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Proposed Retail Unit with Garden Centre, Bankwood Way, Birstall

Travel Plan

July 2021

PROPOSED RETAIL UNIT WITH GARDEN CENTRE
BANKWOOD WAY
BIRSTALL

HOME BARGAINS

TRAVEL PLAN

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1.0 INTRODUCTION

- 1.1 This Travel Plan (TP) forms part of a full planning application submitted by Lidl Great Britain (hereafter known as Lidl) to erect a new Lidl foodstore and separate retail unit with garden centre on a vacant development plot at Bankwood Way, Birstall Shopping Park, Birstall, as shown on the plan attached at **Appendix TP1**. This TP has been prepared for the retail unit with garden centre, which will be occupied by Home Bargains. The new Home Bargains will have a gross floor area (gfa) of 2,792m² whilst the Lidl will have a gfa of 2,231m².
- 1.2 This TP has been prepared for Home Bargains, predominantly for staff at the store, but also for customers where applicable. The content of this TP is largely based on the detail set out in the TP previously prepared for the proposed Lidl Foodstore (20-270-003.02).
- 1.3 The implementation of this TP will help to make this development an attractive place to work offering realistic and attractive alternatives to the private car for trips to the site.

The Site

- 1.4 The site is located on a vacant development plot within the Birstall Shopping Park which has been cleared to allow for future development. The site is bound to the north-east by Bankwood Way and an existing office building known as Paradigm House, to the north-west by Woodhead Road, to the south-east by Bankwood Way and to the south-west by existing office buildings known as Woodhead House.
- 1.5 Vehicular access to the site will be provided from two points, Woodhead Road to the north-west via a new priority-controlled T-junction and from the continuation of an existing access road which meets with Bankwood way to the north-east. Pedestrian access to the site will be provided alongside these two points of vehicular access, with stepped access and a ramped footway to the west of the Woodhead Road access and footways to both sides of the Bankwood Way access. A plan of the site is attached at **Appendix TP2**.
- 1.6 The site has outline planning permission (application reference 2018/60/92563/E) for four A1 non-food retail units with a combined gfa of 7,896m² and shared car park, with access to be taken from Bankwood Way at two separate points. This application was granted outline planning approval by Kirklees Council (KC) in January 2020.

- 1.7 A Transport Assessment has been prepared by Bryan G Hall and should be read alongside this TP. Highways Officers from KC provided feedback on the TP (prepared by BWB Consultants) which was submitted as part of the extant permission, this feedback has been considered during the preparation of this TP.

Travel Plan Objectives

- 1.8 In order to assist Home Bargains with its commitment to minimising the number and length of car trips associated with the store, and encouraging alternative and more sustainable means of travel, Home Bargains has identified the following objectives:

- To reduce the impact of the site on local congestion and localised parking issues (should they arise);
- To reduce the environmental impact of site-related travel;
- To reduce the need for unnecessary car travel through the promotion of suitable and reliable alternatives to the private car; and
- To raise awareness amongst staff and customers of the detrimental impacts of car use in order to encourage the use of alternatives.

- 1.9 A TP is not a static document; it evolves over time and adapts to reflect new guidance and emerging best practice. As such this TP will be updated by the Travel Plan Coordinator (TPC) to implement revised measures and to incorporate best practice following a review of the findings from the annual travel surveys.

- 1.10 This TP has been prepared at the time when the UK was experiencing the effect of COVID-19 with local and national lockdowns and as such, some monitoring measures cannot be carried out until the UK starts to experience 'the new normal'.

- 1.11 Following this introduction, the TP is set out as follows:

Section 2.0: Planning Policy: This section sets out the relevant national and local policies for the site.

Section 3.0: Site Accessibility: This section describes the accessibility of the site in terms of the sustainable modes of transport.

Section 4.0: Travel Plan Coordinator: This section identifies the role of the Travel Plan Coordinator.

Section 5.0: Targets and Monitoring: This section sets out the targets and associated forms of monitoring.

Section 6.0: Travel Plan Measures: This section highlights the package of TP measures and the initial action plan.

2.0 RELEVANT PLANNING AND TRANSPORT POLICY

National Policy

National Planning Policy Framework (NPPF)

- 2.1 The NPPF sets out the Government's planning policies and how they are expected to be applied. At the heart of the NPPF is a presumption in favour of sustainable development (paragraphs 10 and 11).
- 2.2 In relation to transport, the NPPF states that 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 (paragraph 103). This can help to reduce congestion and emissions, improve air quality and public health. It is noted that opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this needs to be taken into account.
- 2.3 This TP sets out the sustainable nature of the site in terms of access to and from the surrounding residential areas on foot, by bicycle and those locations further afield which are accessible by public transport.

Planning Practice Guidance: Travel Plans, Transport Assessments and Statements

- 2.4 This guidance was released in March 2014 by the Department for Transport to bring together planning practice guidance for England in an accessible and usable way.
- 2.5 This guidance states that TPs should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be appropriate. TPs should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.
- 2.6 It goes on to suggest that all TPs should evaluate and consider:
- Benchmark travel data including trip generation databases;
 - Information concerning the nature of the development and the forecast level of trips by all modes of transport likely to be associated with the development;
 - Relevant information about travel habits in the surrounding area;
 - Proposals to reduce the need for travel to and from the development via all modes of transport; and
 - Consideration of public transport services.

Local Policy

- 2.7 This TP has also been prepared in line with local guidance. Kirklees lies within the West Yorkshire Combined Authority (WYCA) region, which comprises of five district local highway and traffic authorities in the West Yorkshire area; Bradford, Calderdale, Kirklees, Leeds and Wakefield.

West Yorkshire Local Transport Plan 2011 to 2026

- 2.8 The Local Transport Plan (LTP) sets out the authority's strategy, implementation plan and targets for improving transport in West Yorkshire. The LTP also sets out how the local transport system (including road, bus, rail, freight, walking and cycling networks) will be maintained, operated and improved over a period of time.

Kirklees Local Plan

- 2.9 The Kirklees Local Plan was adopted on 27th February 2019 and is now the statutory development plan for Kirklees, superseding the old Unitary Development Plan. It covers the period from 2013 to 2031 and sets out the necessary development policies, along with the quantum and location of development in Kirklees within this period.
- 2.10 Policy LP20 of the Kirklees Local Plan sets out that new development will be located *'to ensure the need to travel is reduced and that essential travel needs can be met by forms of sustainable transport other than the private car'*. The council outline their support for *'demand management measures which discourage single occupancy car travel within new development'*. More specifically the policy sets out that a Travel Plan setting *'targets and monitoring arrangements'* and including *'agreed and defined outcomes related to a package of specified measures'* to *'ensure sustainable travel patterns'* is a requirement for all major planning applications, and will be determined on a case by case basis where development falls below this threshold.
- 2.11 Policy LP21 of the Kirklees Local Plan outlines that *'Proposals shall demonstrate that they can accommodate sustainable modes of transport and be accessed effectively and safely by all users'*. The Policy sets out a number of requirements all proposals must follow. These have been reflected in the site design for the store and where appropriate will be referred to throughout this TP. These requirements include the provision of *'new infrastructure or improvements on or off site to ensure safe access from the highway network for pedestrians, cyclists, public transport users and private vehicles'* and the provision of *'on-site safe, secure and convenient cycle parking/storage facilities'*.

- 2.12 This TP has been prepared in line with national and local policies and reflects TP best practice.

3.0 SITE ACCESSIBILITY

- 3.1 National and local transport policies seek to reduce the need to travel and to promote the use of alternative sustainable modes of travel to the private car. In line with this guidance, and in light of the current advice from Central Government to pursue walking and cycling, the facilities available for these sustainable modes within the vicinity of the site have been reviewed and are summarised below.

Application Site

- 3.2 The site is located on a vacant development plot within the Birstall Shopping Park which has been cleared to allow for future development. The site is bound to the north by Bankwood Way and an existing office building known as Paradigm House, to the north-west by Woodhead Road, to the south-east by Bankwood Way and to the south-west by existing office buildings known as Woodhead House.

Existing Highway Network

- 3.3 Bankwood Way bounds the site to the south-east and north. From its junction with the existing access road into the site to the north-east, Bankwood Road runs in a general south-east to north-west direction. To the east, it provides access and egress, to and from, the Showcase Cinema car park along with a number of restaurants and at the exit from the cinema the carriageway turns to the south-west continuing along the site frontage in this direction (this section of Bankwood Way gives way to traffic emerging from the cinema complex). Bankwood Way continues in this southwesterly direction before turning north-west, and meeting with A62 Gelderd Road after some 470 metres at a priority-controlled T-junction with right turn ghost island facility.
- 3.4 Returning to the existing access to the north-east of the site, from here Bankwood Way continues to the west for some 120 metres before meeting with Woodhead Road at a priority-controlled T-junction. Bankwood Way currently forms the major arm to the east of this junction, with the priority road being Woodhead Road to the north-west. The southern arm of this junction is also named as Woodhead Road, but this forms the minor arm at the junction. Appropriate visibility splays are provided at this junction to a distance of 43 metres along the major carriageway to the east and north-west. A further 50 metres to the north-west of this junction, Woodhead Road meets with A62 Gelderd Road and Holden Ing Way at a 4-arm priority-controlled roundabout junction.
- 3.5 Bankwood Way performs the function of a local access road, providing access to various leisure and employment premises. It is a single carriageway road with

single lanes in each direction. It has a carriageway width of some 7.3 metres with 2.0-metre-wide footways provided to the north-east of the site on both sides of the road. There is a small length of footway on Bankwood Way to the south-east of the site which leads into an area of planting, but with no further footway provision along this frontage. Bankwood Way is street lit, subject to a 30mph speed limit and has double yellow parking restrictions and loading restrictions throughout its full length.

- 3.6 Woodhead Road to the north-west of the site runs in a southwesterly direction from its junction with Bankwood Way, providing access to a number of leisure and employment developments before terminating, it is effectively a cul-de-sac. Woodhead Road is a single carriageway road with single lanes in each direction. It has a carriageway width of some 7.3 metres with 2.0-metre-wide footways to both sides of the carriageway. It is street lit along its length, subject to a 30mph speed limit and has double yellow line parking restrictions and loading restrictions throughout its full length.
- 3.7 Returning to the north-east to the Woodhead Road / A62 Gelderd Road / Holden Ings Way 4-arm priority-controlled roundabout junction, A62 Gelderd Road runs in a north-east to south-west direction, acting as the main distributor road through Birstall Shopping Park. To the north-east it runs for some 300 metres before meeting with a traffic signal controlled 4-arm roundabout which forms part of Junction 27 of the M62. It is noted that Highways England (HE) have recently implemented an improvement scheme at Junctions 27 and 28 of the M62, which was completed in Autumn 2020. The improvements at Junction 27 include additional lanes to the exit slip roads westbound, as well as widening of the roundabout. This roundabout has also been resurfaced, new road signs and markings installed, and the traffic signals and associated technology have been upgraded.
- 3.8 To the south-west of its roundabout junction with Woodhead Road and Holden Ings Way, A62 Gelderd Road continues for some 200 metres before meeting with High Wood Road at a traffic-signal controlled junction. High Wood Road provides access to north-western parts of the retail park and A62 Gelderd Road continues to the south-west. After a further 50 metres south-west of this junction, A62 Gelderd Road meets with Bankwood Way at a priority-controlled T-junction, as described earlier. After a further 400 metres to the south-west, A62 Gelderd Road meets with Oakwell Way at a traffic signal-controlled junction. Oakwell Way provides access to north-western parts of the retail park and A62 Gelderd Road continues further south-west from this location towards Birstall.

- 3.9 To the north-east of the roundabout junction with Woodhead Road and Holden Ing Way, A62 Gelderd Road is a dual carriageway road with 2 lanes in either direction. These carriageways are circa 7.0 metres wide with a 2.0-metre-wide footway on the eastern side of the eastern carriageway. A footway is provided on the western side of the western carriageway from the Woodhead Road roundabout for some 80 metres before terminating. A staggered Puffin pedestrian crossing is provided at this point to allow pedestrians to safely cross over A62 Gelderd Road. Along this length A62 Gelderd Road is subject to a 40mph speed limit and has no parking restrictions, although its status as a busy distributor road effectively results in no on-street parking taking place.
- 3.10 To the south-west of the Woodhead Road roundabout, A62 Gelderd Road is a single carriageway road with a single ahead lane in either direction with widening to provide additional turning lanes on the approaches to the junctions. Further to the south-west, the carriageway narrows to provide a single lane in either direction. The carriageway to the south west narrows to some 9.0 metres, with 3.0-metre-wide lanes and a 3.0-metre-wide area of central hatching. A62 Gelderd Road in this direction is also subject to a 40mph speed limit and has no parking restrictions, but again with no on street parking taking place.

Walking

- 3.11 With regard to pedestrian provision at new developments, guidance is set out within the CIHT document 'Planning for Walking' (March 2015) and describes how approximately 80% of all journeys, shorter than 1 mile (1.6 kilometres), are made wholly on foot. If destinations are within a convenient walking distance, people are more likely to walk if it is safe, comfortable, and the surrounding environment is attractive. Walking is also regarded as an essential part of public transport travel, as bus stops are usually accessed on foot.
- 3.12 Further guidance is also detailed within the earlier CIHT Publication "Guidelines for Providing for Journeys on Foot" (2000) which sets out the suggested acceptable walking distances for pedestrians without any mobility impairment. The recommended desirable, acceptable and preferred maximum walking distances for commuting/school and other journeys, such as retail/shopping, are shown in Table 3.1.

Table 3.1: Recommended Walking Distances

	Trip Purpose	
	Commuting/School	Other Journeys (Retail/Shopping)
Desirable Maximum Distance	500 metres	400 metres
Acceptable Maximum Distance	1,000 metres	800 metres
Preferred Maximum Distance	2,000 metres	1,200 metres

- 3.13 The plan at **Appendix TP3** has been prepared using TRACC accessibility software and shows a 2.0-kilometre walking catchment from the centre of the application site in 400 metre intervals. It demonstrates that the eastern residential fringes of Birstall are located within an acceptable walking distance of the site representing a catchment from where future staff can reasonably walk to the site. It is less likely that customers would walk from the area as it is above the 1,200 metres recommended walking distance for shopping trips. However, clearly customers will visit other areas of Birstall retail park and walk to the site as part of a shared shopping trip.
- 3.14 Pedestrian access to the site will be provided via new footways alongside the vehicular access points on Woodhead Road and Bankwood Way. These new footways will tie-in to the existing footway provision on these roads and which link to the wider footway network. Furthermore, the proposed footways within the site will facilitate safe pedestrian routes to the store entrances with uncontrolled crossing points located at all minor crossing points, each with tactile paving and dropped kerbs. It is also noted that Woodhead Road and Bankwood Way are both relatively lightly-trafficked roads, so pedestrians will be able to cross these roads without any issues.
- 3.15 Footways are provided along the A62 Gelderd Road in either direction. A staggered puffin crossing is provided on A62 Gelderd Road some 50 metres to the north-east of the roundabout junction with Woodhead Road and Holden Ings Way, providing a safe facility for pedestrians to cross this dual carriageway. Green man pedestrian crossing facilities are also provided at the Gelderd Road/High Wood Road traffic signal junction.
- 3.16 There are no public rights of way (PRoW) within the site boundary, but there are several located to the west of the site within Birstall Shopping Park which provide

convenient short-cuts throughout. A screenshot of these PRoW's from the KC online Definitive Map is attached at **Appendix TP4**.

Cycling

- 3.17 It is generally accepted that the bicycle is an ideal mode of transport for journeys under 8 kilometres and that cycling has clear potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport.
- 3.18 The cycling accessibility TRACC plan at **Appendix TP5** shows that there is a reasonable residential area within a 5-kilometre cycling distance of the site, including Morley, Batley, Drighlington and Gildersome. Residential areas within a reasonable 8-kilometre cycling distance of the site also include New Farnley, West Ardsley, parts of Dewsbury and Cleckheaton. These areas combined provide a significant residential area within a reasonable cycling distance of the site, from where future staff and customers can reasonably be expected to cycle to the site.
- 3.19 A screenshot of the West Yorkshire Interactive Cycle Map is attached at **Appendix TP6** and shows the network of traffic free, signed and advisory cycle routes within the local and surrounding areas, as well as cycle shops and other cycle facilities. It can be seen that there are a number of advisory cycle routes within the local and wider areas, as well as some traffic-free cycle paths to the north-east providing a safe route through Junction 27 of the M62.
- 3.20 Kirklees do not have set cycle parking standards, however, the site will benefit from 5 Sheffield Stands, equating to 10 cycle parking spaces for use by both staff and customers. These stands will be available for use by staff and customers visiting both Home Bargains and Lidl, it is envisaged that many customers will have linked trips to both stores. Should demand necessitate it, further cycle stands will be provided.

Public Transport

Bus

- 3.21 With regard to public transport provision at new development, the CIHT publication 'Buses in Urban Developments' (January 2018) recommends that sites be designed to enable access to public transport services and ensure that these are located within reasonable walking distances, as shown in Table 3.2. The guidance also notes that these standard distances should not be applied uniformly without regard to the specific characteristics of the particular location or route.

Table 3.2
CIHT Recommended Walking Distance for Bus Stops

Trip Purpose	Maximum Walking Distance
Core bus corridors with two or more high-frequency services	500 metres
Single high-frequency routes (every 12 minutes or better)	400 metres
Less frequent routes	300 metres
Town / city centres	250 metres

- 3.22 Bus stops are located on A62 Gelderd Road to the north of the site, some 160 and 280 metres from the site access junction with Woodhead Road for services in the south-westbound and north-eastbound directions respectively. The bus stop on the southern side of the carriageway for south-west bound services can be reached by walking north-east along Woodhead Road and then towards the roundabout junction with A62 Gelderd Road and Holden Ings Way. Pedestrians would cross to the eastern side of the carriageway from where they would walk north-easterly on A62 Gelderd Road and reach the bus stop after some 70 metres.
- 3.23 The bus stop on the northern side of the carriageway for north eastbound services can be reached by initially following the above route, but then crossing the A62 Gelderd Road at the staggered puffin crossing. Once on the northern side of the carriageway, pedestrians would walk north-easterly for some 30 metres before reaching the bus stop. Both bus stops benefit from a shelter and timetable information, with the south westbound bus stop on the southern side of the carriageway also benefitting from a lay-by.
- 3.24 These stops are served by the 229 Max service and the 281 service. A summary of these services is provided in Table 3.3.

Table 3.3

Summary of Existing Bus Services

Route Number	Operator	Route Description	Frequency			
			Weekday	Weekday Evening	Saturday	Sunday
229	Arriva	Leeds city centre – Gildersome – Birstall – Liversedge – Mirfield – Deighton – Bradley Mills	15 mins	15 mins	15 mins	60 mins
281	Arriva	Dewsbury – Batley – Birstall – Howden – Birstall	30 mins	30 mins	30 mins	60 mins

3.25 It can be seen that the bus stops on A62 Gelderd Road are served by up to 6 buses per hour in each direction, which equates to 1 bus every 10 minutes. These buses provide services towards Leeds, Gildersome, Birstall, Batley, Dewsbury and a number of other residential areas within the wider area.

3.26 The West Yorkshire Metro, North Kirklees bus and rail map is attached at **Appendix TP7** and provides further information on routes and frequencies of all other bus routes within the wider Birstall and north Kirklees area. It also provides useful information on railway station locations, places of interest and interchange locations.

3.27 The above bus services are understood to be accurate at time of writing (March 2021). However, these may be reduced services due to the Covid-19 pandemic and associated lockdown restrictions in the UK.

Rail

3.28 The nearest railway station to the site is Morley railway station some 4 kilometres to the north-east of the site. This railway station offers regular rail services to regional destinations including Leeds, Huddersfield and Wigan. More local destinations served from Morley railway station include Batley, Dewsbury, Mirfield, Brighouse, Sowerby Bridge, Cottingley and Ravensthorpe. Although this station is not within a reasonable walking distance, it can be reached as part of a multi modal journey by cycle or bus.

3.29 The plans attached at **Appendix TP8** show a 60-minute travel time isochrone by public transport from the site, shown in 10-minute intervals. The plans demonstrate that there is a significant area within a convenient travel time by public transport, including Leeds, Bradford, Cleckheaton and Dewsbury.

Summary

- 3.30 The store is considered to be well located to encourage journeys by all modes of sustainable transport. There is a limited residential area within a convenient walking distance of the proposed site, but a significant area within a convenient cycling distance, providing a real opportunity for future staff and customers living in local areas to travel to the site by this mode. Existing bus stops on A62 Gelderd Road are conveniently located very close to the site to also provide a very good opportunity for travel to and from the site by bus for staff and customers.

4.0 TRAVEL PLAN COORDINATOR

- 4.1 Home Bargains will designate a Travel Plan Coordinator (TPC) for the store. The TPC will initiate contact with KC within three months of approval of the TP. Given, the size of the site and the anticipated number of staff, a full time TPC is not considered to be a requirement. However, it is recognised that at the commencement of TP delivery there is likely to be an increased demand for the TPCs time. As such, the TPC will be given sufficient time to complete the duties required of them at each stage of TP implementation. The TPC will work proactively with senior management at the store to maximise the potential for the TP to reduce the reliance on the private car, particularly amongst staff.
- 4.2 The TPC will work in partnership with KC and use the resources available to ensure that the TP is effective as it can be. If the TPC changes, KC will be provided with the updated contact details.
- 4.3 The TPC is responsible for the management, implementation and monitoring of this TP. Key responsibilities of the role are summarised below:
- To promote and guide the development of the TP;
 - To ensure partnership working between the developer, the managers, the staff at the store and KC;
 - To ensure that the TP and records relating to it are kept up to date and accurate;
 - To undertake annual surveys in a timely manner, for a period of 5 years;
 - To update the TP as and when necessary, implementing new TP measures and best practice where appropriate; and
 - Providing an outline of the features and benefits of the TP to all new staff, delivered as part of the induction.
- 4.4 Home Bargains are fully supportive of encouraging their staff and customers to consider the way they travel, having demonstrated their commitment to travel planning through the preparation and development of this TP. They will support the TPC in the implementation, maintenance and monitoring of this TP in store. The TPC will work proactively with senior management to maximise the potential for the TP to reduce the reliance on the private car amongst staff and customers.

5.0 TARGETS AND OBJECTIVES

- 5.1 One of the major indicators by which the success of the TP will be measured is through the delivery of a modal shift towards the sustainable modes of transport. Baseline modal split proportions will first be identified before realistic targets can be set and used to measure any shift in travel patterns.
- 5.2 The baseline modal split proportions will be identified following the first staff travel survey once travel patterns are deemed to have returned to 'normal' following the COVID-19 pandemic. Staff surveys will be undertaken within three months of store opening and then annually for a period of 5 years.
- 5.3 Modal split targets will be established within one month of survey completion and agreed with KC via a monitoring report. It is standard practice to aim for a 10% reduction in staff travelling to work by single occupancy vehicles over a 5 year period with a subsequent increase in the use of sustainable modes.
- 5.4 When annual surveys are undertaken, progress towards modal shift targets will be measured and an increase in using sustainable modes of travel will be reviewed and compared to the baseline modal split data. The TPC will aim to achieve at least a 50% response rate, with the survey period ending once KC have approved the response rate. Feedback from staff can also be captured by their awareness, understanding and engagement with the TP.
- 5.5 In the absence of any existing baseline survey data, the presumed modal split for the store has been derived from National Statistics Census 2011 data for Method of Travel to Work – Daytime population, for the Middle Super Output Area (MSOA) of Kirklees 002, which includes the site. This provides a percentage breakdown by different modes of transport used to travel to/from work by people employed inside of this area. These percentages can be then be applied to the site to establish baseline figures.

Table 5.1
National Statistics Census 2011 Ward Data – Kirklees 002 MSOA
Method of Journey to Work

Modal Split	Percentage Split
Train	0%
Bus, Minibus or Coach	7%
Powered Two-Wheelers	1%
Driving a Car/Van	72%
Passenger in a Car/Van	8%
Taxi	1%
Bicycle	1%
On Foot	9%
Total	100%

- 5.6 The above modal splits demonstrate the likely mode split for staff travelling to work at the store. The results show that the majority (80%) of people within the MSOA travel to work by car (72% as a driver and 8% as a passenger), 9% of people within this MSOA travel to work on foot and 7% travel by bus.
- 5.7 Initial modal split targets have been based on census data for Kirkstall 002. These targets will be refined and agreed with KC on collection of baseline travel surveys.

Table 5.2
National Statistics Census 2011 Ward Data – Kirklees 002 MSOA
Method of Journey to Work, Initial Modal Split Targets

Modal Split	Percentage Split	Target Modal Split
Train	0%	0%
Bus, Minibus or Coach	7%	9% (+2)
Powered Two-Wheelers	1%	1%
Driving a Car/Van	72%	65% (-7)
Passenger in a Car/Van	8%	10% (+2)
Taxi	1%	1%
Bicycle	1%	2% (+1)
On Foot	9%	11% (+2)
Total	100%	100%

5.8 The initial modal split targets have been based on a 10% point reduction in those driving a car/van. Table 5.2 shows a reduction from 72% to 65%. Targets for travel by walking, bicycle, bus and car sharing have therefore been increased to reflect these changes, these figures represent significant percentage increases in use of sustainable modes.

Objectives

5.9 In addition to the modal split targets, the objectives of this TP will be actively pursued as the TP is implemented, as detailed below:

- To reduce the impact of the site on local congestion and localised parking issues (should they arise);
- To reduce the environmental impact of site-related travel;
- To reduce the need for unnecessary car travel through the promotion of suitable and reliable alternatives to the private car; and
- To raise awareness amongst staff and customers of the detrimental impacts of car use in order to encourage the use of alternatives.

- 5.10 This TP will initially seek to achieve these targets through measures described in Chapter 6.0. The main indicator of progress towards the targets will be the results of the travel surveys, along with other indicators such as participation in travel events promoted by the TPC. The targets will be agreed with KC following the baseline surveys and adjusted accordingly.

6.0 TRAVEL PLAN MEASURES

- 6.1 It is acknowledged that no single measure will meet the needs of all staff or customers, as such a package of measures has been prepared so that staff can pick and choose the most appropriate measures for their circumstances. Given the location of the site within the surrounding area, the measures outlined below focus initially on promoting access to and availability of the surrounding residential areas.
- 6.2 The uptake of any measures will be monitored and reviewed to ensure that they remain appropriate. The measures should not be considered fixed, nor are they an exhaustive list. Measures will be adapted to reflect national and local initiatives, guidance and best practice.

Measure 1 ***Site Design***

Lockers will be provided for staff in store. This will offer staff an area to store any equipment/clothing used for travel and is likely to overcome any barriers in terms of encouraging walking and cycling to work.

The site will benefit from cycle parking in the form of 5 Sheffield Stands shared with Lidl staff and customers. This will provide staff and customers with a convenient location to secure their bicycle during their shift or visit to the store.

Two electric vehicle charging points are also to be provided in the store car park, allowing staff and customers the opportunity to charge their vehicles while at work or shopping.

Pedestrian routes throughout the site will be well lit, signed and marked with crossing facilities provided as appropriate to provide good pedestrian permeability. This presents significant potential for staff and customers to travel to the store; on foot, by bike and by using public transport.

To ensure the facilities provided as part of the store's construction are both well used and regularly maintained an on-site audit will be undertaken by the TPC.

Measure 2 ***Sustainable Travel Board***

All staff will be provided with sustainable travel information. This will be provided in the form of dedicated notice boards located in a prominent location in staff areas. Information on the following will be provided as a minimum:

- Latest government advice regards walking, cycling and use of public transport, specifically in relation to COVID-19;
- Walking and cycle routes within the vicinity of the site;
- Details of local cycling groups;
- Associated health, wellbeing and financial benefits of adopting active modes of travel;
- Promotion of West Yorkshire Car Share scheme – <https://liftshare.com/uk/community/wy>
- Bus timetables (which will be reviewed regularly to ensure that they are up to date, especially over holiday periods);
- Links to websites and apps which allow users to get regular travel updates in real time; and
- National and local sustainable travel initiatives such as Bike Week/Walk to Work Week/National Liftshare Week

The TPC will ensure that the information is kept up to date and will work with KC to access the most appropriate information and timetables and ensure that any local campaigns are well advertised internally at the store.

Measure 3

Advice on personal safety

Walking is an important mode of sustainable travel not only as a discrete journey, but it is critical as part of other journeys by public transport, it is expected many of the staff walk for at least part of their daily journeys. Providing advice on personal safety could help relieve safety concerns for staff choosing to walk to the site as part of their journey. Details of this will be provided on the travel board. If staff do have safety concerns, they can be discussed with the TPC.

Measure 4

Participate in National and Local events

A range of initiatives promoting national and local sustainable travel which the store could take part in such as; Bike Week/Walk to Work Week/National Liftshare Week are available.

Measure 5

Liaising with External Bodies

The TPC will take responsibility for liaising with external bodies including KC, West Yorkshire Combined Authority and public transport operators to investigate the potential for improvements to facilities and services and to ensure that issues raised by staff and customers are relayed back to those concerned.

Measure 6
Discounted Public Transport Tickets

Many bus/rail companies offer monthly or annual tickets at a discounted price (as compared with daily tickets). The TPC will investigate the potential for discounted public transport tickets/passes and season ticket loan agreements such as the MCard offered by West Yorkshire Combined Authority.

Measure 7
Staff Induction

All new staff members will be given personalised sustainable travel information and made aware of the TP as part of their induction. This should include an outline of the TP and its main features and contact details for the TPC.

Measure 8
Sustainable Travel Assistant

A 'Sustainable Travel Assistant' will be identified within the store. The Assistant and TPC will convene bi-monthly and communicate regularly to ensure the TP is implemented to maximum effect.

Measure 9
Encouraging Car Sharing

Car sharing is an effective way to reduce the number of single occupancy trips made by staff. The identification of staff with similar work and travel patterns is an essential element for a successful car-sharing scheme.

However, given the number of staff at the store at any one time, it is likely that informal car share matches will be made within the store where appropriate, rather than more formal ones with other companies (for example). Informal car share arrangements will be encouraged in store by sharing information on the benefits of car sharing as well as a sign up sheet.

Consideration will be given to staff wishing to car share when shifts patterns are arranged. If possible, shift patterns will be adjusted to allow members of staff to work the same shifts as others who wish to car share.

6.4 An initial action plan has been prepared to guide the implementation of this TP, as shown in Table 6.1. The action plan summarises the TP measures, identifies the associated timescales for implementation and identifies the person responsible for undertaking this action.

Table 6.1 Initial Action Plan

Action	Date	Progress / Responsibility
Appoint TPC	Complete	Bryan G Hall
Prepare on site audit	As the Travel Plan is implemented	TPC
Liaise with KC and WYCA regarding bus, train posters, leaflets and timetable information	As the Travel Plan is implemented	TPC
Prepare bespoke Travel Board	As the Travel Plan is implemented	TPC
Prepare staff induction pack	As the Travel Plan is implemented	TPC and Home Bargains
Provide advice on Personal Safety	As the Travel Plan is implemented	TPC
Identify and work collaboratively with the Sustainable Travel Assistant	As the Travel Plan is implemented	TPC and Home Bargains
Prepare survey in line with KC	Prior to undertaking travel surveys	TPC
Carry out Travel Surveys	Annually for a period of 5 years (once it is considered that 'normal' travel patterns have resumed)	TPC
Review TP and Action Plan in conjunction with KC	Following each travel survey	TPC and KC



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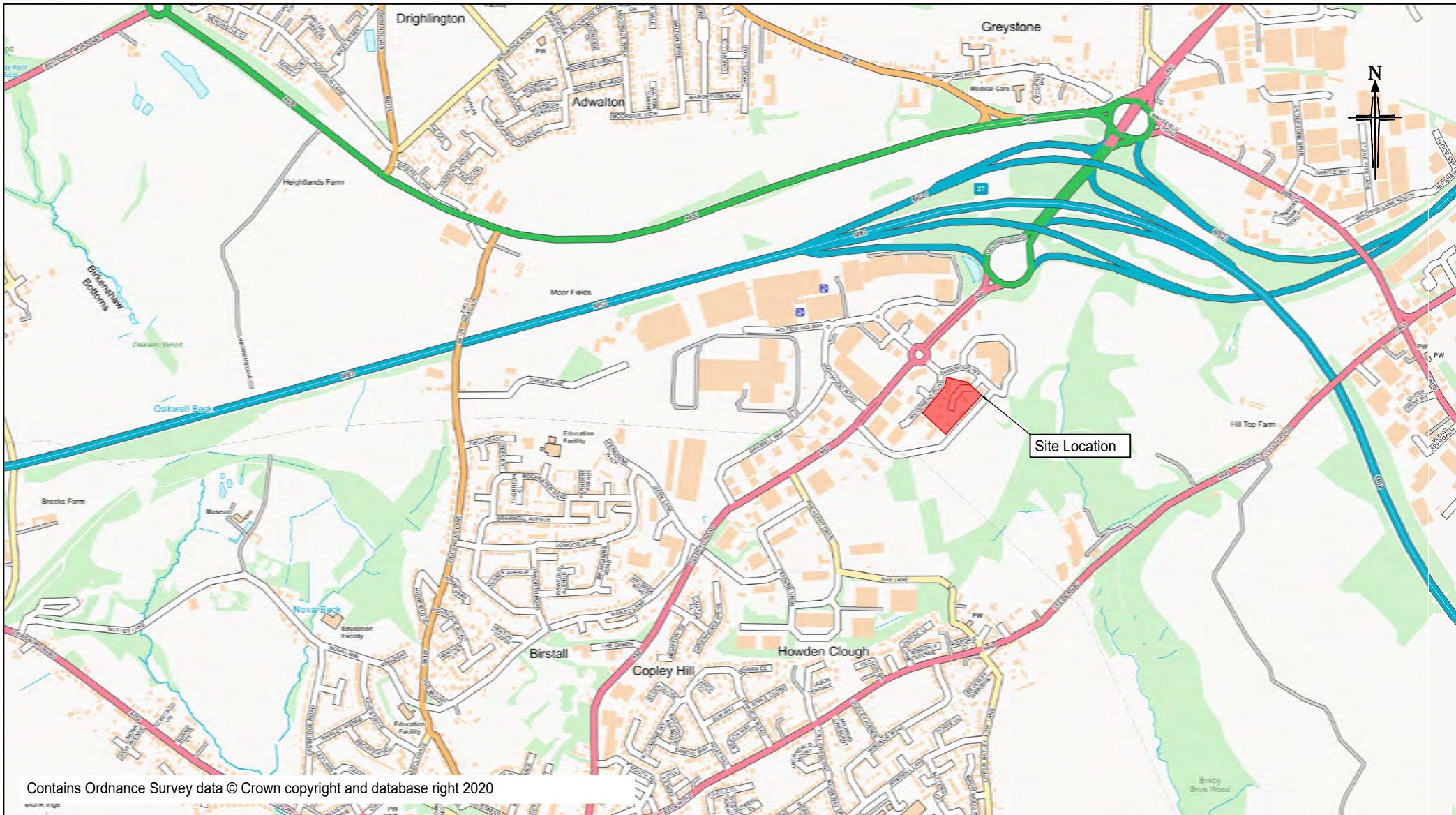
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Telephone: 0203 553 2336

Website:
www.bryanghall.co.uk

APPENDIX TP 1



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Rev:	Date:	Amendment:	DRN	CHK	APR
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Title: SITE LOCATION PLAN

Scale: NTS

Size: A4 - 297 x 210

Drawn: KP

Chkd:

Appvd:

Client:

LIDL, GREAT BRITAIN

Project:

LIDL, BIRSTALL

Drawing No: 20/270/LOC/002

Job No: 20-270

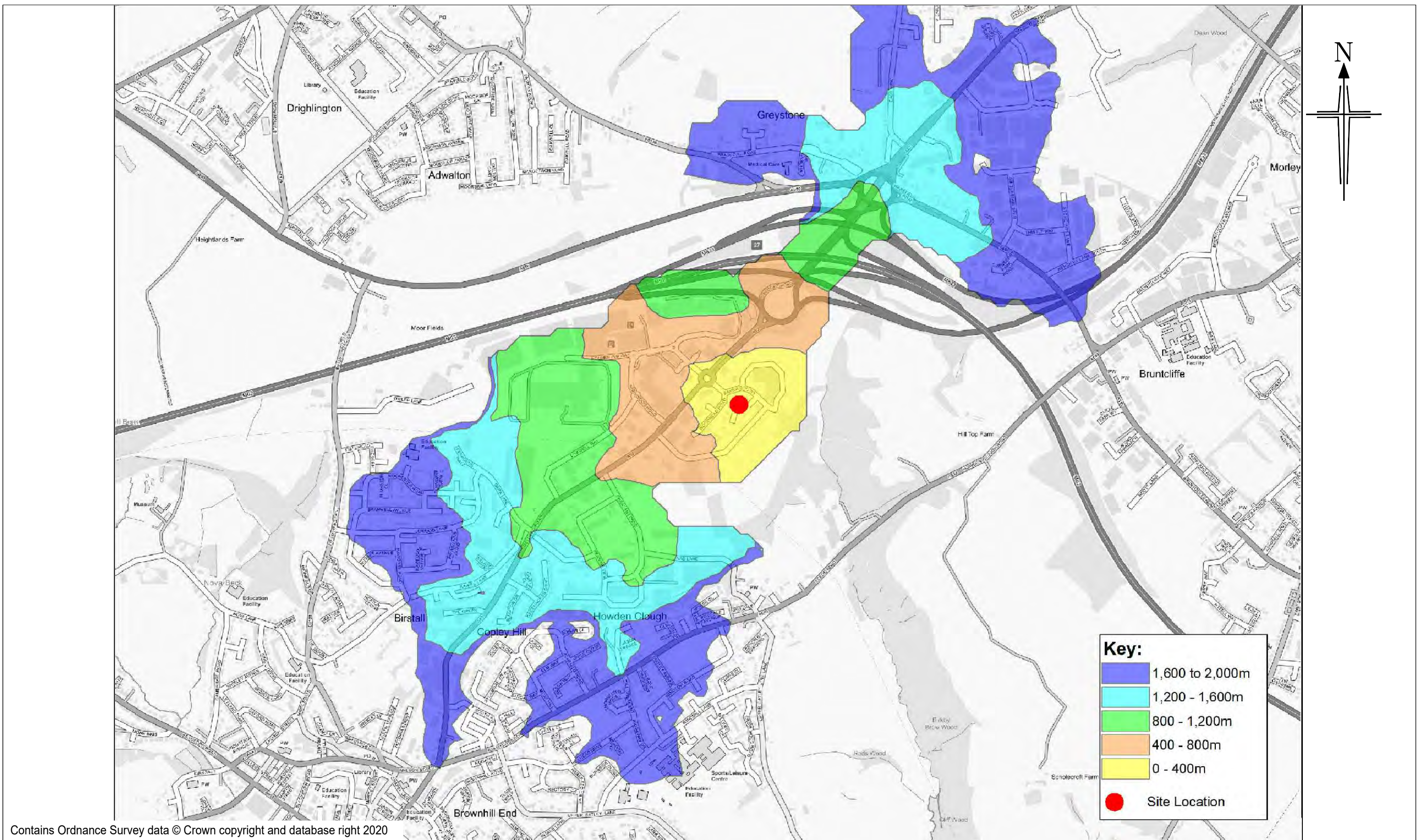
Revision: -

Date: 23/12/20

APPENDIX TP 2



APPENDIX TP 3



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Title: WALKING TRACC ACCESSIBILITY PLAN

Status: PLANNING

Scale: NTS

Size: A3 - 420 x 297

Drawn: DG

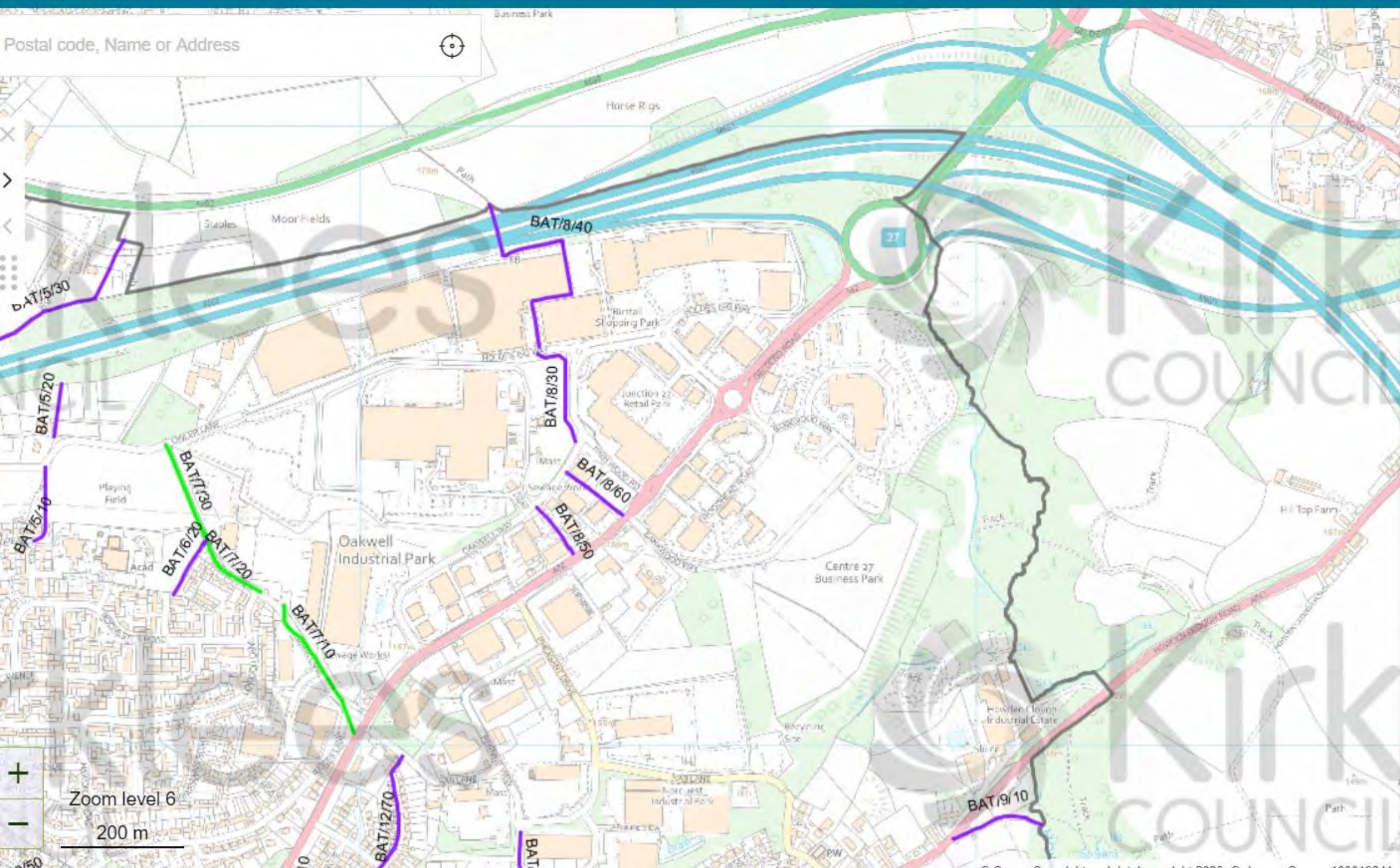
Chkd: NC

Appvd: -

Rev:	Date:	Amendment:	DRN	CHK	APR
Client:	LIDL GREAT BRITAIN				
Project:	LIDL, BIRSTALL				
Drawing No:	20/270/ACC/001				
Job No:	20-270				
Revision:	-				
Date:	21.10.2020				

APPENDIX TP 4

Postal code, Name or Address



Base maps

OS Premium Stack Colour

Map layers

PROW - Public

Diversion/Extinguishment

DMMO Claimed

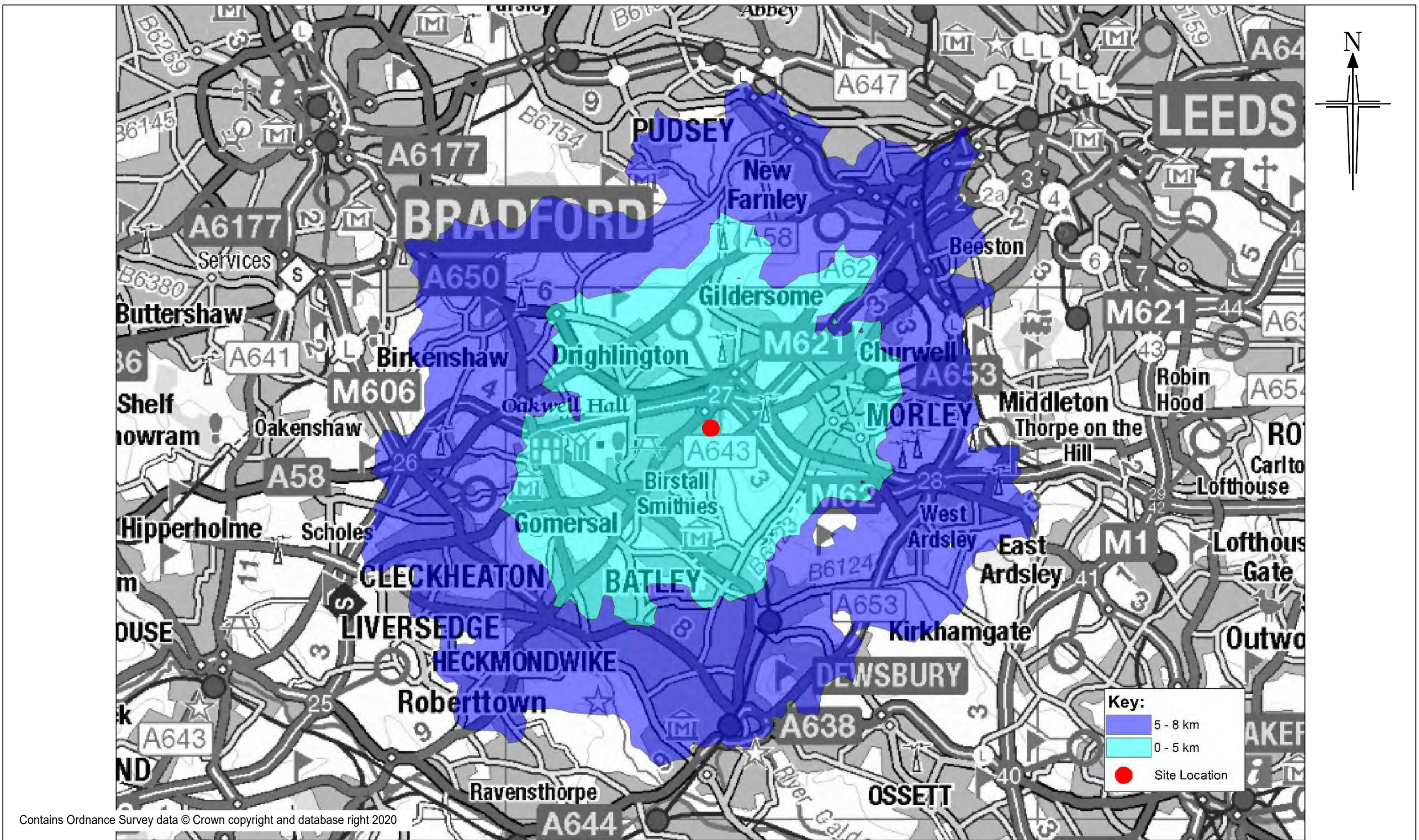
PROW

Bridleway

Byway

Footpath

APPENDIX TP 5



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Title: CYCLING TRACC ACCESSIBILITY PLAN

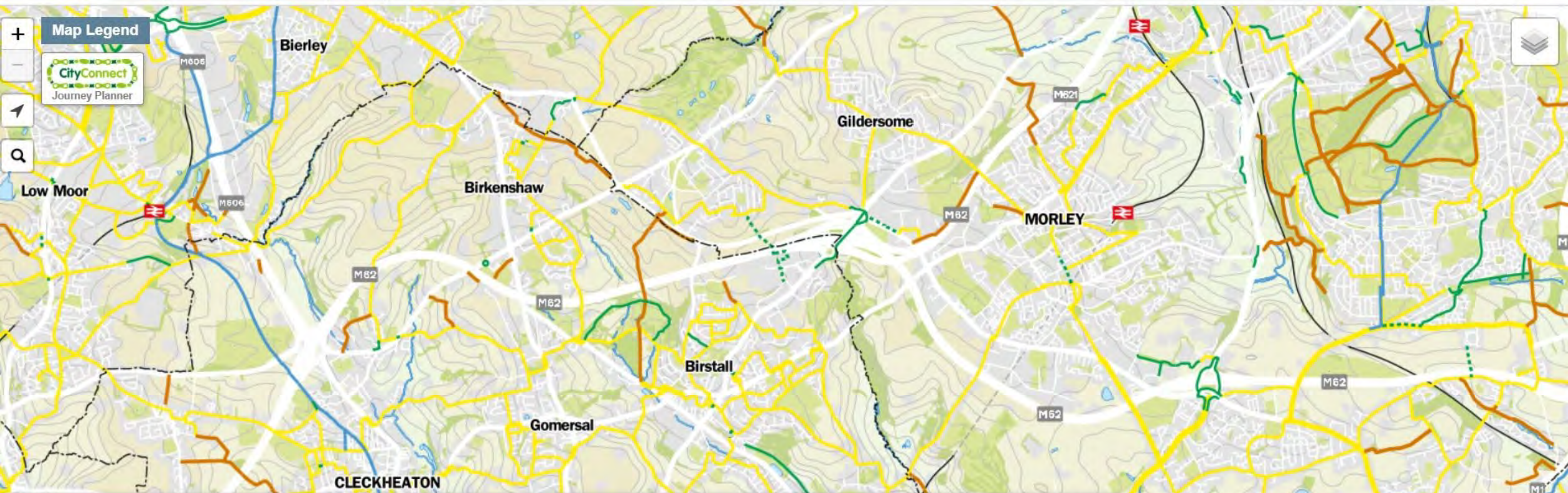
Status: PLANNING

Scale: NTS
Size: A3 - 420 x 297

Drawn: DG
Chkd: NC
Appvd: -

Rev:	Date:	Amendment:	DRN	CHK	APR
Client:	LIDL GREAT BRITAIN				
Project:	LIDL, BIRSTALL				
Drawing No:	20/270/ACC/002				
Job No:	20-270				
Revision:	-				
Date:	21.10.2020				

APPENDIX TP 6



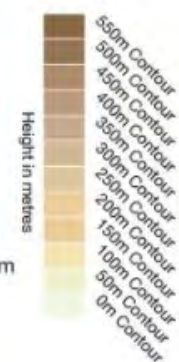
Map Legend

	Advisory cycle route (traffic volumes may vary according to the time of day)		Cycle contraflow		Car Park
	Signed cycle route		Turns permitted only for cyclist		Toucan / Pelican / Pegasus crossing
	Pedestrian streets between 10:30 and 16:30		Cycle parking / lockers		Bus / Train station
	No through road		Place of worship		Level crossing
	Signed Traffic-free cycle path		University / College / School*		Visitor information / Sports centre
	Traffic-free cycle path		Post office / Library		Hospital
	City Connect route		Post office / Library		Car Club parking bay
	Rough bridleway / Cycle track		National Cycle Network		Heritage railway
	Path or footway where you should walk your bike		One way		Junctions that require care
	Cycle lane		Bike shop*		District boundary / National Park boundary
	Bus lane		Community cycling facility*		
	Covid19 emergency cycling route				

Close

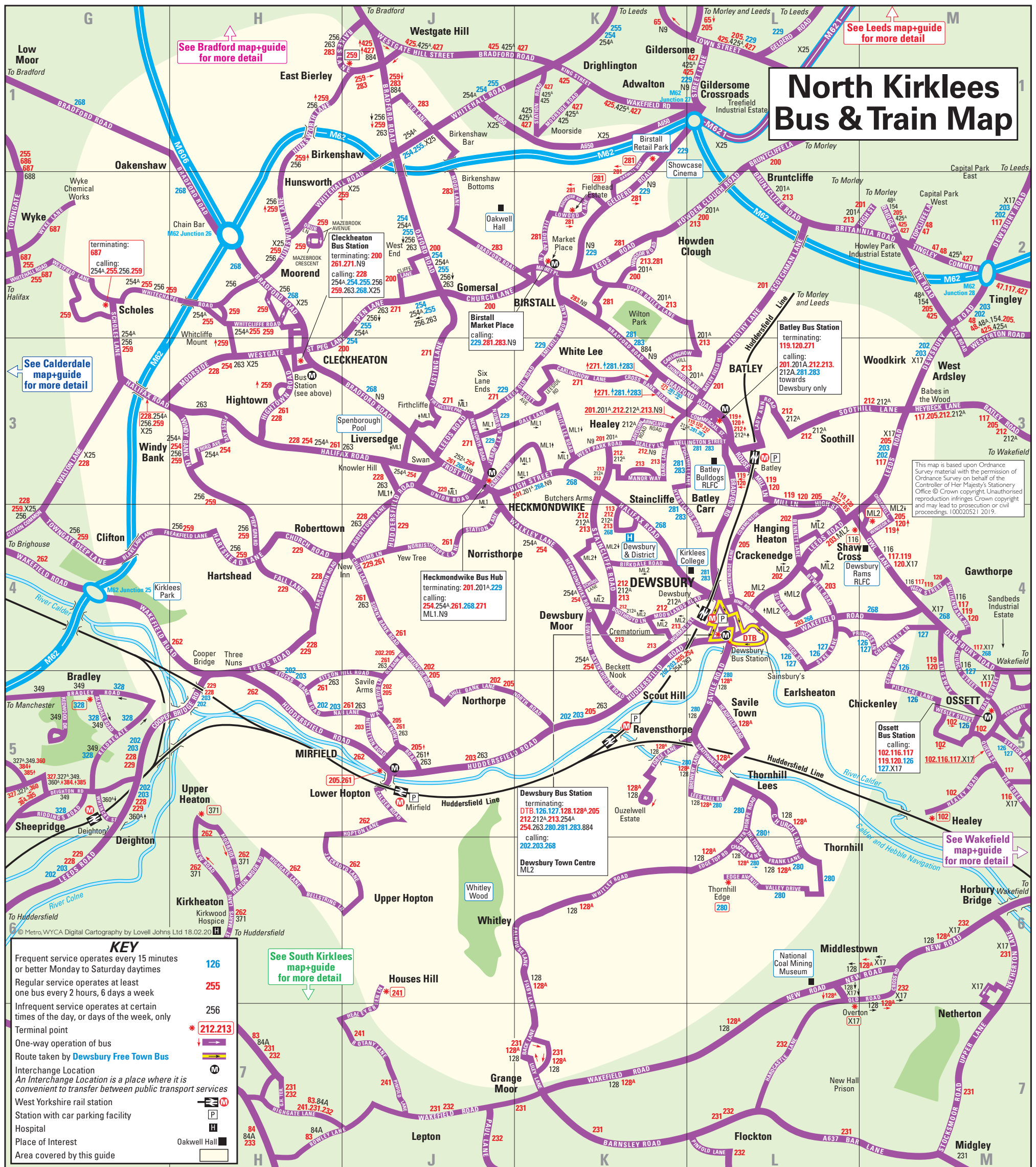
	Wonders for Wakefield and Wakefield Wheel
	Trans Pennine Trail
Leeds Core Network	Note: on all radial routes follow CC to city centre
	To Alwoodley / Armley
	To Garforth / Middleton
	To Roundhay / Temple Newsam
	To West Park

* interactive symbols
Click symbol for more information

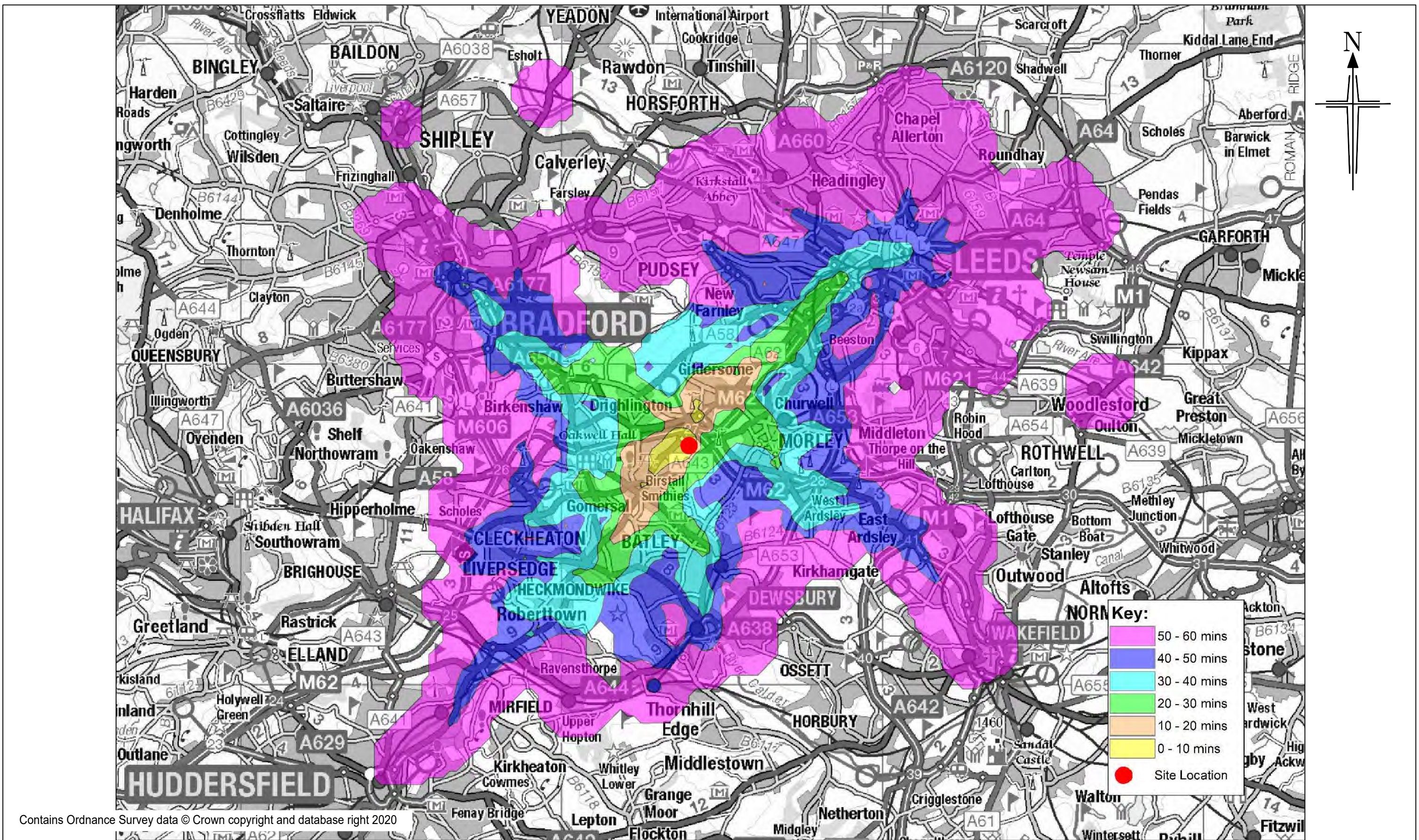


APPENDIX TP 7

North Kirklees Bus & Train Map



APPENDIX TP 8



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Title: PUBLIC TRANSPORT TRACC ACCESSIBILITY PLAN - WEEKDAY EVENING

Status: PLANNING

Scale: NTS

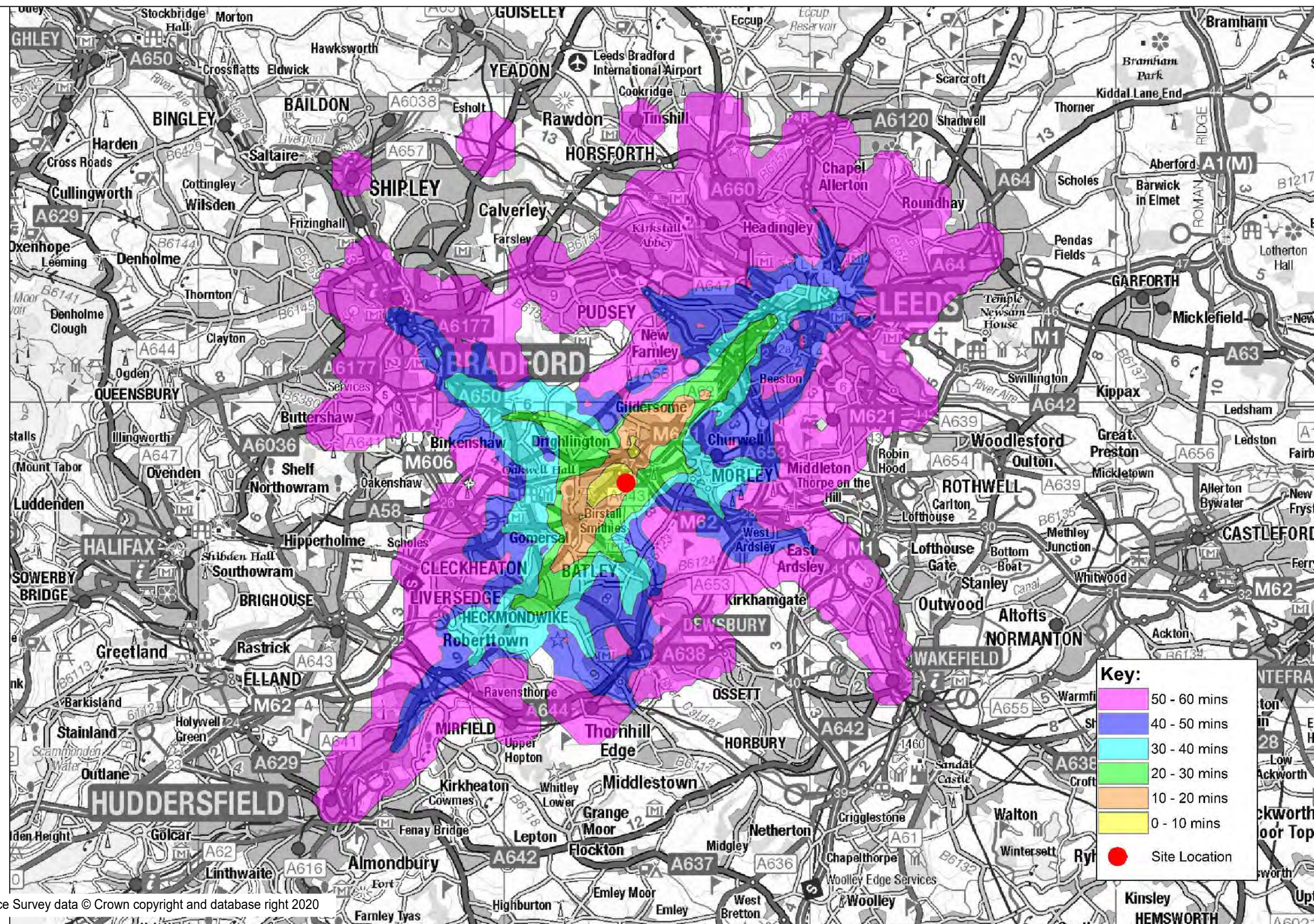
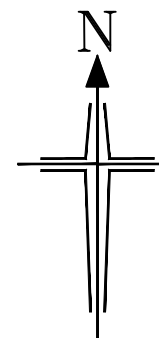
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Drawn: DG

Chkd: NC

Appvd:

Rev:	Date:	Amendment:	DRN	CHK	APR
Client:	LIDL GREAT BRITAIN				
Project:	LIDL, BIRSTALL				
Drawing No:	20/270/ACC/003				
Job No:	20-270				
Revision:	-				
Date:	21.10.2020				



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Title: PUBLIC TRANSPORT TRACC ACCESSIBILITY
PLAN - SATURDAY

Status: PLANNING

Scale: NTS

Size: A3 - 420 x 297

Drawn: DG

Chkd: NC

Appvd: -

Rev:	Date:	Amendment:	DRN	CHK	APP
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Client: **LIDL GREAT BRITAIN**

Project: LIDL, BIRSTALL

Drawing No: 20/270/ACC/004

Job No: 20-270

Revision: -

Date: 21.10.2020

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