



Transportation Planning : Infrastructure Design

TRAVEL PLAN

**SALOP ROAD
WREXHAM**

LIDL UK GMBH

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1.0 INTRODUCTION

The Development

- 1.1 This travel plan has been prepared by SCP on behalf of Lidl UK GmbH as part of the proposed planning application for an extended food store on Salop Road, Wrexham.
- 1.2 Lidl will provide a 1,862 sqm GIA foodstore with a proposed sales area of 1,278 sqm. The site will also provide 118 car parking spaces, which include three disabled parking spaces and three parent and child spaces. It is anticipated that the store will employ between 6-8 full time staff with approximately 20-25 part time staff. However given the nature of the development and size it is likely that only 5/6 staff members will be on site at any one time.
- 1.3 Shift patterns will be in operation for employees. The opening hours for the store are proposed as 08.00-21.00 Mon-Sat with 10.00-16.00 on Sundays.
- 1.4 This travel plan sets out Lidl UK GmbH's commitment to reducing the number of vehicular trips generated by the development and identifies the key measures which will be developed as part of the travel plan implementation.

The Travel Plan Process

- 1.5 A travel plan is an important tool for delivering sustainable access to a development. A retail development comprises a workplace for staff and a destination for customers. Both development types require 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.
- 1.6 As with other retail travel plans, the main emphasis 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. Select customer measures have been included however, to ensure that sustainable travel takes place when possible.
- 1.7 Implementing a travel plan can bring a number of benefits, including helping to minimise the potential increase in traffic, helping to manage carbon emissions, and assisting with promotion of healthy lifestyles. As such, a travel plan forms a key stage in the planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.8 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 will also suggest measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that shoppers travel.

2.0 TRAVEL PLAN BACKGROUND

- 2.1 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.
- 2.2 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.

Travel Plan Benefits

- 2.3 Travel plans can result in a variety of benefits to the occupiers of a development 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 protecting vulnerable road users; and
 - Improve local air quality, while reducing noise pollution.
- 2.4 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.

Policy Context

- 2.5 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.
- 2.6 Travel plans were first secured within the planning system within the context of “Planning Policy Guidance Note 13: Transport” published by the Government in March 2001. The recent publication of the government’s **National Planning Policy Framework** (NPPF) (2012) has replaced PPG13 in its entirety. The NPPF is aimed at streamlining the planning process, making it more accessible at neighbourhood and community level and simplifying the decision process.

2.7 The NPPF advises, in relation to transportation issues surrounding new development and in particular to travel plans and accessibility, that the follow be adhered to:

- All developments which generate significant amounts of movement should be required to provide a travel plan.
- Masterplan design should take account of whether the opportunities for sustainable transport modes have been taken up to reduce the need for major transport infrastructure.
- Access should be safe and achievable by all people.
- Developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.
- Design should protect and exploit opportunities to use sustainable transport modes for the movement of goods or people; give priority to pedestrian and cycle movements, and give access to high quality public transport facilities; create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians; and consider the needs of people with disabilities by all modes of transport.

2.8 The 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.

2.9 The guidelines identifies 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](#)

2.10 Technical Advice Note 18 (TAN) sets out the need for all TA supporting documents in Wales to include a Transport Implementation Strategy (TIS).

2.11 In terms of the national transport policy that is relevant to the TIS, the latest 7th edition of PPW was published in July 2014 by the Welsh Government and sets out a framework for the Welsh planning authorities to prepare their development plans. Chapter 8 of PPW sets out the approach to Transport.

2.12 Paragraph 8.1.1 of PPW states that *“The Welsh Government aims to extend choice in transport and secure accessibility in a way which supports sustainable development and helps to tackle the causes of climate change by: encouraging a more effective and efficient transport system, with greater use of the more sustainable and healthy forms of travel, and minimising the need to travel. This will be achieved through integration:*

- *within and between different types of transport;*
- *between transport measures and land use planning;*
- *between transport measures and policies to protect and improve the environment; and*
- *between transport measures and policies for education, health, social inclusion and wealth creation.”*

2.13 Paragraph 8.1.4 of PPW states that *“Land use planning can help to achieve the Welsh Government’s objectives for transport through:*

- *reducing the need to travel, especially by private car, by locating development where there is good access by public transport, walking and cycling;*
- *locating development near other related uses to encourage multi-purpose trips and reduce the length of journeys;*
- *improving accessibility by walking, cycling and public transport;*
- *ensuring that transport is accessible to all, taking into account the needs of disabled and other less mobile people;*
- *promoting walking and cycling;*
- *supporting the provision of high quality public transport;*
- *supporting traffic management measures;*
- *promoting sustainable transport options for freight and commerce;*
- *supporting sustainable travel options in rural areas;*
- *supporting necessary infrastructure improvements; and*
- *ensuring that, as far as possible, transport infrastructure does not contribute to land take, urban sprawl or neighbourhood severance.”*

2.14 In terms of the local policy context that TIS’s fall under, the current adopted local plan is the Wrexham Unitary Development Plan (UDP), adopted February 2005. The following highway related policies from the UDP are considered to be relevant to the proposed development:

- *“Policy PS8 - The transport network will be developed by providing an integrated range of travel options to and from principal residential, commercial, employment and education centres by making the best use of the existing road and rail network, including,*

where necessary, the provision of facilities for both passenger and freight interchange and by the encouragement of public transport, cycling and walking”.

- “Policy S2 - *Outside the principal shopping streets of Wrexham Town Centre, encouragement will be given to ground floor retailing proposals”.*

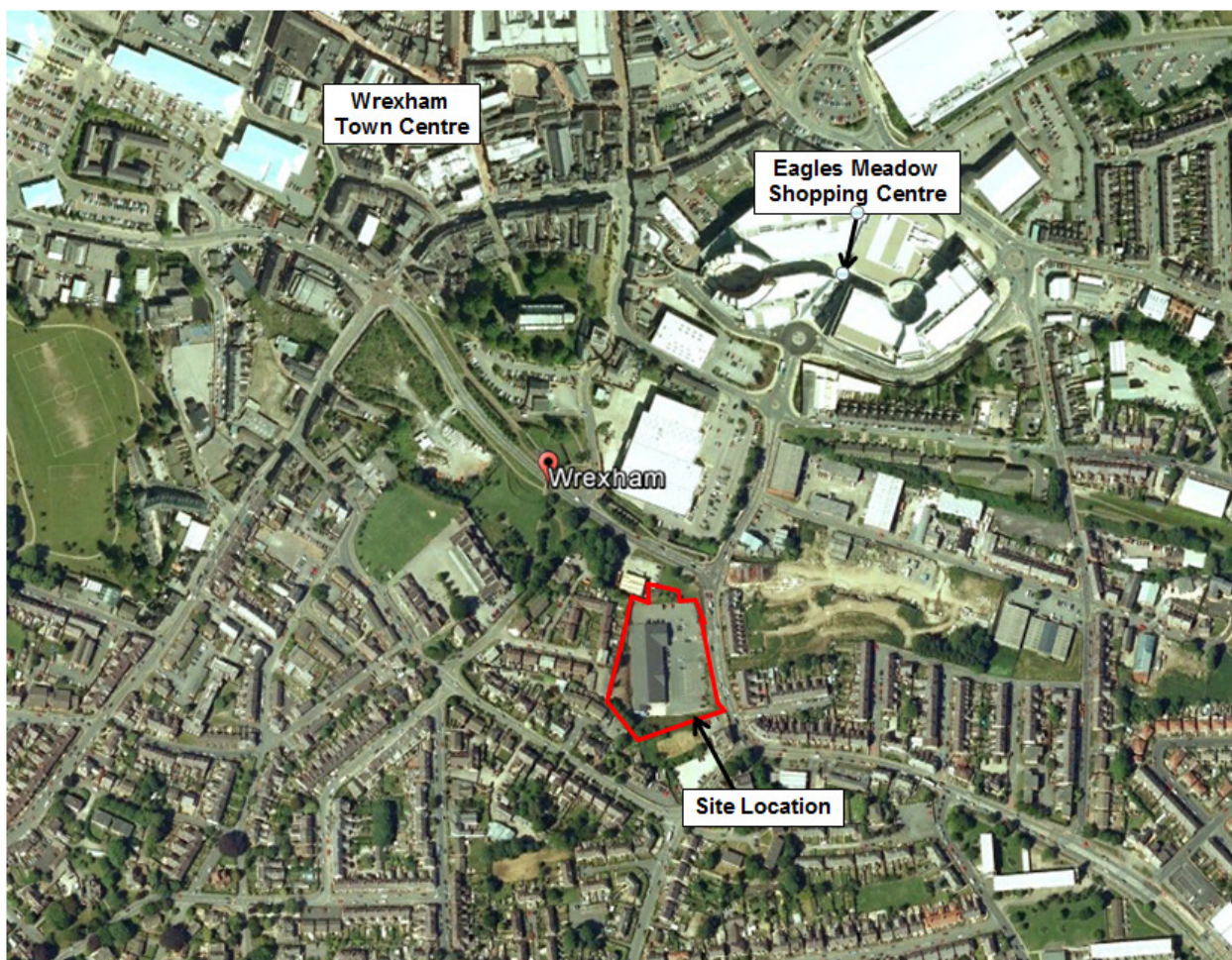
2.15 This travel plan has been developed in line with local and national transport policy and guidance.

3.0 SITE AUDIT

Existing Site

- 3.1 The application site occupies a parcel of land immediately south of Wrexham town centre, off the A525 Salop Road. A Lidl store is currently on the site. The application proposes a 1,862 sqm GIA foodstore with a proposed sales area of 1,278 sqm.
- 3.2 Salop Road provides the eastern boundary to the site, commercial properties provide the northern and southern boundaries and residential properties provide the western boundary.
- 3.3 Vehicular access to the site is currently via a simple priority controlled access onto Salop Road. The overall area is a mix of commercial and retail, with a number of residential properties within close proximity, to the west, south and east of the site.
- 3.4 The site location is indicated in **Figure 3.1** below.

Figure 3.1 – Site Location Plan

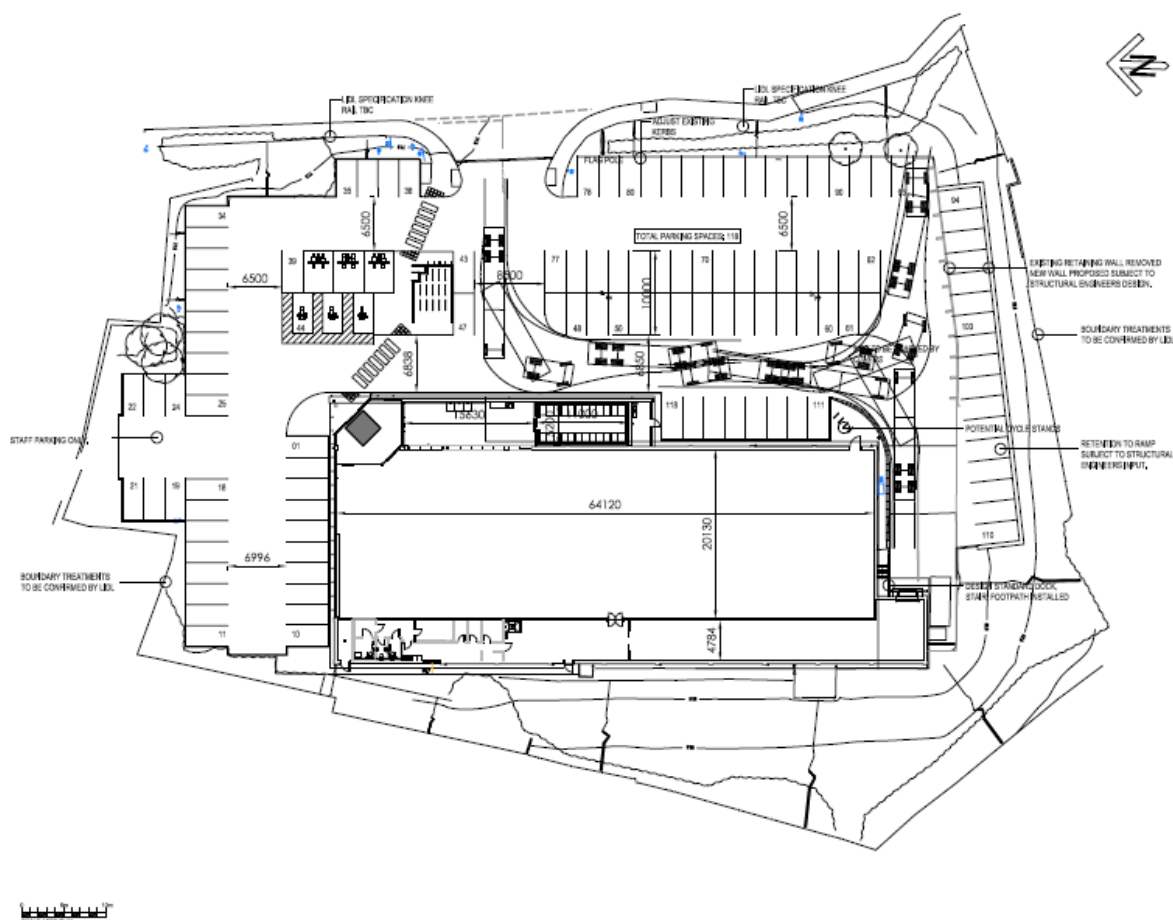


Source: Google Earth

Development Proposals

- 3.5 The proposals to redevelop the application site include for a redeveloped discount food retail store of circa 1,862m² GIA, together with servicing and parking arrangements. The proposed access will be located in the same position as the existing access to the store, on Salop Road.
- 3.6 A site layout plan for the development can be seen below in **Figure 3.2**.

Figure 3.2 – Indicative Site Layout



Source: One Design

- 3.7 Pedestrian access will be provided at the vehicular access point on Salop Road.
- 3.8 The Lidl foodstore will operate from 8am – 9pm Monday to Saturday, and 10am to 4pm on Sundays. Staff shifts are 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. There will be in the region of 30 staff at the store.

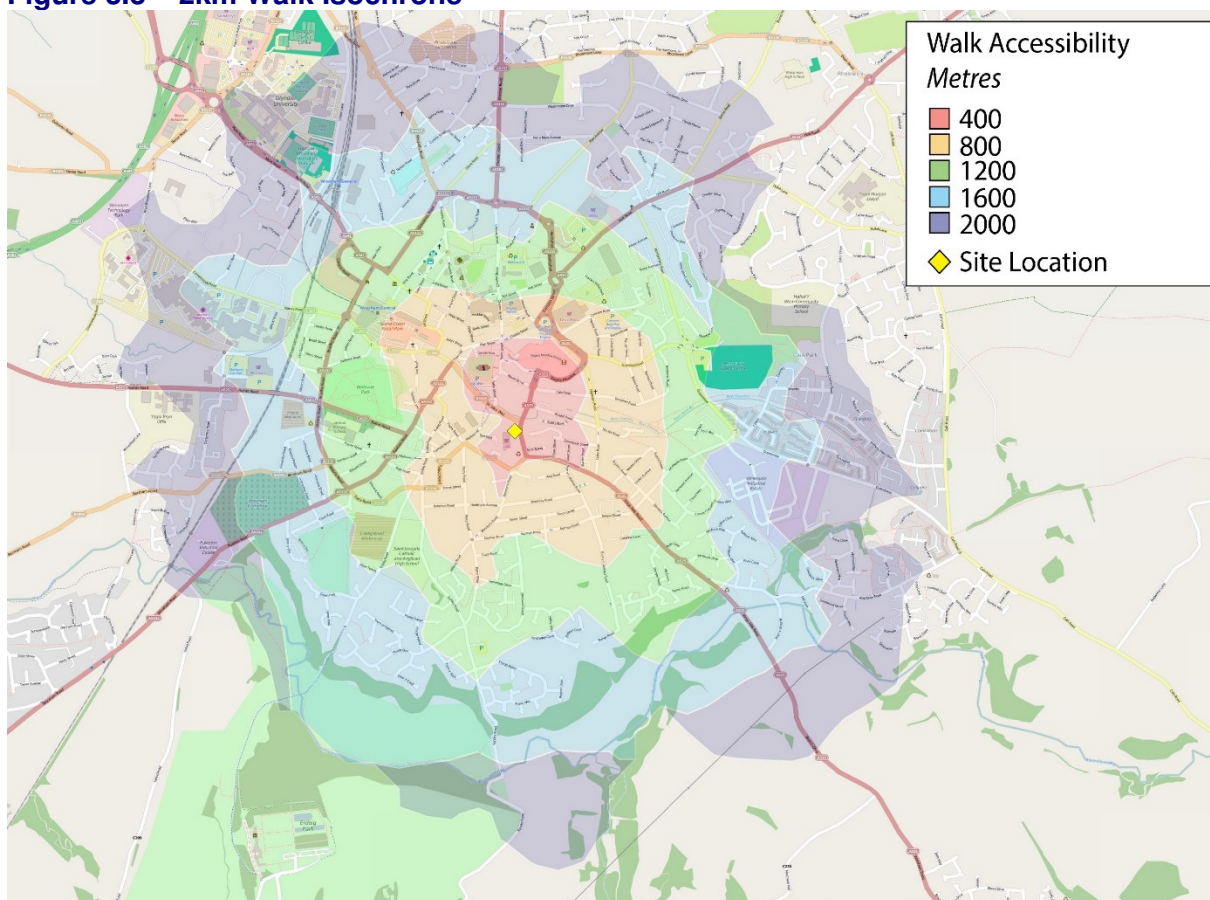
- 3.9 A total of 118 customer car parking spaces will be provided for the store. Of the 118 spaces provided, three will be designed to mobility standard and three marked as parent and child. These will be located within a convenient location on-site to allow ease of access to the store entrance.
- 3.10 Cycle parking spaces will be provided in line with Wrexham County Borough Council parking standards. These will be located to the front of the store and will therefore benefit from shelter and natural surveillance and will be available for both staff and customer use.
- 3.11 It is anticipated that there will be two to three dedicated deliveries per day, potentially increasing during peak times, such as around Christmas.

Accessibility

Walking

- 3.12 A review of the accessibility of the application site has been carried out in order to ascertain the available modes of travel in the area.
- 3.13 The surrounding area benefits from a good level of pedestrian infrastructure. There are wide, well surfaced footways abutting both sides of the local roads, street lighting along all roads, and dropped kerb and tactile paving pedestrian crossing points across all the junctions in the vicinity of the development site.
- 3.14 A pedestrian refuge is present on Salop Road, directly outside the store. A dedicated signalised pedestrian crossing is present to the north of the store at the junction of Salop Road and St Giles Way facilitating pedestrian access into the town centre. There is also a signalised pedestrian crossing to the south of the store at the junction of Salop Road, Kingsmills Road and Bennion Road providing pedestrian access to local residential areas.
- 3.15 Short car journeys of up to 2km are considered replaceable by walking, and are considered appropriate for staff accessing a place of work. A 2km isochrone has been produced, showing the locations which fall within this distance; the isochrone can be found below in **Figure 3.3**. Based on this figure, it can be seen that a number of residential areas close to Wrexham town centre, such as Hightown, Acton and Coed-y-Glyn, are within walking distance of the application site, thereby enabling both local staff and customers to access the store on foot.

Figure 3.3 – 2km Walk Isochrone



3.16 A number of local amenities are also within a 2km walk of the site. **Table 3.1** below provides a list of everyday facilities which are accessible within 2km, and therefore will not require car-based off-site travel during the day.

Table 3.1 – Approximate Walking Distance to Local Amenities

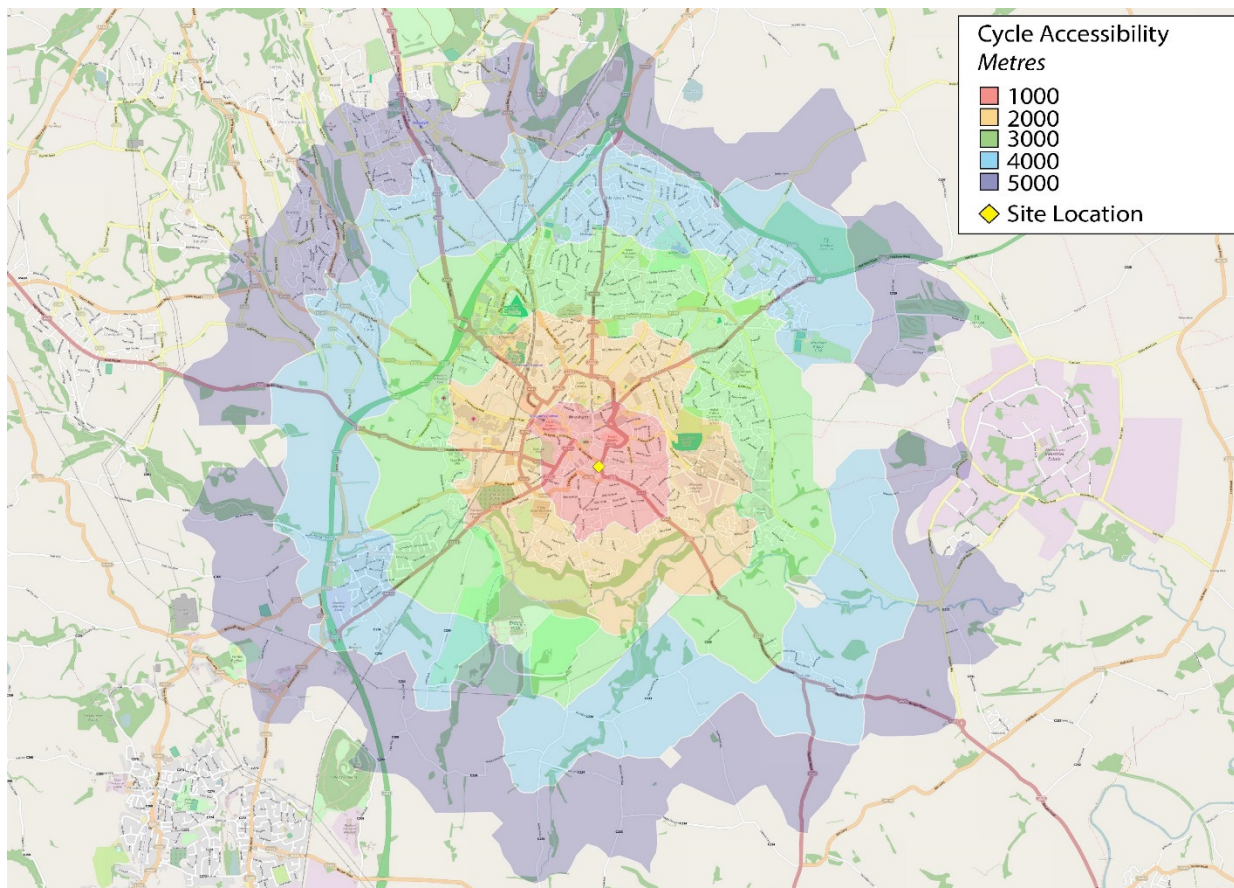
Service	Distance
Bus Stop	40m
Retail	130m
Cash Point	300m
Bank	500m
Pharmacy	500m
Post Office	500m
Doctors	650m

3.17 It can therefore be seen that the site is well located, which will facilitate customer and staff access to the store on foot.

Cycling

- 3.18 Car journeys of up to 5km are considered replaceable by cycle journeys. An isochrone has been produced to identify local areas within 5km of the store; this can be found below in **Figure 3.4**.

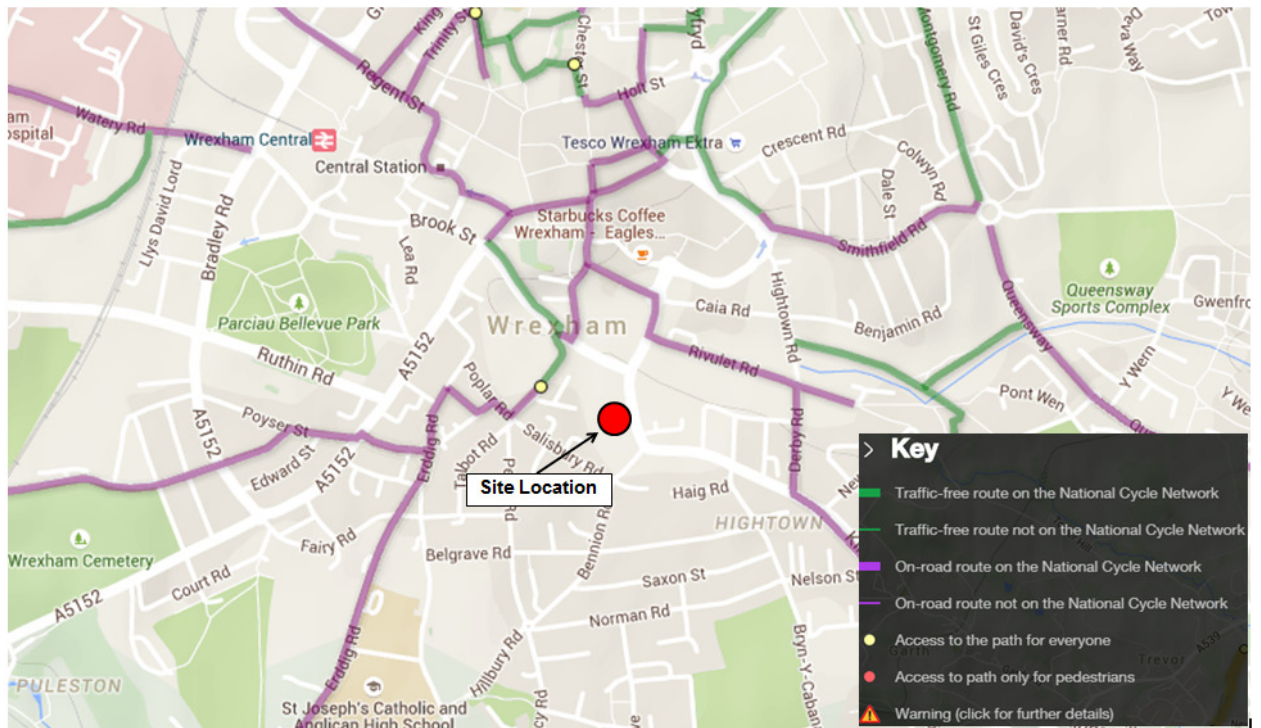
Figure 3.4 – 5km Cycle Isochrone



- 3.19 The mapping provided above demonstrates that all of Wrexham, along with a number of other areas such as Rhosyllen, New Broughton, Marchwiel and Gwersyllt are within a 5km cycle distance from the store.
- 3.20 The store is in close proximity to a number of local cycle routes. National Cycle Route 85 of the National Cycle Network (NCN) in North Wales will run south from Chester to Wrexham and then head west towards Llangollen, Corwen and Bala to pick up Lon Mawddach at Dolgallau. A number of local cycle routes also run close to the site, including both on and off-road routes, as identified on the Sustrans Cymru website.
- 3.21 **Figure 3.5** below includes a map extract from the Sustrans Cymru website. This identifies numerous potential routes which could be used by staff or customers, when accessing the store.

A number of the routes follow the local highway network, with local roads colour coded to provide an indication of the complexity of the route, and speed of traffic.

Figure 3.5 – Wrexham Local Cycle Routes



Source: Sustrans Cymru Cycle Map

- 3.22 It can therefore be seen that the site is well located for cycle access; staff and customers will therefore be encouraged to cycle to the store, when viable.

Public Transport

- 3.23 A number of public transport services are available within the area of the store. A summary of the available bus services is contained in **Table 3.2** below.

Table 3.2 – Bus Service Summary

Service Number	Route	Frequency		
		Mon-Fri	Sat	Sun
7	Wrexham – Caia Park	30 mins	30 mins	NA
8	Wrexham – Hightown – Caia Park	30 mins	30 mins	NA
42	Wrexham – The Queensway – Wrexham Industrial Estate	60 mins	60 mins	NA
146	Wrexham – Marchwiell – Penley – Whitchurch	60 mins	60 mins	NA
PC2	Gatewen – Brook Street – Hightown – Wrexham – Rhosddu Industrial Estate – Llay	Twice daily	NA	NA

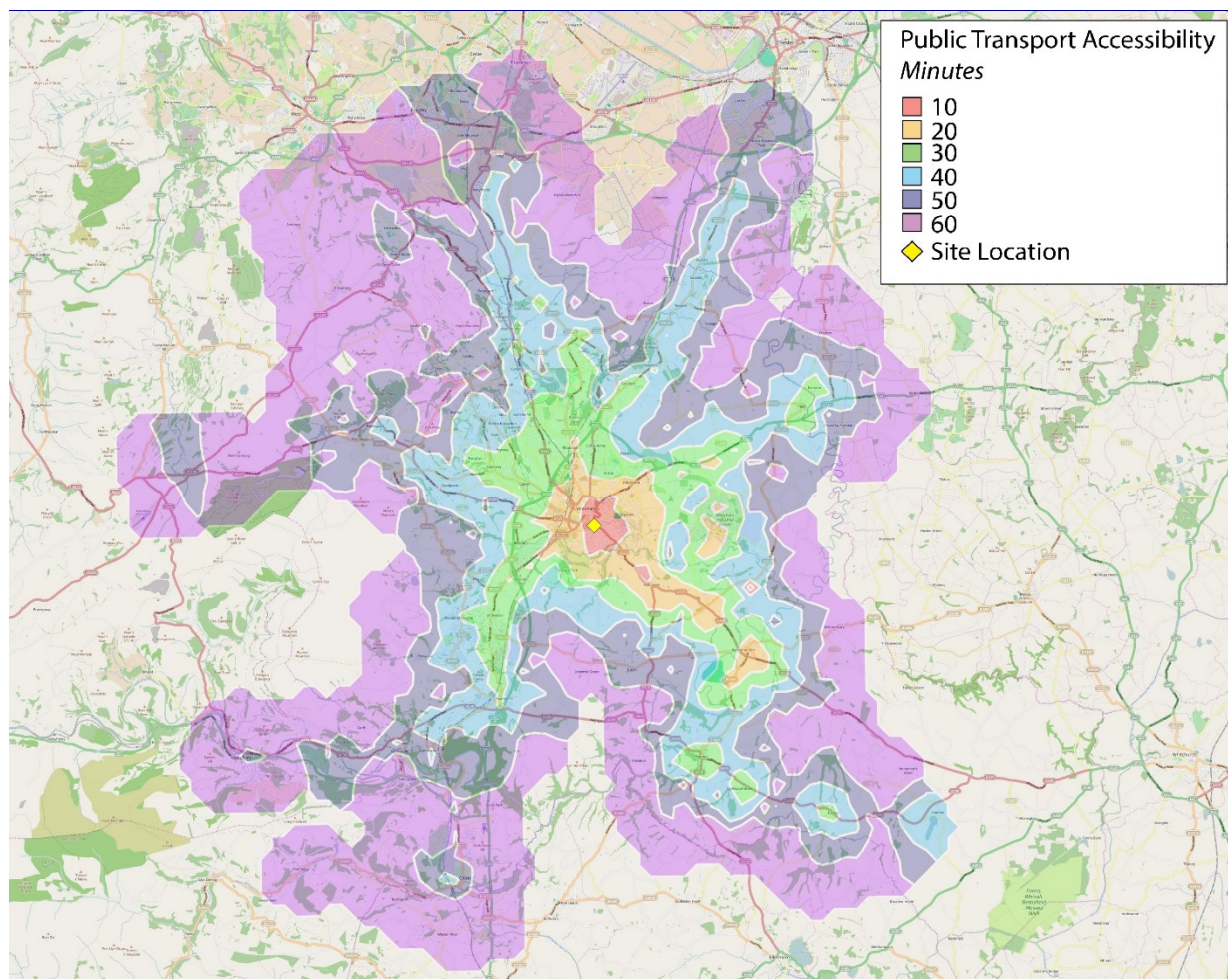
- 3.24 **Table 3.2** above shows that a number of frequent services pass the site. Services are operated by Arrive, GHA Coaches and Pats Coaches.
- 3.25 **Figure 3.6** below indicates the location of the nearest bus stops to the application site. Bus stops are within 230m of the store. Wrexham bus station is located an approximate 1km from the site, from which a greater number of services can be accessed.

Figure 3.6 – Nearby Bus Stops



- 3.26 Wrexham has two rail stations close to the site, Wrexham Central and Wrexham General. Wrexham General is approximately 1.5km from the site and operates services to Holyhead, Chester, Crewe, Birmingham and London, stopping at a number of smaller stations along the route, including Rhyl, Prestatyn, Rugby and Milton Keynes Central.
- 3.27 Wrexham Central provides access to local stations including Penyffordd, Buckley, Hawarden, Shotton, Neston and Upton. Wrexham Central is approximately 1km from the development site.
- 3.28 TRACC software has been used to review the maximum distance that could be travelled, on a 60 minute commute to the site by public transport. **Figure 3.7** provided below demonstrates the findings. It is noted that the TRACC mapping is based on available public transport during a Monday AM period of 0700-0900.

Figure 3.7 – 60 Minute Public Transport Commute from the Site



- 3.29 The figure above shows that a number of locations are accessible from the store within a 60-minute journey, including Lavister, Rossett, Minera, Rhosllanerchrugog and Threapwood.
- 3.30 It can therefore be seen that the site has a good level of accessibility by sustainable modes of transport. Travel to the site by a range of modes will therefore be encouraged, as part of the implementation of this travel plan.

4.0 TRAVEL PLAN MANAGEMENT

Travel Plan Coordinator

- 4.1 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. The TPC role will be undertaken by the store manager, with the Acquisitions Manager of Lidl UK GmbH being the named contact, until such time as a store manager is in place. Ed Whalley can be contacted on 01928 532884 or at Ed.Whalley@Lidl.co.uk. A store manager (TPC) contact name for Lidl will be provided to the local authority as soon as the post has been filled.
- 4.2 The TPC role will be established prior to the re-opening of the Lidl 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.
- 4.3 The TPC will exchange contact details with Wrexham County Borough Council (WCBC) travel plan officers.
- 4.4 The TPC will be responsible for setting up and launching the travel plan in accordance with the following schedule, which will be agreed with WCBC.

Consultation

- 4.5 The TPC will liaise with WCBC during the travel plan process to receive assistance and support for potential future measures including:
- Advice with regard to sustainable travel measures;
 - Promotional travel awareness events;
 - Travel planning support; and
 - The survey process.

Funding

- 4.6 Appropriate funding will be allocated by Lidl UK GMBH at the start of the travel plan process to cover the costs involved in administering the travel plan over the agreed time period. The budget will include provision for the Travel Plan Coordinator, supplying and implementing measures and following the monitoring programme as set out and agreed with WCBC.
- 4.7 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the travel plan, annual monitoring and submission of a review to WCBC.

5.0 TRAVEL SURVEY

Travel Survey

- 5.1 Travel surveys are undertaken in order to understand how staff and customers 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. Surveys are also useful in providing an indication of what targets would be most appropriate for a development.
- 5.2 Regular staff and customer travel surveys are required at the site. 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.
- 5.3 Surveys are currently underway with existing staff at the store, to collect the following data:

Table 5.1 - Survey Content

Staff Survey Content	Customer Survey Content
Origin postcode	
Typical working patterns	Frequency and timing of trips
Mode of travel to work	Mode of travel when visiting
Measures that would encourage use of active travel modes or public transport	
Barriers to use of active travel modes / public transport	

- 5.4 The TPC will strive to achieve a 30% return rate for the staff surveys.
- 5.5 Customer surveys will be distributed upon the re-opening of the store. It should be noted that it is more difficult to guarantee a representative return rate of surveys from customers. As such, encouragement to complete the survey will be provided, with a small incentive for completion and return, where possible.
- 5.6 The responses received from the surveys will be entered into a spreadsheet to enable modal shift to be tracked over time, as well as providing information on which measures are most likely to encourage modal shift. The findings will be used to update the travel plan and as a basis for confirmation or modification of the identified targets and measures. The travel plan will be resubmitted to WCBC within 1 month of the survey closing.

- 5.7 All data collected from the travel survey will be subject to the provisions of the Data Protection Act. To ensure confidentiality, the TPC alone will manage the database and be responsible for the release of information, with all data being used solely for travel plan purposes.

Future Surveys

- 5.8 Changes to existing travel patterns, as derived from the data, will inform the annual review process. The annual review will summarise the data collected, and propose revised initiatives and measures where targets have not been met, including a revised action plan. If necessary, new parking management techniques to support the travel plan will also be developed at this time.
- 5.9 The TPC will submit the results of the annual review along with the survey data to the local authority for their review and discussion, within 1 month of the survey closing.
- 5.10 Surveys will be undertaken on an annual basis for the first five years of store operation. The travel plan coordinator (TPC) will be responsible for the surveys, together with delivery of the travel plan.

6.0 TRAVEL PLAN TARGETS

Objectives

- 6.1 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.
- 6.2 The travel plan recognises that there is not one specific mode of transport suitable for all staff and customers 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.
- 6.3 This travel plan has been prepared to achieve the following objectives:
- Reduce reliance upon the car and improve awareness and usage of alternative modes;
 - Promote walking, cycling, public transport and car sharing to all site users;
 - Minimise the total travel distance of staff and customers;
 - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.

Modal Share Targets

- 6.4 Baseline travel surveys will be carried out and analysed by the travel plan coordinator which will establish the existing travel patterns of staff and visitors at the store. As this data is not currently available, initial targets have been drafted with reference to the existing modal split for residents travelling to work within Maldon (Source: Office of National Statistics, 2011 data), which can be seen in the table below:

Table 6.1 - Modal Share for Residents of Maldon

Mode	Maldon
Single Occupancy (Car)	73%
Car Share	5%
Public Transport	10%
Walk / Cycle	11%
Motorcycle	1%

- 6.5 Table 6.2 below highlights the initial 5-year targets which cover the development site. The targets accommodate the expectation that mainly local staff will be employed.

Table 6.2 - Proposed Targets

Mode	Staff Target
Single Occupancy Car	67%
Car Share	7%
Public Transport	12%
Walk / Cycle	13%
Motorcycle	1%
Total	100%

- 6.6 The targets will be updated following annual travel survey analysis to ensure they are representative of SMART targets based on the actual population.

Indicators

- 6.7 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.
- 6.8 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 interest in car sharing.
- 6.9 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

7.0 MEASURES

- 7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with staff, for example, through travel surveys, is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular.

Travel Awareness

- 7.2 Good accurate information on the range of services and travel initiatives available at Lidl will be a critical element of a successful travel plan.
- 7.3 The TPC will make any new employees aware of the existence of the travel plan by providing them with an information leaflet summarising the travel plan as part of 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.
- 7.4 The welcome pack will include, though not exclusively, the following:
- An introductory leaflet providing a summary of the travel plan and key measures for implementation, as well as 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;
 - Bus timetables of existing local services from nearby bus stops;
 - Active travel information, including:
 - A map showing local cycle and walking routes, which would also indicate the locations of cycle parking and 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 and details of local walk buddy and bike buddy groups.
 - Taxi contact details.
 - A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.);
 - Details of local taxi firms.

Provide Travel Information Noticeboards & Supporting Information for Staff and Customers

- 7.5 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.
- 7.6 A TIB will also be maintained within the site area for customer use with local bus and train times, TPC contact details, taxi firm details and a map indicating the store's location, local bus stops, cycle routes and walk routes supporting likely customer desire lines.
- 7.7 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 in leaflet form or via noticeboards.
- 7.8 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 WCBC.

Walking

Provide a Range of Walking-Related Materials via Welcome Packs and Noticeboards

- 7.9 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 welcome pack and on noticeboards;
 - Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
 - Promote existing walking routes, including those found on the following websites:
<http://www.mapmywalk.com/gb/wrexham-wls/> and
http://www.wrexham.gov.uk/english/leisure_tourism/walks/webwalks.htm
 - Liaise with a local taxi firm to provide competitive rates for staff in case of emergency to replace a regular walk journey;
 - Promote walking to work, for example, using national events such as Walk to Work Week (May, annually) (www.walktoworkweek.org.uk/); and
 - Audit the local footway and footpath network on an annual basis and report any defects and / or maintenance issues to the highway authority.

- 7.10 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

Provide a Range of Cycling-Related Materials via Welcome Packs and Noticeboards, along with Further Cycle Support including Parking Facilities, Route Guidance, and Discounts.

- 7.11 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:
- Provision of cycle parking and/or storage for staff and customers in accordance with guidelines, with Sheffield cycle stands to be provided at the front of the store and space made in the warehouse for staff bicycle storage;
 - Promote cycle parking, change and locker facilities to employees;
 - Arrange and promote discounts for staff for purchase of cycles and accessories at a local store;
 - Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website (<http://www.sustrans.org.uk/wales>)
 - Introduce the Cyclescheme Government initiative, offering tax-free bikes and equipment for work;
 - Encourage staff to sign up to the 'BikeBUDi' scheme which offers a journey matching service for those who would like a cycling partner to help build confidence, skill level etc.;
 - Provide information to staff and customers on any local cycle proficiency 'Bikeability' courses;
 - Promote Bike to Work Week in June (<http://bikeweek.org.uk/>);
 - Establish contact with the WCBC cycling officer / travel plan officer to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site;
 - Liaise with a local taxi firm to provide competitive rates for staff in case of emergency to replace the regular cycle journey;
 - Audit the local cycleway network on an annual basis and report any defects and / or maintenance issues to the highway authority; and
 - Liaise with a local taxi firm to provide competitive rates for employees in case of emergency to replace the work cycle journey.

Public Transport Information

Provide a Range of Public Transport Supporting Materials and Discounts via Welcome Packs and Noticeboards

7.12 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, with welcome packs and on staff noticeboards;
- Provide details of local taxi companies;
- Provide details of any discounts that can be secured for staff;
- Provide details of the websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Traveline journey planner (<http://www.traveline.cymru/>); and
- Liaise regularly with public transport operators to ensure that information remains valid.

Car Sharing Scheme

Set up an Informal Car Share Scheme

7.13 The TPC will set up an informal car sharing scheme within three months of occupation of the store. Information about the scheme will be placed in the welcome pack and on noticeboards.

7.14 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.

7.15 Should sufficient demand be present, the TPC will set up a 'formal' car share scheme for staff using online software such as <https://liftshare.com/wales/>. Interest in a formal scheme will be assessed as part of the first annual review of the travel plan.

7.16 To overcome potential concerns, the TPC will set up a 'guaranteed lift home' service, for occasions when car sharers are unable to offer a return journey due to reasons beyond their control, in the form of a taxi ride home.

7.17 Priority car share parking will be considered, dependent on the number of staff actively car sharing on a regular basis.

Personalised Journey Planning

Provide Personalised Journey Plans for Staff to Help Modal Shift

- 7.18 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.
- 7.19 The TPC will assist staff in the development of a personalised journey plan for their regular commuter 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; and
 - Timetable information for public transport services used on their journey.
- 7.20 Journey plans will initially be generated using the Traveline journey planning service, along with any other local area journey planning service, if provided by the local authority.

Car Parking Management

Ensure the Car Park Continues to Operate Effectively and to Capacity

- 7.21 The car park will provide 111 car parking spaces in total.
- 7.22 During busy periods, the TPC will be required to gain an overview of the surrounding road network parking levels, to enable easy identification of whether customers are overspill parking into the local neighbourhood.
- 7.23 The ongoing supply and demand within the car parking area will also be monitored during travel survey periods.
- 7.24 The following car parking management initiatives will be considered as the travel plan progresses, to ensure that the car park contains all staff and customer vehicles without any overspill onto the local highway network:
- Reallocation of spaces for extra cycle storage;
 - Introduce eligibility criteria, restricting who is able to park; and
 - Financial incentives for those staff choosing not to park.

- 7.25 No dedicated staff car parking will be provided at the store. This will be explained to all staff at their interviews or at their Induction session prior to occupation. This will eliminate any misunderstandings regarding the parking management policy for staff.

Customers

Provide Information to Customers to Encourage Sustainable Access to the Store

- 7.26 The degree to which customers can be encouraged to use sustainable modes of transport will depend on a number of factors, including the accessibility of the site by public transport or other modes from the visitor's origin, as well as the quantity and weight of refreshments to be purchased.
- 7.27 The TPC will encourage travel via sustainable modes for customers by displaying information on a noticeboard within the site; including (but not exclusive to) the following:
- the available public transport services passing the site;
 - public transport timetables and stop locations;
 - walking and cycling routes to the store, along with cycle parking; and
 - nearest taxi ranks and contact details.

Marketing Summary

Ensure all Site Users are Aware of the Travel Plan, and Various Ways to Access the Store

- 7.28 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.
- 7.29 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:
- Development of an introductory leaflet for the travel plan, providing a summary of the contents and key measures for implementation, to be disseminated to staff within their welcome packs;
 - Welcome packs will be distributed to all staff upon store re-opening;
 - Travel noticeboards will be set up within the site, 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.
 - Updated information will be communicated to staff and customers, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.

8.0 ACTION PLAN

8.1 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.

Action	Target Date	Responsibility	Budget Indication
Initial Setup – Prior to Occupation			
Provide all highway and transport measures as agreed with WCBC	As per planning agreements with WCBC	Lidl / WCBC	Lidl
Appointment of TPC	At least 1 month prior to store completion	Lidl	Staff time
Exchange contact details with relevant officers	At least 1 month prior to store completion	TPC	Staff time
Obtain public transport timetables, maps, route plans etc. to provide in store to staff and customers	At least 1 month prior to store completion	TPC	Staff time
Procure and produce information to populate welcome packs	2 weeks prior to store completion	TPC	Staff time + materials
Negotiate with local taxi firm for reduced price travel	2 weeks prior to store completion	TPC	Staff time
Upon Occupation			
Issue travel welcome packs to staff	Upon occupation	TPC	Staff time + printing
Ensure staff and customer travel noticeboards are erected and populated, and further leaflets/info are available	Upon occupation	TPC	Staff time + noticeboards
Within 3 Months of Occupation			
Issue travel survey to staff and customers; analyse and issue final travel plan to WCBC within 1 month of survey completion	Within 3 months of occupation	TPC	Staff time
Promote any local area / site-specific cycle training and cycle maintenance sessions	Within 3 months of occupation	TPC	Staff time
Arrange staff discounts on public transport tickets and at cycle shops	Within 3 months of occupation	TPC	Staff time

Set up informal car share scheme	Within 3 months of occupation	TPC	Staff time
Ongoing Tasks			
Update staff with regard to any service or provision changes with regard to local transport on six-monthly basis	6 monthly	TPC	Staff time
Implement measures in line with staff requirements / interest, including promotion of events such as Bike Week and Walk to Work Week	Ongoing	TPC	Staff time
Provide personalised journey plans to interested staff	Ongoing	TPC	Staff time
Provide ongoing parking management and review	Ongoing	TPC	Staff time
Annual Monitoring / Review			
Undertake site audit and report any highway issues to WCBC	Following review by WCBC	TPC / LA	Staff time
Conduct repeat travel survey annually one year after the baseline survey, and thereafter for four years	For four years after baseline survey completed	TPC	Staff time + printing
Analyse responses, produce progress report and submit to WCBC	Within 3 months of receipt of responses	TPC	Staff time
Report updates to staff and customers using noticeboards	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring as set out and agreed with WCBC	As agreed with WCBC	TPC	Staff time
Undertake annual cycle and car parking surveys	As agreed with WCBC	TPC	Staff time

9.0 PLAN 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, assess the effectiveness of the measures and provide the opportunity for review of targets.

Monitoring

- 9.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to the local authority 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;
 - It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
 - The data can be shared with any other nearby employment travel planning sites, as well as inform the local authority and public transport operators of local travel patterns.
- 9.3 Staff and customer surveys will be used to monitor the number of staff and customers 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 monitor travel patterns associated with the site on a regular basis. Surveys will take place on an annual basis for the first five years of site operation.

Reviewing

- 9.5 The TPC will undertake a review of the travel plan annually following monitoring, in conjunction with WCBC. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification 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 the local authority.
- 9.8 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review and agreement.

10.0 CONCLUSION

- 10.1 This 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.
- 10.2 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Reducing reliance upon the car and improving awareness and usage of alternative modes;
 - Promoting walking, cycling, public transport and car sharing to all site users;
 - Minimising the total travel distance of staff and customers;
 - Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 10.3 This document therefore ensures that sustainable access to the development is facilitated.