

Lidl GB Limited

Proposed Lidl Food Store, Kirkby Retail Park

Travel Plan

Project No. 250469

OCTOBER 2025



SCP GENERAL NOTES

Project No.: 250469

Title: Proposed Lidl Food Store, Kirkby Retail Park, Travel Plan

Client: Lidl GB Limited

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Author	<u>Esme Walker</u>	Reviewer	<u>Gemma Wheatley</u>
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Where field investigations have been carried out, these have been restricted to a level of detail required to achieve the stated objectives of the work.

This work has been undertaken in accordance with the quality management system of SCP.

EXECUTIVE SUMMARY

This report has been prepared by SCP on behalf of Lidl Great Britain Ltd, to support their planning application for a new discount food store at land located on Kirkby Retail Park.

This travel plan has been prepared to achieve the following objectives:

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

The following five-year staff targets have been set, which have been generated by forecasting modal split for employees, based on current TRICS trip generation data. The Lidl stores selected from TRICS are all new format Lidl stores surveyed specifically to gauge recent employee travel behaviour.

Figure 1-1 Proposed Targets

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

The targets will be updated following the first travel survey, to be undertaken within three months of site occupation.

Key measures to be delivered through the travel plan implementation, for both staff and customers, include:

- A travel information (welcome) pack to be issued to all staff upon occupation of the site
- Travel noticeboards for staff and customers
- Walking measures including:
 - Raising awareness of the health benefits of walking (staff and customers)
 - Maps showing walking routes including distances and times to local residential areas and key services (staff and customers)
 - Promotion of walking campaigns (staff and customers)
- Cycling measures including:

- Provision and promotion of cycle parking and facilities (staff and customers)
- Promotion of the Lidl Cycle to Work Scheme (staff only)
- Promotion of cycle information including mapping and route guidance (staff and customers)
- Provision of cycle training information (staff and customers)
- Public transport measures including:
 - Provision of public transport information, including bus and rail (staff and customers)
 - Provision of journey planning assistance and promotion of available software (staff and customers)
 - Consideration of requests for modified shift times to accommodate public transport timetables (staff only)
- Car sharing measures including:
 - Informal partner matching (staff only)
 - Set up of a formal scheme, if demand dictates (staff only)
- Measures to reduce the need to travel to work, including:
 - Flexible working policy for management staff
 - Smart working practices for management staff
 - Local recruitment policy and relocation incentives for staff
- Car parking management
- Marketing measures for staff and customers

Lidl takes responsibility for delivery and implementation of the travel plan, as identified in the following report, upon occupation of the site.

Interim Travel Plan Coordinator contact details are provided; upon occupation, the Store Manager will take responsibility for the travel plan implementation. Store Manager contact details will be communicated to Kirkby Metropolitan Borough Council prior to occupation of the site.

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1	Site Layout Drawing
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1 INTRODUCTION

- 1.1 This travel plan (TP) has been prepared on behalf of Lidl Great Britain Limited ('Lidl').
- 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. The area of car parking immediately in front of the store 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)(an increase from four) and three motorcycle spaces.
- 1.4 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.
- 1.5 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

- 1.6 The site is located within Kirkby Town Centre, approximately 1.4km north east of Junction 6 of the M57.
- 1.7 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.
- 1.8 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

- 1.9 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.
- 1.10 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.
- 1.11 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.
- 1.12 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.
- 1.13 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.
- 1.14 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.
- 1.15 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.
- 1.16 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 single occupancy 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 (as defined in table 8.1) 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.
3. 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.*
- d. Travel Plans will be encouraged to be as sustainable and innovative as possible and also provide inclusive access for all.*

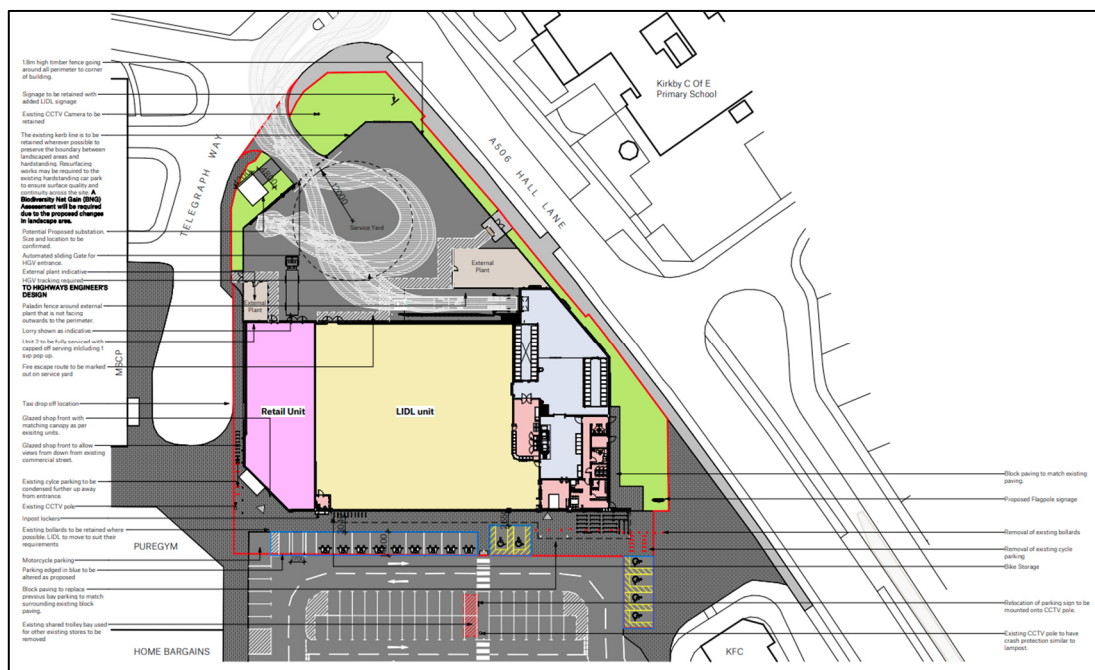
Conclusion

- 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.

3 DEVELOPMENT PROPOSALS

- 3.1 The proposals for the application site include the construction of a discount food retail unit (Use Class E) with a total retail floor area (RFA) of 1,516sqm and a gross internal area (GIA) of 2,235sqm. The application also includes a non-food retail unit with an RFA of 473m². The proposed site layout plan is included in Figure 3-1.

Figure 3-1 – Proposed site layout



Source: Space Architects

- 3.2 There is an existing taxi drop off location situated immediately adjacent to the store on Telegraph Way. This provides a convenient and safe location for taxi's to drop off and collect customers without obstructing the main access, trolley bays or other parking bays.
- 3.3 There is an existing zebra crossing within the car park which will provide safe access to and from the store entrance for pedestrians.
- 3.4 Once operational, the store is anticipated to be open for business from 7am to 10pm Monday to Saturday, and 11am to 5pm on Sundays. Staff shifts will be managed on an ongoing, proactive basis to ensure that an appropriate number of staff are on-site when required. Typical management shifts will run from 6am to 4pm, and 10.30am to 8.30pm; shop floor staff shifts will be flexible, and extend from 4 to 10-hour shifts, dependent on the requirements of the store.

Car parking

- 3.5 A total of 30 of the existing parking spaces will be reconfigured to provide:
- 3 standard bays
 - 9 parent & child bays

- 6 disabled bays
 - 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 There are four existing Sheffield stands located to the immediate west of the store. These spaces will be condensed further up away from the entrance with additional stands proposed to provide a total of 10 stands. A further 10 Sheffield stands, are proposed under the store canopy for shelter and in front of the glazed elevation of the store. This provides a total of 40 cycle parking spaces, which will be shared with the adjacent retail unit. They are overlooked by customers at the packing shelf and are therefore under constant surveillance for maximum security. Secure staff cycle parking is also provided for employees within the warehouse.
- 3.9 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

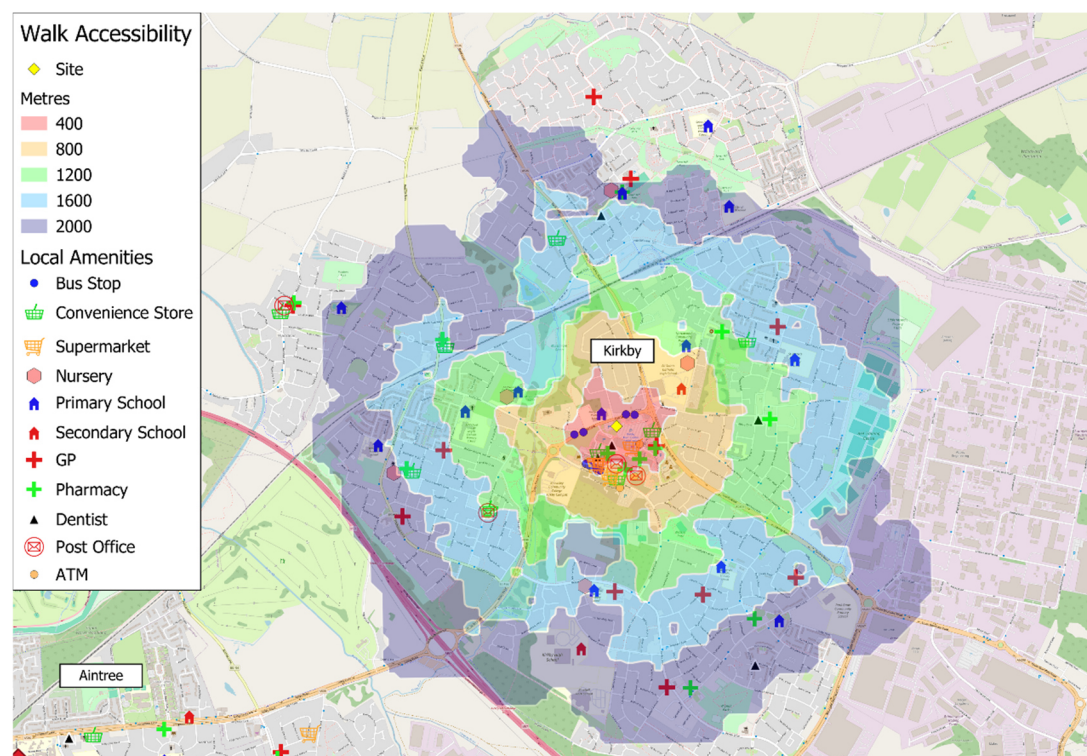
increases to 40mph for a short section of the road between its junctions with Simonswood Lane and Moorgate Road.

- 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 on **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 The figure above 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

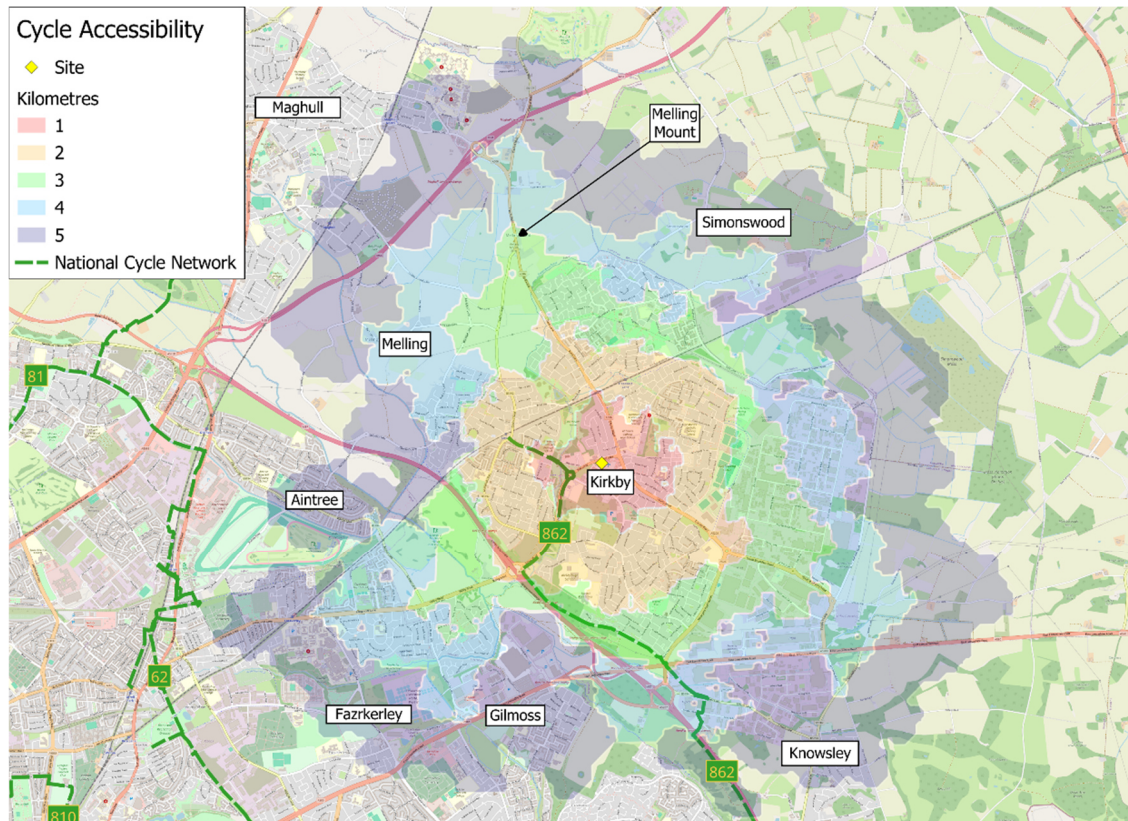
Service	Detail	Distance
Bus Stop	Hall Lane adj Millbrook Drive	90m
Dentist	mydentist, Telegraph Way	100m
Bus Stop	County Road	150m
Supermarket	Morrisons	150m
Primary School	Kirkby C Of E Primary School	170m
ATM	Morrison's ATM	180m
Convenience Store	B&M	220m
GP	St Chad's Health Centre	240m
Pharmacy	Rowlands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

- 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 on Cycle

- 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 on **Figure 4.3** below.

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 accessible bus stop to the site is 'Hall Lane adjacent to Millbrook Drive' located on 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. This stop is serviced by the 3, 3A, 14, 14A, 20, 20X, 217, 217A and 835 bus services..
- 4.29 Additionally, the 'Hall Lane adjacent to County Road, Kirkby' bus stop, is located 140m from the site, and additionally offers the 14C, 722, and 732 services (as well as the 14A, 20, 217, 217A, and the 835 services). This is another kerbside stop on the opposite side of Hall Lane (A506) and consists of clear road markings besides a sheltered seating area. Other bus stops along Hall Lane are also within 400m walking distance of the site, offering the same services.
- 4.30 Kirkby Bus Station (5 stands) is also located in close proximity to the site (~290m walking distance) and offers an even greater volume of services. In addition to the services offered by stops along Hall Lane, Kirkby Bus Station is also served by the 19, 21, 97, 97A, 133, 289, 297, 319, 725, 739 bus services.
- 4.31 The frequency of the different bus services available from these stops is outlined in **Table 4.2**.

Table 4.2: Bus services within 400m of the site

'Hall Lane adj Millbrook Drive, Kirkby'							
No.	Route	M-F		Sat		Sun	
		Start-End	Average Freq.	Start-End	Average Freq.	Start-End	Average Freq.
14	Tower Hill - Liverpool	-	-	05:10-6:10	30 mins	-	-
14A	Tower Hill - Liverpool	-	-	06:42	1 service	-	-
20	Tower Hill - Liverpool	05:23-23:53	15 mins	05:28-23:51	20 mins	06:24-22:37	30 mins
20X	Liverpool-Knowsley Industrial Park	05:38	1 service	-	-	-	-
217	Halewood – Tower Hill	05:54-23:41	30 mins	-	-	-	-
217	Halewood - Westvale	-	-	07:05-23:41	30 mins	-	-
217	Halewood - Kirkby	-	-	-	-	07:36-23:41	120 mins

217A	Halewood - Kirkby	22:32, 00:42	2 services	22:32, 00:42	2 services	08:37-22:32	120 mins
3	Huyton Quarry - Halewood	06:13	1 service	-	-	-	-
3A	Huyton Quarry - Speke	05:40	1 service	06:52	1 service	-	-
835	Northwood - Seaforth	06:54	1 service	-	-	-	-
'Hall Lane adj County Road, Kirkby'							
14A	Tower Hill - Liverpool	06:49-07:29	40 mins	-	-	08:58-17:53	30 mins
14C	Tower Hill- Liverpool	07:07	1 service	-	-	-	-
20	Tower Hill- Liverpool	05:23-23:53	20 mins	05:28-23:51	20 mins	06:24-22:37	30 mins
217	Halewood - Tower Hill	05:54-23:41	30 mins	-	-	-	-
217	Halewood - Westvale	-	-	07:05-23:41	30 mins	-	-
217	Halewood - Kirkby	-	-	-	-	07:36-23:41	120 mins
217A	Halewood - Kirkby	22:32, 00:42	2 services	22:32, 00:42	2 services	08:37-22:32	120 mins
722	Melling Mount - Kennessee Green	07:58	1 service	-	-	-	-
732	Kennessee Green - Westvale	16:03	1 service	-	-	-	-
835	Northwood - Seaforth	06:54	1 service	-	-	-	-
'Kirkby Bus Station (Stands 1-5)'							
Stand 1							
133	Knowsley Industrial Park - Waterloo	06:59-19:06	60 mins	07:51-19:06	60 mins	-	-
217	Halewood - Westvale	-	-	07:08	1 service	-	-
289	Kirkby – St Helens	-	-	08:26-17:26	60 mins	-	-
297	St Helens - Kirkby	09:57-17:02	120 mins	-	-	-	-
722	Maghull – Tower Hill	15:39, 15:40	2 services	-	-	-	-
722	Melling Mount – Kennessee Green	08:00	1 service	-	-	-	-
725	Maghull - Melling	15:52	1 Service	-	-	-	-
732	Kennessee Green - Westvale	16:05	1 Service	-	-	-	-
739	Maghull - Melling	15:54	1 Service	-	-	-	-

739	Melling Mount - Maghull	08:17	1 Service	-	-	-	-
Stand 2							
21	Northwood - Liverpool	05:02-23:38	15*- 30 mins	05:01-23:38	20 mins	06:14-22:09	30 mins
217	Halewood - Westvale	05:56-23:43	30 mins	07:43-23:43	30 mins	07:38-23:43	120mins
217	Tower Hill - Huyton	06:22-22:40	30 mins	06:27-22:40	30 mins	-	-
217A	Kirkby - Halewood	21:40	1 service	21:40	1 service	06:40-21:40	120 mins
3	Huyton Quarry - Halewood	06:11	1 service	-	-	-	-
319	Skelmersdale - Kirkby	06:10-23:32	40 mins	06:40-23:32	30 mins	08:32-22:32	60 mins
319	Skelmersdale - Kirkby	06:35-23:04	30 mins	06:38-23:04	30 mins	08:04-23:04	60 mins
3A	Huyton Quarry - Speke	05:38	1 service	06:50	1 service	-	-
Stand 3							
133	Waterloo – Knowsley Industrial Park	07:31-18:52	60 mins	09:10-18:52	60 mins	-	-
14	Tower Hill - Liverpool	05:08-6:08	30 mins	-	-	-	-
14	Liverpool - Kirkby	-	-	06:12	1 service	-	-
14A	Tower Hill - Liverpool	06:54-22:30	40 mins	07:54-22:31	30 mins	09:01-17:56	30 mins
14C	Tower Hill - Liverpool	07:15	1 service	-	-	-	-
17A	Liverpool - Knowsley Industrial Park	06:55-22:40(arr)/00:10(dep)	60 mins	06:22-22:40(arr)/00:10(dep)	60 mins	06:39-00:06	60 mins
19	Knowsley Industrial Park - Liverpool	08:18-22:09	15 mins	05:05-22:09	15 mins	06:20-22:05	20 mins
19	Liverpool-Gilmoor	06:14-23:49	15 mins	06:20-23:49	15 mins	07:58-23:46	20 mins
297	Prescot - Kirkby	07:58	1 service	-	-	-	-
97	Westvale - Westvale	09:24-15:24	30 mins	07:48-17:36	30 mins	-	-
97A	Westvale - Westvale	06:33-18:05	30 mins	-	-	-	-
Stand 4							
14	Liverpool - Kirkby	-	-	06:12	1 service	-	-
14A	Liverpool - Tower Hill	08:16-23:22	40 mins	-	-	-	-
20	Liverpool – Tower Hill	05:03-00:01arr/23:32dep	15 mins	06:39-00:02arr/23:32dep	20 mins	06:03-00:17	30 mins
Stand 5							

17A	Knowsley Industrial Park - Liverpool	04:56-23:20	60 mins	05:13-23:20	60 mins	05:54-23:20	60 mins
20	Tower Hill - Liverpool	05:25-23:55(arr)/23:25(dep)	15 mins	05:30-23:53arr/23:25 dep	20 mins	06:27-22:39	30 mins
21	Northwood - Liverpool	05:02-23:38	20 mins	05:00-23:38	20 mins	06:10-22:09	30 mins
720	Maghull - Fazakerley	17:18	1 service	-	-	-	-
97	Westvale - Westvale	09:41-17:36	30 mins	-	-	-	-

Source: Traveline

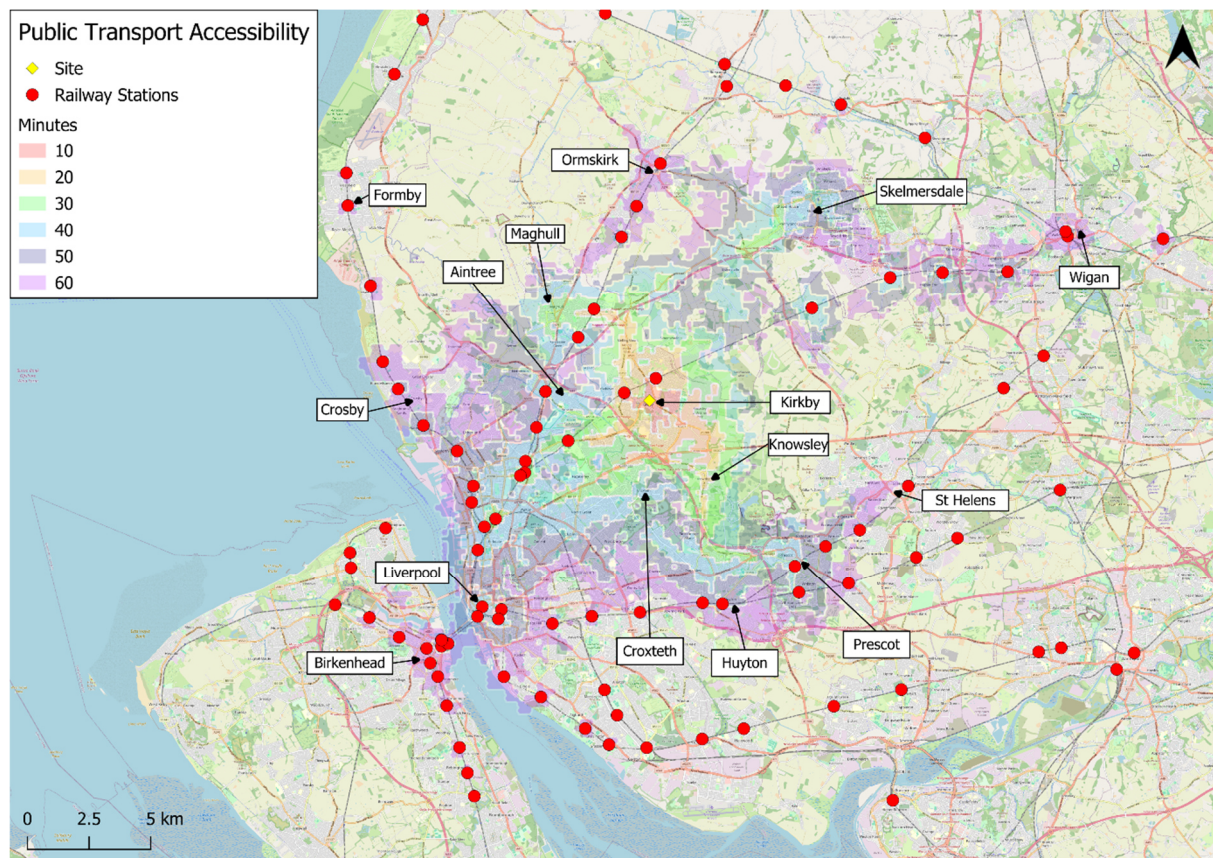
*Peak Times

- 4.32 The above table 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 4.3** below illustrates the distance that can be travelled within 60 minutes by public transport to and from the site.

Figure 4.3 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: Stacey Silverman, Principal Transport Planner, SCP Transport
 - Email: Stacey.Silverman@scptransport.co.uk
 - Phone: Office - 0161 832 4400

Funding

- 5.6 Appropriate funding will be allocated by Lidl GB Ltd, as the operator of the foodstore, 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, including implementation of measures and initiatives, marketing of the travel plan along with marketing materials, and annual monitoring. The funding stream will allow the travel plan to operate for a minimum of five years.
- 5.7 The funding for the travel plan is incorporated into the store's operating budget and typically allows for up to £3,200 in the first year, and £1,500 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 single occupancy 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 current TRICS trip generation data.

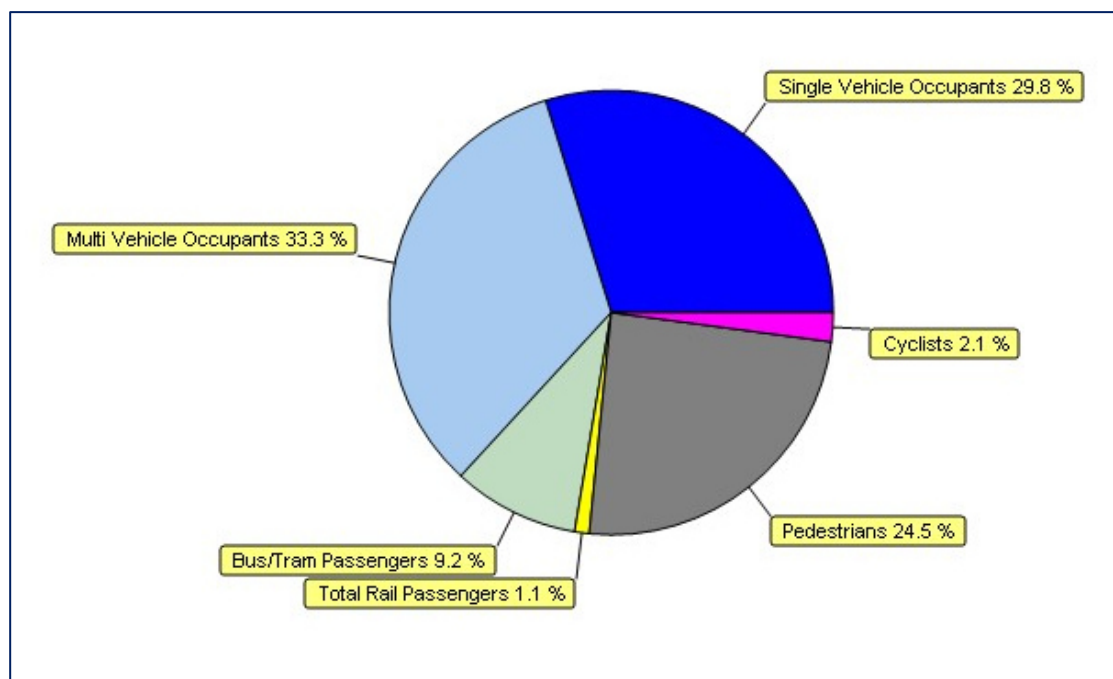
Staff Modal Split and Targets

- 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.

Forecast Modal Shift of Employees

- 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 below 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-single occupancy private car mode. 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 single occupancy vehicle 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;
- Undertaking cycle and car parking surveys; 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.

Travel Awareness

Provide a Travel Information Pack for all Staff

- 8.3 Good accurate information on the range of services and travel initiatives available at Lidl will be a critical element of a successful travel plan.
- 8.4 The TPC will make new employees aware of the existence of the travel plan by providing them with a travel information pack (TIP) summarising the travel plan, which would be issued on appointment of their position, prior to starting, to ensure that sustainable travel patterns are created from the outset. Any parking management policies will be explained to members of staff during the recruitment process.
- 8.5 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).
- 8.6 The TIP will include, though not exclusively, the following:
- An introduction to the travel plan, providing a summary of the main aims, along with the contact details of the TPC.
 - A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site.
 - Public transport information, including:
 - A map showing the location of the store in relation to the local area, highlighting nearby bus stops and rail stations;
 - Bus timetables of existing local services from nearby stops.
 - Active travel information, including:
 - A map showing local cycle and walking routes, which would also indicate the locations of cycle shops in the area;
 - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
 - Health information.
 - Information about car sharing.
 - Information about car clubs.
 - Local journey planner details.

- Details of local taxi firms.

Provide Travel Information Noticeboards & Supporting Information for Staff

- 8.7 A travel information noticeboard (TIB) will be installed in the staffroom to encourage travel via sustainable modes. This will include up-to-date travel information, promotion of sustainable travel events including Bike to Work Week / Walk to Work Week, and contact details for the TPC.
- 8.8 The TPC will ensure that any changes to the travel plan or any relevant information such as timetable seasonal changes are passed on to members of staff on a biannual basis via noticeboards.
- 8.9 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.

Walking

- 8.10 The TPC will encourage walking as a mode of travel to work by implementing the following initiatives:
- Raise awareness of the health benefits of walking through promotional material in the TIP and on noticeboards;
 - Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
 - Promote campaigns on public health or active travel such as Walk to Work and National Walking Month; and
 - Provide details of local taxi firms for staff, to replace a regular walk journey.
- 8.11 Other walking initiatives that may be considered as the travel plan progresses will include policies against parking provision for staff who live within walking distance of the site.

Cycling

- 8.12 The TPC will encourage cycling as an alternative mode of travel to work by implementing initiatives such as:
- Provision of 12 cycle parking spaces;
 - Additional allowance for staff to securely park bikes within the warehouse;
 - Provide personal storage areas for employees' cycle kit;
 - Promote cycle parking, change and personal storage areas for employees' cycle kit to staff members;
 - Provide information to staff on any local cycle proficiency 'Bikeability' courses (<https://www.bikeright.co.uk/sponsors/liverpool/>; <https://wheelsforall.org.uk/pedal-away/>);
 - Promote the cycle streets website for local cycle route planning (<https://www.cyclestreets.net/>);
 - Provide cycle information, including route maps, useful tips and guidance. Such information can be found on the Sustrans website www.sustrans.org.uk or at www.cyclinguk.org and locally on KMBC's website

<https://www.knowsley.gov.uk/streets-roads-and-transport/getting-around-knowsley/travelling-bike>.

- Arrange and promote discounts for staff for purchase of cycles and accessories at a local store;
- Utilise Lidl's membership of the Cycle to Work Scheme to offer tax-free bikes and cycling equipment for journeys to work. More information can be found online at <https://www.cyclescheme.co.uk/>;
- Promote campaigns, such as National Bike Week, Cycle to Work Day and Family Bike Rides;
- Investigate staff interest in setting up a Bicycle User Group (BUG) to encourage employees to cycle to work; and
- Promotion of local taxi companies operating in the area, to replace a regular cycle journey on occasion.

Public Transport Information

8.13 The TPC will encourage use of public transport as a mode of travel to work by implementing the following initiatives:

- Provide up-to-date public transport information, including route maps and timetables, within welcome packs and on staff noticeboards;
- Provide details of available websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Traveline journey planner (<https://www.traveline.info/>) as well as any local journey planners such as the Merseytravel journey planner (<https://www.merseyrail.org/journey-planning/plan-your-journey/journey-planner/>);
- Provide details of season tickets and any discounts that can be secured for staff with the local public transport operators. A link to the Merseytravel website (https://www.merseytravel.gov.uk/tickets-and-pricing/?_gl=1*25gual*_up*MQ..*_ga*MTE4NTU0NjM1Ni4xNzQ1NDE5OTI3*_ga_D047HVTSYW*MTc0NTQxOTkyNi4xLjEuMTc0NTQxOTkzMy4wLjAuMA) will also be provided to promote information on ticket options;
- Provide details of local taxi firms in the welcome pack;
- Liaise regularly with public transport operators to ensure that information being provided to staff remains valid;
- Consideration of requests for modified shift times to better suit public transport timetables; and
- Promote bus use through participation in national events such as Catch the Bus Week.

Car Share Scheme

8.14 Car sharing can play an essential role in reducing the use of cars, and consequently congestion levels and CO2 emissions. As more people travel together, less car trips take place.

8.15 The TPC will promote car sharing to staff using any locally available schemes within three months of occupation of the store. Information about schemes such as those provided by www.blablacar.com and <https://liftshare.com/uk> will be placed in the TIP.

- 8.16 Staff will be consulted by the TPC to allow potential car sharers to register an interest and provide details of their journey to and from work. The TPC will then identify suitable matches for staff that may be able to share their journeys to and from work.
- 8.17 Should sufficient interest be present, the TPC will set up a car share scheme for the organisation using online software, such as <http://carshare.liftshare.com/>. Interest in a formal scheme will be assessed as part of the first annual review of the travel plan.

Car Parking Management

- 8.18 The TPC will ensure the car parking operates effectively and within capacity. To achieve that, the ongoing supply and demand within the car parking area will be monitored during travel survey periods.
- 8.19 In the unusual event that the parking area is fully utilised, the TPC will gain an overview of the surrounding road network parking levels, to identify whether customers or employees park in the local neighbourhood.
- 8.20 The following measures will be considered:
- Introduce a parking permit scheme where car parking spaces are provided on the basis of need e.g. mobility, business travelling or car sharers;
 - Allocate empty spaces to extra cycle storage or car share bays, and;
 - Introduce incentives for staff choosing not to park / choosing to car share.

Reducing the Need to Travel

- 8.21 The TPC will promote measures to encourage alternative working practices, to reduce the need to travel for employees:
- Introduce policy on flexible working for management staff such as teleworking and flexitime, where possible;
 - Adoption of 'smart' working practices, such as teleconferencing and audioconferencing, as an alternative to travelling to other locations for meetings, where appropriate, and;
 - Local recruitment strategy and incentives for staff to relocate closer to work – this is something Lidl have already adopted for all store staff.

Personalised Journey Planning

- 8.22 Targeting individual journeys can be the most 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.
- 8.23 Upon request, the TPC will assist staff in the development of a personalised journey plan for staff with regular commute journeys. 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 to use 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 cost for travel;

- Suggestions of how to incorporate elements of the journey to sustainable modes;
- Timetable information for public transport services used on their journey; and
- Walking and cycling route map from the foodstore to the railway station.

8.24 Journey planning tools can be found at www.traveline.info, https://jp.merseytravel.gov.uk/nwm/XSLT_TRIP_REQUEST2?language=en and www.cyclestreets.net for public transport and cycling journeys.

Marketing Summary

8.25 The TPC will be responsible for providing staff with an overview of the travel plan in order to promote a range of modes of transport and increase awareness of the alternative modes.

8.26 The following marketing tasks will be undertaken as part of the travel plan implementation:

- Travel information packs will be distributed to all staff upon store opening; and,
- Staff travel information noticeboards will be set up within the staff room, to promote new and ongoing measures along with events, for example, linked to Walk to Work Week and European Mobility Week. Noticeboards will be maintained by the TPC on a biannual basis, or as required;
- Provision of a range of promotional and marketing resources to staff; and
- Updated information will be communicated to staff, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.

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 will 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
Public transport	Liaise with public transport operators to provide feedback on services and check info is correct	Within 3 months of occupation	TPC	Staff time
Public transport	Provide and promote any public transport ticket offers to staff	Within 3 months of occupation	TPC	Staff time
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
Car share	Set up informal car share scheme for staff, if interest present	Within 6 months of occupation	TPC	Staff time
Alternatives to travel	Encourage senior staff to consider flexible working / video-conferencing for meetings	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	Ongoing	TPC	Staff time

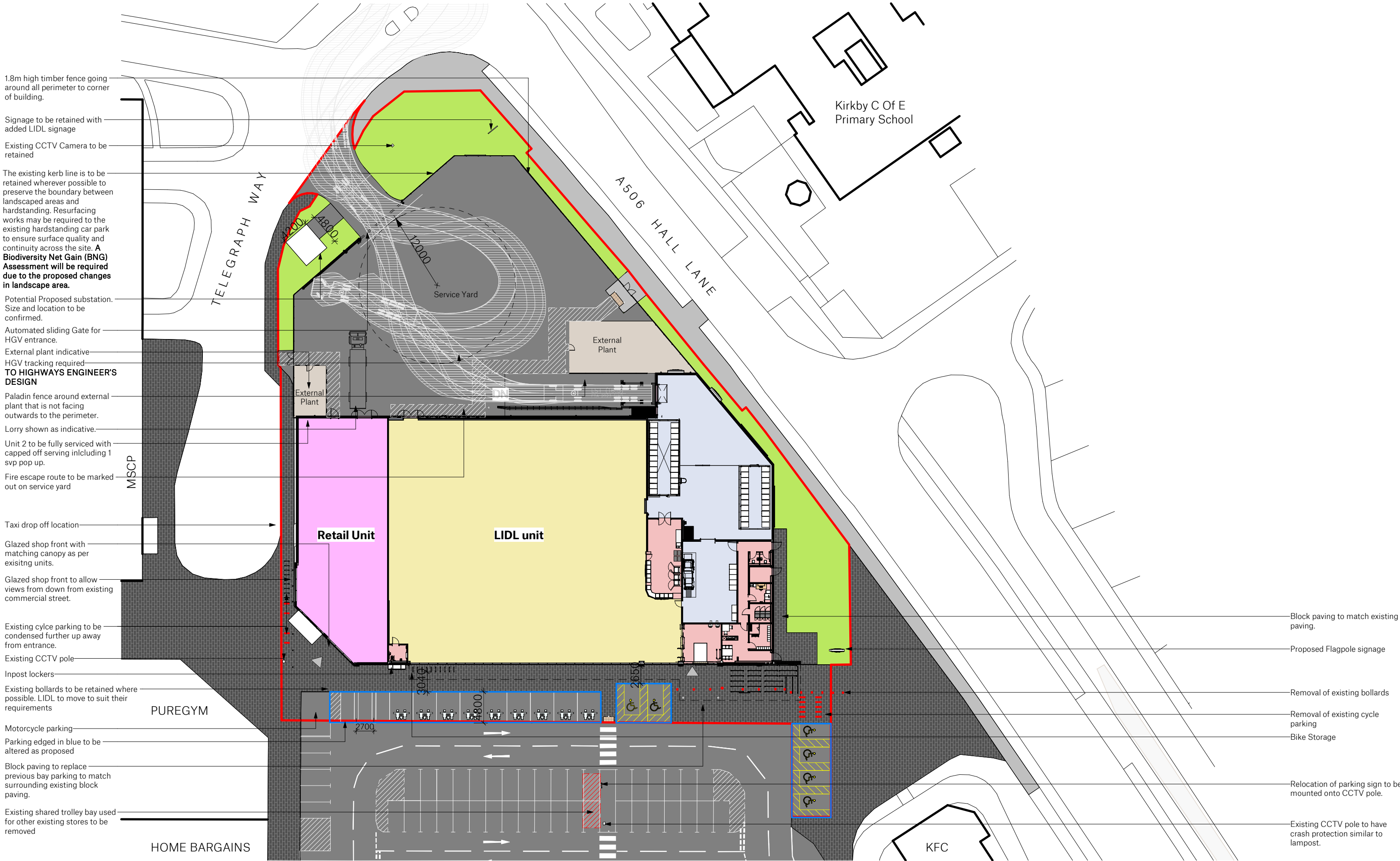
	national annual events such as Bike Week and Walk to Work Week			
Active travel, public transport	Provide ongoing journey planning assistance to staff	Ongoing	TPC	Staff time
TP Management	Ongoing parking management and review	Ongoing	TPC	Staff time
Annual Monitoring / Review				
Monitoring	Conduct repeat 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
Monitoring	Undertake annual cycle and car parking surveys	As agreed with KMBC	TPC	Staff time

11 CONCLUSION

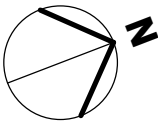
- 11.1 This travel plan has been prepared on behalf of Lidl Great Britain Limited, relating to the proposed development of a new discount food store at land located on Kirkby Retail Park, to the south of the A506 Hall Lane, Kirkby.
- 11.2 The commercial travel plan reviews the existing transport facilities at the development site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 11.3 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Achieve the minimum number of single occupancy 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.

S|C|P

APPENDIX 1



OVERALL		
SITE AREA (Approx.):		6380 m²
BUILDING AREAS - LIDL		
Ancillary Area		224 m²
Sales Area		1516 m²
Warehouse Area		495 m²
GROSS INTERNAL AREA (TOTAL)		2235 m²
Retail Unit		473m2
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

Spaceworks, Benton Park Road, Newcastle upon Tyne, NE7 7LX
T: +44 (0)844 800 6660
www.spacearchitects.co.uk

Project Lidl Kirkby				
Drawing Title Proposed Site Plan				
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