



Transportation Planning : Infrastructure Design

Travel Plan

**Proposed Lidl Food Store
Roman Way, Strood**

Lidl Great Britain Limited

June 2021

Doc Ref: SCP/200289/TP/02

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Document Revision Control

Revision	Date	Status	Prepared By	Approved By
00	02/12/2020	Issue	AM	SS
01	22/03/2021	Issue	AM	JB
02	04/06/2021	Issue	AM	JRB



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APPENDICES

- 1 Proposed Site Layout
- 2 Medway Cycle Routes

1.0 INTRODUCTION

- 1.1 This Travel Plan has been prepared on behalf of Lidl Great Britain Limited (hereafter referred to as the 'Applicant') and provides a review of the sustainable travel aspects related to the proposed food store on land to the south of the Roman Way/Cuxton Road A228 roundabout.
- 1.2 It is recommended that this Travel Plan is read in conjunction with the Transport Assessment prepared for this planning application.
- 1.3 The location of the Application Site in the context of the surrounding transport network is shown in **Figure 1.1** below.

Figure 1.1: Site Location Plan



Source: Google Maps

Existing Site

- 1.4 The proposed site is currently undeveloped and is situated to the south of the Roman Way/Cuxton Road A228 roundabout. Roman Way fronts the development site's northern boundary with the A228 Cuxton Road fronting the development site's western boundary. A railway line exists to the east, separating the site from direct frontage to the neighbouring industrial estate/Diggerland. Land to the south is open and undeveloped.

- 1.5 Cuxton Road A228 is subject to a 30mph speed limit within the vicinity of the development site, with this speed limit continuing along the road's length north towards the centre of Strood. The 30mph speed limit remains in enforcement to the south towards the M2 for an approximate 80m, before then transitioning to a 40mph speed limit. A circa 3.5m-wide shared footway/cycleway is provided on the roundabout's northern perimeter. This infrastructure extends northwards from the neighbouring residential estate towards Strood, before terminating at a push button pedestrian crossing on the roundabout's northern arm (Cuxton Road A228). Additional pedestrian infrastructure is provided at the mouth of the Roman Way junction in the form of tactile paving, dropped kerbs and a pedestrian island.
- 1.6 Roman Way is subject to a 30mph speed limit enforcement with street lighting provided along its length. An access point to the proposed development site exists circa 50m to the south of the Roman Way/Cuxton Road A228 roundabout. Footway is continuous along the northern edge of the carriageway, with a short section of footway provided along the carriageway's southern edge (from the Cuxton Road A228 roundabout to the proposed access). The carriageway at the site frontage is approximately 7m wide. Footway provision is circa 2m in width.

Proposed Development

- 1.7 The proposals comprise a discount food store with a sales area of 1,413sqm. 117 car parking spaces will be provided on site, out of which 6 will be provided to disabled standards, 9 classified as parent and child spaces, and 2 for electric vehicle charging points. Cycle parking will be provided on site in the form of 5 Sheffield cycle stands which will provide space for up to 10 bicycles. These cycle stands will serve both employees and customers of the food store. Furthermore, a loading bay will be provided on site to accommodate delivery vehicles.
- 1.1 The proposed site layout showing the store is illustrated at **Figure 1.1**. A 1:250 scale drawing of the proposal is provided in **Appendix 1**.

1.5 This Travel Plan focuses on influencing greater use of sustainable transport by staff when travelling to and from the site, and establishes and promotes 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 staff and customers travel.

Report Structure

1.6 The scope and content of this report is set out as follows:

- Section 2 reviews the relevant national, regional and local transport planning policy applicable to the site;
- Section 3 outlines the aim and objectives of the Travel Plan;
- Section 4 provides a review of the current site accessibility by all means of transport;
- Section 5 provides details on the management of the Travel Plan;
- Section 6 presents the methodology of travel surveys to be undertaken as well as an estimated modal split for employees and customers of the site;
- Section 7 presents how Travel Plan targets are determined;
- Section 8 presents different sustainable travel measures to be adopted by the organisation targeted both to employees and customers;
- Section 9 provides details on the monitoring, review and reporting of the Travel Plan;
- Section 10 presents the Action Plan to be applied for the total lifespan of the Travel Plan, and;
- Section 11 provides a conclusion to the report.

2.0 TRANSPORT PLANNING POLICIES

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

National Transport Policy

2.2 Travel Plans are currently secured within the planning system within the context of the government's **National Planning Policy Framework (NPPF)**, which was published in 2018 and updated in February 2019.

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.

Regional Transport Policy

Thames Gateway Plan for Growth (2014-2020)

2.7 The Thames Gateway Plan for Growth sets out ambitions for sustainable economic growth for the Thames Gateway Kent Partnership. The ambitions are set out through 10 objectives that underpin the plan, which are set out below:

- *Objective 1 – Improve the productivity of the North Kent Economy;*
- *Objective 2 – Attract and retain investment in our priority employment locations, ensuring the development of new employment sites and provision of high-quality marketable business premises;*
- *Objective 3 - Represent North Kent's interests to government and the Local Enterprise Partnership to secure the necessary investment in transport and infrastructure to assist connectivity and sustainable economic growth;*
- *Objective 4 – Support the delivery of at least 50,000 new homes between 2006 and 2026;*
- *Objective 5 – Ensure that all new development is of the highest possible quality;*
- *Objective 6 – Improve the skills of North Kent's workforce and tackle unemployment;*
- *Objective 7 – Support the creation of at least 58,000 jobs between 2006 and 2026, particularly in high-value sectors;*
- *Objective 8 – Attract and grow knowledge-based employment in North Kent;*
- *Objective 9 – Increase the rate of new business start-ups, and;*
- *Objective 10 – Maximise the economic benefits of our universities by strengthening the links with industry and retaining more graduates in North Kent.*

2.8 The aim of the strategy is to strengthen sustainable economic growth that will benefit and support local residents and businesses in North Kent. This can only be done by the above being put into action by the partners involved in the Partnership to deliver the objectives successfully.

Local Transport Policy

Medway Local Transport Plan 2011-2026 (2011)

2.9 The plan sets out the strategic policy for sustainable transport in Medway through efficient and safe movement in the local area, for a duration of 15 years. With the increasing demand for travel arising from being located within a nationally designated regeneration area, there is a

strong need for the recognition of *'how transport influences and adds value to many key priorities including economic growth, the natural environment, connectivity, quality of opportunity and health'*.

2.10 The strategy closely supports Medway's Sustainable Communities Strategy, the emerging Local Development Framework and prioritises the Council Plan. The main objectives that the plan aims to achieve are set out below:

- *Ensure highway infrastructure is maintained to the highest possible standard within the available resources;*
- *Efficiently manage and improving Medway's local highway network to ensure reliability of journey times;*
- *Ensure public transport becomes a realistic alternative choice to the private car;*
- *Contribute to better health by encouraging walking and cycling and by improving accessibility to key services, and;*
- *Ensure that people can move around safely in Medway.*

2.11 In addition, there are 5 overarching priorities which underpin the strategy:

- *Supporting Medway's regeneration, economic competitiveness and growth by securing a reliable and efficient local transport network;*
- *Supporting a healthier natural environment by contributing to tackling climate change and improving air quality;*
- *Ensuring Medway has good quality transport connections to key markets and major conurbations in Kent and London;*
- *Supporting equality of opportunity to employment, education, goods and services for all residents in Medway, and;*
- *Supporting a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or ill health or being the victim of crime.*

2.12 The strategy will be delivered through Implementation Plans which cover the delivery time periods and take into account the available resources, such as funding from the Central Government.

3.0 TRAVEL PLAN AIM AND OBJECTIVES

Travel Plan Aim

- 3.1 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 is usually prepared alongside a Transport Assessment. The plan will then continue to be implemented, for the lifespan of the development.
- 3.2 Travel Plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration of the scale of the development and the likely impact on travel behaviour as a result of measures.

Travel Plan Objectives

- 3.3 The objectives of this Travel Plan are:
- 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.

Travel Plan Benefits

- 3.4 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.

3.5 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.

4.0 ACCESSIBILITY

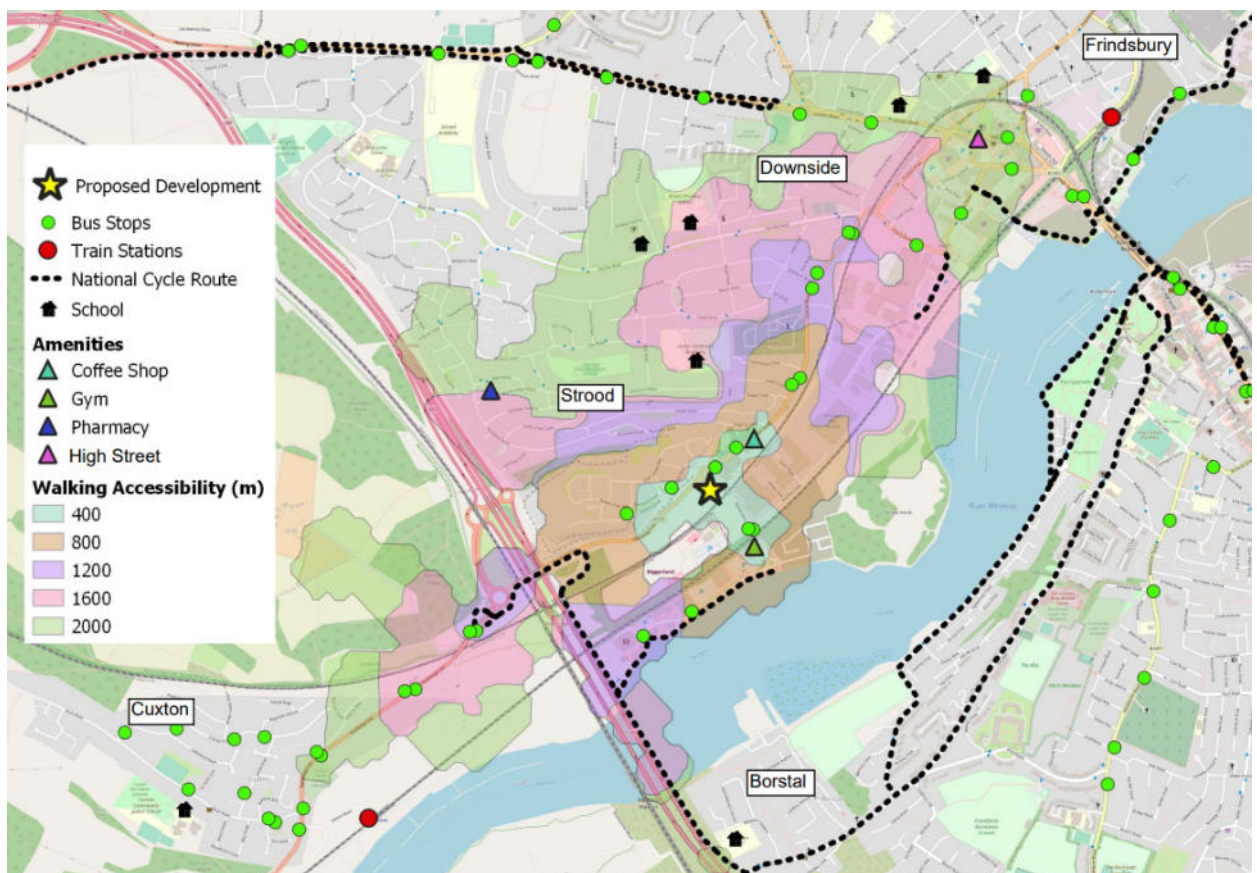
4.1 This section provides a review and description of the existing transport network surrounding the site. This will demonstrate the levels of existing accessibility to and from the site whilst identifying any opportunities for improvements as part of the development proposals.

Walking and cycling

Walking

4.2 Walking is recognised as the most important mode of travel at a local level and it offers the greatest potential to replace short car trips, particularly those under two kilometres. The pedestrian accessibility plan at **Figure 4.1** below shows the 2 kilometre walking catchment area from the site. The 2 kilometre walking catchment area includes the largely residential areas of Strood, Downside and parts of Cuxton.

Figure 4.1: Walk Accessibility within 2km



4.3 This demonstrates that, in alignment with Lidl policy, employees from the local area will be able to access the site on foot. In addition, it indicates that a significant proportion of potential customers will also be within reasonable walking distance of the site.

- 4.4 Highlighted in **Figure 4.1** are several examples of amenities available in the local area which could be utilised by staff of the proposed development, or as part of linked trips by customers. **Table 4.1** below highlights these amenities, as well as several other facilities accessible within a reasonable walking distance of the proposed development. This should not be thought of as an exhaustive list, but just as a few examples to highlight the variety of facilities available.

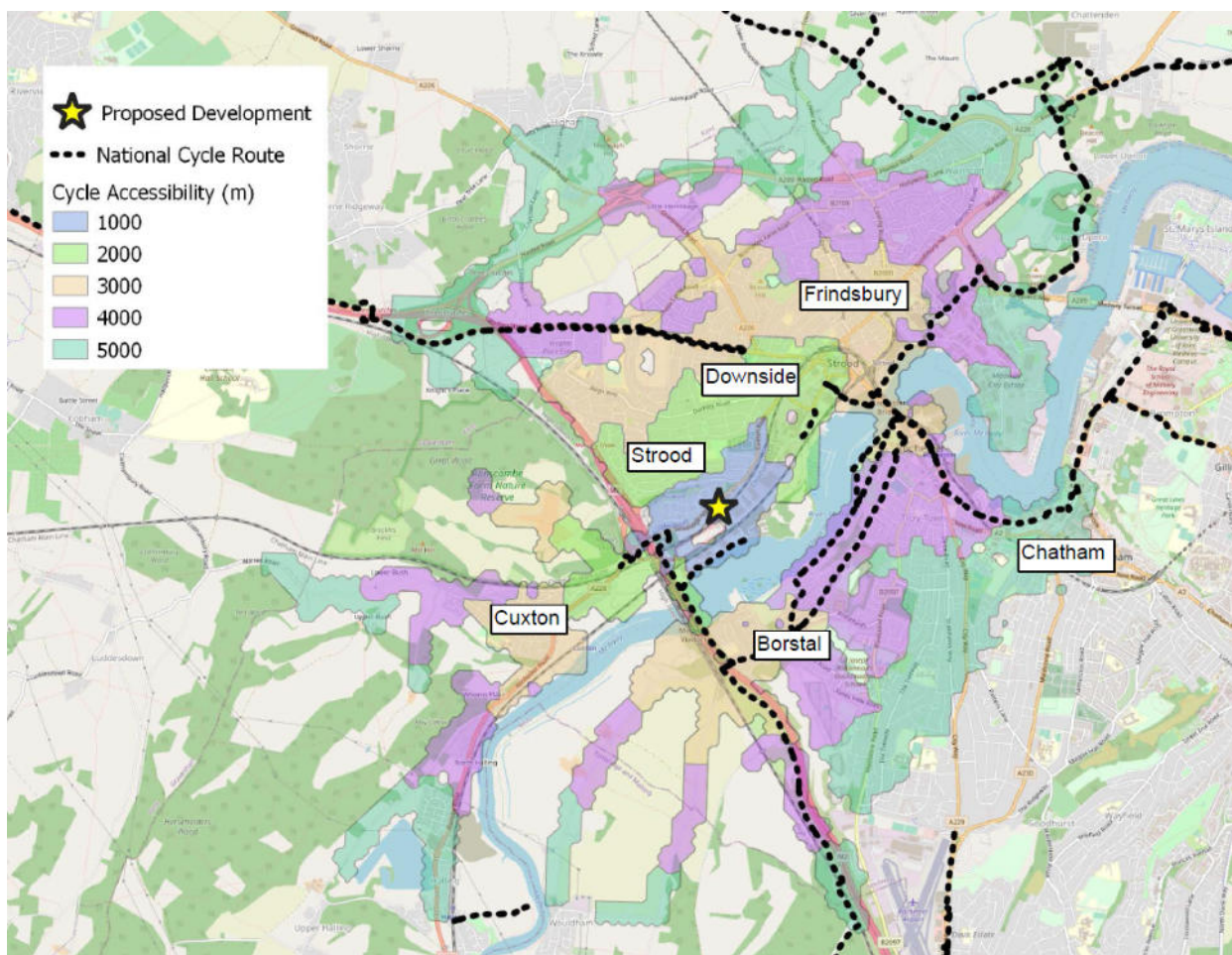
Table 4.1 - Accessibility to Local Facilities from the Development Site

Service	Detail	Distance
Bus stops	Cuxton Road and Roman Way	100m
Coffee shop	Costa, Esso Petrol Station, Cuxton Road	320m
ATM	Esso Petrol Station, Cuxton Road	320m
Medway Valley Park Employment Zone	Medway Valley Park, Saxon Place	350m
Gym	Nuffield Health, Medway Valley Leisure Park	480m
Restaurants	Frankie and Bennys/Chiquito/Mcdonalds, Medway Valley Leisure Park	960m
Cinema	Cineworld, Medway Valley Leisure Park	960m
Leisure Centre	Strood Leisure Centre, Watling Street	1.6km
High Street	Rochester High Street	1.8km

- 4.5 As previously discussed, pedestrian infrastructure in the form of shared footway/cycle ways, tactile paving and dropped kerbs and push button crossing facilities are provided within the surrounding area. This infrastructure allows pedestrians to access the development site while also safely navigating the Roman Way/Cuxton Road A228 roundabout. Footways in the surrounding area are considered to be of good width and quality, with street lighting provided to create a secure environment.

Cycling

- 4.6 Cycling has the potential to substitute for short car trips, particularly less than five kilometres. As such, all areas and facilities within a reasonable walking distance can also be considered to be within a reasonable cycling distance.
- 4.7 The cycle accessibility plan in **Figure 4.2** shows a 5 kilometre cycling catchment area from the application site. In addition to the areas that are accessible on foot, the 5 kilometre catchment also includes the areas of Borstal, Chatham, Frindsbury and the village of Cuxton.

Figure 4.2: Cycle Accessibility within 5km

- 4.8 The map also demonstrates the site's accessibility to the National Cycle Route (NCR) network. Locally, NCR 178 provides an out of carriageway connection for cyclists to travel in an east to west direction along the edge of the River Medway, with this route extending for circa 700m. NCR 17 can be accessed from Sundridge Hill A228 to the west of the development site. NCR 17 provides a connection over the River Medway south to the residential area of Borstal, as well as providing an out of carriageway route west towards the village of Cuxton, avoiding the Merralls Shaw Interchange. South of the river NCR 17 splits to provide additional routes towards Rochester and Blue Bell Hill.
- 4.9 The existing cycle infrastructure combined with the cycle parking provision on site will ensure that employees and customers will easily be able to access the proposed development by bike. A copy of Medway's Cycle Routes map is provided in [Appendix 2](#) to further highlight cycling opportunities within the surrounding area of the site

Public Transport

4.10 This section of the report outlines opportunities to access the site by varying means of public transport.

Bus

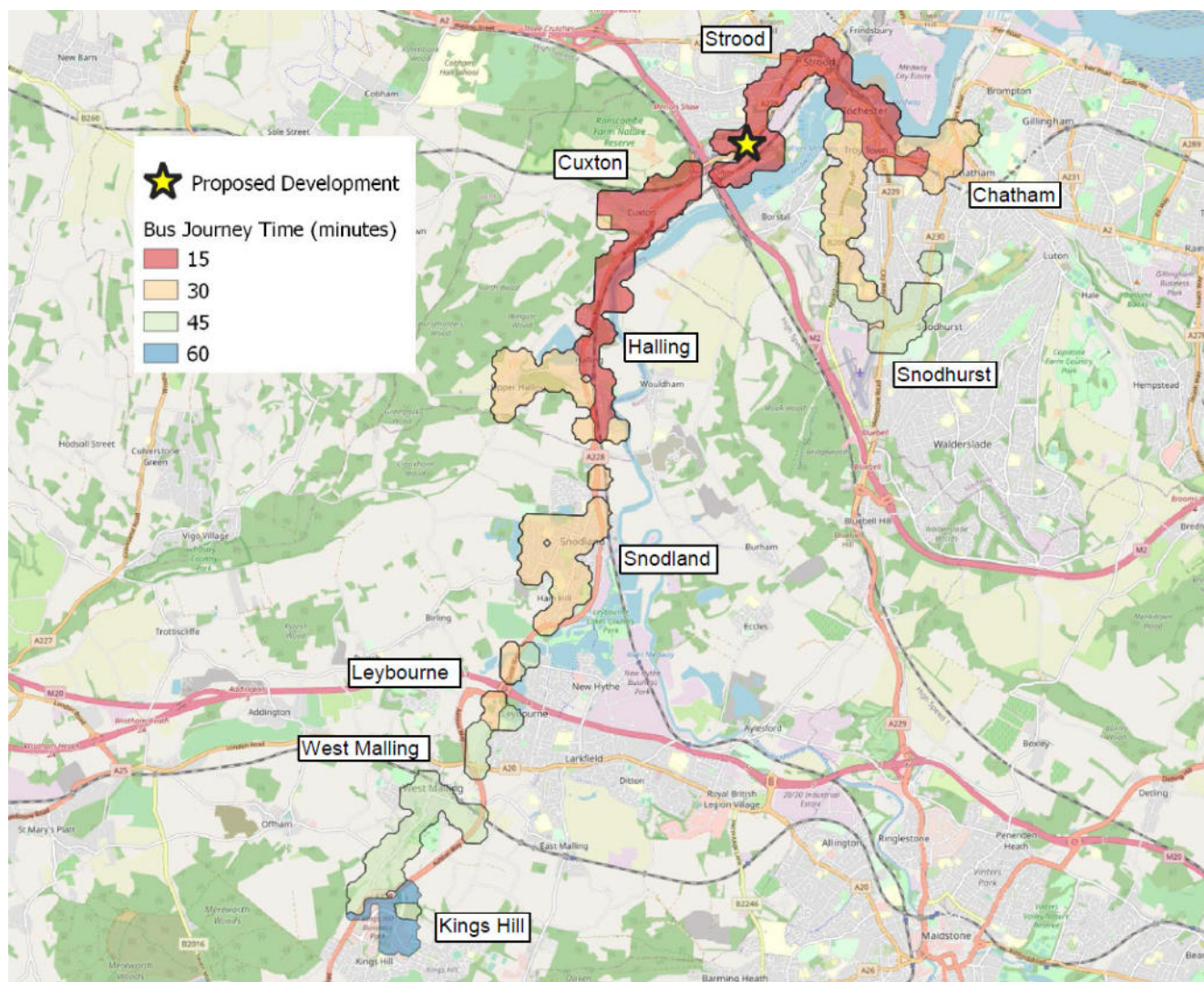
4.11 **Figure 4.1** presented above illustrates that there are 5 bus stops within approximately 400m walking distance from the site. The frequency of the different bus services available from these stops is outlined in **Table 4.2**.

Table 4.2: Bus services within 400m of the site

Service No.	Destinations	Bus Times and Frequency		
		Weekday	Saturday	Sunday
170	Chatham – Medway Valley Park	0747 – 1847 Approx. 1 trip/30 mins	0747 – 1835 Approx. 1 trip/1hr 20 mins	-
	Medway Valley Park - Chatham	0701 – 1835 Approx. 1 trip/30 mins	0806 – 1806 Approx. 1 trip/30 mins	-
151 (Operation varies throughout week - Frequency dependent on weekday)	Kings Hill – St Marys Island (Varying operational days throughout week)	0651 – 1959 Approx. 1 trip/45 mins	-	-
	Kings Hill - Chatham	-	0735 – 1949 Approx. 1 trip/ 1hr	-
	St Marys Island - Mereworth	0605 – 1919 Approx. 1 trip/ 30 mins	-	-
	Chatham - Mereworth	0805 – 1807 Approx. 1 trip/ 1hr	-	-
	West Malling – St Marys Island	-	-	1028 – 1833 Approx. 1 trip/ 2hr
	St Marys Island - West Malling	-	-	0915 – 1715 Approx. 1 trip/ 2hr
653 (school bus)	Rochester - Haling	1601	-	-
	Haling - Chatham	0736	-	-
652 (School bus – 1 additional service on a Wednesday*)	Strood - Cuxton	1451* and 1551	-	-
	St Marys Island - Strood	0810	-	-
549	East Malling - Strood	1616	-	-
	Strood – East Malling	0729	-	-
149	West Malling - Strood	1625	-	-
	Chatham – Kings Hill	0722	-	-

4.12 The public transport accessibility map shown in **Figure 4.3** shows the different locations accessible within 60 minutes from the site using public transport. The plan demonstrates that the site is accessible by numerous locations within 60 minutes travel time such as Chatham, Cuxton, Snodhurst, Halling, Snodland, Leybourne and West Malling. Note the following service information relates to the period pre lock-down and the impacts of Covid-19.

Figure 4.3: Public transport accessibility within 60 minutes



4.13 It is demonstrated that there are a variety of bus services within close proximity to the site which provide opportunity for employees and customers to access the store via bus seven days a week.

Rail

4.14 Cuxton Railway Station and Strood Railway Station are the nearest stations to the development site. Both of these stations are located within an approximate 30 minute walk.

- 4.15 Cuxton Railway station has no car park, but does provide 4 cycle storage spaces. Other facilities include a ramp for train access, accessible ticket machines, a taxi rank and a bus stop a short distance from the station. A staffed help desk is available throughout operational periods.
- 4.16 Strood Railway Station car park accommodates up to 112 vehicles and includes 3 accessible spaces. The station also provides storage for up to 40 bicycles. Other facilities include step free access, ramp for train access, accessible ticket machines, a taxi rank and bus services.
- 4.17 Services from these stations run to a variety of destinations, including Luton, Rainham, Faversham, Paddock Wood, Maidstone West and St Pancras International. The approximate frequencies are presented in **Table 4.3** below for the peak period during the day.

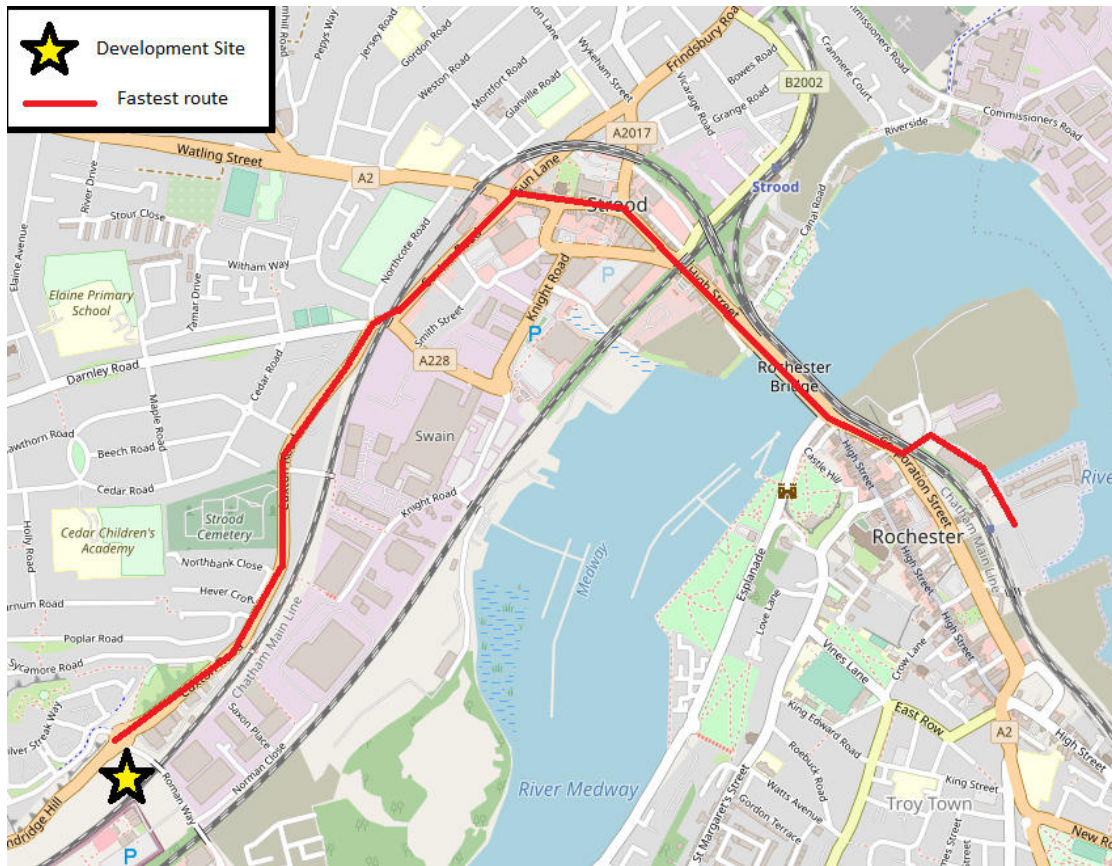
Table 4.3 Rail service from the Application Site

Station	Destination	Frequency
Strood Train Station	Luton	Approx. 1 train/ 30 mins
	Rainham	Approx. 1 train/ 20 mins
	St Pancras International	Approx. 1 train/ 15 mins
	Tonbridge	Approx. 4 trains per day
	Maidstone West	Approx. 1 train/ 20 mins
	Faverhsam	Approx. 1 train/ 30 mins
	Paddock Wood	Approx. 1 train/ 1hr
Cuxton Train Station	Strood	Approx. 1 train/ 30 mins
	Tonbridge	Approx. 4 trains per day
	Maidstone West	Approx. 1 train/ 30 mins
	Paddock Wood	Approx. 1 train/ 1hr

Private Vehicle

- 4.18 The site is well served by the existing highway network, with Cuxton Road acting as an arterial route to connect the development site to the main residential area of Strood and the M2.
- 4.19 Car clubs provide an alternative to private car ownership and significant use can tackle congestion and air pollution levels. A car club bay operated by Enterprise is located adjacent to Rochester Railway Station. This car club can be reached in a circa 10 minute cycling time from the development site, with the quickest route shown below in **Figure 4.4**.

Figure 4.4: Car club location



Summary

4.20 Following the review of the accessibility options by different modes of transport, it is considered that the site has good levels of accessibility. Access to the site on foot and by bicycle is well provided for, there are several bus stops nearby providing access to a range of local destinations and both Strood/Cuxton Railway Stations can take staff and customers further afield. The site is also well connected to the adjacent highway network.

5.0 TRAVEL PLAN MANAGEMENT

Travel Plan Coordinator

- 5.1 The Travel Plan will be managed by a Travel Plan coordinator (TPC) who will be responsible for setting up, launching and monitoring the Travel Plan.
- 5.2 The TPC will be a member of staff with the appropriate skills required for undertaking the different tasks involved in the implementation of the Travel Plan. This person will either have the authority to make decisions or have the direct support of a senior manager who can facilitate decision-making. Once the TPC is appointed by the Applicant, the contact details will be submitted to Medway Council's transport team.
- 5.3 The role of the TPC is key in delivering a successful Travel Plan. The TPC will act as the fulcrum for the implementation of the Travel Plan measures and the day to day operation of the plan. The TPC will be the main contact for the Travel Plan and responsible for undertaking surveys, implementing measures and monitoring the Travel Plan for the duration of its lifespan.

Partnerships

- 5.4 The tasks and activities of Travel Plan monitoring can be undertaken in collaboration with other partners, with a view to developing new ideas and improving access to transport options. Among others, partners may include:
- Steering groups comprised of members of staff or sustainable travel advocates acting as a communication channel for employees and the TPC;
 - Local public transport groups or operators such as Southeastern, ASD coaches and Nu Venture, and;
 - Local authorities including Medway Council.

Funding

- 5.5 Appropriate funding will be allocated by Lidl Great Britain Limited at the start of the Travel Plan process to cover the costs related with monitoring the Travel Plan over an agreed period of time.
- 5.6 The funding will cover all costs related with the implementation of measures and initiatives, marketing of the Travel Plan, annual monitoring and submission of review reports. The funding stream will allow the Travel Plan to operate for a minimum of five years, subject to the requirements of the local authority.

6.0 TRAVEL SURVEYS

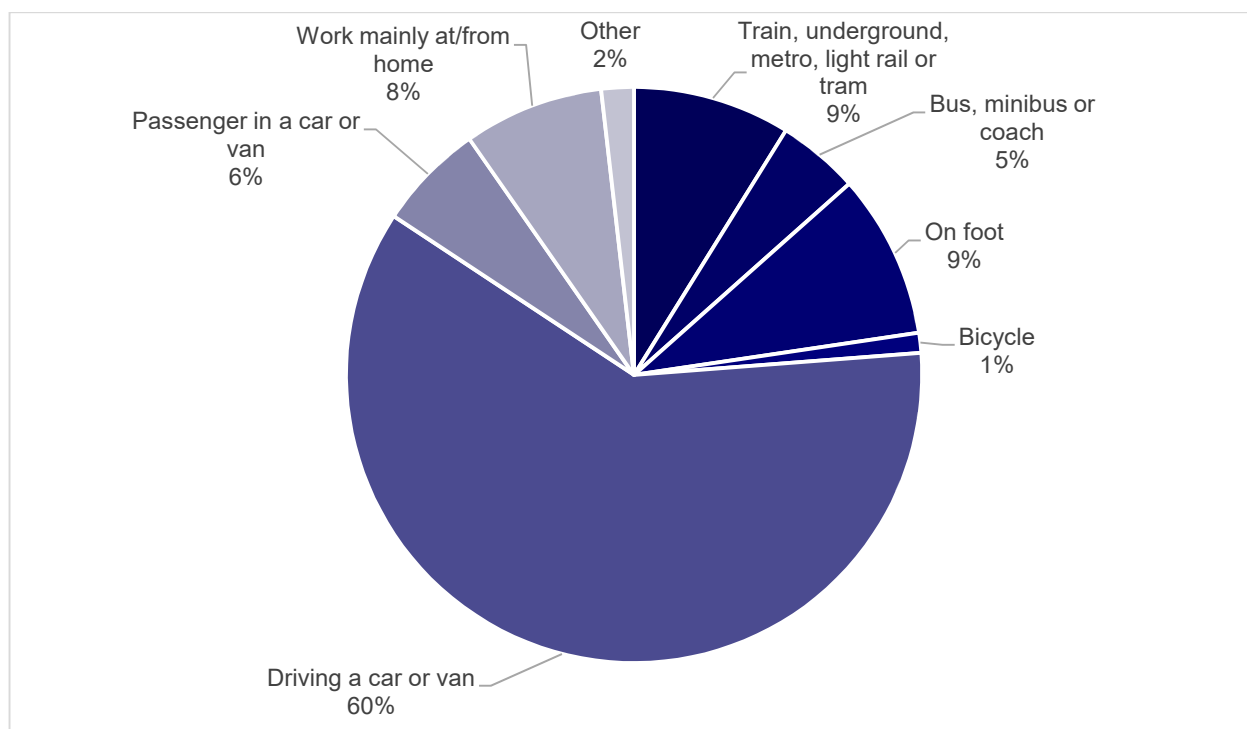
6.1 In order to secure a successful implementation of the Travel Plan, the travel patterns of future employees and visitors of the site will be monitored. Since the occupiers of the Proposed Development are not yet in situ, modal split for employees are estimated based on travel to work Census data for the area surrounding the Application Site; the travel patterns of customers are assessed based on TRICS trip generation data.

6.2 Once the site is occupied, a baseline travel survey will be carried out within 6 months of occupation for both employees and customers. Details on the frequency of the travel surveys and monitoring processes are outline in the 'Travel Plan Monitoring and Review' section of this report.

Forecast modal split of employees

6.3 The modal split of trips to work for those in employment at Medway area is presented in **Figure 6.1** below.

Figure 6.1: Travel to work modal split, 2011



Source: Office for National Statistics

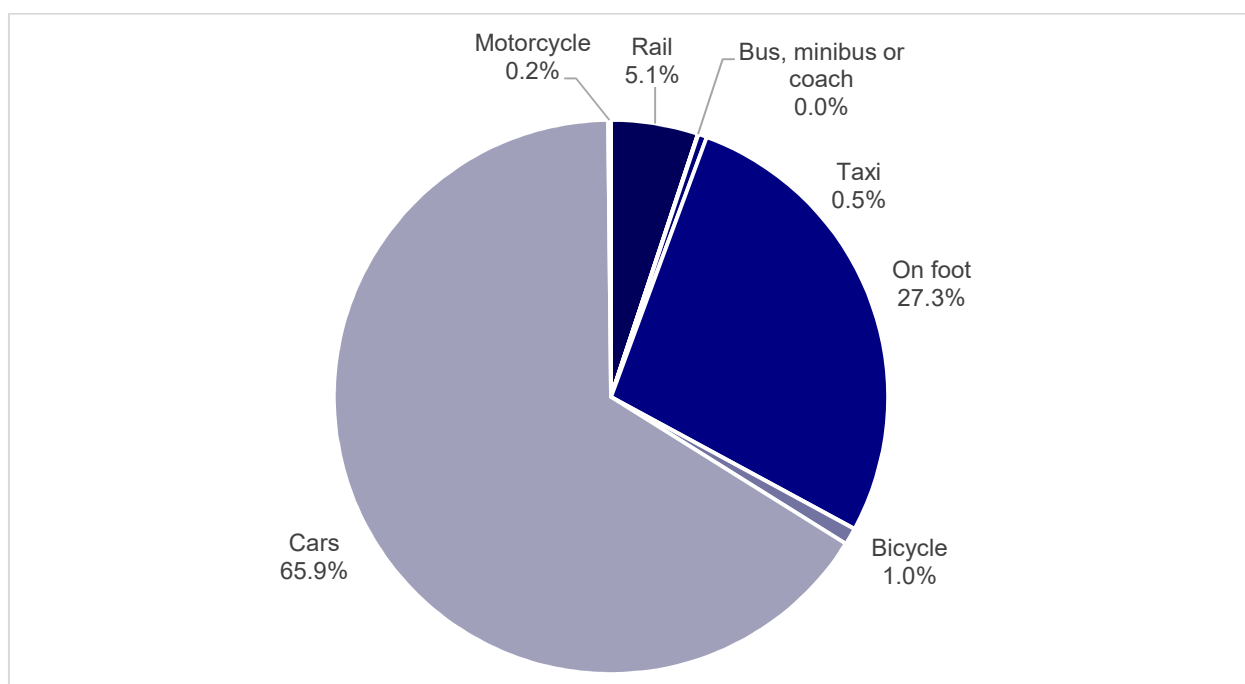
6.4 The data above shows that the majority of the population in employment in Medway travel to work by car or van, representing 60% of the total trips. An additional 6% travel as a passenger in a car or van. Around 14% of those employed travel to work by public transport, including train

and bus or coach. In addition, 1% travel to work by bicycle and around 9% travel on foot. Approximately 8% work mainly from or at home.

Estimated modal split of visitors

6.5 Modal split at **Figure 6.2** below demonstrates the total trips referring to passenger movements to and from LIDL food stores during 6am – 11pm, excluding goods vehicles.

Figure 6.2: Total trips – TRICS multimodal survey for LIDL stores



Source: TRICS

6.6 A significant proportion of the trips to and from LIDL discount food stores are on foot, possibly representing those passing by from nearby locations. The majority of trips are represented by cars (65.9%), similar to the modal split of employees. Fewer trips are made by public transport, compared to the estimated travel patterns of employees.

6.7 Travel patterns of future employees and visitors of the site will be better assessed once the baseline travel surveys take place.

7.0 TRAVEL PLAN TARGETS

- 7.1 Upon completion of the baseline surveys, specific targets will be set and agreed with the sustainable travel team of Medway Council.
- 7.2 Separate targets will be set for each mode of transport including walking, cycling, public transport and car trips or other measures and initiatives which are part of the Travel Plan. The targets will be in line with the monitoring targets and indicators of the local and regional transport policies.
- 7.3 In addition, targets should be SMART meaning:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic, and;
 - Time-bound.
- 7.4 In order to determine which targets are more suitable and relevant with the site, it might be useful to compare what other organisations with similar profile and challenges have previously achieved.

8.0 SUSTAINABLE TRAVEL MEASURES

8.1 This section presents the different sustainable travel measures that can be adopted by the food store, targeted both at employees and visitors to the store. The Travel Plan will act as the management tool for implementing measures that promote sustainable transport.

8.2 The measures below may change over the course of the Travel Plan, in agreement with the local authority, and following survey periods, to ensure that appropriate measures are in place and relevant to the site. Some of the measures refer only to customers or employees, whilst others are relevant to both groups.

Walking

8.3 Walking is suitable for journeys under two miles and can be combined with other methods such as public transport to cover longer distances.

8.4 The following initiatives will encourage employees or visitors to walk as part of their journey:

- Raise awareness of the health benefits of walking through promotional material in a travel information pack and on noticeboards;
- Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
- Promote a Walking Buddy Scheme so that people who live locally can walk together to the site;
- Promote campaigns on public health or active travel such as Walk to Work and National Walking Month; and
- Arrange walking events such as led walks at lunchtime or after work and pedometer challenges (only for employees).

Cycling

8.5 Employees or customers who live within five miles of the site can potentially cycle to the store, provided that shopping is light for the latter. The TPC will encourage cycling as an alternative mode of travel by implementing the following measures:

- Arrange and promote discounts or loans for purchase of cycles and accessories such as Cycle to Work tax free scheme (for staff only) and vouchers/discounts to local shops;
- 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;

- Provide business cycle mileage for staff cycling on company business;
- Encourage staff to sign up to a Cycling Buddy scheme which offers a journey matching service for those who would like a cycling partner to help build confidence, skill levels etc.
- Utilise Lidl's membership of the Cycle to Work Scheme to promote healthier journeys to work and to reduce environmental pollution. 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 the provision of free cycle training for employees (e.g. Bikeability courses);
- Arrange cycle maintenance checks, repairs and advice sessions such as Dr Bike Events, and;
- Establish an employee Bicycle Users Group (BUG) to encourage cycling and organise promotional events or join one of Medway's Cycle Clubs found online at https://www.medway.gov.uk/info/200221/a_better_medway/445/cycling_and_cycling_groups_in_medway

Public Transport

8.6 The TPC will encourage use of public transport by implementing the following initiatives:

- Provide up-to-date public transport information of existing services, including route maps and timetables, within travel information 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;
- Provide details of season tickets and any discounts that can be secured for staff with the local public transport operators, along with interest free annual season ticket loans; and
- Promote bus use through participation in national events such as Catch the Bus Week.

Car sharing

8.7 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.

8.8 Postcode mapping of staff can identify who lives along the same routes so that their trips can be potentially combined. 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 the store. The TPC can then identify suitable matches that may be able to share journeys together.

8.9 Interest in a formal car sharing scheme will be assessed as part of the first annual review of the Travel Plan. Should sufficient interest be present, the TPC will set up a car share scheme for the organisation through local schemes operating in Medway. Medway have an established car sharing scheme which can be accessed online at <https://liftshare.com/uk/community/medway>.

Car parking management

8.10 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.

8.11 If 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.

8.12 The following measures will be considered:

- Reallocate car parking among employees and customers;
- Introduce a parking permit scheme where car parking spaces are provided on the basis of need e.g. mobility, business travelling or car sharers;
- Consider whether those living close by (within a five mile radius) should be entitled to a parking permit;
- Allocate empty spaces to extra cycle storage or car share bays, and;
- Introduce incentives for staff choosing not to park.

Reducing the need to travel

8.13 The TPC will promote measures to encourage alternative working practices, to reduce the need to travel for employees:

- Introduce policy on flexible working 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.

Marketing, Promotion and Information

- 8.14 The TPC is responsible for ensuring that staff and customers are aware of the Travel Plan and the various ways they can travel to and from the store, focusing on sustainable modes of transport.

Personalised Travel Planning

- 8.15 Targeting individual journeys can be an effective way of reducing car travel and encouraging use of sustainable modes especially for those who have no constraints to travel by active modes. The TPC will assist staff and customers in the development of a personalised journey plan. The journey plan could include:

- Maps showing the location of the bus stops at either end of the journey, along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current fare for travel;
- Suggestions of how to incorporate sustainable travel elements to the journey, and;
- Timetable information of public transport services used in the journey.

- 8.16 Journey planning tools can be found at www.traveline.info, www.cyclestreets.net and www.walkit.com for public transport, cycling and walking journeys respectively.

Travel Packs for Employees

- 8.17 Travel information packs will be distributed to new staff prior to starting work, where possible, or on their first day. The travel pack will contain the following information:

- An introductory note summarising the Travel Plan and its purpose, listing key measures;
- The contact details of the TPC;
- Journey planner links and websites with information on active travel and health benefits;
- Public transport information including a map showing the nearest public transport services, local areas and facilities accessible using public transport, timetables of existing local services etc.;
- Active travel information with maps showing local cycle and walking routes, local accessible amenities, cycle parking and cycle shops in the area, details of local bike repair shops and available discounts, available training and maintenance sessions etc.;
- Details of local walk buddy and bike buddy groups;
- Information about car sharing;
- Any car parking management policies, and;

- Any further initiatives available to employees.

Sustainable Travel Information on Noticeboards for Staff and Customers

- 8.18 A travel information noticeboard (TIB) will be provided within the staffroom to encourage employees to travel via sustainable modes. A TIB for customers will be also maintained within the store in a visible location.
- 8.19 Information on sustainable travel events, cycle training and maintenance courses, updates on available public transport services and contact details for the TPC will be clearly displayed on the TIB. A map indicating the store's location, local bus stops, cycle routes, cycle parking and walk routes will be also displayed on the TIB.
- 8.20 Discussions will be undertaken with the local authority regarding further supporting material for customers and employees, such as cycle and walk maps, bus route guidance and other leaflets displaying relevant travel information.

9.0 TRAVEL PLAN MONITORING AND REVIEW

Travel surveys

9.1 Travel surveys will reveal the travel patterns of both employees and customers of the food store. Surveys will identify the main modes of travel used by employees and customers. Other data to be collected will include:

- Personal information such as home postcode and other demographic data;
- For employees it might be relevant to collect information on the job type, nature of work and working hours;
- Main mode of transport;
- Barriers to use of other forms of transport;
- Additional information about measures which are likely to encourage a switch to more sustainable modes of transport;
- The amount of business travel undertaken during the working day and opportunities for switching to more sustainable alternatives, and;
- Any travel or transport issues experienced during the trip.

9.2 Surveys will be undertaken at a similar time each year and in a 'neutral' month, avoiding school holidays. The baseline travel surveys will be carried out within 6 months of occupation of the site.

9.3 Surveys may be undertaken online or via hard copy, whichever is considered to be most appropriate to ensure a representative response. The TPC will aim to achieve a response rate of at least 30% for baseline surveys.

Reporting

9.4 After the results of the travel surveys are collected, an evaluation of a potential mode shift will be assessed. Targets will be specified in the 'Travel Plan Targets' chapter of this report. Any relevant measures such as those outlined in the 'Sustainable Travel Measures' chapter of this report will be considered in order to achieve the desirable mode shift or other targets defined.

9.5 Monitoring surveys will be undertaken in years 1, 3 and 5 during the lifespan of the Travel Plan which will enable the TPC to identify any changes in modal split or any progress towards the fulfilment of the defined targets. The TPC may choose to revise the targets, in agreement with Medway Council, in order to maintain a realistic Travel Plan goal.

9.6 The TPC will prepare a progress report to include the results of travel surveys, 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 within 1 month of surveys being undertaken. This monitoring process will take place for a five year period; further reporting if necessary will be undertaken by agreement with the local authority.

Accreditation

9.7 Modeshift STARSfor (Sustainable Travel Accreditation and Recognition Scheme) is a national Travel Plan rating scheme which has been established to recognise excellence in supporting walking, cycling and other forms of sustainable transport. A quality standards mark is available for sites and local authorities to apply for. The STARSfor online tool also provides support in the monitoring process throughout the lifespan of the Travel Plan. Further information can be found at <https://starsfor.org/>.

10.0 ACTION PLAN

10.1 The Action Plan at **Table 10.1** below outlines the implementation programme of the proposed measures and monitoring plan, including timescales and responsibilities.

Table 10.1: Travel Plan Action Plan

Action	Target Date	Responsibility	Funds
Prior or Upon Occupation			
Appoint TPC and advise the local authority of their contact details	Upon occupation or earlier if possible	Applicant	Staff time
Obtain public transport timetables, maps, car sharing information, route plans etc. to provide to staff and customers	Upon occupation	TPC	Staff time
Procure and produce information to populate travel information packs	Upon occupation or earlier if possible	TPC	Staff time + materials
Issue travel welcome packs to staff	Upon occupation or earlier if possible	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 3-6 Months of Occupation			
Issue baseline travel survey to staff and customers; analyse and issue final Travel Plan to local authority	Within 3 months of occupation	TPC	Staff time
Promote any local area / site-specific cycle training and cycle maintenance sessions	Within 6 months of occupation	TPC	Staff time
Arrange staff discounts on public transport tickets and at cycle shops	Within 6 months of occupation	TPC	Staff time
Set up informal car share scheme / investigate formal scheme if interest present	Within 6 months of occupation	TPC	Staff time
Set up Bicycle User Group (BUG) for staff, if interest present	Within 6 months of occupation	TPC	Staff time
Ongoing Tasks			
Update staff with any service or provision changes with regard to local transport	Twice a year to align with seasonal timetable changes	TPC	Staff time
Implement measures in line with staff requirements / interest, including promotion of national annual events such as Bike Week	Ongoing	TPC	Staff time
Provide ongoing journey planning assistance to staff	Upon request	TPC	Staff time

Ongoing parking management and review	Ongoing	TPC	Staff time
Travel Plan Monitoring / Review			
Conduct repeat travel survey at same time of year as baseline survey every other year	Annually, for 5 years	TPC	Staff time + printing
Analyse responses, produce progress report and submit to local authority	Within 1 month of receipt of survey 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 local authority	As agreed with Local Authority	TPC	Staff time

11.0 CONCLUSION

11.1 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.

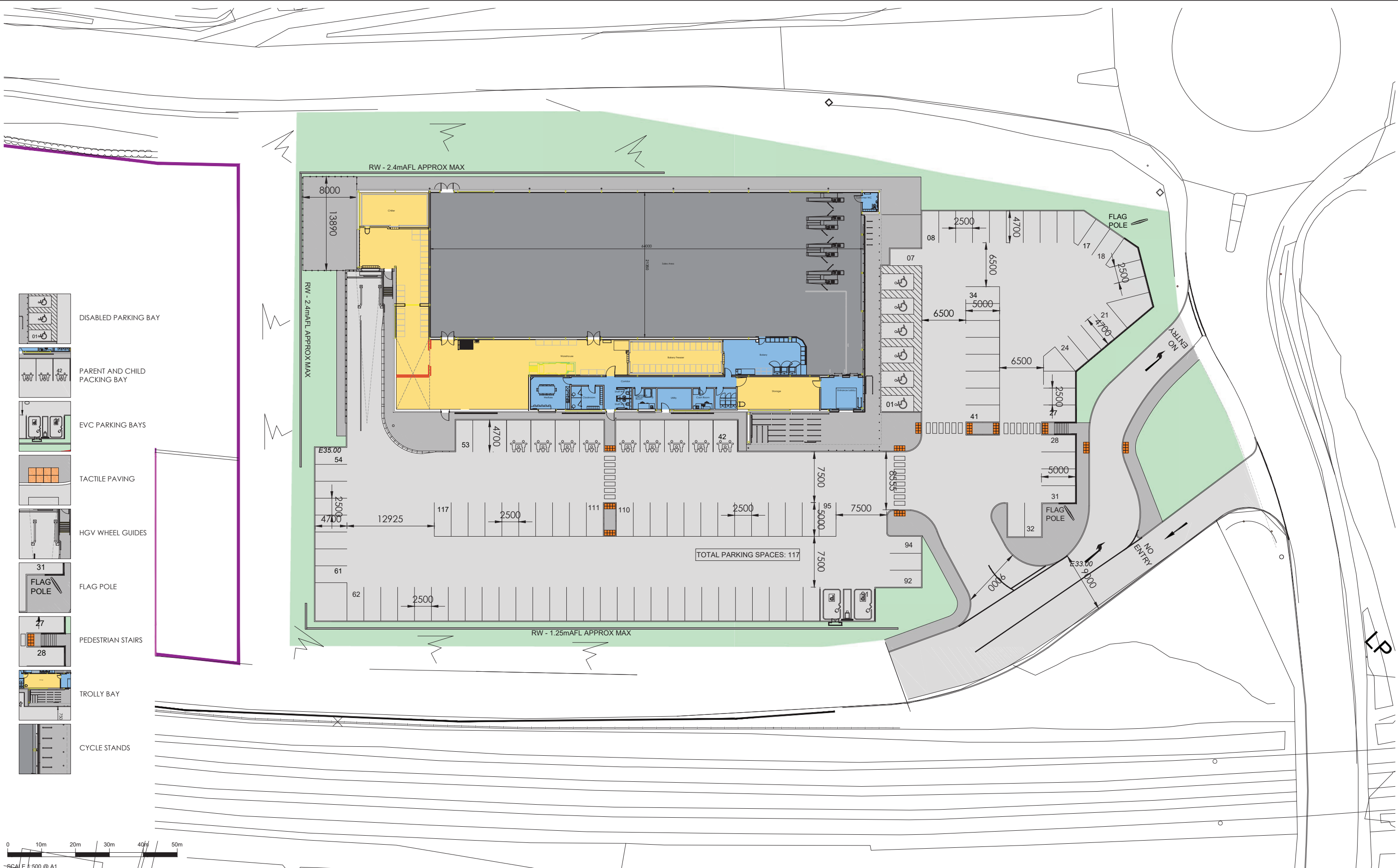
11.2 Through the delivery of the measures discussed within this Travel Plan, the objectives identified will be fulfilled. These include:

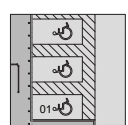
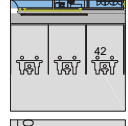
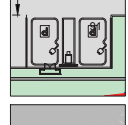
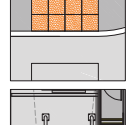
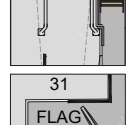
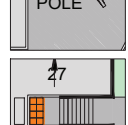
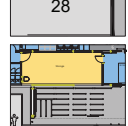
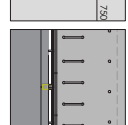
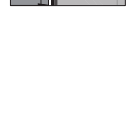
- Achieving the minimum number of single occupancy car traffic movements to and from the development;
- Reducing reliance upon the car and improving awareness and usage of alternative modes;
- Promoting walking, cycling, public transport and car sharing;
- Minimising the total travel distance of staff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

11.3 This document therefore ensures that sustainable access to the development is facilitated.

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APPENDIX 1



-  DISABLED PARKING BAY
-  PARENT AND CHILD PACKING BAY
-  EVC PARKING BAYS
-  TACTILE PAVING
-  HGV WHEEL GUIDES
-  FLAG POLE
-  PEDESTRIAN STAIRS
-  TROLLY BAY
-  CYCLE STANDS

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Notes

					
Rev	Description	Date	Rev	Chk	by
Revisions					

Client
LIDL GREAT BRITAIN LTD.
Northfleet RDC, Crete Hall Road,
Gravesend, DA11 9BU

Project
STROOD
OFF ROMAN WAY

Drawing
PROPOSED SITE PLAN

Project No: 19051

Drawing No: AD_110

Purpose of Issue
PLANNING

Scale @ A1
1:250

Drawn
EH

Checked
LMC

Revision
-

Date
MAR 2021

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APPENDIX 2

Medway's Cycle Routes

