Kirkby Railway Station and Headbolt Lane Railway Stations, which are an approximate 5-minute and 6-minute cycle respectively. With Merseyrail and Northern Rail services departing from these stations, this access supports multi-modal trips, and also connects to Liverpool and routes towards Wigan and Manchester to the east, further encouraging cycle journeys as part of the commute to work.
- 4.25 Cycle parking infrastructure currently exists on the retail park in the form of bike racks. The existing cycle racks/parking are set to be moved to the side of the store in between the retail car park/ telegraph way as the existing infrastructure would be obstructing the proposed store entrance. The cycle parking will be located in front of the glazed end to the store, this will provide natural surveillance from the street, retail park and car park externally, and from customers at the packing shelf internally.
- 4.26 The existing cycle infrastructure combined with the cycle parking provision and topography of the area will ensure that employees and customers will easily be able to access the proposed development by bike.

Public transport

Bus

- 4.27 In terms of bus services, the Chartered Institute of Highways & Transportation's (CIHT's) "Guidelines for Planning for Public Transport in Developments" document identifies, at section 6.20, that "Bus stops are located to minimise passengers' walking distance to their final destination. The maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m."
- 4.28 The nearest eastbound bus stop to the site is 'Kirkby, adj Millbrook Drive' located on the northern side of Hall Lane. The kerbside bus stop is within 90m walking distance from the site and consists of a pole-and-flag configuration displaying necessary timetable information accompanied by a paved awaiting area.
- 4.29 Westbound services are provided by the 'Hall Lane adjacent to County Road, Kirkby' bus stop, which is located 140 m to the east of the site. This kerbside stop is on the southern side of Hall Lane (A506) and consists of clear road markings besides a sheltered seating area.
- 4.30 Other bus stops along Hall Lane are also within 400m walking distance of the site, offering the same services. The key routes served by these stops are 20/20x, 217/217a and 319. A summary of buses served by stops on Hall Lane is shown in Table 4.2.
- 4.31 Additionally, Kirkby Bus Station is located in proximity to the site (~290m walking distance) and offers various other services.

Table 4.2 Local bus services

Table A2 Local Bus Services							
No.	Route	M-F		Sat		Sun	
		First arr – last dep	Average Freq.	First arr – last dep	Average Freq.	First arr – last dep	Average Freq.
'Hall Lane adj Millbrook Drive, Kirkby'							
20/ 20x	Tower Hill - Liverpool	05:23-23:54	15 mins	05:28-23:52	20 mins	06:24-22:39	30 mins
	Liverpool – Tower Hill	05:05-23:37	20 mins	05:38-23:37		05:38-00:22	
217/ 217a	Kirkby-Huyton	06:24-22:41	30 mins	06:28-22:41	30 mins	08:42-22:42	120 mins
	Huyton - Kirkby	05:54-00:42		07:05-00:42		07:36-23:41	
319	Skelmersdale – Kirkby	06:07-23:29	30 mins	06:37-23:29	30 mins	08:29-22:29	60 mins
	Kirkby - Skelmersdale	06:14-23:36		08:36-22:36		06:44-23:36	

Source: bustimes.org

- 4.32 Table 4.2 demonstrates that prospective employees and shoppers at the site will have access to numerous bus services which provide access to and from the site during the majority of shopping hours, including peak times, seven days a week. They also provide access to a range of further destinations.

Rail

- 4.33 Kirkby and Headbolt Lane Railway Stations are the nearest stations to the site and are both located within relatively close proximity (5-6-minute cycle).
- 4.34 Kirkby Railway Station has a manned ticket office window with full-time staffing as well as accessible ticket vending machines. There is also step-free access via ramp to all platforms with accessible shelters and seating areas available. The station offers two free car parks operated by Merseyrail and Merseytravel, one of which an overflow car park. Together they provide a total of 218 parking spaces with 2 designated accessible spaces. The station also provides a secure, sheltered bicycle storage with stands and racks accommodating up to 80 bicycles, monitored by CCTV.
- 4.35 The station is served by direct Merseyrail Northern Line trains westbound to Liverpool Central, the line's terminus, with onward connections available via other Merseyrail services. Eastbound Merseyrail Northern Line services departing from Kirkby Railway Station stop at the following station of Headbolt Lane where Merseyrail services terminate.
- 4.36 Headbolt Lane Railway Station is a newly built station and is an interchange between Merseyrail Northern Lines services to Liverpool Central to the west and Northern Rail services eastward to Blackburn (terminus) via Wigan, Salford, Manchester, Rochdale, and Burnley.
- 4.37 This station has a ticket office window with full-time staff available for assistance and has step-free access with passenger assistance and ramps available for train access. The station provides a car park operated by Merseyrail with a capacity of 125 spaces with designated disabled spaces available. A secure, sheltered bicycle storage with stands and racks accommodating up to 80 bicycles, monitored by CCTV is also available for use.
- 4.38 Figure 4.4 illustrates the distance that can be travelled within 60 minutes by public transport to and from the site.

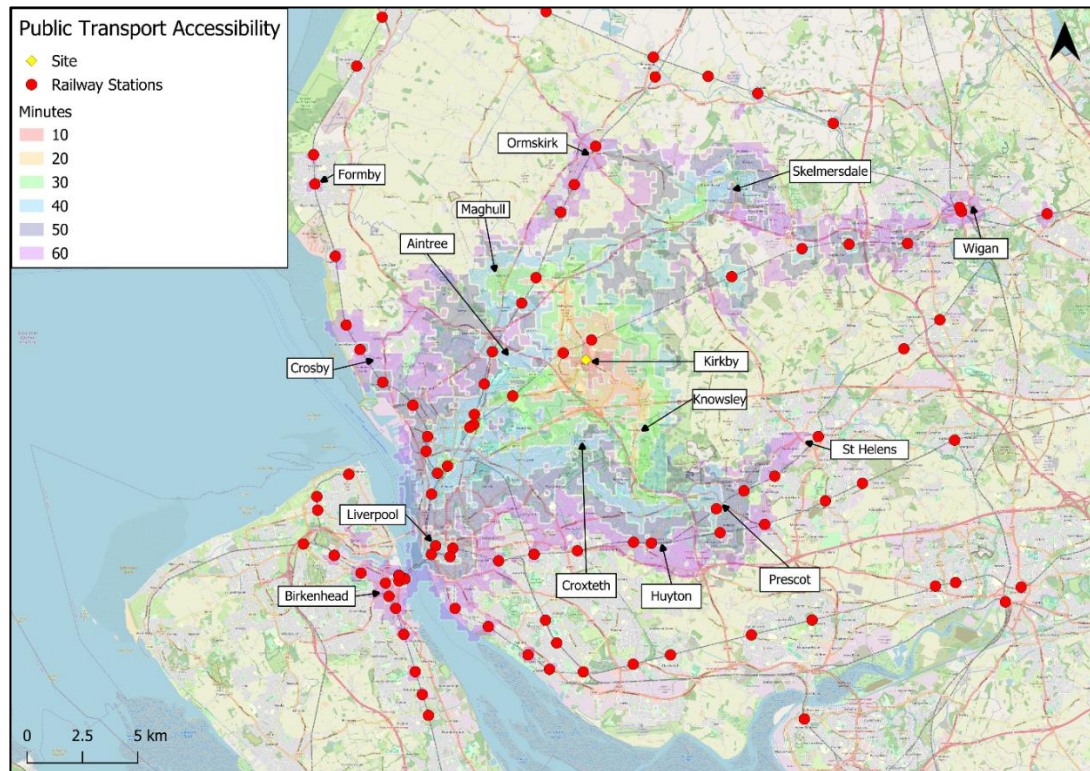


Figure 4.4 Public Transport Accessibility Within 60 Minutes

Source: TRACC

- 4.39 Each isochrone includes the walk to the bus stops/rail stations and the results demonstrate that Kirkby and areas in Liverpool north of Wavertree including the city centre, Fazarkley, West Derby, and Anfield, etc are within an acceptable 60-minute public transport commute. Furthermore, the nearby towns and villages of wider Merseyside and Lancashire such as Knowsley, Ormskirk, Birkenhead, St Helens, and Wigan, among others are all also within a 60-minute public transport commute.

Summary

- 4.40 Having regard to the above, it is considered that the site is easily accessible by all of the main non-car modes of transport. Access to the site by foot and cycle is of an excellent standard, and a variety of bus connections are also available within close proximity, thereby enabling access to the site from a range of local destinations.

5 TRAVEL PLAN ADMINISTRATION

Travel Plan Coordinator

- 5.1 The travel plan will be managed by a Travel Plan Coordinator (TPC). The TPC will provide a key role in delivering a successful travel plan.
- 5.2 The TPC role will be undertaken by the store manager. A store manager (TPC) contact name will be provided to the local authority as soon as the post has been filled.
- 5.3 The TPC role will be established prior to the opening of the store and will act as the fulcrum for the development of the travel plan measures and the day-to-day operation of the plan. The TPC will act as the main contact for the travel plan and will be responsible for undertaking surveys, implementing measures and monitoring the travel plan.
- 5.4 The TPC will exchange contact details with Knowsley Metropolitan Borough Council (KMBC) officers. The TPC will be responsible for setting up and launching the travel plan. The TPC will get involved in any area-wide travel initiatives, to be advised by KMBC.
- 5.5 The interim TPC can be contacted using the following details:
 - Name
 - Email
 - Phone: Office

Funding

- 5.6 Appropriate funding will be allocated by Lidl GB Ltd, as the operator of the store, at the start of the travel plan process. The funding will cover all costs relating to the TPC, which is typically undertaken by the Store Manager, often with support from a consultancy. The budget will cover the costs of development and publication of the travel information pack; implementation of measures and initiatives; marketing of the travel plan; and annual monitoring, including any marketing materials.
- 5.7 The funding stream will allow the travel plan to operate for a minimum of five years.
- 5.8 The funding for the travel plan is incorporated into the store's operating budget and typically allows for around £4,000-£5,000 in the first year, and £3,000-£3,3500 per annum for subsequent years, to be spent on travel plan-associated tasks.

6 BASELINE MONITORING

- 6.1 Travel surveys are undertaken in order to understand how staff currently travel, how they would like to travel and what would encourage them to make those changes. Repeat surveys are used to monitor ongoing travel patterns over time. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.

Staff Surveys

- 6.2 The surveys will be produced by the site travel plan coordinator (TPC) and disseminated to all staff within three months of the first occupation of the site, to collect the following data:
- Origin postcode;
 - Typical working patterns;
 - Mode of travel to work;
 - Measures that would encourage use of active travel modes or public transport; and
 - Barriers to use of active travel modes / public transport.
- 6.3 The TPC will strive to achieve a minimum 30% return rate for the staff surveys to ensure the findings are representative of staff travel patterns.

Survey Responses

- 6.4 The responses received from the surveys will be entered into a database to enable modal shift to be tracked and allow future comparison of travel patterns, as well as providing information on which measures are most likely to encourage modal shift.
- 6.5 All data collected from the travel survey will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will manage the database and be responsible for the release of information; all data held will be used solely for the purposes of the travel plan survey.
- 6.6 Upon completion of the baseline data collection exercise, a Full Travel Plan will be produced and agreed with the LPA.

7 OBJECTIVES AND TARGETS

Objectives

- 7.1 Objectives are required to give a travel plan direction and focus. Targets are measurable and help to indicate whether the high-level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the travel plan.
- 7.2 The travel plan recognises that there is not one specific mode of transport suitable for all staff and that there need to be a number of alternatives in place. The travel plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 7.3 This travel plan has been prepared to achieve the following objectives:
- Achieve the minimum number of car movements to and from the development;
 - Reduce reliance upon the car and improving awareness and usage of alternative modes;
 - Promote walking, cycling, public transport and car sharing;
 - Minimise the total travel distance of staff;
 - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.

Modal Share Targets

- 7.4 In order to ensure the successful delivery of the travel plan, the travel patterns of future employees of the site will be monitored. Baseline travel surveys will be carried out within three months of occupation for employees of the site. Details on the frequency of the travel surveys and ongoing monitoring processes are outlined in the 'Baseline Monitoring' and 'Monitoring and Review' sections of this report.
- 7.5 Since the occupiers of the proposed development are not yet in situ, the modal split for Lidl's employees are assessed based on TRICS trip generation data.

Forecast Modal Shift of Employees

- 7.6 The six Lidl stores selected from TRICS are Skegness, Rushden, Bingham, Birmingham, West Bromwich and Worcester. These are all new format Lidl stores surveyed specifically to gauge recent employee travel behaviour.
- 7.7 The modal split at Figure 7.1 demonstrates the total trips referring to people movements to and from Lidl food stores during 7am – 8am, excluding goods vehicles. This is considered to be representative of employee arrivals.

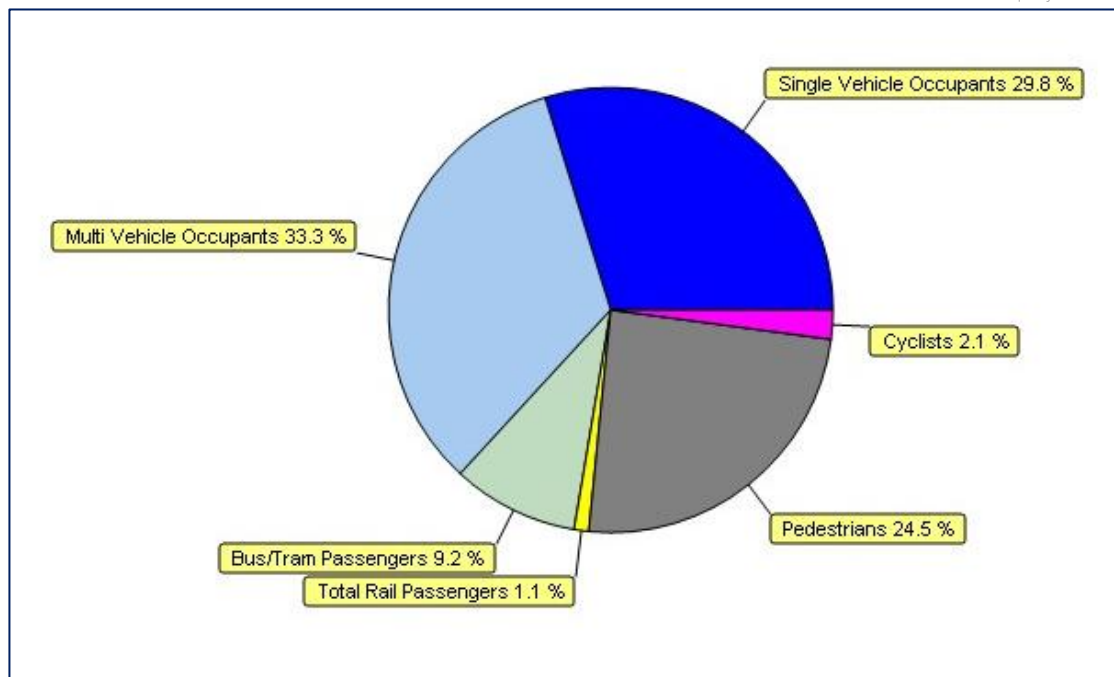


Figure 7.1 Total Trips - TRICS Multi-Modal Survey for Lidl Stores (Employees)

Source: TRICS

- 7.8 The majority of trips are represented by cars at 63.1%. A significant proportion (24.5%) of the trips to and from Lidl discount food stores are on foot and this is commensurate with the fact that they seek to locate wherever possible close to an established residential catchment. Those who travel by public transport account for 10.3% of the modal split.
- 7.9 Travel patterns of future employees of the site will be better assessed once the baseline travel surveys take place.
- 7.10 Table 7.1 shows the one year, three year and five-year targets for the site. By the end of the first year of the foodstore being fully operational it is anticipated that 37% of staff will travel to work by non-car modes. As the green travel ethos spreads it is hoped this will increase further to 40% by year three and to 43% by year five.

Table 7.1 Five-year Targets

Mode	Target		
	1 year	3 years	5 years
Car / Car Share	63%	60%	57%
Cycling	2%	3%	4%
Public Transport	10%	11%	12%
Walking	25%	26%	27%

- 7.11 The targets are therefore to:
- Reduce the percentage of staff travelling to work by car by 10%, by year 5 of the travel plan.
 - Increase the percentage of staff travelling to work by alternative means, including by walking, cycling and public transport, by 20%, by year 5 of the travel plan.
- 7.12 It is hoped that the initial designed-in features for the development, together with the promotion of the travel plan process will encourage staff to travel to work by sustainable modes.

Indicators

- 7.13 The TPC will be responsible for implementing measures at the store, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.
- 7.14 Milestones to assess progress against the travel plan objectives and targets include:
- Issue of a travel plan information pack to all staff within one week of site occupation; and
 - Uptake of the various measures, including those pertaining to active and sustainable modes.
- 7.15 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

8 MEASURES

- 8.1 The travel plan is the management tool for implementing measures that promote sustainable transport.
- 8.2 A successful and cost-effective travel plan is one that implements measures that are relevant and realistic to the development. As such, the following bespoke set of measures is proposed for the development. These are comprised of 'hard' (infrastructural) measures and 'soft' (informational) measures, along with management measures to ensure processes are in place to deliver the travel plan, as identified within the Travel Plan Administration chapter of this report.

Infrastructural measures



Cycle parking

- 8.3 Cycle parking will be provided on site in the form of 10 Sheffield stands which will enable parking for up to 20 bicycles. These cycle stands serve both employees and customers of the food store and are located on the eastern side of the site, alongside the customer parking area, so in full view of both staff and customers inside the store.
- 8.4 Secure staff cycle parking will also be facilitated for employees within the warehouse if additional security is required.



Changing room and lockers

- 8.5 A changing room will be located within the staff area of the store, supporting those staff that choose to walk or cycle to the store. The changing room will provide a space to dry any wet weather gear. Lockers will also be provided within the changing room to store personal effects, such as cycle helmet and pannier.



EV charging points

- 8.6 Electric vehicle charging points are located within the Kirkby Retail car park. Four 11kW Type 2 chargers can be found close to the Morrisons store, around 100m from the Lidl store. These are accessible to both staff and customers of the new Lidl store.



Accessible parking

- 8.7 Six DDA compliant spaces and nine classified as parent and child spaces will be provided for customer use (and staff use in the case of the DDA spaces). The disabled bays and parent and child spaces will be clearly marked and positioned close to the store entrance for users' convenience.



Travel information noticeboard

- 8.8 A travel information noticeboard will be installed in the store to encourage travel via sustainable modes. This will include up-to-date travel information, promotion of sustainable travel events such as Bike to Work Week / Walk to Work Week and contact details for the TPC and store manager.

- 8.9 The TPC will ensure that any changes to the travel plan or any relevant information such as seasonal timetable changes are passed on to members of staff on a biannual basis via the noticeboard.
- 8.10 The TPC will promote and encourage staff to participate in national and local events, organised by others, aimed at promoting awareness of sustainable transport. The range of events that will be promoted will be agreed and co-ordinated with KMBC.

Management and informational measures



Staff travel information pack

- 8.11 Useful and accurate information on the range of services and travel initiatives available at Lidl will be a critical element of a successful travel plan.
- 8.12 The TPC will make new employees aware of the existence of the travel plan by providing them with a welcome pack, which would be issued on appointment of their position/prior to occupation, to ensure that sustainable travel patterns are created from the outset. Any parking management policies will be explained to members of staff during the recruitment process.
- 8.13 It is likely that staff will live in close proximity to the site, which provides employment for the local area. This should result in the majority of employees living within an acceptable walk and cycle distance (2km and 5km respectively).
- 8.14 The welcome pack will include, though not exclusively, the following:
- An introduction to the travel plan, listing any key measures along with the contact details of the TPC;
 - A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
 - Information about cycling routes, details of cycle to work scheme, local cycle/servicing shops, and Pedal Away sessions supported by KMBC;
 - Public transport information, including bus timetable, illustration of route 6 and concessionary fare information; and
 - Information about car sharing and details of local taxi firms.



Engagement with local community groups and Merseyrail

- 8.15 The TPC will liaise with local community groups and Merseyrail, as appropriate, to identify opportunities to promote active and sustainable travel to staff and customers.
- 8.16 This may include sharing information on local walking and cycling initiatives, public transport services, station access, cycle parking and any relevant promotional events or campaigns. Engagement will be undertaken during the initial implementation of the travel plan and reviewed through the monitoring process, with any relevant feedback used to inform future travel plan measures and updates to staff travel information.



Cycle to Work scheme

- 8.17 The TPC will provide details of their ongoing Cycle to Work scheme to eligible employees. This enables employees to access a new bicycle and/or cycling equipment tax-free through the scheme.



Bicycle User Group/Bike Buddies

- 8.18 Bike Buddies are volunteers who want to support people to increase their cycling. This might include organising group or 1-to-1 rides, assist with route planning, providing maintenance support, or advice.
- 8.19 A Bicycle User Group enables staff to get together to offer support and encourage more colleagues to take up cycling. They may also have a remit to report back to management on queries/suggestions relating to cycling.
- 8.20 The TPC will monitor the interest in these through the staff survey.



Personalised Travel Planning

- 8.21 Targeting individual journeys can be an effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.
- 8.22 Upon request, the TPC will assist staff in the development of a personalised journey plan for staff regular commute journeys, upon request. The journey plan could include (dependent on which modes of transport are identified as being of most interest):
- Maps showing the location of the bus stops at either end of the journey, along with the accompanying walk route to their origin and destination
 - Details of how and where to buy tickets, including the current fare for travel
 - Suggestions of how to incorporate sustainable travel elements to the journey
 - Timetable information of public transport services used in the journey
 - Walking and cycling route maps

9 MONITORING AND REVIEW

- 9.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan and provide the opportunity for review of targets.
- 9.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to KMBC the effectiveness of measures implemented and the progress being made towards travel plan objectives;
 - It justifies the commitment of the TPC and of other resources;
 - It maintains support for the travel plan by reporting successes; and
 - It helps to identify any deficiencies within the travel plan, including any measures that are not effective.

Future surveys

- 9.3 Travel surveys will be used to monitor the number of staff walking, cycling, and travelling by car and public transport to and from the site. The results will then be compared with the mode share targets identified earlier in this travel plan.
- 9.4 The TPC will be responsible for the surveys and will undertake a survey annually (at the same time of year) for the first five years of store operation.

Reviewing

- 9.5 The TPC will undertake a review of the travel plan following monitoring and produce a monitoring report summarising key findings. The review will be important in identifying achieved milestones in terms of the delivery of measures, the effectiveness of measures implemented, and progress towards achievement of targets, to identify areas where modifications may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from staff.
- 9.6 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, with agreement with the local authority, in order to maintain a realistic travel plan goal.
- 9.7 The TPC may also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with KMBC.
- 9.8 The TPC will submit the results of the annual review along with the survey data to KMBC for their review and discussion, upon their request.

10 IMPLEMENTATION PLAN

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

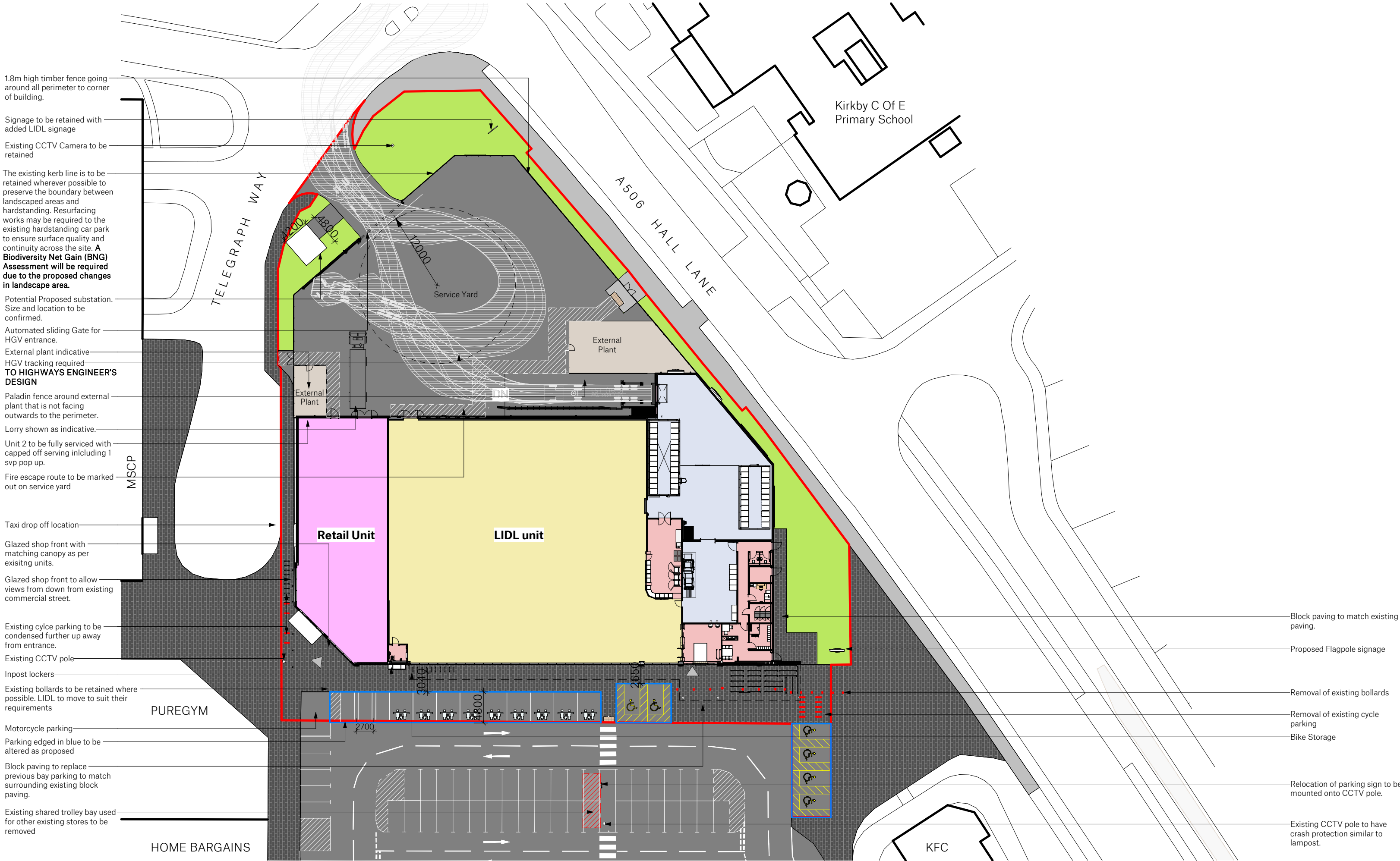
Objective / Strategy	Action	Target Date	Responsibility	Budget Indication
Initial Setup – Prior to Occupation				
Infrastructure	Provide all highway and transport measures as agreed with KMBC	As per S106 agreements with KMBC	Lidl / KMBC	Lidl
TP Management	Appointment of TPC	At least 1 month prior to store completion	Lidl	Staff time
TP Management	Exchange contact details with relevant officers	At least 1 month prior to store completion	TPC contact details are identified within this TP	Staff time
Marketing	Obtain public transport timetables, maps, car sharing information, route plans etc. to provide to staff	At least 1 month prior to store completion	TPC	Staff time
Marketing	Procure and produce information to populate TIPs	2 weeks prior to store completion	TPC	Staff time + materials
Upon Occupation				
Marketing, active travel, public transport	Issue TIPs to staff, including information on active travel and public transport	Upon occupation	TPC	Staff time + printing
Marketing	Populate noticeboards	Upon occupation	TPC	Staff time + printing
Active travel	Promote cycle parking and personal storage areas to staff	Upon occupation	TPC	Staff time
Active travel	Promote Cycle to Work Scheme	Upon occupation	TPC	Staff time
Active travel, public transport	Provide journey planning websites and guidance to staff	Upon occupation	TPC	Staff time
Within 3 Months of Occupation				
Monitoring	Issue travel survey to staff; analyse results and issue final travel plan to KMBC within 3 months of survey completion	Within 3 months of occupation	TPC	Staff time
Active travel	Promote any local area / site-specific cycle training and cycle maintenance sessions	Within 3 months of occupation	TPC	Staff time

Objective / Strategy	Action	Target Date	Responsibility	Budget Indication
Public transport	Consider requests for modified shift times to align with public transport timetables	Upon occupation	TPC	Staff time
Active travel	Set up Bicycle User Group (BUG) for staff, if interest present	Within 6 months of occupation	TPC	Staff time
Ongoing Tasks				
Active travel, public transport	Update staff with any service or provision changes regarding local transport	6 monthly to align with seasonal timetable changes	TPC	Staff time
Active travel, public transport	Implement measures in line with staff requirements / interest, including promotion of national annual events such as Bike Week and Walk to Work Week	Ongoing	TPC	Staff time
Active travel, public transport	Provide ongoing journey planning assistance to staff	Ongoing	TPC	Staff time
TP Management	Ongoing parking management and review	Ongoing	TPC	Staff time
Annual Monitoring / Review				
Monitoring	Conduct repeat travel survey at same time of year as baseline survey, for five years	Annually for 5 years from occupation	TPC	Staff time + printing
Monitoring, TP management	Analyse responses, produce progress report and submit to KMBC	Within 3 months of survey completion	TPC	Staff time
Monitoring	Continue regular monitoring as set out and agreed with KMBC	As agreed with KMBC	TPC	Staff time

11 CONCLUSION

- 11.1 This travel plan has been prepared on behalf of Lidl Great Britain Limited, relating to the proposed development of a new discount food store at land located on Kirkby Retail Park, to the south of the A506 Hall Lane, Kirkby.
- 11.2 The commercial travel plan reviews the existing transport networks around the development and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 11.3 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Achieve the minimum number of car movements to and from the development;
 - Reduce reliance upon the car and improving awareness and usage of alternative modes;
 - Promote walking, cycling, public transport and car sharing;
 - Minimise the total travel distance of staff;
 - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 11.4 This document therefore ensures that sustainable access to the development is facilitated.

APPENDIX 1 SITE LAYOUT

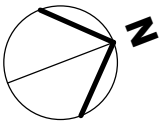


OVERALL

SITE AREA (Approx.):	6380 m ²
BUILDING AREAS - LIDL	
Ancillary Area	224 m ²
Sales Area	1516 m ²
Warehouse Area	495 m ²
GROSS INTERNAL AREA (TOTAL)	2235 m ²

Retail Unit	473m2
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	Tarmac (Vehicles)		Tarmac (Pedestrians) to be retained where possible
	Paving to match existing		Concrete cast in-situ
	Soft		Tactile



Store Specification

Bespoke

Drawing Purpose

PLANNING

This drawing has been prepared for the sole purpose of forming part of a planning application, and should not be used for any other purpose.



SPACE

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Project

Lidl Kirkby

Drawing Title

Proposed Site Plan

Project No.	Drawing No.	Status	Rev.	Scale at A2
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